

**HISTORY OF MEAT ALTERNATIVES**

**(965 CE TO 2014):**

**EXTENSIVELY ANNOTATED**

**BIBLIOGRAPHY AND SOURCEBOOK**

**Compiled**

**by**

**William Shurtleff & Akiko Aoyagi**



**2014**

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## DEDICATION AND ACKNOWLEDGMENTS

**This book is dedicated to Dr. John Harvey Kellogg and to all subsequent Seventh-day Adventist pioneers in the development of meat alternatives.**

Part of the enjoyment of writing a book lies in meeting people from around the world who share a common interest, and in learning from them what is often the knowledge or skills acquired during a lifetime of devoted research or practice. We wish to give deepest thanks...

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■ Finally our deepest thanks to Tony Cooper of San Ramon, California, who has kept our computers up and running since Sept. 1983. Without Tony, this series of books on the Web would not have been possible.

This book, no doubt and alas, has its share of errors. These, of course, are solely the responsibility of William Shurtleff.

■ This bibliography and sourcebook was written with the hope that someone will write a detailed and well-documented history of this subject.

# INTRODUCTION

**What is a meat alternative?** It is a meatless food that has approximately the same taste, appearance, and texture of a related food made from meat, poultry, fish or shellfish. Its nutritional value is, in general, approximately equal to (or sometimes greater than) that of the related food, including essential vitamin B-12. Its name often indicates the meat to which it is an alternative, and the label must indicate clearly that it is a meatless product. For example Tofurky is a meatless alternative to turkey. FriChik (or White-Chik) is an alternative to fried chicken. Choplets is an alternative to pork chops. Likewise there are Soyloin Steaks, Veja-Links (or Vegelinks), Vegetable Skallops, Bac\*Os (or Stripples), Mock Chicken Tempeh Salad, a myriad of meatless burgers, etc.

Traditionally a main ingredient in meat alternatives has been tofu (including fried and dried frozen tofu), wheat gluten, tempeh, yuba, and nuts (especially peanuts). Yet while these foods have been used for centuries **to make** meat alternatives, the Soyinfo Center does not include them in our definition of meat alternatives.

More recently, soy protein isolates, concentrates, and modern textured soy protein products (such as spun soy protein fibers, TVP®, textured soy protein concentrates, etc.) have been added to the mix. Yet while these ingredients are increasingly used **to make** meat alternatives, we do not consider them to be meat alternatives. In the 1960s and 1970s they were often called “meat analogs/analogues.”

Meat alternatives serve many useful purposes:

- Most people who become vegetarians do so for reasons of health, protection of animals (not killing or exploiting them), and/or concern for the environment. They often keep their desire for the taste and texture of meat – at least for a while. Meat alternatives may make it easier for them to make the transition to (or to maintain) this new diet and lifestyle.
- Meat alternatives make it much easier for meat eaters to reduce or eliminate meat consumption – as, for example, when that is suggested by a cardiologist after (or just before) heart surgery. Many heavy consumers of meat cannot imagine life without it.
- They serve as an occasional “comfort food” for long-time vegetarians.
- A meatless turkey (such as Tofurky) makes it easier for vegetarians to not “stand out” at Thanksgiving.

## Brief Chronology of Meat Alternatives.

**965** – The earliest known reference to tofu (worldwide) appears in China in the Anecdotes, Simple and Exotic (*Qing*

*yilu*) by Tao Ku. It states: When Shi Ji was the magistrate of Qing Yang, he emphasized the virtue of frugality among the people, and discouraged the consumption of meat. Instead he promoted the sale of tofu. But rather than calling it *doufu* (the Chinese name for tofu), he referred to it as ‘mock lamb chops’ or ‘the vice mayor’s mutton.’ (Translated by H.T. Huang, PhD, July 2002).

**1301** – Meat alternatives are next mentioned, worldwide, in China. A recipe for mock lung sausage and one for mock eel (the main ingredient of each is *mien-chin*/wheat gluten) appears in the Essential Arts for Family Living (*Jujia biyong shilei quanji*), an encyclopedia.

**1587 Jan. 24** – Yuba, called *uba*, is first mentioned worldwide; it appears in a Japanese diary.

**1596** – Wheat gluten is again used in China to make meat alternatives in The Great Pharmacopoeia (*Bencao gangmu*) by Li Shizen. Yuba (*doufu-pi*) is first mentioned in China in the same work.

**1621-1627** – At a banquet in Ming-dynasty China, a group of Buddhist nuns is reassured: “This is vegetarian food made to look like meat. It has come from the temple, and there can’t possible be any harm in eating it.” (Egerton’s 1939 translation of The Golden Lotus {*Jin Ping Mei*}, by Xioa-Xiao Sheng).

**1790** – In the famous book Recipes from the Sui Garden (*Suiyuan shidan*) by Yuan Mei (Qing dynasty), Mock roast goose with yam wrapped in yuba (*doufu pi*) is mentioned. This is the earliest document seen that mentions a meat alternative resembling poultry.

**1815** – Tempeh is first mentioned worldwide in the *Serat Centini* from Indonesia.

**1852 Nov. 24** – Meat alternatives are first mentioned in the Western world. “We learn that a distinguished Grahamite has invented a vegetable sausage. It is composed mainly of red flannel and turnip tops, chopped fine. All heating spices are excluded. The vegetable sausage has long been a desideratum with the proprietors of vegetarian boarding-houses.” (*New Hampshire Patriot and State Gazette* {Concord}. “An important invention,” p. 3).

**1876** – The term “substitute for meat” is first used (in English) in the official catalogue for Japan’s International Exhibition at Philadelphia. Tofu and miso, “afford the necessary nitrogenous substances, and to a certain extent

form the substitute for meat;...” (p. 106).

**1886** – The earliest known document to mention a meat alternative in Japan is *A Japanese-English and English-Japanese Dictionary*. 3rd ed., by James C. Hepburn. The entry states: “Hiriōzu: A kind of food made of tōfu fried in oil.” Hiriōzu (now usually spelled *Hiryōzu*) refers to Kyoto-style deep-fried tofu treasure balls.

**1888** – The term “substitute for flesh meat” is first used (M. Holbrook, p. 117).

**1892 March 16** – The word “meatless” is first used. The *New York Times* (p. 2) runs an article titled “A Meatless Feast. Banquet of the New-York Vegetarian Society.”

**1893 Jan. 15** – The term “meat substitutes” first appears. In an article titled “Lectures on Cooking,” the *New York Times* (p. 17) states that Miss Maria Daniell of the Massachusetts Institute of Technology will give a course of lectures on cooking for the sick. It “will include instructions for the... cooking of meats and meat substitutes.”

**1895 Dec. 25** – Earliest known reference to a meatless turkey. In an article titled “No Meats on the Menu,” about the Chicago Vegetarian Society’s annual banquet, the *Chicago Daily Tribune* states that the twelve course menu included “vegetable turkey.”

**1895-1899** – Charles Dabney interests Dr. John Harvey Kellogg in developing substitutes for meat. Dr. Kellogg first described this in 1923 in a book titled *The Natural Diet of Man* (p. 334-36): “By the combination of nuts and cereals, a product very closely resembling meat may be prepared. The process for doing this was discovered by the writer many years ago in a series of experiments undertaken for the purpose by the request of Professor Dabney, then assistant professor in the Department of Agriculture. Recognizing that the increase of population would ultimately lead to an increase in the price of foodstuffs and particularly of meats, and possibly a scarcity of meats, Professor Dabney requested the writer to solve the problem by the production of a vegetable substitute for meat. The result of the experiment undertaken was Protose, a nut-cereal preparation, which to a considerable degree resembles meat in appearance, taste and odor, having a slight fibre like potted meat.”

**1896 July** – Nuttose, the first commercial meat alternative in the Western world, is launched by the Battle Creek Sanitarium Bakery, renamed the Sanitas Nut Food Co. by Nov. 1896. The brainchild of Dr. John Harvey Kellogg, it is the first of many Seventh-day Adventist meat alternatives and the world’s first canned meat alternative. Peanuts are the main ingredient. In Sept. 1896, Ella Kellogg, Dr. Kellogg’s

wife, publishes six recipes for its use in the popular magazine *Good Health* (Battle Creek, Michigan). In a Nov. 1896 advertisement, Nuttose is said to have “somewhat the appearance and flavor of cold roast mutton.” By Dec. 1896 Nuttose is being sold as a “health food” in Los Angeles and advertised in the *Los Angeles Times*.

**1896 July** – The term “substitute for flesh food” first appears. It is used to describe Nuttose in an article by Dr. J.H. Kellogg in *Good Health* magazine.

**1896 Sept.** – The word “analogue” is first used in connection with meat. Dr. John Harvey Kellogg writes in the *Modern Medicine and Bacteriological Review* (Battle Creek, p. 220-23): “Nuts are unquestionably the vegetable analogue of meat and other animal foods, not only containing all the food elements to be found in animal products, but in finer and more digestible form, more delicately flavored, and wholly free from deleterious elements which abound in meat...”

**1897 Jan. 1** – The term “vegetable meat” is first used. It appears in a New Zealand newspaper and refers to tofu.

**1899 June 3** – The term “vegetable substitute for meat” is first used in U.S. Patent 670,283 titled “Vegetable-food compound,” by Dr. J.H. Kellogg. The application was filed on this date; the patent was issued on 19 March 1901. “The object of my invention is to furnish a vegetable substitute for meat which shall possess equal or greater nutritive value in equal or more available form.”

The term “meat-like” (or “meat like”) first appears in the same patent. “By proper regulation of the temperature and proportions of the ingredients various meat-like flavors are developed, which give to the finished product very characteristic properties.”

**1899 June** – Protose, the 2nd commercial meat alternative in the Western world, is launched by the Sanitas Nut Food Co. Also the brainchild of Dr. John Harvey Kellogg, it too is canned.

**1899** – *Guide to Nut Cookery*, a vegan cookbook by Almeda Lambert, mentions many meat alternatives, including a recipe for meatless “peanut sausages.” This is the earliest document seen in the Western world that mentions a meatless sausage.

The chapter titled Nutmeato (p. 91-127) contains many nut-based recipes for meat alternatives. The main ingredient is usually nut butter. The mixture is usually sealed in a can and steamed for 3-5 hours. Recipes include: Mock Nutmeato roast, Nutmeato steak, Nutgrano No. 1-10, (No. 1 and No. 8 use 1 cup raw peanut butter), Nutmeatose No. 1-7 (p. 97-98; No. 1 uses 2 cups peanut butter), Roast goose, (with full-page photo), Turkey legs, Chicken legs, Roast turkey



(with photo), Nut lobster, Baked trout (with photo), Mock fish, baked, Sauce for baked fish (with photo), Mock turkey, Mock fish-balls, Vegetable nut roast, Mock salmon, Mock chicken croquettes, Mock fried oysters, Mock oyster patties, and Mock chip beef.

This is the earliest English-language document seen that mentions a meatless turkey, or that uses the terms “Turkey legs,” “Roast turkey,” “Mock turkey” or “Vegetable turkey” to refer to meatless turkey.

**1899** – *A Friend in the Kitchen*, by Mrs. Anna L. Colcord, a Seventh-day Adventist vegetarian cookbook, refers again and again to meat alternatives.

**1904** – Japanese deep-fried tofu burgers (*gammodoki*; English: *gammodoki*) are first mentioned in any language in a Japanese-French Dictionary by J.M. Lemaréchal; they are not mentioned in English until 1924.

**1911 April 20** – Li Yu-ying, owner of a tofu company near Paris, France applies for French Patent No. 428,718 titled *Charcuterie de soja* [Cold cuts and meatlike products from soy]. He describes how to make vegetal meat (*viande végétale*), products like those from a pork-butcher’s shop. Including fresh sausages (*les saucisses*), large dry sausages or salami, (*saucissons*), etc. – from tofu.

**1911 Dec.** – The first commercial meat alternative is made by the Seventh-day Adventist Nashville Sanitarium – Food Factory in Nashville, Tennessee. “Nutfoda is the great vegetable meat, pure, wholesome, delicious, a perfect meat substitute at 10, 15 and 25¢. for ½ lb., 1 lb and 2¼ lb. cans.”

Note: This organization is probably the same as that later known as Madison College; Madison was near Nashville, Tennessee.

**1916** – The term “meat free” (regardless of hyphenation) is first used by M. Helen Keith in *Scientific American*. Reviewing animal studies, she states: “The general conclusion to be drawn from the scientific evidence is, therefore, that the meat-free diet is not as safe as the diet containing meat.”

**1919** – The term “meat alternatives” is first used by Armour and Company (the meat company) in an ad in the *Baltimore Sun* during World I when there were meat shortages in the United States. “Armour’s oval label quality foods: Meat alternatives. Fish. Eggs. Cheese. Poultry. Peanut butter...”

**1922 March** – The first soy-based meat alternative is Soy Bean Meat, developed by Madison Foods in Madison (near Nashville), Tennessee. Thereafter the great majority of meat alternatives would use soy (or a combination of soy and wheat gluten) as their main ingredient.

**1923 March** – The word “meat like” (or “meatlike”) is used for the 2<sup>nd</sup> time to refer to a meat alternative by Piper & Morse in their classic *The Soybean* (p. 239). “Thousand folds (*Chien Chang Tofu*): This product is prepared by placing very thin layers of the bean curds on cloths, on top of one another, and subjecting them to considerable pressure and allowing them to dry for a short time. The layers of bean curd are then removed and rolled together like a jamroll... When allowed to mold for several days it is fried in sesame oil and has a meat like flavor.”

**1923 Sept.** – Jethro Kloss Health Food Co. in Brooke, Virginia, first announces that it makes commercial meat alternatives. “We manufacture a line of foods that most perfectly takes the place of meat, milk, eggs and butter. There are no animal products used in the manufacture of our foods.” The Kloss family are Seventh-day Adventists.

**1929 Nov.** – La Sierra Industries in La Sierra, California, owned and operated by T.A. Van Gundy and his family (Seventh-day Adventists) launch La Sierra Soy Gluten, their first meat alternative.

Note: In 1921 this company had launched La Sierra Smoein, an innovative, meatless, bacon-flavored smoked soy powder seasoning, probably made of roasted soy flour (*kinako*). Although it is a seasoning and does not fit our definition of a meat alternative, it is clearly a step in that direction.

**1930 Feb. 10** – The word “meatless” (regardless of hyphenation) is first used to describe a meat alternative by the *Guardian* (p. 7) in England. “Perhaps the meatless sausage or the fishless rissole have already begun to appear in our own teashops.”

Note: This is also the earliest document seen that uses the word “meatlike,” but only to refer to a “meatlike taste” – not to a meat alternative.

**1937 Oct.** – Soy-Burger is launched by Madison Foods of Tennessee. It is the earliest known meatless burger made in the USA. Renamed Zoyburger in 1939.

**1941 Oct.** – Choplets (resembling pork chops), are launched by Special Foods, a company owned by Seventh-day Adventist laymen (renamed Worthington Foods, Inc. in Dec. 1945) in Worthington, Ohio. It is their first of many successful meat alternatives.

**1943 Nov.** – The term “soy meats” first appears in *Soybean Digest* (p. 8). Lauxsoy Soy Meats are made by I.F. Laucks, Inc.

**1944 March 12** – The term “meatless meat” is first used by

Clementine Paddleford in the *Los Angeles Times* (p. F14). “Beanburger is a meatless meat.”

**1945 Feb.** – Choplet-Burger is launched by Special Foods of Worthington, Ohio. It is the 2<sup>nd</sup> earliest known meatless burger made in the USA.

**1946 June 30** – The term “meat alternates” is first used in the *Madison Survey* (published by a Seventh-day Adventist school in Madison, Tennessee). “Madison’s food manufacturing plant, utilizing vegetable protein as meat alternates, is an attractive phase of the industrial program of the college.”

**1947** – Robert Boyer, a young researcher inspired by Henry Ford and employed for many years by the Ford Motor Co., develops a textured edible soy protein fiber using a process similar to that for making textile fibers (Wilding 1970).

**1952 May 6** – Boyer applies for U.S. patent No. 2,682,466 which describes the preparation of textured meatless foods from spun vegetable protein; this started the spinning of soy protein filaments/fibers used to create an entirely new type of meat alternative. The patent was issued on 29 June 1954.

Earlier Boyer had developed a far-from-perfect synthetic wool for Ford. However the edible product resembled muscle fiber. Boyer’s new materials did not lend themselves to processing under high temperatures normally used in canning. This led to the manufacture of frozen meatless products.

The terms “synthetic meat,” “edible filaments,” “spinneret” and “tow” [of filaments] are first used in this patent.

**1953 Feb. 2** – The terms “imitation meat” and “imitation meat products” are first used in U.S. Patent No. 2,730,448, applied for by Robert Boyer and Harold Saewert. The patent is issued on 10 Jan. 1956.

**1954 May 14** – The terms “simulated meat” and “simulated meat products” are first used in U.S. Patent No. 2,813,025, applied for by Mortimer L. Anson and Morton Pader. The patent is issued on 12 Nov. 1957.

**1960** – Robert Boyer begins work as a full-time consultant for Ralston Purina Co. Starting that year, Ralston Purina begins its first research on edible soy protein isolates. In about September 1962 Boyer was named technical director of protein product sales in the soybean division of the Ralston Purina Co.; he worked for Ralston until his retirement in 1971.

**1962 July** – Worthington launches White Chik, Beeflike, Prosage, Stripples, and Holiday Roast. They are the earliest

meat alternatives containing Fibroprotein or Textured Edi-Pro (spun soy protein fibers), made by Ralston Purina Co., as a basic ingredient, and the earliest known frozen meat alternatives.

**1962 July** – The trade name “Soyameat” is first mentioned in the *Choplet Newsletter* (Worthington Foods). All of these products contain Fibroprotein (spun soy protein fibers) as a basic ingredient.

This is also the earliest document seen that mentions Fibroprotein.

**1965 Dec.** – Bac\*O’s (Meatless Fried Bacon Bits from Spun Soy Protein Fiber) are launched by General Mills of Minneapolis, Minnesota.

**1968** – *The Cooking of China*, by Emily Hahn (Time-Life Books) states that Buddhist monks and nuns in China are strict vegetarians; special foods that simulate meat have been developed for them. These include vegetarian “duck made from crisp bean-curd skin, colored and shaped to look like the bird’s flesh” and “chicken roll in *hoisin* sauce, the ‘chicken’ made of soft soybean curd” (p. 64, 67, 70).

Note: The term “bean-curd skin” refers to yuba (*doufu-pi* in pinyin).

**1960s and 1970s** – There is a big increase in the number of vegetarians in the United States and Europe. Some of these in the USA are called “hippies.”

Note: The word “hippy” was coined in about 1965.

**1974 early** – Miles Laboratories buys Worthington Foods and launches the new “Morningstar Farms” brand of frozen meat alternatives in mainstream supermarkets.

**1975 Dec.** – Meat alternatives made from yuba and shaped like their animal counterparts are first described in English in *The Book of Tofu* by Shurtleff and Aoyagi. “One of the obvious differences between the uses to which yuba is put in China as compared to Japan is the remarkable ingenuity and inventiveness employed by the Chinese in giving yuba the semblance of meat. Imagine walking by the display case of attractive restaurants or marketplace yuba shops and seeing perfect replicas of plucked hens, roosters, and ducks, light-brown fish (complete with fins, gills, eyes, and mouth), juicy hams, tripe, liver and rolled meats – all made from yuba (fig. 111). Rich red sausage links hang in rows and deep-fried drumsticks are handsomely arranged on a large platter – together with a life-sized pig’s head.

“Most of these imitation meat dishes are prepared by pressing fresh yuba into a hinged (wooden or aluminum) mold,” clamping the mold closed, then steaming it until the yuba’s shape is fixed.

“Served at *su-tsai* restaurants which specialize in

Buddhist vegetarian cookery, each has its own well-known name: Buddha's Chicken (*suchi*), Buddha's Fish (*suyu*, sushi), Buddha's Duck (*suya*), Vegetarian Tripe (*taoto*) or Liver (*sukan*); Molded Pig's Head (*tutao*), Molded Ham (*suhuo*), Sausage Links (*enchan*), Buddha's Drumsticks (*sutsai tsui*), Deep-fried Duck (*suya*).” A full-page illustration (p. 258) shows these products.

**1982 Oct. 15** – Worthington Foods Inc. is repurchased by a group of lay Seventh-day Adventist investors – many of them the previous owners.

**1985 Feb.** – Yves Tofu Wieners are launched by Yves Potvin of Yves Natural Foods (Vancouver, BC, Canada) – the first of the company's many meat alternatives.

**1995 Oct.** – Tofurky, an alternative to turkey at Thanksgiving and Christmas is launched by Seth Tibbott of Turtle Foods, Inc., Hood River, Oregon. It soon becomes the best known meat alternative in the United States.

**1996 Feb.** – “Worthington Foods controls about 58% of the meat alternative category nationally,” and it had sales of \$91 million in 1995, up 13% over 1994 (*Plain Dealer* {Cleveland, Ohio}, Feb. 25, p. 1-1, 3-1).

**1999 Oct. 26** – The U.S. Food and Drug Administration (FDA) authorizes a health claim stating that consumption of 6.25 grams of soy protein per serving, as a part of a healthy diet, low in saturated fats and cholesterol, may reduce the risk of heart disease by lowering cholesterol levels. This claim soon appears on the front of many products that meet these requirements. It leads to the creation of many new soyfood products (including meat alternatives) and generates major public interest in soyfoods.

**1999 Oct.** – Worthington Foods, Inc. is purchased by The Kellogg Co. (the world's leading maker of breakfast cereals, with yearly sales of \$6.8 billion) for about \$307 million (*Natural Foods Merchandiser*, Nov. p. 9). Meat alternatives hit the big time!

**1995-1999** circa – The product category “Meat Alternatives” is created at the inception of SPINS Product Library; later it was split into Frozen vs. Refrigerated Meat Alternatives (Leahy 2014, personal communication).

**2001 Jan.** – Kraft Foods Inc. purchases Boca Burger (founded in 1993). Last year American consumers spent about \$500 million on meat alternatives, about 75% of that on soy products. Boca Burger had revenues of \$40 million last year, about double the previous year (*Capital Times* {Madison, Wisconsin}, Jan. 18).

**2002 March 18** – Burger King is the first major U.S. fast food chain to put a veggie burger on its menu, at more than 8,000 outlets nationwide; soy is not an ingredient since allergies are a big concern (Abrahms 2002, p. 2). One smaller chain, Back Yard Burgers, with about 100 restaurants in 17 states, began offering Gardenburger meatless patties on its menu in about the year 2000 (*Soybean Digest*, April 2002, p. 31).

**2014** – Current status of meat alternatives in the USA. Total retail sales for the 12 months ending 1 Jan. 2014, both refrigerated and frozen, both Natural foods and mainstream supermarkets: \$620 million. Source: SPINS and AC Neilsen (IRI).

The leading brand is probably Morningstar Farms (owned by The Kellogg Co.).

Update on Tofurky:

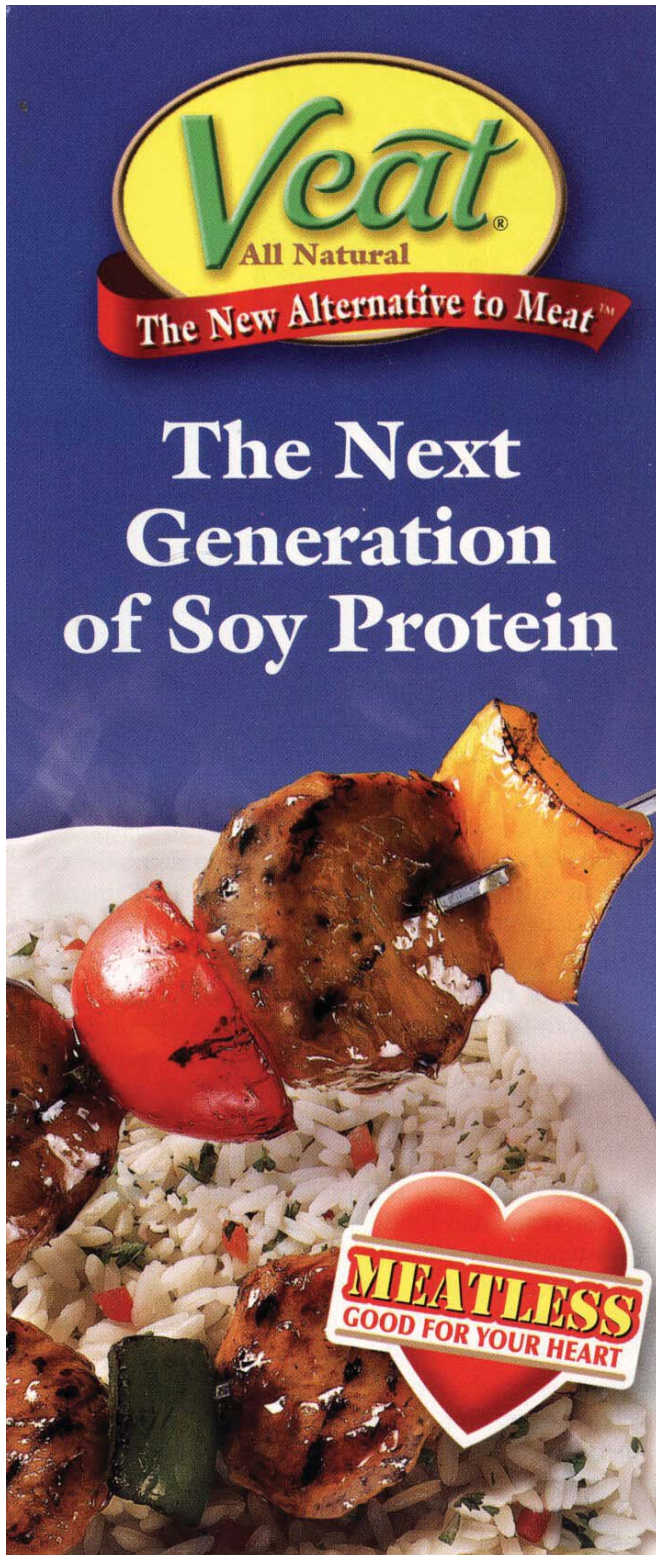
Tofurky Company total sales in 2014: \$31 million.

Total Tofurky roasts sold in 2014 (projected): 360,000.

Total Tofurky roasts sold since 1995: 3.84 million.







## ABOUT THIS BOOK

This is the most comprehensive book ever published about the history of meat alternatives. It has been compiled, one record at a time over a period of 35 years, in an attempt to document the history of this ancient and interesting food. It is also the single most current and useful source of information on this subject.

This is one of more than 100 books compiled by William Shurtleff and Akiko Aoyagi, and published by the Soyinfo Center. It is based on historical principles, listing all known documents and commercial products in chronological order. It features detailed information on:

- 76 different document types, both published and unpublished.
- 1977 published documents - extensively annotated bibliography. Every known publication on the subject in every language.
- 536 unpublished archival documents.
- 626 original Soyinfo Center interviews and overviews never before published, except perhaps in our books.
- 1424 commercial meat alternatives.

Thus, it is a powerful tool for understanding the development of this subject from its earliest beginnings to the present.

Each bibliographic record in this book contains (in addition to the typical author, date, title, volume and pages information) the author's address, number of references cited, original title of all non-English language publications together with an English translation of the title, month and issue of publication, and the first author's first name (if given). For most books, we state if it is illustrated, whether or not it has an index, and the height in centimeters.

All of the graphics (labels, ads, leaflets, etc) displayed in this book are on file, organized by subject, chronologically, in the Soyinfo Center's Graphics Collection.

For commercial soy products (CSP), each record includes (if possible) the product name, date of introduction, manufacturer's name, address and phone number, and (in many cases) ingredients, weight, packaging and price, storage requirements, nutritional composition, and a description of the label. Sources of additional information on each product (such as advertisements, articles, patents, etc.) are also given.

A complete subject/geographical index is also included.



## ABBREVIATIONS USED IN THIS BOOK

A&M = Agricultural and Mechanical	mm = millimeter(s)
Agric. = Agricultural or Agriculture	N. = North
Agric. Exp. Station = Agricultural Experiment Station	No. = number or North
ARS = Agricultural Research Service	Nov. = November
ASA = American Soybean Association	Oct. = October
Assoc. = Association, Associate	oz = ounce(s)
Asst. = Assistant	p. = page(s)
Aug. = August	photo(s) = photograph(s)
Ave. = Avenue	P.O. Box = Post Office Box
Bld. = Boulevard	Prof. = Professor
bu = bushel(s)	psi = pounds per square inch
ca. = about (circa)	R&D = Research and Development
cc = cubic centimeter(s)	Rd. = Road
Chap. = Chapter	Rev. = Revised
cm = centimeter(s)	RPM = revolutions per minute
Co. = company	S. = South
Corp. = Corporation	SANA = Soyfoods Association of North America
Dec. = December	Sept. = September
Dep. or Dept. = Department	St. = Street
Depts. = Departments	tonnes = metric tons
Div. = Division	trans. = translator(s)
Dr. = Drive	Univ. = University
E. = East	USB = United Soybean Board
ed. = edition or editor	USDA = United States Department of Agriculture
e.g. = for example	Vol. = volume
Exp. = Experiment	V.P. = Vice President
Feb. = February	vs. = versus
fl oz = fluid ounce(s)	W. = West
ft = foot or feet	°C = degrees Celsius (Centigrade)
gm = gram(s)	°F = degrees Fahrenheit
ha = hectare(s)	> = greater than, more than
i.e. = in other words	< = less than
Inc. = Incorporated	
incl. = including	
Illust. = Illustrated or Illustration(s)	
Inst. = Institute	
J. = Journal	
J. of the American Oil Chemists' Soc. = Journal of the American Oil Chemists' Society	
Jan. = January	
kg = kilogram(s)	
km = kilometer(s)	
Lab. = Laboratory	
Labs. = Laboratories	
lb = pound(s)	
Ltd. = Limited	
mcg = microgram(s)	
mg = milligram(s)	
ml = milliliter(s)	

## HOW TO MAKE THE BEST USE OF THIS DIGITAL BOOK - THREE KEYS

**1. Read the Introduction and Chronology/Timeline located near the beginning of the book; it contains highlights and a summary of the book.**

**2. Search the book.** The **KEY** to using this digital book, which is in PDF format, is to **SEARCH IT** using Adobe Acrobat Reader: For those few who do not have it, Google: **Acrobat Reader** - then select the **free** download for your type of computer.

**Click on the link to this book and wait for the book to load completely and the hourglass by the cursor to disappear (4-6 minutes).**

**Type [Ctrl+F] to “Find.” A white search box will appear near the top right of your screen.**

**Type in your search term, such as Tofurky or meat substitute.**

**You will be told how many times this term appears, then the first one will be highlighted.**

**To go to the next occurrence, click the down arrow, etc.**

**3. Use the indexes, located at the end of the book.** Suppose you are looking for all records about tofu. These can appear in the text under a variety of different names: bean curd, tahu, doufu, to-fu, etc. Yet all of these will appear (by record number) under the word “Tofu” in the index. See “**How to Use the Index,**” below. Also:

**Chronological Order:** The publications and products in this book are listed with the earliest first and the most recent last. Within each year, references are sorted alphabetically by author. If you are interested in only current information, start reading at the back, just before the indexes.

**A Reference Book:** Like an encyclopedia or any other reference book, this work is meant to be searched first - to find exactly the information you are looking for - and then to be read.

**How to Use the Index:** A subject and country index is located at the back of this book. It will help you to go directly to the specific information that interests you. Browse through it briefly to familiarize yourself with its contents and format.

Each record in the book has been assigned a sequential number, starting with 1 for the first/earliest reference. It is this number, not the page number, to which the indexes refer. A publication will typically be listed in each index in more than one place, and major documents may have 30-40

subject index entries. Thus a publication about the nutritional value of tofu and soymilk in India would be indexed under at least four headings in the subject and country index: Nutrition, Tofu, Soymilk, and Asia, South: India.

Note the extensive use of cross references to help you: e.g. “Bean curd. See Tofu.”

**Countries and States/Provinces:** Every record contains a country keyword. Most USA and Canadian records also contain a state or province keyword, indexed at “U.S. States” or “Canadian Provinces and Territories” respectively. All countries are indexed under their region or continent. Thus for Egypt, look under Africa: Egypt, and not under Egypt. For Brazil, see the entry at Latin America, South America: Brazil. For India, see Asia, South: India. For Australia see Oceania: Australia.

**Most Important Documents:** Look in the Index under “Important Documents -.”

**Organizations:** Many of the larger, more innovative, or pioneering soy-related companies appear in the subject index – companies like ADM / Archer Daniels Midland Co., AGP, Cargill, DuPont, Kikkoman, Monsanto, Tofutti, etc. Worldwide, we index many major soybean crushers, tofu makers, soymilk and soymilk equipment manufacturers, soyfoods companies with various products, Seventh-day Adventist food companies, soy protein makers (including pioneers), soy sauce manufacturers, soy ice cream, tempeh, soynut, soy flour companies, etc.

Other key organizations include Society for Acclimatization (from 1855 in France), American Soybean Association, National Oilseed/Soybean Processors Association, Research & Development Centers (Peoria, Cornell), Meals for Millions Foundation, and International Soybean Programs (INTSOY, AVRDC, IITA, International Inst. of Agriculture, and United Nations). Pioneer soy protein companies include Borden, Drackett, Glidden, Griffith Labs., Gunther, Laucks, Protein Technologies International, and Rich Products.

**Soyfoods:** Look under the most common name: Tofu, Miso, Soymilk, Soy Ice Cream, Soy Cheese, Soy Yogurt, Soy Flour, Green Vegetable Soybeans, or Whole Dry Soybeans. But note: Soy Proteins: Isolates, Soy Proteins: Textured Products, etc.

**Industrial (Non-Food) Uses of Soybeans:** Look under “Industrial Uses ...” for more than 17 subject headings.

**Pioneers - Individuals:** Laszlo Berczeller, Henry Ford, Friedrich Haberlandt, Artemy A. Horvath, Englebert Kaempfer, Mildred Lager, William J. Morse, etc. Soy-Related Movements: Soyfoods Movement, Vegetarianism, Health and Dietary Reform Movements (esp. 1830-1930s), Health Foods Movement (1920s-1960s), Animal Welfare/Rights. These are indexed under the person's last name or movement name.

**Nutrition:** All subjects related to soybean nutrition (protein quality, minerals, antinutritional factors, etc.) are indexed under Nutrition, in one of more than 70 subcategories.

**Soybean Production:** All subjects related to growing, marketing, and trading soybeans are indexed under Soybean Production, e.g., Soybean Production: Nitrogen Fixation, or Soybean Production: Plant Protection, or Soybean Production: Variety Development.

**Other Special Index Headings:** Browsing through the subject index will show you many more interesting subject headings, such as Industry and Market Statistics, Information (incl. computers, databases, libraries), Standards, Bibliographies (works containing more than 50 references), and History (soy-related).

**Commercial Soy Products (CSP):** See "About This Book."

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**History of Soybeans and Soyfoods:** Many of our digital books have a corresponding chapter in our forthcoming scholarly work titled History of Soybeans and Soyfoods (4 volumes). Manuscript chapters from that book are now available, free of charge, on our website, [www.soyinfocenter.com](http://www.soyinfocenter.com) and many finished chapters are available free of charge in PDF format on our website and on Google Books.

**About the Soyinfo Center:** An overview of our publications, computerized databases, services, and history is given on our website.

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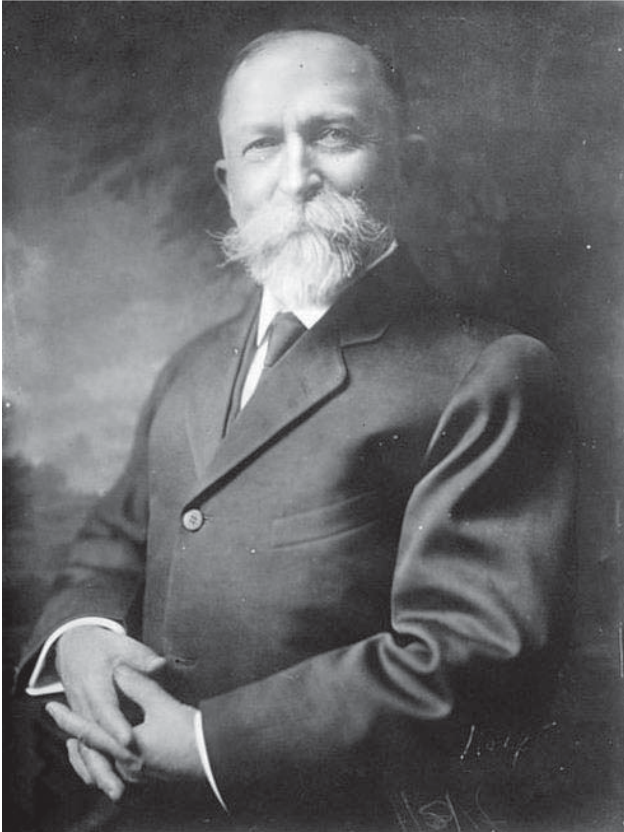
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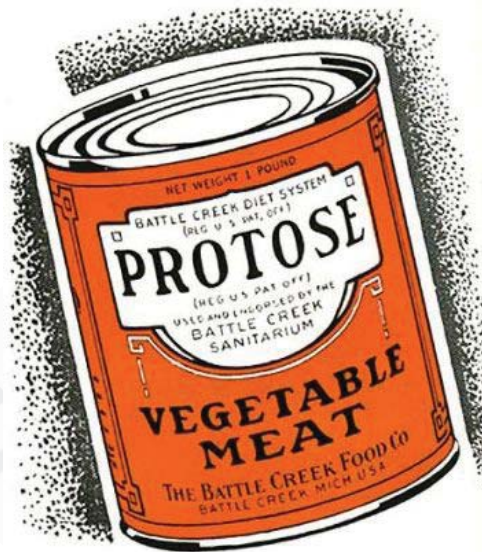
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**JOHN HARVEY KELLOGG, M.D.**  
(1852-1943)



**CHARLES W. DABNEY**  
(1855-1945)



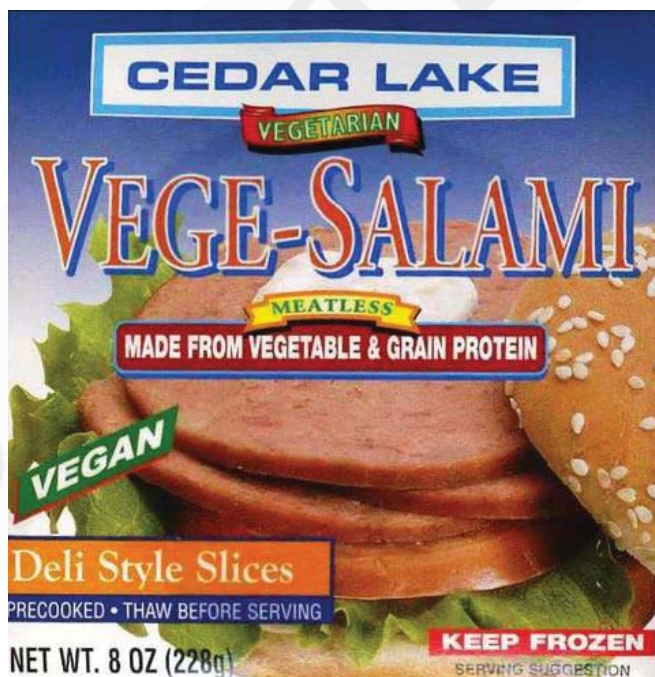
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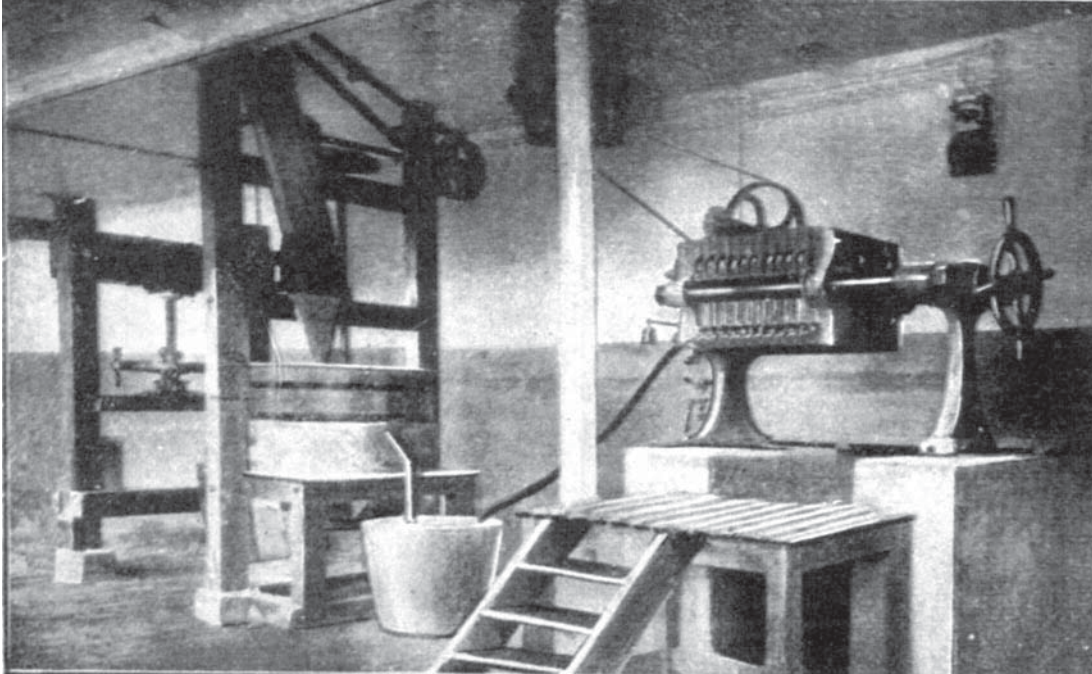
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Calories	105
Protein	6.36g
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Protein	10%
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**Durchschnittsanalyse in 100 g:** Eiweiß 15 g, Fett 16 g, verw. Kohlenhydrate 5 g, kJ 925 (kcal 221), 1 BE = 240 g

**Zutaten:** Vollsoja-Erzeugnis (Sojabohnenpüree), Wasser, Sojaöl, Eieiwweiß, Sojaeiweiß, Salz, Würzmittel, Dextrose, Sellerie, pflanzliche Verdickungsmittel Johannisbrot- und Guarkernmehl, Zwiebeln, Gewürze.  
**Soße:** Wasser, Würzmittel, Sojasoße.

**Füllmenge:** 380 g Art-Nr. 1406  
**Abtropfgewicht:** 260 g (10 Scheiben)

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**Soja-zart · sans viande**

**Ingédients:** Soja, eau, huile de soja, blanc d'œuf, protéines de soja, sel, céleri, dextrose, liant végétal; farine de caroube et de guar, oignons, épices.  
**Sauce:** Eau, assaisonnements, sauce de soja.

**Analyse pour 100 g:** Protides 15 g, Lipides 16 g, Glucides 5 g, kJ 925 (kcal 221)

**Soja-zart · zonder vlees**

**Ingédients:** Soja, water, sojaolie, eieiwitten, soja-eiwitten, zout, selder, dextrose, plantaardig bindmiddel: johannesbroodpitmeel en plantaarding gom, uien, kruiden.

**Saus:** Water, kruiden, soja-saus.

**Analyse voor 100 g:** Eiwitten 15 g, Vetten 16 g, Koolhydraten 5 g, kJ 925 (kcal 221)

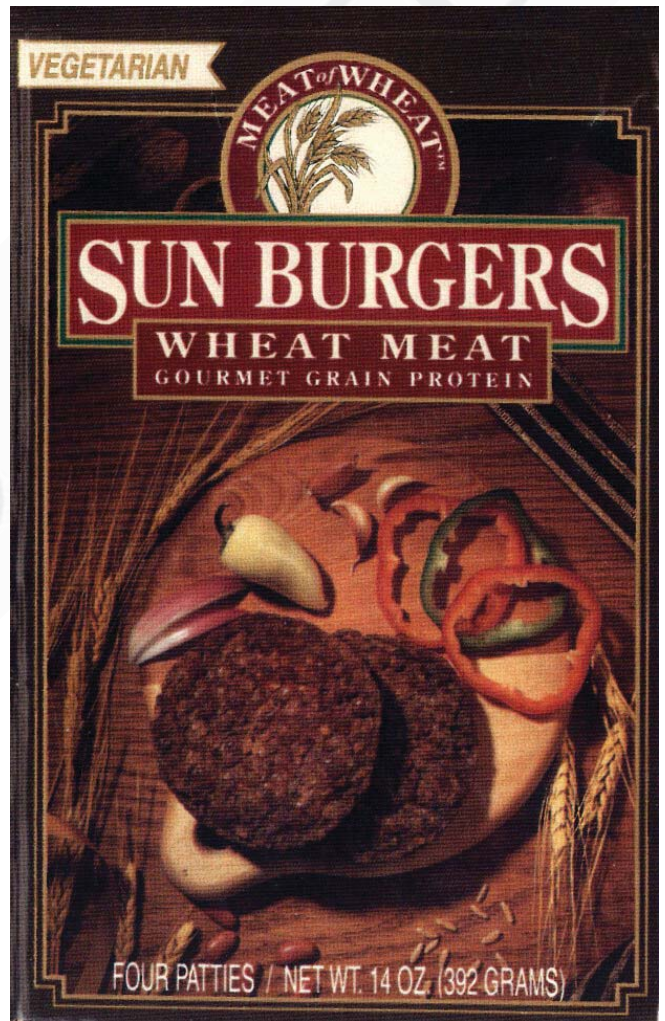
Poids net: 380 g  
Inhoud:

A consommer de préférence avant fin:  
Voir sous la boîte.

Ongespend houdbaar tot eind: Zie onderkant doos  
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What you eat can make a difference. So speak out, organize a rally, or at least have a barbecue.



*Imagine*  
F O O D S

Circle Reply #102



## HISTORY OF MEAT ALTERNATIVES

1. Tao Ku. 965 CE. *Qing yilu* [Anecdotes, simple and exotic]. China. Passage on soy reprinted in C.N. Li 1958 #90, p. 75. [Chi]

• **Summary:** Wade-Giles reference: *Ch'ing I Lu*, by T'ao Ku. Northern Song dynasty. The section titled *Xiaozaiyang* states: "When Shi Ji was the magistrate of Qing Yang, he emphasized the virtue of frugality among the people, and discouraged the consumption of meat. Instead he promoted the sale of tofu (*doufu*), which gained the sobriquet, 'mock lamb chops' or 'the vice mayor's mutton.'" (Translated by H.T. Huang, PhD, July 2002).

Note 1. This is the earliest document seen (May 2014), worldwide, that mentions tofu. Note 2. This is the earliest Chinese-language document seen (May 2014) that uses the term *doufu* to refer to tofu.

Note 3. This is the earliest document seen (May 2014) that advocates both vegetarianism and soyfoods, and that recommends the use of soyfoods (tofu) as a replacement for meat.

Dr. Huang adds: The title of this section can have a double meaning. *Xiao* means "little." *Zai* can mean either "ruler / minister / mayor" or "sacrificial / slaughtered." And *Yang* means "mutton" or "lamb." The intended meaning is clearly "mock (meatless) lamb chops" or "lamb chops for the people." The story implies that tofu was produced and marketed commercially by the latter part of the Tang dynasty, and that it was less expensive than mutton.

In March 1894, Schlegel and Cordier wrote an article in the European periodical *T'oung Pao* (published in France) titled "The Chinese bean-curd and soy and the soya-bread of Mr. Lecerf. I. Tofu" in which they discussed in detail the story from the *Qing yilu* but without actually citing that early Chinese book. Instead they cited the *Shuwu yiming shu* (ca. 1644, late Ming dynasty).

In 1968, in a Japanese-language article on the origin of tofu, the well-known Japanese food historian and sinologist Shinoda Osamu showed that this book (called *Seiuroku* in Japanese) was the world's earliest known *document* to mention tofu (Huang 2000, p. 300).

Then, in the 1980s, Chinese researchers found a tomb mural incised on a stone slab from the Eastern / Later Han dynasty (25-220 CE) that clearly shows tofu (or a prototype of tofu) being made (Chen, Wenhua 1990).

Huang (2000) gives a good explanation and translation of this passage and notes that during the Song dynasty, there was a dramatic increase in the number of times that the term "tofu" appeared in Chinese literature (p. 300-01). He adds (p. 126-27) that this food canon of late medieval China is "a compilation of anecdotes of little known facts and unusual

events associated with a wide range of topics current in the Sui, Tang and Five Dynasties era. The entire book consists of 648 anecdotes, of which 238 deal with matters relating to food and drink." In addition (p. 354) this book states: Jiang (soybean paste) "is the host of the eight delicacies (*bazhen*), while vinegar (*chu*) is their manager." Thus it places "the value of *jiang* as a condiment higher than that of vinegar."

A second passage in this book, titled *Hutuofan* states that Guang Wu (a person or ruler) is at a place named Hutuo. Someone named Gong Sun recommended soybean congee (*douzhou*) to him. Until now, all through the northwestern prefectures and counties, people call soybean congee as *Hutuofan*. Note 4. *Fan* means "cooked grains." (Translated by H.T. Huang, PhD, July 2002).

Huang (2000, p. 193) also states that an early reference to red rice koji (*hong qu*) appears in this work in an entry titled "Fermented Mash: Bone of Wine." Huang translates this: "Among the recipes there is one for red pot-roast lamb. The method is to simmer the meat with red ferment,..."

Note 5. This is the earliest document seen (May 2014) that mentions red rice koji / fermented red rice, which it calls *hong qu*.

2. Kou Zongshi. 1116. *Bencao yanyi* [Dilations upon pharmaceutical natural histories]. China. Passage on soy reprinted in C.N. Li 1958 #300, p. 221. [Chi]

• **Summary:** Wade-Giles reference: *Pên Ts'ao Yen I*, by K'ou Tsung-Shih. Song dynasty. An important work. In Chapter 20, the section titled "Whole dry soybeans" (uncooked, *sheng dadou*) after describing the different colors and kinds of soybeans (already found in many earlier documents) it states that soybeans can be ground and made into tofu (*fu*), and eaten.

Red azuki beans (*chixiaodou*) are also mentioned in this book. (See Li 1958 #388). (Translated by H.T. Huang, PhD, Jan. 2003).

Dr. H.T. Huang (personal communication, 5 June 1993) notes that this book states: "Keep chewing (massaging) wheat flour and it will yield *mianjin* (wheat gluten)."

Gai & Guo (2001, p. 44): This book was written by Ke Zhong-Xiang, who wrote: There are three kinds of immature raw soybeans: green, brown and black. The larger ones come mainly from Jiangsu, Zhejiang, Hunan, and Hubei; the smaller ones are from other places.

Needham (1986, p. 283-87): Emperor Hui Tsung, a remarkable man, came to the throne in 1101 CE. His court was a "veritable entourage of virtuosi, appreciative of all the best that the art, the science and the technology of the time could perform." A major of event was the presentation to



his throne of an “entirely original treatise on pharmaceutical natural history, by a hitherto unknown Medical Officer,” K’ou Tsung-Shih. It was printed in 1119 by the writer’s nephew, K’ou Yo. He wrote passages of “cardinal importance about the lodestone and the magnetic needle, recording induction and polarity, with a description of the floating compass,” a statement on magnetic declination, and an attempt to explain it, all about 60 years before anything was known about magnetic polarity in Europe. He also discussed various fossils, and was perhaps an even better mineralogist and geologist than a botanist. In Chapter 17, he also discussed insect pests and their natural enemies (p. 525).

A modern edition was published in 1937 by Commercial Press.

3. *Jujia biyong shilei quanji* [Essential arts for family living (encyclopedia)]. 1301. China. Passage on soy reprinted in H.T. Huang 2000, p. 352. Undated. [Chi]

• **Summary:** Wade-Giles reference: *Chü Chia Pi Yung Shih Lei Ch’üan Chi*, author probably unknown or maybe by Hsiung Tsung-Li (pinyin Xiong Zongli). Late Yuan (Mongol) dynasty.

Huang (2000, p. 352) states that this book “presents two methods for making jiang from soybeans, one for *shu huang jiang* (ripe yellow soy paste) and the other for *sheng huang jiang* (raw yellow soy paste). The names are actually misleading since the ‘ripe’ and the ‘raw’ refer to the manner in which the beans are treated before mixing with wheat flour for the first fermentation and do not refer to the quality of the final product. In the *shu* or ‘ripe’ case, the beans are roasted and ground into flour; in the *sheng* or ‘raw’ case the beans are soaked overnight and boiled until soft and tender. The product from the first fermentation is called *huangzi* [‘yellow child,’ soybean koji] and well as *jianghuang* [‘jiang yellow’].”

Huang (2000, p. 355-56) gives an interesting full-page table which compares the processes for making the following types of jiang: Soybean (*dou*), wheat (*mien*), sweet flour (*tianmien*), azuki bean (*xiaodou*), jack bean, barley (*damai*), and elmnut (*yuren*). Each of the processes except one is based on the *Jujia Biyong* (ca. 1350); the process for making sweet flour jiang is based on the *Bencao Gangmu* (The great pharmacopoeia) (1596 CE).

A full-page table (Huang, p. 372) shows the “Usage of soy condiments in food recipes from the Han to the Qing dynasties.” Only seasonings based on jiang (fermented soybean paste) are used in this book; none are based on fermented black soybeans (*shi*). Jiang itself is used in 17 recipes, and soy sauce made from jiang (*jiangqing*) in 1 recipe.

Huang (2000, p. 297) notes that this is the earliest document seen to use the term *douya*, which, in English, is the modern term—“bean sprouts.” Mung beans (*lüdou*) are the

preferred beans for making such sprouts. A long quotation describes the process in detail and gives a recipe.

Huang (2000, p. 255) quotes a passage describing the process for making *jufu* (also known as *jubing*), from dairy milk curds. Its says to coagulate cow’s milk by adding vinegar, just as when making tofu (*doufu*). When the dairy curds are fully formed, drain in a silk bag and press with a stone. Add salt and store in a jar.

Letter from Dr. H.T. Huang. 1996. Sept. 29. “I am glad you brought up the question of when vegetarian mock meat dishes were first prepared in China; it is one that requires further research. The earliest examples of mock meat dishes I have found so far were made with *mien-chin* (wheat gluten).” Gluten is used “in a recipe for mock lung sausage and one for mock eel.” The book contains 4 vegetarian recipes using *mien chien* (wheat gluten), found on pages 132-34. These are vegetarian versions of grilled liver, barbecued liver, mock fermented beans (*doushi* = fermented black soybeans), and mock fish.

Note 1. This is the earliest document seen (Nov. 2014) concerning meat alternatives. It is also the earliest Chinese-language document seen (Nov. 2014) concerning meat alternatives.

Note 2. This is the earliest document seen (Oct. 2014) that mentions a meat alternative in the form of fish or seafood (“mock eel”).

Note 3. This is the earliest document seen (Oct. 2014) that mentions a meat alternative in the form of sausage (“mock lung sausage”).

Note 4. This may be the earliest document seen (May 2014) concerning roasted soy flour.

Note 5. This is the earliest document seen (May 2014) concerning a meatless sausage.

Huang (2000, p. 194-95) notes that this book contains probably the earliest account of the process for making red ferment [*hong qu*; red rice koji] and a red wine.

Bray (1984, p. 623): Translates the title as “Collection of certain sorts of techniques necessary for households (encyclopedia).” Published in Yuan, 1301 CE. Probably by Hsiung Tsung-Li. Ed. Ming, 1560 CE, T’ien Ju-Ch’eng. Partly reprinted in Shinoda & Tanaka (1973), “A Collection of Chinese Dietary Classics.” Also discusses hemp oil, which was widely used in traditional China, was considered to have an offensive smell, and was rated lowest of all the cooking oils, but it was a good lamp oil as it did not smoke or hurt the eyes” (p. 51).

Bo (1982): This book mentions wheat chiang. It also gives a detailed description of the method for making fermented black soybean sauce: Two months after September, heat clear sesame oil, stir in 3 *tou* [unit of measure] of good fermented black soybeans (*shi*), mix, steam, and cool. Sun dry then steam again. After repeating this process 3 times, mix in 1 *tou* of white salt and put everything in a large cauldron with 3-4 *tou* of hot water.

Add 1 *ry* each of three spices, 5 *kin* each of white onion and (?). Simmer down to two-thirds the volume and store in a container. From this it is clear that fermented black soybean sauce was a kind of soy sauce with flavorings and spices.

4. Li Shizhen. comp. 1596. *Bencao gangmu* [The great pharmacopoeia]. China. [Chi]

• **Summary:** Wade-Giles reference: *Pên Ts'ao Kang Mu*, by Li Shih-Chên (lived 1518-1593). This classic work describes almost 2,000 animal, vegetable, and mineral drugs and gives over 8,000 prescriptions. A rich source of information, it is still very useful. All foods mentioned are considered as medicines, based on the ancient Chinese saying: "Food and medicine have the same origin." Gluten is discussed in chapter 22 of this work.

Huang (2000, p. 498) states: "Although gluten is probably well known to all peoples who use flour as a staple food, the Chinese were the only ones who had extracted and used it separately as a substitute for meat and other animal products, and thus raised vegetarian fare to a new height of culinary inventiveness. How did this happen? What is the origin of gluten? In regard to the latter question, the great naturalist Li Shizhen in about +1596 had this to say (Chap. 22): 'Gluten is sweet, cooling and non-toxic... It is made by kneading and washing wheat flour or bran in water. The ancients have no knowledge of it, yet today it is a most important component of vegetarian food. It is very good boiled, but nowadays people often fry it in oil, which would turn it into a "heating" type food.'

"He [Li] then quotes Kou Zongshi, c. 1116, who states, 'When white flour is chewed, it becomes gluten. Its stickiness can be used to trap insects and birds.' From these quotations one might be led to think that gluten was discovered sometime during the Song [dynasty]. Actually, gluten was probably isolated at least 500 years earlier." See the *Qimin Yaoshu* (544 AD).

5. Xiao Xiao Sheng. trans. 1621-1627. *Jin ping mei* [The golden lotus. 4 vols.]. China. [Chi]\*

• **Summary:** Wade-Giles reference: *Chin P'ing Mei* by Hsiao Hsiao Shêng. The most food-conscious work of Ming dynasty fiction is the famous novel of sexuality and sensuality, the *Chin P'ing Mei*. It first appeared in 1617, and was first printed in 1621-27. The author's name given above is a pseudonym meaning "The Scoffing Scholar of Lanling." The true author is unknown. The only clue to his identity is that he hailed from Lanling, or today's Shandong.

In 1939 Egerton's translated this work as *The Golden Lotus*. Pages 179-80 of Egerton's translation describe a banquet at which a group of Buddhist nuns are entertained strictly observing dietary prohibitions [against eating meat] while nonetheless enjoying delicacies fashioned to resemble forbidden meat dishes. One of the pious old women cannot see well and has to be convinced that the foods can be eaten:

Four "plates of vegetarian food" were ordered by the Moon Lady, one of the hosts. She reassured the pious old nun: "This is vegetarian food made to look like meat. It has come from the temple, and there can't possibly be any harm in eating it."

Mote (1977, p. 248) observes: "When, in the second half of the sixteenth century, the *Chin-p'ing mei*, appeared, a massive novel that wallows in sensuality, it became accepted as an important, even classic, work on the grounds that it attempts to dissect the souls of humans who have inflicted uninhibited sensuality on themselves and others. Critics have seen the novel's achievement in its mastery of those psychological elements of human tragedy."

Note: This is the earliest document seen (Nov. 2014) that mentions a general meat alternative ("vegetarian food made to look like meat").

6. Yuan Mei. 1790. *Suiyuan shidan* [Recipes from the Sui garden]. China. [Chi]

• **Summary:** Wade-Giles reference: *Sui Yüan Shih Tan*, by Yüan Mei. Qing dynasty.

H.T. Huang (2000, p. 323-24), in the section titled "Products associated with tou fu," states that this is the earliest document seen that mentions fresh tofu curds. In a recipe for "Hibiscus Tofu" (*fuyong doufu*) the famous Qing dynasty gastronome says (p. 100): Place fresh tofu curds (*funao* = "tofu brain") in well water and heat to boiling three times to remove the beany flavor. Suspend the curds in chicken soup and heat again to boiling. Before serving, garnish with laver / nori (*Porphyra*, a sea vegetable) and pieces of shrimp. Later, fresh tofu curds were also called "tofu flowers" (*douhua* or *doufu hua*).

Concerning frozen tofu, Huang states (p. 324) that a recipe in this book states: Boil the thawed tofu in water to remove the remaining beany flavor, then simmer it in a soup base.

Huang also states (p. 325, 364) that both pressed tofu (*doufugan*) and smoked tofu (*xun doufu*) are mentioned in this book.

Concerning fermented tofu, Huang (2000, p. 327) notes: By the middle of the Qing dynasty local varieties of *furu* had begun to win national fame, such as the *furu* of Suzhou [in southern Jiangsu; W.-G. Su-chou or Soochow, formerly Wuhsien] and the white *furu* of Guangxi [or Guangxi Zhangzu, an autonomous region in southeast China; W.-G. Kuangsi]. The *Suiyuan Shidan* says:

'*Rufu*: The ones from the [shops] near the front of the Temple of General Wên in Suzhou are particularly good. The colour is black, and the flavour is clean. There are two types, a wet and a dry. The product with some shrimp paste in it is also attractive, but may have a slight fishy taste. The white *furu* from Guangxi (Kuangsi) is also outstanding, especially that made by the family of the official Wang Ku.'

A full-page table (Huang, p. 372) shows the "Usage of



soy condiments in food recipes from the Han to the Qing dynasties.” Seasonings based on jiang (fermented soybean paste) are used in 48 recipes: Jiang itself in 15, soy sauce made from jiang named *qingjiang* in 24 recipes, soy sauce named *jiangyou* in 2 recipes, soy sauce named *jiangzhi* in 1 recipe, and soy sauce named *jiangshui* in 6 recipes. Fermented black soybeans (*shi*) are used in 2 recipes, and a new type of soy sauce named *qiuyou* (W.-G. *ch’iu yu*) is used in a whopping 62 recipes. Note 1. This is the earliest document seen (May 2014) in which a soy-based seasoning named *qiuyou* is mentioned. Huang states (p. 371) that *qiuyou* is written with the Chinese characters for autumn + oil, implying a sauce harvested in autumn.

Wilkinson (2000, p. 647-49). This was the most famous recipe book of its day, yet *wok* dishes accounted for only 16% of the recipes. Yuan Mei (lived 1716-1798) was one of China’s four most famous “literati gourmands;” they “exerted a considerable influence on the development of a higher cuisine, especially when they compiled their own cookbooks...”

Letter from Dr. H.T. Huang. 1996. Sept. 29. “Page 103 mentions mock roast goose made with yam wrapped in *doufu*

*pi* (yuba).”

Note 2. This is the earliest document seen (Oct. 2014) that mentions a meat alternative (“mock roast goose”) resembling poultry.

Dr. H.T. Huang, expert on the history of Chinese food and agriculture (personal communication, 5 June 1993), gives the date of this document as 1790 CE, and the English translation of the title as “Recipes from the Sui Garden.” He notes that page 107 contains three recipes for gluten.

Endymion Wilkinson. 2000. *Chinese History: A Manual* (p. 649). This book *Suiyuan shidan* or *The Suiyuan recipes* was published in 1792, with a modern edition in 1984.

Newman (1989) states: “The idea of freezing bean curd is not new. Iced Bean Curd is one of Yuan Mei’s recipes from the *Xi Yuan Cookery Book* written near the end of the 18th century. This book by a poet, government official and author, is a very comprehensive volume of over 300 recipes, only some are about tofu. One difference is that the Iced Bean Curd recipe is meant to be served hot, the *doufu* in it is first frozen then prepared for use.”

Bo (1982): In this work Yüan Mei states that it is more graceful for a writer to use the term “ch’ing chiang” instead of “chiang-yu” when referring to soy sauce.

Reichl (1985): Yuan Mei has been called the “the 18th century philosopher of the table.” His sayings are widely quoted. For example: “A great cook cannot with the utmost application produce more than four great dishes a day.”

Waley, Arthur. 1956. *Yuan Mei: Eighteenth century Chinese poet*. London: Allen & Unwin. 227 p. An excellent, early biography of Yuan Mei.

Hummel (1944, p. 955-56): Yüan Mei lived 1716-1798. A poet, literary critic, and essayist, he was a native of Ch’ien-t’ang (Hangchow). Resigning (in 1748) from his post as magistrate of Chiang-ning, he retired (in 1749) to his newly acquired “Garden of Contentment,” Sui-yüan, near Nanking. From 1784-1795, spent in alternate travel and quiet seclusion, he came to be known as one of the most skillful poets of his time. Address: China.

7. *New Hampshire Patriot and State Gazette (Concord)*. 1852. Important invention. Nov. 24. p. 3.

• **Summary:** “We learn that a distinguished Grahamite has invented a vegetable sausage. It is composed mainly of red flannel and turnip tops, chopped fine. All heating spices are excluded. The vegetable sausage has long been a desideratum with the proprietors of vegetarian boarding-houses.”

Note: This is the earliest document seen (Oct. 2014) that mentions a meat alternative in the Western world, or a meat alternative in the form of a sausage, or that contains the term “vegetable sausage.”

8. Imperial Japanese Commission to the International Exhibition at Philadelphia (1876). 1876. Official catalogue of



the Japanese section: And descriptive notes on the industry and agriculture of Japan. Philadelphia, Pennsylvania: Published by the Japanese Commission. 130 p. 24 cm.

• **Summary:** The Preface (p. 3) begins: “Never until the year 1873, had Japan participated to any great extent in the various European International Exhibitions. Up to that time she had been merely represented by some of the provincial governments, acting independently of the central Government. However, the Government determined to be worthily represented at the Vienna International Exhibition of 1873,...” But Japan was well prepared for the Philadelphia Centennial Exhibition.

Under classes of “Agricultural products” (p. 32, 34): Class 621–Peas, beans, etc. (incl. Soya, adzuki). Class 650–Sea weeds (incl. Vegetable isinglass [agar, kanten]). Class 657–Flour and starch (incl. Kudzu {*Pueraria thunbergiana*}). Class 659–Wines and other kinds of drinks (incl. Sake, Soy {a kind of sauce}).

Page 71 discusses relief painting in lacquer: “The lacquer can even be carved, and, finally, the artisan can incrustate mother-of-pearl shell, ivory, thin metal, or anything he likes into the lacquer. By mixing a sort of paste made of [soy] bean powder, or the white of eggs, with the lacquer, he can thicken it to such an extent as to give it a kind of plasticity, admitting the possibility of making impressions which remain visible after hardening.”

In the long chapter titled “Descriptive notes on the industry and agriculture of Japan (p. 37-117) is section on “Agricultural products. Classes 620-21–Cereals, vegetables, etc.” (p. 104-06). Beans, generally referring to soy beans, are mentioned many times. “Manures of a mineral nature consist of marls, shells and ashes; those of vegetable origin of inferior kinds of beans and peas or their residues, of [soy bean] oil-cakes, the residues of sake-brewing,...

“The excellent kinds of beans and peas, which are made into a kind of cheese [tofu] and a peculiar mixed dish called ‘misso’ [miso] afford the necessary nitrogenous substances, and to a certain extent form the substitute for meat; the Soyu [shoyu; soy sauce] also belongs to this kind of food, and is frequently mixed with other dishes. With regard to animal food, it is limited almost exclusively to fish, poultry and eggs. But a change has already been effected to a certain extent in the larger towns, where butcheries have been established. An experiment of sheep farming was commenced one or two years ago” (p. 106).

Note 1. This is the earliest English-language document seen (April 2012) that uses the word “Soyu” (regardless of capitalization) to refer to shoyu or soy sauce.

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term “substitute for meat” (or “substitute for meats,” with any combination of quotation marks).

Under “Class 657, 658–Flour, starch, etc. we read (p. 110-11): “It has been mentioned above that the various kinds

of beans constitute a very important element of the national diet. Some of the preparations made of beans and peas are worthy of a short notice. In preparing the ‘Tofu,’ white beans are soaked in water, ground between two stones, strained through a sieve and afterwards boiled. The contents of the kettle are then filtered through cotton cloth and the residue pressed out. The liquid [soymilk], which may be considered as an alkaline solution of legumine, is precipitated by successive additions of the bitter lye [nigari] which runs off from sea-salt by deliquation, and which is mostly composed of magnesium salts. The precipitate is legumine with a small percentage of legumine-composites [-composites] and a large proportion of water. The ‘yuba’ is also made by boiling the above-mentioned legumine solution in an open kettle, with a slight addition of ash-lye. The insoluble skins which form upon the surface of the boiling liquid, are taken off and dried. Another kind of preserved food is the ‘misso’ [miso]. White beans are first boiled, pounded in a mortar to form a paste, then mixed with fermenting rice and salt, whereupon the whole mixture is placed in tubs and left in some cool place; at the end of a month it is ready for use. In mentioning the various preparations made of beans, the ‘Soy’ or, as the Japanese call it, ‘Soyu’ [shoyu] should not be omitted; but as it belongs rather to the produce of fermentation, the process will be described under the head of Class 660 [Alcohol and malt liquors].

One page 112 we read: “The soy, or ‘soyu,’ is made of a small bean, the ‘Dolichos soja,’ or ‘Soya hispida,’ to which are mixed wheat, salt and water. The beans are first boiled, and the wheat bruised and steamed; both are then mixed with a small addition of fermenting wheat, placed in flat wooden boxes and kept for several days at a fixed temperature in a special room. At the end of three days, the mass [koji] is all covered with fungi and partly with roots of germination. After having been mixed with a salt-lye, which has been prepared hot and allowed afterwards to cool down, and to depose certain impurities, the mashings are now removed to enormous coops [vats] in which they are kept for several years. Experience has shown that the best soy is produced by mixing equal quantities of mashings of three years and five years’ standing. This mixture is transferred into bags of thick cotton-cloth, placed in large boxes, and then submitted to pressure—at first only to a slight pressure, which yields the best soy, and afterwards, however, to a gradually increasing pressure, the separation of the last portions being assisted by an addition of salt water.

“The soy forms a very important condiment for all kinds of dishes, and is consumed in large quantities. In 1874 the production amounted to 1,506,402 hectolitres.”

An interesting term in the Index (p. 129) is “Bean-cheese,” which refers to tofu (p. 110).

Also: Use of hemp (*asa*) for manufacture of cloth (p. 77, 113). The tea ceremony (p. 108). Sea weeds, incl. cultivated nori and Asakusa nori in Tokio bay, kanten or vegetable

isinglass, and fu (that resembles carrageen [carrageenan] moss and is used in the sizing of the warp of silk goods) (p. 109). Kudzu (p. 110). Sake (p. 111). Address: Japan.

9. Hepburn, James Curtis. 1886. A Japanese-English and English-Japanese dictionary. 3rd ed. Tokyo: Z.P. Maruya & Co., Limited. Yokohama, Shanghai, Hongkong & Singapore: Kelly & Walsh, Limited. London: Trübner & Co. 962 p. 22 cm.

• **Summary:** “During the fourteen years which have elapsed since the publication of the last edition of this Dictionary [in 1867], the Author has kept it constantly before him, correcting errors, improving and enlarging the definitions, and adding new words and illustrations, according as his time and other important engagements allowed him. But owing to the amazing changes and rapid advancement of the Japanese in every department, he has found it difficult to keep pace with the corresponding advance of the language in the increase of its vocabulary. He has endeavored, however, to collect these words, examine, classify and define them. Many, no doubt, have escaped his notice. Still there is an addition of more than ten thousand words to the Japanese and English part.”

New soy-related definitions in this edition, not found in or changed from the 1867 edition: Aburage: Anything fried in oil or grease, especially fried *tofu*. [fried tofu].

Amazake: Sweet *sake*, a kind of drink made of fermented rice.

Azuki: A small red bean, *Phaseolus radiatus*. Daizu: A kind of large white bean, *Soja hispida*.

Hiriōzu: A kind of food made of *tōfu* fried in oil.

Note 1. This is the earliest document seen (Nov. 2014) that contains the word *Hiriōzu* (written exactly like this). It refers to Kyoto-style deep-fried tofu treasure balls. It is also the earliest document seen (Nov. 2014) that contains a traditional Asian meat alternative made from deep-fried tofu.

Kinako: A flour made of beans.

Kirazu: The refuse of beans left in making *tōfu* [okara].

Note 2. This is the earliest English-language document seen (June 2013) that uses the word “Kirazu” [not Kiradzu] to refer to what is now called “okara” or “soy pulp.”

Koji: Barm or yeast made by the fermentation of rice or barley in the process of making *sake* or *soy* [sauce].

Miso: A kind of sauce made of beans, wheat and salt.

Miso wo suru: To rub miso in a mortar.

Sake: A fermented liquor brewed from rice. Sake wo kamosu: To brew sake. Sake ni yō: To be drunk. Sake no uye ga warui hito: One who behaves disorderly because of drink. Sake ni oboreru: To be addicted to drink [alcohol].

Shoyu: Soy, a kind of sauce made of fermented wheat and beans. Syn. [Synonym]: Shitaji.

Tamari: Soy, *shōyu*. Note 3. This is the earliest English-language document seen (April 2012) that uses the word “Tamari” to refer to a type of Japanese soy sauce,

Tofu: A kind of food made of beans, bean curd.

Unohana: The *Deutzia scabra*; also refuse of beans [okara] from making tofu. Yuba: A kind of food made of beans, the skin of bean curd.

Terms listed unchanged from the 1867 edition include Natto, and Yu-dofu.

No listing is given for: Daitokuji natto, Edamame [Yedamame], Hamanatto, or Okara.

The “English and Japanese dictionary,” which starts on page 771-73, contains the most important English words with numerous examples. Included are: Bean: Mame. Spec. Azuki, sora-mame, daizu, endo, ingen, sasage. Bean pod: Mame no saya. Bean curd: Tōfu.

Soy: Shōyu. Address: M.D., LL.D., Yokohama, Japan.

10. Holbrook, Martin L. 1888. Eating for strength: or, Food and diet in their relation to health and work, together with several hundred recipes for wholesome foods and drinks. New York: M.L. Holbrook & Co. 236 p. No index. 20 cm.

• **Summary:** The author, a health reformer, advocates a vegetarian diet. Chapter 9, titled “Alimentary products of the vegetable kingdom,” has a section on “Peas, beans and lentils” which states (p. 117): “The special characteristic of the bean, as compared with cereals, is a less amount of starch and a larger amount of nitrogenous matter. This renders it an excellent substitute for flesh meat. All experience goes to show that it is a more satisfying vegetable product for hard-working men than almost any other. In Catholic countries, especially France, where flesh food is less used, and where during Lent and on Fridays it is proscribed, leguminous products are more extensively used than elsewhere. They are much used by the vegetarians of India and China...”

“In Japan the bean is made into a curd [tofu], a most nutritious article of diet, and the nearest approach in its chemical constituents to animal food of any of the vegetable foods. A very full account of the mode of preparing and using it was published by the United States Government in the consular reports for 1886. This curd is used in soup, croquettes [croquettes] and a hundred other ways, and is said to be well liked. It might to our advantage be introduced into our country, and so might the soy bean generally used in Japan and China, which is richer in fat than our own beans are.” A table (p. 118, based on Kinch 1880) gives the composition of the soy bean.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “substitute for flesh” or the term “substitute for flesh meat” used to refer to a meat alternative.

Note 2. This is also earliest document seen (March 2001) concerning the etymology of meat alternatives.

The chapter on “Food in various diseases” recommends remedies for constipation (brown bread, fruit, and fresh vegetables), chronic rheumatism (a vegetarian diet), diabetes (gluten bread, “made now by many health food companies”),



food for orphan asylums, prisons, etc. (“a rightly constituted vegetable diet,” ‘non-flesh’ diet, or ‘Vegetarian’ dietary).

Note 3. This is the earliest English-language document seen (Sept. 2006) that contains the term “health food” (or “health-food” or “health foods”). Address: M.D., Prof. of Hygiene in the New York Medical College and Hospital for Women, Editor of the *Herald of Health*, etc.

11. Ichikawa, Yoshio. 1888. A new pocket dictionary of the English and Japanese languages. New edition. Yokohama, Japan: Seishi-Bunsha Printing Office. 907 p. 15 cm. [Eng; jap]

• **Summary:** The basic structure for each entry is: (1) The word, romanized, with the first letter capitalized and diacritical marks included. (2) The Chinese / Japanese characters (*kanji*, *hiragana*, *katakana*). (3) The “part of speech” (e.g. noun, verb, adjective, etc.). (4) A brief definition. In the following 3Cc = 3 Chinese characters are given

Soy-related words:

Abura-age, 2 Cc, 2 Cc, n. A thin piece of *tôfu* fried in oil.

Hiryôzu, 3 Cc, n. A kind of food made of *tôfu* fried in oil.

Daizu, 2 Cc, n. A kind of large white bean, Soja hispida.

Kinako, 2 Cc, 3 Cc, n. A [soy] bean flour.

Kirazu, 3 Cc, n. The refuse of beans left in making *tôfu*.

Kôji, 1 Cc, n. Barm or yeast, made by the fermentation of rice or barley in the process of making *sake* and soy.

Mame, 1 Cc, 1 Cc, n. A bean, pea. *Mame no saya*, beanpod; *mame no ko*, [soy] bean flour; irimame, parched beans.

Mamemaki, 2 Cc, 2 Cc, The ceremony of scattering parched [soy] beans about the rooms of a house to drive out evil spirits, on the evening of *Setsubun*.

Miso, 2 Cc, n. A kind of sauce made of [soy] beans.

Miso o suru: To rub miso.

Moromi, 2 Cc, n. The grounds left in making soy, used as an article of food. Nattô, 2 Cc, 2 Cc, 2 Cc, n. A kind of food made of boiled [soy] beans.

Nuta, 2 Cc, n. A food made of fish sliced and seasoned with vinegar and miso.

Sashimi, 2 Cc, 2 Cc, 2 Cc, 2 Cc, [this means the word “sashimi” can be written with four different pairs of characters], n. Raw fish cut in thin slices, and eaten with soy.

Shitaji, 2 Cc, n. Soy.

Shitashimono [Hitashimono, Oshitashi], 2 Cc, n. Boiled greens eaten with soy.

Shôyû, 2 Cc, n. Soy, a kind of sauce made of fermented wheat and [soy] beans.

Suribachi, 2 Cc, n. An earthenware bowl used for rubbing miso. Tôfu, 2 Cc, 2 Cc, 2 Cc, n. A kind of food made of beans, bean curd.

Yuba, 2 Cc, 2 Cc, n. A kind of food made of [soy] beans.

NOT listed: atsu-age, atsuage, Daitokuji-natto,

edamame, eda mame, gammodoki, ganmo, ganmodoki, hama-natto, hamanatto, hiya-yakko, hiyayakko, kaisô, koridofu, koridofu, koya-dofu, koyadofu, nama-age, namaage, okara, yaki-dofu, yakidofu, yeda-mame, yedamame, tamari, unohana.

Also mentions the following non-soy words:

Azuki, 2 Cc [small + bean], n. A small red bean.

Hijiki, 3 Cc, n. Systoseira [Cystoseira], a sea-weed.

Itokoni, 3 Cc, n. A kind of food made of red beans.

Kanten, 2 Cc, n. A kind of isinglass made of sea-weed.

Kombu, 2 Cc, n. A kind of edible sea-weed, algae.

Mekari, 3 Cc, n. Sea-weed gathering.

Mikusa, 2 Cc, 2 Cc, n. Sea-weed; aquatic plants.

Miru, 2 Cc, 2 Cc, 2 Cc, n. A kind of sea weed, something like Iceland moss.

Neriyôkan. 3 Cc, n. A kind of confectionary made of red beans and sugar.

Nori, 2 Cc, 2 Cc, A kind of edible seaweed, sloke.

Sekihan, 2 Cc, n. A kind of food made of red beans and rice.

Shiruko, 2 Cc, a kind of sauce made of red-beans and sugar, eaten with rice-cake.

Tokoroten, 2 Cc, 2 Cc, n. A kind of jelly made of seaweed.

Wakame, 2 Cc, 2 Cc, 3 Cc, n. A kind of sea weed.

Non-soy words that are not mentioned: Mozuku.

Address: Japan.

12. *New York Times*. 1892. A meatless feast. Banquet of the New-York Vegetarian Society. March 16. p. 2, col. 5.

• **Summary:** “Two hundred members of the New-York Vegetarian Society ate parsnips and potato cakes last night at the Columbia, in East Fourteenth Street. It was the society’s first banquet. There was no meat, no wine, no toothpicks, and even the exhilarating flavor of pea soup was absent from the bill of fare. There were post-prandial speeches, but most of them were from manuscript.

“Dr. Chauncey M. Depew was expected to preside, but unkindly staid [sic] away, and Mrs. Le Favre, the President of the Society, sat at the head of the table... Of those present one-half were women of mature age, and many of the confirmed vegetarians were accompanied by their sons and daughters. The price of the dinner was \$1. There were but six courses, but these were served slowly, and for two hours and a quarter the vegetarians ate and listened to the seductive strains of popular operas furnished without extra cost by the regular orchestra of the restaurant.” Waiters served the six courses, each of which is described.

“During the meal chromo cards were circulated, on which was the picture of a child bearing a dish of plum pudding with a wreath of roses around it, and the following motto: ‘As a man eateth, so is he. / Who, temperate, lives on fruits and grain / Is clear in thought and free from pain.’”

“In introducing the speakers, Toastmaster J.W. Scott

alluded to the dinner as a ‘bloodless feast.’”

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the word “meatless.”

Note 2. This is the earliest English-language document seen (June 2002) that uses the word “bloodless” to refer to meatless.

13. *New York Times*. 1893. Lectures upon cooking: Miss Maria Daniell will give her views on the subject. Jan. 15. p. 17, col. 4.

• **Summary:** “The course of lectures upon sanitary and economic cooking is to be given during the month of February at the New-York Infirmary for Woman and Children by Miss Maria Daniell of the Massachusetts Institute of Technology. The cooking for the sick is intended to be of especial value to medical students and nurses, and will include instructions for the... cooking of meats and meat substitutes.”

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “meat substitutes” (or “meat substitute”).

14. *Chicago Daily Tribune*. 1895. No meats in the menu. Holiday banquet of vegetarians at Great Northern. Many members of Chicago society gather at tables—Claim made organization numbers 100,000 in this city, result of only eighteen months’ labor—Aims and objects set forth in addresses by President Ellison and others. Dec. 29. p. 3.

• **Summary:** The society “sprang into being eighteen months ago [i.e., about June 1894] at the home of the present secretary of the society, A.H. Snyder of Rogers Park. The society was organized with five members. They now claim 100,000 persons in Chicago alone are vegetarians, and all as a result of their society. The twelve course menu, which is described, includes lentil soup, gherkins, vegetable turkey, corn fritters, Roquefort and Camembert cheese, fruits, cocoanut butter, and distilled water.

“Prof. Addison Blakeley presided over the toastmaking which followed the dinner. He first introduced Mr. Luther E. Ellison, President of the Central Society of Chicago Vegetarians. President Ellison said: ‘The Chicago Vegetarian Society is not a premature blossom of the unacclimated tree...’ Clarence S. Darrow gave a toast. A list of those present is given. Many letters of regret were read, including those from Mayor George B. Swift, the Rev. N.B. Hills, etc.

Note: This is the earliest English-language document seen (Nov. 2014) that mentions meatless turkey, which it calls “vegetable turkey.” Soy is not mentioned. This “vegetable turkey” is almost certainly not a commercial product.

15. *Lancet*. 1896. With a view to letting the press know exactly what vegetarianism can accomplish in the gastronomic art... i:526. Feb. 22.

• **Summary:** “... Mr. A.F. Hills, the President of the London Vegetarian Society, entertained a number of ladies and gentlemen of the fourth estate [the public press] at the Ideal Café, Tottenham-court-road, on Feb. 14th last. Of course, the various dishes were composed entirely of vegetables and fruit, but such things as macaroni cutlet and dishes prepared *à la Française, à la Normandy, &c.*, bore some resemblance to the food eaten by the ordinary ‘corpse’ eater, to use the not very elegant phrase of one of the speakers. We see no reason to change our opinion that a mixed diet is preferable.”

Note: This is the earliest English-language document seen (Jan. 2014) that mentions a meat alternative in the form of a “cutlet.” Address: England.

16. **Product Name:** Nuttose (Meatlike or Cheeselike Product Made from Nuts—Mostly Peanuts, No Soy).

**Manufacturer’s Name:** Battle Creek Sanitarium Bakery. Then Sanitas Nut Food Co. from Nov. 1896. Renamed Kellogg Food Company in mid-1906, then Battle Creek Food Co. in the spring of 1921.

**Manufacturer’s Address:** Battle Creek, Michigan.

**Date of Introduction:** 1896 July.

**Ingredients:** Mainly peanuts.



**New Product—Documentation:** Dr. John Harvey Kellogg. 1896. *Good Health* (Battle Creek, Michigan) 31(7):195-96. July. “Nuttose: A new food for brain and muscle building.” “It is so perfect a substitute for flesh food that in eating it one could readily imagine himself to be partaking of roast beef, dried beef, broiled chicken, or other meats, according to the mode of preparation...”

Note: Nuttose appears to be Dr. Kellogg’s first commercial meatlike or cheeselike product, and the first commercial meatlike or cheeselike product introduced by any Caucasian in the Western world. It is also the earliest commercial meat alternative seen which is described as an alternative to chicken or poultry. Made solely from nuts, Nuttose contains no soy.

Ellen Goodell Smith. 1896. *The Fat of the Land and How to Live on it*. Page 195 contains a full-page ad for



products made and sold by the Sanitas Food Company (Battle Creek, Michigan) titled “Pure Products of Nuts.” These include Bromose and Nuttose.

Kellogg, John H. 1898. *Good Health*. Jan. p. 46. Nuttose is “a thoroughly cooked and sterilized product of nuts, chiefly peanuts. Nuttose is made in the form of a cheesy mass which readily dissolves in the digestive fluids, the nuts having been first completely disintegrated and then thoroughly cooked. It contains about the same amount of proteids as beefsteak, and, in addition, between twenty-five and thirty per cent of easily digestible nut fat in a state of natural emulsion.”

Concerning the establishment and name of this company: Richard Schwarz in his excellent book *John Harvey Kellogg, M.D.* states: “Shortly after the production of Granola for patients at the sanitarium began in 1877, Dr. Kellogg organized the Sanitarium Food Company as a subsidiary of the Battle Creek Sanitarium. Operated as an adjunct to the sanitarium bakery, for more than a decade it marketed a variety of oatmeal, graham, and fruit crackers and whole-grain cooked cereals—all originally devised to provide variety in the menu of sanitarium patients.” All products were made from whole grains without artificial additives, and all underwent prolonged high-temperature baking designed to dextrinize their starch. “By 1889 the Sanitarium Foods had become popular enough to warrant the establishment of a separate factory; Granola alone sold at the rate of two tons a week.” But when Dr. Kellogg wanted to expand the business, other sanitarium doctors refused to vote the funds. So Dr. Kellogg launched the private Sanitas Food Company, relying heavily on his younger brother, Will Keith, who had served as his personal accountant and business manager since 1880. John Harvey’s new flaked cereals and vegetable meats became the property of the Sanitas Company. In mid-1906 Dr. Kellogg decided to change Sanitas’ corporate name to the Kellogg Food Company.

The Loma Linda University Library Heritage Room (Loma Linda, California) has a copy of a stock certificate for this company (White document file #497-h). On the certificate two company names appear: Sanitas Nut Food Co. and Sanitas Food Co.

Talk with Duff Stoltz of Battle Creek, Michigan. 2001. April 26. Duff believes that Nuttose probably contained peanuts as the main ingredient. Dr. Kellogg was making peanut butter by this time and his first U.S. patent (No. 567,901), issued on 15 Sept. 1896, describes the production of both peanut butter and peanut meal. He could well have used the latter to make Nuttose.

17. Kellogg, John Harvey. 1896. Nuttose: A new food for brain and muscle building. *Good Health (Battle Creek, Michigan)* 31(7):195-96. July.

• **Summary:** A disease known as “amylaceous dyspepsia” requires a diet which is entirely free of starch. “Quite a large

proportion of persons suffering from this form of dyspepsia find so much relief from their distressing symptoms by the use of a flesh diet that they are naturally led to the conclusion that a vegetable diet does not agree with them...” To meet the needs of such patients, Dr. J.H. Kellogg has developed Nuttose, a most delicious and wholesome food, made solely from nuts. “It is so perfect a substitute for flesh food that in eating it one could readily imagine himself to be partaking of roast beef, dried beef, broiled chicken, or other meats, according to the mode of preparation.”

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “substitute for flesh food” used to refer to a meat alternative.

“Nuttose not only satisfies the craving for meat, but supplies the same kind of nutriment, and in a form which is digestible, and wholly free from the unwholesome properties of flesh food. Nuttose contains exactly the same proportion of proteids, or nitrogenous matter, as beefsteak, and in addition, thirty per cent. of fat, and a rich supply of the nerve- and bone-building salts. The invention of nuttose has thus removed one of the greatest obstacles which had stood in the way of the advancement of dietetic reform.”

“Nuttose has the advantage over meats and most other foods in that it is very quickly digested, agrees with almost any stomach, can be made an exclusive article of diet if necessary, and contains all the elements required for complete nutrition... Nuttose is put up in one and one-half pound tins, hermetically sealed, and in this condition will keep for an indefinite length of time.”

Note 2. Nuttose appears to be Dr. Kellogg’s first meatlike or cheeselike product, and the first commercial meatlike or cheeselike product introduced by any Caucasian in the Western world. Though Nuttose was usually marketed as a substitute for meat, it was described as having “a consistency similar to brick cheese,” and therefore could also be used as a cheese substitute.

Note 3. This is the earliest document seen (Oct. 2013) concerning a Western-style cheese alternative. It was a non-soy, non-dairy cheese alternative—although it did not melt. Address: M.D.

18. Kellogg, John Harvey. 1896. A doctor’s chats with his patients: A new food for diabetics. *Good Health (Battle Creek, Michigan)* 31(8):248. Aug.

• **Summary:** The new food is Nuttose. “Until recently the almost universal prescription for persons suffering from diabetes has been a meat diet, it being well known that the leading symptom of this disease is the presence of sugar in the urine, which is aggravated by the use of starchy foods. Within the last few years, however, eminent French physicians have pointed out the fact that in the exclusive or free use of meat there is great danger of so filling the system with a class of poisons which abound in meat, and are known as leucomains and ptomains, as to produce death by a

diabetic coma...

“Gluten derived from wheat, the nitrogenous principle of Soja bean, and the casein of milk, have been substituted for meats with advantage. But the patient tires of these substances, which, by their means of production, are necessarily deprived of their natural flavors, and consequently do not appeal to the palate in an appetizing way.

“As a result of a long series of expensive experiments and investigations, it has been found possible to prepare from nuts a food which answers perfectly the requirements of a person suffering from diabetes. This food, known as nuttose, closely resembles meat, both in its appearance and flavor. Its [percentage] composition is as follows:—Proteids, 15. Vegetable fat, 23.3, with a very small proportion of soluble starch and dextrin. It also contains an abundance of the salts, phosphates, etc., which accompany both vegetable and animal proteids, and hence is a perfect food. Nuttose is furnished in hermetically sealed cans, in which it will keep indefinitely.”

Note: This is the earliest document seen (Oct. 2004), by or about Dr. John Harvey Kellogg, that mentions the soy bean [actually “Soja bean”]. It is also the earliest soy-related article seen in Dr. Kellogg’s periodical *Good Health*. Dr. Kellogg was born in 1852. Address: M.D., Superintendent of the Battle Creek (Michigan) Sanitarium.

19. E.E.K. [Ella Eaton Kellogg]. 1896. Nuttose, and some recipes for its use. *Good Health (Battle Creek, Michigan)* 31(9):275. Sept.

• **Summary:** The author is Dr. John Harvey Kellogg’s wife. Nuttose “is a pure product of nuts. It is intended as a substitute for meat, which it completely replaces dietetically...” Six brief recipes are given. Soy is not mentioned.

Note: This is the 2nd earliest English-language document seen (Nov. 2014) that contains the term “substitute for meat” (or “substitute for meats,” with any combination of quotation marks).

20. Kellogg, John Harvey. 1896. Cow’s milk a cause of disease: Editorial. *Modern Medicine and Bacteriological Review (Battle Creek, Michigan)* 5(9):220-23. Sept.

• **Summary:** Contents: Introduction. Milk a natural food for infants, but not for adults. Milk the cause of biliousness. Milk the cause of nervous headache, or migraine. Vegetable substitutes for milk.

“Cow’s milk differs very materially from mother’s milk, containing less sugar, more fat, and four times as much casein [protein] as mother’s milk. The casein in cow’s milk also differs from that in mother’s milk in that it forms large, firm, tough curds, whereas those formed in mother’s milk are small, soft, and friable, crumbling easily into small particles under the action of the stomach.

“It will thus be seen that that popular notion that since milk is the natural food of infants, cow’s milk must be the most wholesome and easily digested of all foods for adults, is without proper foundation. When pure cow’s milk is fed to infants, the child not infrequently vomits fragments of decomposing curds, which, having remained many hours in the stomach, are still hard, tough, and leathery. Every nurse is also familiar with the fact that the bowel discharges of children fed upon cow’s milk often contain large quantities of tough, undigested curds.”

“The writer has become thoroughly convinced that there are few persons who do not suffer sooner or later from the long-continued use of cow’s milk.”

“Vegetable substitutes for milk.—Some years ago Sir B.W. Richardson, the eminent London physician, prophesied that the time would come when milk, as well as all other forms of animal food, would be derived directly from the vegetable kingdom... The milk of the cocoanut furnishes a satisfactory substitute for cow’s milk to the teeming millions of many tropical countries...” Most nuts, when crushed and mixed with water, give a solution “closely resembling milk...” By the addition of a proper amount of sugar, preferably levulose or maltose, a very perfect substitute for milk may be produced. Such a preparation may be made from almonds...”

“In the experiments which we have made with nut milk we find it has a delicate, delightful flavor, with a suggestion of its nutty origin, but resembles cow’s milk very closely indeed... Added to cow’s milk in proper proportion, lac vegetal, or nut cream, prevents the formation of hard curds in the stomach, as when the cow’s milk is used alone. This renders it an exceedingly valuable food for infants—vastly superior to any infant’s food which has been devised.”

“Nuts are unquestionably the vegetable analogue of meat and other animal foods, not only containing all the food elements to be found in animal products, but in finer and more digestible form, more delicately flavored, and wholly free from deleterious elements which abound in meat...”

Note 1. This is the earliest English-language document seen (Feb. 2012) that uses the word “vegetal” to refer to a plant-based or pure vegetarian diet. *Merriam-Webster’s Collegiate Dictionary* (1998) defines vegetal (derived from the Middle Latin *vegetare*, meaning to grow), a word first used in English in the 15th century, to mean: “1: vegetable. 2. Vegetative...”

Note 2. This is earliest English-language document seen (Aug. 2013) that contains the term “nut milk” (or “nut milks” or “nut-milk”) or the term “nut cream” (or “nut creams” or “nut-cream”) or the term “lac vegetal” (or “lac-vegetal”).

Note 3. This is earliest English-language document seen (Nov. 2014) that contains the word “analogue” (spelled that way) in connection with meat or meat alternatives—Nuts are “the vegetable analogue of meat...” Address: M.D., Battle Creek, Michigan.



21. Sanitas Food Co. 1896. New nut products (Ad). *Chicago Vegetarian* 1(3):8. Nov.

• **Summary:** Four products are advertised: 1. “Nuttose. A pure product of nuts, of the consistency of cheese, having somewhat the appearance and flavor of cold roast mutton.” May be prepared like meats.

2. “Bromose. Makes fat and blood. This is a product made by malting nuts, and is especially adapted to persons who cannot digest starch.”

3. “Nut Butter. A substitute for ordinary butter, presenting fat in the form of a perfect emulsion; combined with water, forms a delicious cream. Used for shortening of all kinds. A pure product of nuts; can be eaten by those who cannot eat ordinary butter.”

Note 1. This may well be peanut butter.

4. “Nut Cream. A delicate, delicious nut preparation, which, properly diluted, furnishes a delicately-flavored cream or milk. It resembles milk in appearance.”

Note 2. This is probably made from peanuts and/or almonds.

“Send 25 cents in stamps for samples. Circulars free on application.”

Note 3. This is the earliest English-language document seen (Aug. 2013) that contains the term “Nut Cream.” Address: 65 Washington St., Battle Creek, Michigan.

22. Newberry’s. 1896. Just arrived: Another shipment of Health Foods in today from Battle Creek (Ad). *Los Angeles Times*. Dec. 3. p. 7.

• **Summary:** “Bromose, Nuttose, Almond Meal, Granose, Caramel Cereal, Granose Flakes and Avandola.” Address: 216 and 218 South Spring Street [Los Angeles, California].

23. Hoy, Albert Harris. 1896. Eating and drinking: The alkalinity of the blood, the test of food and drink in health and disease. Chicago, Illinois: A.C. McClurg and Co. 304 p. Index. 20 cm.

• **Summary:** Saliva contains ptyalin, which converts / digests the starch in food into maltose, a sugar. Saliva is a weakly alkaline fluid; acids inhibit its action. After mastication, food is swallowed and enters the stomach—which is normally free of acid for 30-45 minutes during the process of eating (p. 44-47).

Results of experiments published by Dr. J. von Feder show that the increasing alkalinity of the blood is nature’s way of overcoming harmful bacteria. After the blood is infected, its alkalinity suddenly increases (p. 82).

Chapter 6 (p. 222-95) is titled “Food, its effects on the alkalinity of the blood.” In discussing the subject of vegetarianism, the question is always raised: “Is animal food, in some form, absolutely essential for all races of men? The answer must be equivocally, no.” Vegetarians are divided into two classes, from hygienic [health] and from ethical considerations. Vegetarians of the first class

partake of butter, milks, eggs, and cheese—food which can be procured without taking life. Ethical vegetarians eschew the use of animal fat, substituting in its place vegetable fat, as olive oil, cocoa butter, etc. (p. 234-35). The daily ethical vegetarian diet of a healthy woman from Oct. 27 to Nov. 23 is given; it includes Graham bread, nut butter, nuts, cocoanut butter, bananas, grapes, and gluten pancakes (p. 238-43). “That the proper alkalinity of her blood was maintained was shown by the amphoteric condition [capable of reacting chemically either as an acid or as a base] of her morning urine.” Vegetarians have always claimed that meat-eating causes both intemperance [over-consumption of alcohol] and excess thirst (p. 244).

The longer meat has stood after an animal dies, the more acid is generated by uric acid. Cooked meat is “less stimulating than rare. Trainers of fighting dogs recognize this and put their brutes on a raw meat diet before contests” (p. 251).

“An artificial milk, made from sweet almonds, is highly recommended in many cases of febrile diseases or in cases of feeble digestion and assimilation, and often given better results than natural milk.” Directions for making it at home are given (p. 262-63).

Soups made by pureeing peas, beans and lentils only are “rich in a substance known as legumin, which is simply a vegetable caseine. This is as nourishing as the caseine of milk...” (p. 271).

Gluten “satisfies, by itself, all that nature demands for prolonged and complete nutrition.” “The writer recommends it very highly as a non-acid-making, non-fermenting food, and feels justified in asking physicians to give it a thorough trial” (p. 275, 277).

Note: This is the earliest document seen (Aug. 2004) that discusses, systematically and at length, alkalinity, alkaline vs. acid reaction, or the alkalinity of the blood in relation to human health. Note that the author is an M.D. Address: M.D., 103 State Street, Chicago, Illinois.

24. Kellogg, Ella Ervilla Eaton. 1896. Every-day dishes and every-day work. Battle Creek, Michigan: Modern Medicine Publishing Co. 184 p. Index. 24 cm.

• **Summary:** The wife of the famous Dr. John Harvey Kellogg discusses her system of meatless cookery—though the term “vegetarian” is not used. She lived 1852-1920. Contents: Eight pages of ads (for books, foods, and medical instruments/devices). Title page. Cereals (incl. Graham grits, Graham apple mush). Preface. Introduction. Cereals (incl. Graham grits, Graham meal). Macaroni. Fermented or yeast bread (incl. whole-wheat bread, Graham or wheat-meal bread). Unfermented or aerated bread (incl. Graham puffs, Granola gems). Fruit (cooking, canning). The leguminous seeds (incl. peas, beans, lima beans, lentils, cooked peanuts). Vegetables. Soups (incl. without milk, with milk and cream; Bran stock). Eggs (incl. cream). Desserts. Pastry. Cake.

Toasts. The Battle Creek Sanitarium Health Food Company's products (discusses and contains recipes using Granola, Granose, Crystal Wheat, gluten {13 recipes}, nut butter and nut meal, Nuttose, zwieback, and caramel cereal, p. 139-52). Hints about every-day work. Every-day bills of fare.

The eight ads on unnumbered pages in the front of the book are for: (1) "Caramel-Cereal. A most delicious substitute for the Coffee Bean, and contains none of its harmful properties... Caramel-Cereal has been used for over twenty years at the Battle Creek Sanitarium, and the demand has increased daily... Try it, and you will always use it... Manufactured by Battle Creek Sanitarium Health Food Co." (2) Battle Creek (Mich.) Sanitarium Health Foods. "Eat Granola, Granose. Drink Caramel-Cereal." (3) Charcoal Tablets: Antiseptic... Absorbent. Sanitas Food Company, Battle Creek. (4) Almond Meal, from Sanitas Food Co. (5) Lac Vegetal or Nut Cream: Prepared from the choicest nuts. A perfect substitute for cow's milk. Sanitas Food Co. (6) Bromose: Makes fat and blood. "Consists of cereals and nuts in which the starch is completely digested... Unequaled as a tissue builder... Gain in flesh." Sanitas Food Co. (7) The natural abdominal supporter. Modern Medicine Co., Battle Creek. (8) *The Stomach: Its Disorders and How to Cure Them*, by J.H. Kellogg, M.D. Modern Medicine Publishing Co.

A table (p. 7) shows the "nutritive value of some common food substances," including sweet almonds, peanuts, five legumes, milk, and six types of meat and poultry, and eggs. Values/columns are given for: Water, albuminous elements, starch, grape sugar, free fat, salts, cellulose, proportion of carbonaceous to nitrogenous material, total nutritive value.

The chapters on cereals and breads include Graham Grits, Wheat-Meal or Graham Mush, whole-wheat breads, Graham breads, Graham Puffs, etc.—but most breads are made with white flour and milk—and fermented. The chapter on leguminous seeds contains two recipes for blanched and boiled peanuts (p. 76); soy beans are not mentioned. Milk, cream, eggs, and sugar are used in moderation throughout the book. There is an entire chapter titled "Eggs." Desserts are generally sweetened with sugar. Up to 1 cup of sugar is used in some recipes (p. 117), but fruits are often used instead; milk or cream are also widely used in desserts. The chapter on "Pastries" (mostly pies) begins by discussing the dietetic evils of pastries; recipes calls for less fat than typical recipes.

The section on "Nut Butter and Nut Meal" (p. 147-49) notes that these two foods "have been prepared as substitutes for butter and cream," which cause many persons to "suffer from biliousness, nervous and sick-headache, and various forms of indigestion." Ten recipes are given. For example (p. 149): "Nut Butter Sandwiches.—Spread slices of thinly cut graham bread with nut butter, and then with chopped dates or figs..." Note 1. Although "peanut butter" is not mentioned,

this is almost certainly a peanut butter sandwich. Yet this book contains no recipe for making peanut butter at home.

The section titled "Nuttose" (p. 149-50) states: "This is a pure product of nuts. It is intended as a substitute for meat, which it completely replaces dietetically, having nearly twice the nutritive value, while it furnishes the same elements and in a form much more digestible, and wholly free from the objectionable features of meat. Nuttose may be prepared and served in the same manner as the various forms of flesh food. It so perfectly resembles meat in appearance and flavor, as well as nutritive properties, that many persons find it difficult to distinguish the difference. 7 recipes are given.

The 1¼ page discussion of Zwieback (p. 151) states: "Any one who has ever made a visit to Carlsbad [Karlsbad or Karlovy Vary in today's Czech Republic] will remember the delicious zwieback which occupies so conspicuous a place in the bill of fare... At Carlsbad, zwieback is made by exposing the sour 'schwartz brodt' to moderate heat for several hours until the starch becomes to dextrin and dextrose. For years the Sanitarium Health Food Company has manufactured for the use of the numerous patrons of the Medical and Surgical Sanitarium, Battle Creek, Mich., a superior quality of zwieback, which is not only more palatable but much more wholesome than the original article of Carlsbad manufacture... With milk or cream it is a real delicacy, as toothsome as it is nourishing and easy of digestion. Zwieback is supplied in three grades as follows:—No. 1. Made of graham flour (Sanitarium brand), containing fifteen per cent. of gluten... For recipes, see pages 145 to 138."

Note 2. This is the earliest document seen (July 2004) that contains the word "zwieback" (pronounced SWEE-bak in English). The word is also spelled like this in German, but with a capital "Z" and pronounced TSVEE-bak. The earliest occurrence of the word seen by *Merriam-Webster's Collegiate Dictionary* is 14 March 1894, *New York Weekly Tribune* (p. 5, col. 4). "These Zweiback will keep for a long time if put in a dry place." Note spelling and capitalization!

The eight ads on unnumbered pages in the back of the book are for: (1) Health Foods—Granola, a health food, an invalid food. From Battle Creek Sanitarium Health Food Co. Established 1876. "One pound more than equals three pounds of best beef." (2) Health Foods—Granose, Granola, Caramel-Cereal, Battle Creek Sanitarium Breakfast Food, Germless Oats, Germless Wheat Grits, Germless Corn Grits, Crystal Wheat, gluten preparations, diabetic foods. Send for a catalogue and price list to Battle Creek Sanitarium Health Food Co. (3) "Almond Butter—A substitute for ordinary butter. Presenting fat in the form of a perfect emulsion. Combined with water it forms a delicious cream. Used for shortening of all kinds. A pure product of nuts; can be eaten by those who cannot eat ordinary butter. Send five cents for sample. From: Sanitas Food Co., Battle Creek. (4) "Nuttose—Pure product of nuts. Perfect substitute for all flesh foods. Makes fat and blood. In their natural state nuts are difficult



to digest, and cannot be eaten by many persons... Nuttose has the consistency of cheese, and much the consistency of cold roast mutton, and may be eaten cold, stewed, cooked with vegetables or other foods, made into gravies and other preparations in the same manner as meat..." "Send ten cents for a sample can... Ready to eat at once. Keeps indefinitely." From: Sanitas Food Co., Battle Creek.

(5) *Science in the Kitchen*, by Mrs. E.E. Kellogg. Published by Modern Medicine Publishing Co., 65 Washington St., Battle Creek, Michigan. (6) Universal Mercurial Dynamometer, developed by Dr. Kellogg for testing the strength of individual groups of muscles in the human body. From: Sanitary and Electrical Supply Co., Battle Creek. (7) *Home Hand-Book*, by Dr. J.H. Kellogg. Published by Modern Medicine Publishing Co. Over 1,700 pages and 500+ engravings. Describes the best means of preserving and regaining health. (8) Perfection vaporizer, from Modern Medicine Co. Address: A.M., author of "Science in the Kitchen," etc., Battle Creek, Michigan.

25. Kellogg, John Harvey. 1896? Cow's milk a cause of disease (Brochure). Battle Creek, Michigan. 18 p. Undated. 15 cm.

• **Summary:** Contents: Introduction. General suspicion of cow's milk. Milk a natural food for infants, but not for adults. Why milk disagrees with adults. Milk the cause of biliousness. Milk the cause of nervous headache, or migraine. A vegetable substitute for milk (Lac Vegetal, or Nut Cream, sterilized in half pound tin cans). Nuts and fruits remain man's natural diet. The advantages of Nut Cream (10 advantages). Directions for use.

Infants who cannot digest cow's milk should "add one part of Nut Cream to six parts of thin gruel made of the Sanitarium Infant Food, or Sanitarium Gluten Meal. Every one who has seen Nut Cream and tasted it, is astonished that so close an imitation of milk could be produced from nuts. It constitutes one of the most useful and interesting products of the many experiments which have been conducted by the Sanitas Food Co. Taken together with Nuttose, nut cheese, and nut butter, Nut Cream completes the list of substitutes for most common animal food substances; namely, meat and milk and their products."

Note: This brochure was probably published shortly after an article by the same title appeared in *Modern Medicine and Bacteriological Review* (Battle Creek, Michigan) (Sept. 1896, p. 220-23)—because it is longer and more detailed. Address: M.D., Battle Creek, Michigan.

26. *Bruce Herald* (Otago, New Zealand). 1897. Miscellaneous. Jan. 12. p. 6.

• **Summary:** "Vegetable meat of Japan, called "torfu" [sic, tofu], is said to consist chiefly of protein of the soya bean, and to be as nutritious and digestible as meat. It is sold in tablets, is white as snow, and tastes like fresh malt."

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term "vegetable meat" (or "vegetable meats"—with any combination of hyphens or quotation marks). This "vegetable meat" is tofu, which is made from soya beans.

27. Newberry's. 1897. Health, 'Lead in quality and quantity.' We are headquarters for Battle Creek Sanitarium Health Foods. The following is a partial list (Ad). *Los Angeles Times*. March 7. p. 27.

• **Summary:** "Granose Flakes—20¢ a package. Arenola—15¢ a package. Granola—15¢ a package. Bromose—50¢ a package. Nuttose—25¢ a can. Zwieback—15¢ a package. Glutin [Gluten] Biscuits—40¢ a package. Glutin Wafers—25¢ a package. Caramel Cereal, a substitute for coffee—15¢ a pound. Whole Wheat Wafers—15¢ a package.

"Just in a large shipment of shredded whole wheat biscuits, from Worcester, Massachusetts, 15¢ a package." Address: 216 and 218 South Spring Street [Los Angeles, California].

28. New York Food Co. 1897. Notice (Ad). *Indicator* (New York Tract Society, Rome, New York; Seventh-day Adventist) 7(37):4. Sept. 29.

• **Summary:** "Do you want  
"Sanitarium Health Foods?  
"Sanitas Nut Foods?  
"Eureka Health Flour?  
"Snow Flake Hominy?  
"Roasted Wheat Flakes?  
"Lentils? Split Peas?  
"Choicest Cereals and Flours?  
"Nut Butter?  
Nuttose?  
"Malted Caramels?  
"Syrup of Malt?  
"Nuts of Every Kind?"

"Then send your orders to us. We make it our business. We keep posted. We have a stock on hand. Circulars and price lists free." Address: Oxford, New York.

29. Kellogg, Ella Ervilla (Eaton) (Mrs.). 1897. Every-day dishes and every-day work. Battle Creek, Michigan: Modern Medicine Publishing Co. 184 p. Index. 22 cm. [2 ref]

• **Summary:** The text of this book is identical to that of the 1896 edition, and on the same pages. However the order and location of the ads are different.

The eight ads on unnumbered pages in the front of the book are for: (1) *Science in the Kitchen*, by Mrs. E.E. Kellogg. Published by Modern Medicine Publishing Co., 65 Washington St., Battle Creek, Michigan. (2) Universal Mercurial Dynamometer, developed by Dr. Kellogg for testing the strength of individual groups of muscles in the human body. From: Sanitary and Electrical Supply Co.,

Battle Creek. (3) *Home Hand-Book*, by Dr. J.H. Kellogg. Published by Modern Medicine Publishing Co. Over 1,700 pages and 500+ engravings. Describes the best means of preserving and regaining health. (4) Perfection vaporizer, from Modern Medicine Co. (5) Health Foods—Granola—a health food, an invalid food. From Battle Creek Sanitarium Health Food Co. (6) Health Foods—Granose, Granola, Caramel-Cereal, Battle Creek Sanitarium Breakfast Food, Germless Oats, Germless Wheat Grits, Germless Corn Grits, Crystal Wheat, gluten preparations, diabetic foods. Send for a catalogue and price list to Battle Creek Sanitarium Health Food Co. (7) “Almond Butter—A substitute for ordinary butter. Presenting fat in the form of a perfect emulsion. Combined with water it forms a delicious cream. Used for shortening of all kinds. A pure product of nuts; can be eaten by those who cannot eat ordinary butter. Send five cents for sample. From: Sanitas Food Co., Battle Creek. (8) “Nuttose—Pure product of nuts. Perfect substitute for all flesh foods. Makes fat and blood. In their natural state nuts are difficult to digest, and cannot be eaten by many persons... Nuttose has the consistency of cheese, and much the consistency of cold roast mutton, and may be eaten cold, stewed, cooked with vegetables or other foods, made into gravies and other preparations in the same manner as meat...” “Send ten cents for a sample can... Ready to eat at once. Keeps indefinitely.” From: Sanitas Food Co., Battle Creek.

The last 8 unnumbered pages of the book contain more ads. Foods from Sanitas Food Co. in Battle Creek include: Almond Meal, Lac Vegetal or Nut Cream (“Prepared from the choicest nuts. A perfect substitute for cow’s milk. Added to cow’s milk, it increases its digestibility. Especially valuable for invalids and infants”), and Bromose (“Consists of nuts and cereals, in which the starch is perfectly digested... It is the most easily digested and most fattening of all foods.”).

Other terms *not* seen in this book: Bran, roughage, dietary fiber, or fiber (but cellulose is mentioned in a table on p. 7).

A slightly enlarged edition (186 p.) of this book was published in 1898, and another in 1900 (copyright 1896). Address: Battle Creek, Michigan.

**30. Product Name:** Nuttolene (Meatlike or Cheeselike Product Made from Nuts—Mostly Peanuts, No Soy).

**Manufacturer’s Name:** Sanitas Nut Food Co. from 1899. Renamed Kellogg Food Company in mid-1906, then Battle Creek Food Co. in the spring of 1921.

**Manufacturer’s Address:** Battle Creek, Michigan.

**Date of Introduction:** 1898 May.

**Ingredients:** Mainly peanuts.

**New Product—Documentation:** *Food, Home and Garden* (Philadelphia). 1898. “Nuttolene.” May. p. 74. “This is a new product of the Sanitas Food Co., Battle Creek and is a solid substance that can be sliced like cheese which it somewhat

resembles in flavor. It is also good for sauces having a rich flavor.”

31. Sanitas Nut Food Co., Ltd. 1898. Twentieth century foods (Ad). *Gospel of Health (Battle Creek, Michigan; Seventh-day Adventist)* 2(5):106. May.

• **Summary:** A ½-page ad. The company makes the following foods: Ambrosia. Bromose. Nuttose. Nut Butter. Malted Nuts. Maltol. Address: A 25, Battle Creek. Michigan.

32. *Good Health (Battle Creek, Michigan)*. 1898. The medical opinion of the Battle Creek Sanitarium Health Food Company’s products. 33(6):391. June.

• **Summary:** The London *Lancet* is one of the leading medical publications of the world. It is recognized as an eminent authority in all parts of the civilized globe. A recent issue contains the following reference to the foods manufactured by the Battle Creek Sanitarium Health Food Company and the Sanitas Nut Food Company: -

“There are some novel and interesting dietetic preparations in the list of this company. They consist chiefly of food prepared from cereals and from nuts.

“Granose Flakes,’ for example consists of light brown flakes resembling potato chips, which on analysis present the composition of wheaten flour of superior quality—that is, flour in which all the essential food constituents are retained. The nitrogen amounted to 2.14 per cent., which is equivalent to a total of 13.37 per cent. albuminoids. The moisture amounted to 12.02 per cent., and the mineral matter to 2.09 per cent. The microscope showed the presence of starch granules highly distorted by cooking, probably by steam. The preparation is undoubtedly nutritious, not merely on account of its composition, but also because the constituents are prepared for the digestive process.

“Nuttose’ is an oily compound prepared from nuts. The fat is in a finely divided state, amounting to an emulsified condition, while the carbohydrates and nitrogenous matter are previously treated so as to render them easy of digestion.”

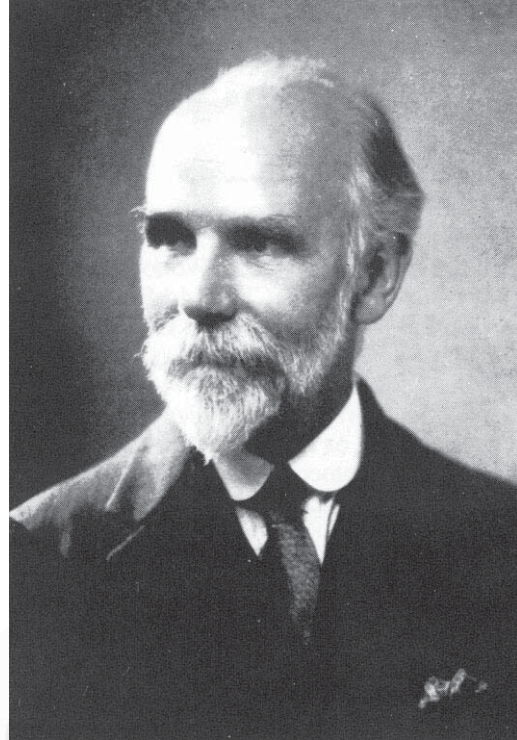
Bromose and Caramel Cereal (an alternative to coffee) are also discussed.

33. Birmingham Vegetarian Hotels & Restaurants, Ltd. 1898. “Pitman” Stores price list. Birmingham, England: 21 p.

• **Summary:** A facsimile of this first Pitman catalog appears after page 16 in the book: Hill, Ray. 1998. *The Health Food Store: A Nostalgic Look at the First—Its Origins, Philosophy and Development*. Gloucestershire, England: NuHelth Books.

The catalog has a blue cover, printed with black ink on the front and rear. Then next 23 pages show the contents of the catalog, which are the foods sold at the “Pitman Store” located on the ground floor of the “Pitman Hotel and Restaurant,” located at 159, Corporation Street, Birmingham,





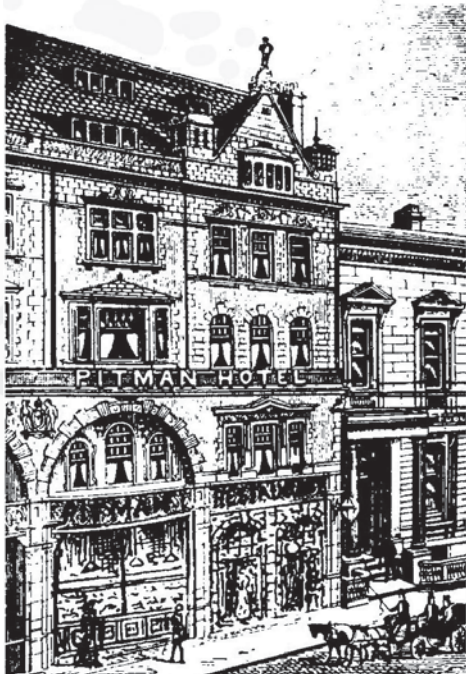
England—next to the County Court.

At the top of the front cover is written: "Fruits, Cereals, Italian Goods, Vegetarian Specialities, &c. &c. The date, December 1898, appears at the bottom of the front cover. An illustration of the hotel, restaurant and store building appears on the inside front cover.

The first two pages of the catalog discuss: Good sold. Quality of Goods. Terms. Delivery. Postage. Standing orders. Lists. Parcel Post Rates. The rest of the catalog is the "Price List." The goods (mostly foods) are listed in alphabetical order. Some interesting items are: Agar agar (Vegetable gelatin for jellies). Almonds (7 types). Apples (8 types). Beans (6 types, not including soy). Blanc Mange Powder (Dr. Allinson's). Bottled fruits. Breakfast food (for invalids). Bromose (Malted nuts for Consumption, &c.). Butter (5 types). Caramel Cereal (Tea or coffee substitute made from wheat). Chutney (10 types). Flour (10 types, incl. wholemeal). Granose biscuits, Granose flakes. Jams and preserves (2 pages). Ketchup (mushroom, walnut, tomato). Milk ("Ideal," unsweetened in tins). Nut butter. Nuttose ("Product of nuts; a perfect substitute for meat, and much more nourishing"). Nuts. Oil. Parmesan cheese. Peas. Pea flour. Peanuts. Rice. Sago (small, pearl, bullet). Wheat. Wheatose.

On the inside rear cover (also black ink on blue) is a full page of vegetarian literature, especially vegetarian cookery. Most of the publication sell for one penny each, but some larger ones are threepence each, and nine books are tenpence each. The rear cover is the same as the front cover.

As Ray Hill explains on page 3 of his book, the man





behind this catalog and the concept of a health food store was James Henry Cook, a portrait photo of whom appears on page 4 of Hill's book.

As Illustration of the Pitman Hotel and of James Henry Cook have been added from *The First Century of Health Foods*, by Kathleen Keleny, James Cook's daughter. Address: 159, Corporation Street, Birmingham, England.. Phone: 2972. Telegrams, "Fruit, Birmingham".

34. Sanitarium Health Food Company. 1899. Protose and Beans (Ad). *Modern Medicine (Battle Creek, Michigan)* 8(6):Ad at rear of issue. June.

• **Summary:** A full-page ad on page 5 of "Advertisements" at rear of issue. "A delicious, appetizing, and nutritious combination.

"Protose is a vegetable meat containing 25% more food value and 10% more fat-making properties than beef, with a rich, delicious, meaty flavor.

"Sanitarium Baked Beans. Are cooked three times and are easily digested. Prepared in a scientific manner, rendering them the most digestible preparation of beans on the market.

"The addition of Protose makes these porkless beans the most toothsome product imaginable. A new combination of food properties, representing the new and progressive ideas of the best food experts in the country.

"Sample free.

"Send us the name of a grocer who does not sell Sanitarium Baked Beans, with eight cents to pay postage, and we will mail you a sample can.

"Art Booklet on Health Foods for the asking."

Note: This is the 2nd earliest English-language document seen (Nov. 2014) that contains the term "vegetable meat" (or "vegetable meats").

Note: This is the earliest document seen (March 2010) that mentions "Protose," a vegetable meat made in Battle Creek, Michigan.

This same ad appeared in the next issue of this magazine, in the same place. Address: Battle Creek, Michigan.

35. **Product Name:** Protose (Meatlike Product Made of Peanuts and Cereal—No Soy).

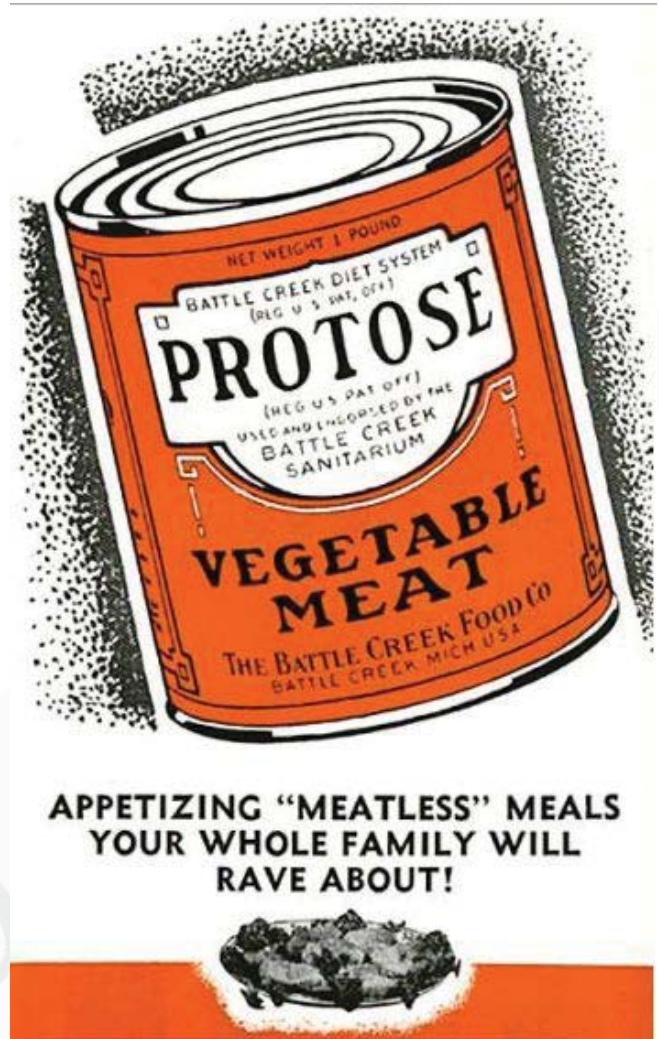
**Manufacturer's Name:** Sanitas Nut Food Co., Ltd. Renamed Kellogg Food Company in mid-1906, then Battle Creek Food Co. in the spring of 1921.

**Manufacturer's Address:** Battle Creek, Michigan.

**Date of Introduction:** 1899 June.

**New Product—Documentation:** Ads in *Modern Medicine* (Battle Creek, Michigan). 1899. June. Full-page ads on pages 5 and 8 of "Advertisements" section at rear of issue.

Mrs. Anna L. Colcord. 1899. *A friend in the kitchen: Or, what to cook and how to cook it. Containing about 400 choice recipes carefully tested.* Oakland, California, San Francisco, New York, Kansas City: Pacific Press Publishing



Company. Protose is discussed in detail on pages 108-09. "Protose. This is also a nut product and is intended as a substitute for meat. It may be prepared and served in much the same way as flesh foods, which it resembles somewhat in both appearance and flavor. While it possesses nearly twice their nutritive value, it is free from their objectionable features. Protose makes a good flavoring for soups, and is excellent cooked with vegetables." Recipes are given for: Stewed Protose. Roast Protose. Protose sandwiches.

Ad for Protose by Sanitas Nut Food Co., Ltd. 1900. July. *Good Health* (Battle Creek, Michigan). Protose is described as an easy to digest, perfect substitute for meat.

*Good Health*. 1904. Jan. (Insert after p. 48) "Chart of food elements." Protose (0.5 pint or 4.2 oz) contains 21.3 [units not given] protein, 10.2 fat, 2.8 carbohydrates, and 60 food units per oz.

Lenna Frances Cooper. 1923. *The New Cookery*. 8th ed., revised. The section titled "Unusual foods referred to in this book" (p. 462-64) states: They are made by the Battle Creek Food Company, Battle Creek, Michigan: "Protose (a meat substitute made from cereal and nuts)."



# **PROTOSE**

## **VEGETABLE MEAT**

**T**HE MOST REMARKABLE DIETETIC DISCOVERY OF RECENT YEARS. Almost identical with flesh-food in composition, appearance, and flavor, Protose, being a purely vegetable product, is free from the many objections raised by eminent scientists against the use of meats.

Progressive physicians, who have for years been looking for a meat substitute for use in cases of chronic rheumatism, Bright's disease, diabetes, and the long list of nervous affections, are using Protose with marked success.

The London *Lancet*, London, England, one of the highest medical authorities, having made an elaborate analysis of Protose, published the following unsolicited report in its issue of Aug. 26, 1899:—

"Our analysis of Protose was as follows: Moisture, 64.22 per cent; proteids, 21.30 per cent; fat, 10.23 per cent; mineral matter, 1.40 per cent; carbohydrates, 2.85 per cent. **Chemically, therefore, it presents the composition of animal tissue, beef or mutton.** The fat exhibited a low melting point, and was easily saponified, so that it would probably be readily digested. The flavor of the preparation is not unpleasant, and somewhat meaty. Protose is unquestionably a food of some merit."

Your grocer will supply you with a sample of this unique food.

# **The Sanitas Nut Food Co., Ltd.**

**BATTLE CREEK, MICH.**

Originators and Sole Manufacturers.

**He thought it was a**

**CHICKEN**

**But it was not.**

A young Porto Rican who was recently served with **Protose**, the vegetable meat, remarked that it was the best chicken he had ever eaten.

**IT** resembles meat in flavor.  
 has the consistency of meat.  
 has twice the nourishment of meat.  
 does not contain disease germs.  
 is an easily assimilated, predigested nut and grain food, peculiarly adapted to a weak stomach, and to persons of sedentary habits.

*Send three two-cent stamps for Sample Can, and Art Booklet containing 136 Special Health Food Recipes.*

*If you can not get Sanitas Nut Foods from your grocer, let us have his name, and we will send you samples.*

**SANITAS NUT FOOD CO., Ltd.,**  
**BATTLE CREEK, MICH.**



John Harvey Kellogg. 1930. Good Health (Battle Creek, Michigan). Dec. 5, p. 5-7. "Soybeans as human food. I." "I was wholly unacquainted with it [the soybean], and so naturally sought to find in nuts, especially the peanut, a solution to the problem, and succeeded in producing a vegetable meat, Protose, of which several thousand tons have been since made and consumed." Note: It is not known when gluten was first used in this product, but "wheat protein" was the main ingredient in Protose made by Granose Foods in England in 1940.

Ad in *California Health News*. 1937. Feb. 19. p. 13. "For meatless days and for a delicious change. Protose: A satisfying vegetable meat." Illustrations show (each on a plate): Protose croquettes. Protose steak with onions. Protose



salad. A can of "Protose: Vegetable meat." "Protose is made of grains and nuts."

Ad for Protose: Vegetable Meat by Battle Creek Food Co., Ltd. 1939. *Good Health* (Battle Creek, Michigan). July, p. 380. "Protose, a vegetable meat, may be prepared in any of the ways in which meat is served." A small photo shows the Battle Creek Sanitarium.

Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 18. "Battle Creek Health Products: Vegetable Meats—Protose Vegetable Meat. 1 lb. \$0.50. ½ lb \$0.30.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Protose contains 22.30% protein, % fat, and 22.70% carbohydrate.

Richard W. Schwarz. 1970. John Harvey Kellogg, M.D. p. 122, 209-14, 216, 218. "In 1896 [Dr. John Harvey] Kellogg announced that he had perfected the ideal substitute for meat in Nuttose, a nut product which he could prepare to taste much like beef or chicken." This was his first meatlike product. Later he developed Protose. "Shortly after the production of Granola for patients at the sanitarium began in 1877, Dr. Kellogg organized the Sanitarium Food Company as a subsidiary of the Battle Creek Sanitarium." But when Dr. Kellogg wanted to expand the business, other sanitarium doctors refused to vote the funds. So Dr. Kellogg launched the private Sanitas Food Company, relying heavily on his younger brother, Will Keith, who had served as his personal accountant and business manager since 1880. "John Harvey's new flaked cereals and vegetable meats became the property of the Sanitas Company." In mid-1906 Dr. Kellogg decided to change Sanitas' corporate name to the Kellogg Food Company. Then: "In the spring of 1921, to avoid further difficulties with Will Kellogg's manufacturing business [Battle Creek Toasted Corn Flake Company], Dr. Kellogg changed his concern's name to the Battle Creek Food Company."

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in "Protose (Battle Creek)."

Note 1. This is the earliest known commercial product that could be used as a meat alternative in place of beef. See, for example, "Protose steak with onions."

Note that in 1960 Worthington Foods had acquired Battle Creek Food Co.

36. Sanitas Nut Food Co., Ltd. 1899. The Dujardin-Beaumont antiseptic dietary (Ad). *Modern Medicine (Battle Creek, Michigan)* 8(6):Ad at rear of issue. June.

• **Summary:** A full-page ad on page 8 of the "Advertisements" section at rear of issue. "It is universally recognized by European physicians as essential to the successful treatment of Disorders of the Stomach and Liver. This dietary excludes flesh, fish, and shell-fish of all kinds. The chief difficulty in enforcing the non-flesh regimen is

the lack of a suitable variety of foods rich in proteids in the ordinary bill of fare.

"The Sanitas Nut Food Co. has discovered how to make all sorts of delicious meat dishes from nuts, by newly discovered processes, which have proved so successful that thousands of invalids are already daily regaling themselves with the most delicate and tasty meat 'stews,' 'roasts,' 'potted meats,' meat 'soups,' 'broths,' and other savory and blood-enriching viands, without the slightest fear of 'hepatic congestion,' 'uric acid diathesis,' or any thing of the sort.

"Vegetable Meat—in the form of 'Protose,' 'Nuttose,' 'Bromose,' 'Nutta,' And their congeners, is as much more toothsome than 'bloody beefsteaks,' as Bartlett pears are superior to crabapples. Address for circulars and further information,-

"Sanitas Nut Food Co., Ltd., Battle Creek, Michigan." Address: Battle Creek, Michigan.

37. Sanitas Nut Food Co. 1899. Sample can free (Ad). *Forum (The) (New York City)*. July. Ad on p. 7 at rear of issue.

• **Summary:** A ¼-page ad on p. 7 of "The Forum—Advertiser" section at rear of issue. "Protose is the latest addition to food science. A vegetable meat containing 25 per cent, more food value and 10 per cent, more fat making properties than beef or mutton, with a taste that can hardly be distinguished from meat. The result of exhaustive experiments by food experts. A palate pleasing, nutritious delicacy.

"For six cents (to pay postage) and name of dealer who does not sell Sanitas Nut Foods, we will send free a sample can and booklet telling how to prepare 60 delicious dainties from Sanitas Nut Foods, the original nut foods prepared in a scientific and digestible form." Address: 80 Washington St., Battle Creek, Michigan.

38. Sanitas Nut Food Co. 1899. Dainty sand wiches. Can Free (Ad). *Forum (The) (New York City)*. July. Ad on p. 7 at rear of issue.

• **Summary:** A ¼-page ad on p. 7 of "The Forum—Advertiser" section at rear of issue. "For picnics, luncheons and parties can be made of Protose, the vegetable meat containing 25 per cent. more food value and 10 per cent. more fat-making properties than beef. A score of delicious dishes can be made with Protose. Cook book free.

"Send us the name of a grocer who does not sell Sanitas Nut Foods, and six cents to pay postage, and we will send a can free." Address: 80 Washington St., Battle Creek, Michigan.

39. Sanitas Nut Food Co. 1899. Pic nic luncheons (Ad). *Forum (The) (New York City)*. July. Ad on p. 7 at rear of issue.

• **Summary:** A ¼-page ad on p. 7 of "The Forum—

Advertiser” section at rear of issue. Should include dainty, delicious sandwiches made with Protose, the vegetable meat, containing 25 per cent. more food value and 10 per cent. more fat-making properties than beef. Our free cook book gives a score of appetizing ways to prepare Protose.

“Send us the name of a grocer who does not sell Sanitas Nut Foods, and six cents to pay postage, and we will send a can free.” Address: 80 Washington St., Battle Creek, Michigan.

40. Colcord, Anna L. (Mrs.). 1899. *A friend in the kitchen: Or, what to cook and how to cook it.* Containing about 400 choice recipes carefully tested. Oakland, California, San Francisco, New York, Kansas City: Pacific Press Publishing Company. 126 + v p. Illust. 19 cm.

• **Summary:** A Seventh-day Adventist vegetarian cookbook. The subtitle continues: Plain directions for healthful cookery; How to can fruit; A week’s menu; Proper food combinations; Rules for dyspeptics; Food for infants; Simple dishes for the sick; Wholesome drinks; Useful tables on nutritive values of foods, time required to digest foods, weights and measures for the kitchen, etc.

Pages 105-09 discuss “Specially Prepared Health Foods” which may be obtained from the St. Helena Sanitarium Health Food Company (St. Helena, California), of the Battle Creek Sanitarium Health Food Company (Battle Creek, Michigan). They include Granola (thoroughly cooked and partially digested; may be eaten with milk, cream, or fruit juice), Granose (light, crisp flakes; serve like Granola), Nut Butter (a substitute for butter and cream), Protose (“This is also a nut product and is intended as a substitute for meat...”), and Caramel Cereal (a “harmless and nutritious substitute for tea and coffee, both of which are now generally recognized by the best physicians as harmful beverages, and the cause of many nervous disorders. It is made wholly from grain products...”).

Page 120 gives a week’s menu and page 121 discusses the Sabbath and Sabbath dinners (“The Sabbath is the day of rest In order that it may be devoted by all to religious exercises, holy meditation, and spiritual delight, it should be as free as possible from the ordinary duties and cares of life... With proper planning, very little, if any, cooking need ever be done on the Sabbath...”).

A full-page ad on the next to last page of the book (unnumbered) lists foods available from the St. Helena Sanitarium Health Food Company (which has a San Francisco branch at 1422 Market St.): Granose (“The Queen of cereal foods”), Granola, Granose biscuit, Caramel cereal, Whole wheat sticks, Graham sticks, Pure gluten biscuit, Whole wheat zwieback, Whole wheat wafers, Nut butter, Nucose, Nutlet, Bromose, Malted nuts, Protose, Maltol, Ambrosia, Almond butter, Manno, Fruit coco. “Unfermented breads aid digestion: Most of our crackers and sticks are unfermented.”

Note: This is the earliest document seen that mentions Protose (which was Dr. John H. Kellogg’s first meat alternative product), or that mentions “Malted Nuts” (a nondairy product made principally from peanuts and almonds; when mixed with water it resembled malted milk).

41. Lambert, Almeda. 1899. *Guide for nut cookery: Together with a brief history of nuts and their food values.* Battle Creek, Michigan: J. Lambert & Co. 452 p. Illust. Index. 22 cm.

• **Summary:** Published in 1899, this book was copyrighted in 1898 by Mrs. Almeda Lambert (of Battle Creek, Michigan), who was almost certainly a Seventh-day Adventist. She quotes from Genesis 1:29 and on pages 60-65 she quotes extensively from the writings of Ellen G. White, the founder of the Seventh-day Adventist religion; she likewise advocates a vegetarian diet—indeed a pure vegetarian diet, free from milk and dairy products.

In the Introduction (p. 6) she states: “In the last few years there has been a great awakening in regard to healthful living and great strides have been made in the methods of emulsifying nuts into a paste or butter,—a convenient form for cooking purposes and much easier to digest. But the majority of those who have adopted nut butter, use it instead of the dairy product only to spread on bread. It is the object of the author to place before the public a book treating upon the use of nuts as shortening, seasoning, etc., to be used in every way in which milk, cream, butter, or lard can be used, and fully to take their place.”

Chapter 1, “Nuts and Their History” (p. 7-58) includes many species of nuts arranged alphabetically including almonds, beechnut, chufa (earth almond), cocconut, groundnut (*Apios tuberosa*, common in low, wet grounds), hickory-nut, litchi (leechee nut), peanut, pecans, sapucia-nut, souari-nut, pine-nut, walnut, and water chestnut.

The section on the peanut (*Arachis hypogaea*, p. 37-42) states that it is also “known in different localities as the earthnut, ground-pea, goober, pindar, jar-nut, and Manila nut. Strictly speaking it is not a nut at all, and should be more properly called the ground-pea.” About 3½ pages of extracts are given from *Farmers’ Bulletin* No. 25 titled “Peanuts: Culture and Uses,” by Robert B. Handy (1895). Mrs. Lambert then comments: “Thus we see that over thirty years ago, peanuts were not only used as tidbits [sic, tidbits] between meals, but also for culinary purposes. But since the invention of machinery for family use, for grinding the nuts into a butter, their use has spread over a greater territory. This is partly due to the fact that the expense is thus lessened, and not only this, but because the nut as it comes from the mill is in a much healthier condition to eat, being easier of digestion than the oil or the raw residue that remains after the oil is taken out. The nut butter can be easily mixed with water, forming an emulsion, and by thinning it sufficiently, it makes an excellent substitute for cream and milk. It can also



be made into various nut foods.”

A table compiled by Prof. König (p. 41) shows that peanut meal has the largest number of nutritive units per pound of twelve principal foods listed, and the cost of 1,000 nutritive units in the form of peanut meal is the lowest. For this reason the German army now uses peanuts, peanut flour and peanut meal extensively in its diet (p. 6).

In the chapter titled “Nuts: Their properties and food values” she states (p. 68-69): “The purest and most easily digested of all meats is the meat of nuts. In nutritive value they far exceed all flesh meats.” “Nuts are more digestible if they are first emulsified, as very few can masticate them fine enough to be acted upon by the digestive juices. The question of emulsifying nuts has been practically settled in the last few years by the invention of machinery for that purpose, both for family and factory use. It is sincerely hoped and believed that the time is not far distant when nuts will fully take the place of animal flesh, fats, and products.”

The chapter titled “Nut butter” (p. 70-75) describes how to make the following at home: “Peanut butter, raw peanut butter, almond butter, Brazil-nut butter, peanut cream, peanut milk, raw peanut milk and cream, almond milk, hickory milk, pine-nut milk, chufas milk, and cocoanut milk.”

Note 1. This is the earliest document seen (Aug. 2013) that mentions coconut milk, which it calls “cocoanut milk.”

Concerning homemade “Peanut butter” (p. 70-71): The introduction states: “The Spanish peanut makes the best peanut butter. The first essential thing is to have a nut-grinding mill” [such as the one made by Joseph Lambert & Co.]. The recipe itself states: “The first step is to roast the peanuts to a nice brown, being careful not to over-brown or scorch them, as too much cooking spoils the flavor. They can be roasted in an ordinary oven, but can be better done in a peanut roaster made especially for this purpose. As soon as they are roasted and cool, the skins or bran should be removed by rubbing them in the hands, or what is better, a coarse bag; or take a square piece of cloth and fold the edges together, forming a bag of it. The chaff can then be removed by the use of an ordinary fan, or by pouring from one dish to another where the wind is blowing. The process of removing the skins is called blanching. Next look them over carefully, remove all defective nuts and foreign substances, and they are ready for grinding. If a fine, oily butter is desired, adjust the mill quite closely, and place in the oven to warm. Feed the mill slowly, turn rapidly, and always use freshly roasted nuts; after they have stood a day or two they will not grind well nor make oily butter. If the butter is kept in a cool place in a covered dish, and no moisture allowed to come in contact with it, it will keep several weeks; and if put in sealed jars or cans, will keep indefinitely.”

Note 3. This is the earliest document seen (Dec. 2007) that contains a recipe for homemade peanut butter.

When making peanut cream and milk, roast the peanuts less than when making peanut butter. “They should have a

light straw color.”

Note 4. This is the earliest document seen (Oct. 2004) that mentions Joseph Lambert in connection with peanut butter. Unfortunately it provides little information on the history of peanut butter or the history of his work with it.

Note 4. This is the earliest document seen (Sept. 2000) that mentions almond butter (resembling the modern product) or gives a recipe: “Almond butter is more difficult to make than peanut butter because the skins can not be so easily moved. Roasting does not loosen the skins of the almond as it does of the peanut. They have to be soaked in boiling water from two to five minutes; then the skins become loose and can be pinched off by pressing on the nut with the thumb and finger; the skin will crack and the kernel pop out. But by this process the nuts have soaked up some water and become tough. They must then be dried in the oven until quite crisp, but the oven must not be hot, or they will brown. Then run them through a loosely adjusted mill or a sausage grinder, and place on a cloth stretched over the stove until perfectly dry; then grind them in the nut-butter mill, quite tightly adjusted. This makes excellent butter if the almonds are first-class, and sweet.”

Note 5. This is the earliest U.S. document seen (Sept. 2000) that mentions “Almond milk” which is prepared as follows: “Dissolve 1 tablespoonful of almond butter in 1 pint of warm water, adding a little at a time.

Note 6. This is the earliest English-language document seen (Aug. 2013) that contains the term “peanut milk.” Continued. Address: Battle Creek, Michigan.

42. Lambert, Almeda. 1899. Guide for nut cookery: Together with a brief history of nuts and their food values (Continued—Document part II). Battle Creek, Michigan: J. Lambert & Co. 452 p. Illust. 22 cm.

• **Summary:** Continued from p. 76. Other chapters include—Nut meal (p. 76-78): To make peanut meal, heat the nuts sufficiently to remove the skins, but do not brown them. Blanch (remove skins), then boil in water until very tender. Drain until perfectly dry, then grind in a mill that is loosely adjusted. If desired, rub through a flour sieve. A very rich meal can also be made by grinding raw peanuts. Meals can also be made from almonds, pine-nuts, etc.

Sausages (p. 79-81): For peanut sausages mix 1 tablespoon peanut butter, 2 tablespoons water, 3 tablespoons gluten or dry bread-crumbs, a little salt, sage, and parsley. Form into small cakes and bake on an oiled tin. Serve topped with Peanut Gravy No. 1.

Nut oil (p. 82-83): Boil ground cocoanuts or peanuts with water in a kettle for 1 hour. Set in a cool place and the oil will rise to the top. Nutmeatose, Nutora, etc. (p. 84-90): These foods are best cooked under high-pressure steam to make them quite solid. For Nutora of peanuts: Mix 2 cups raw nut butter or nut meal with 1 cup water and salt to taste. Beat with an egg beater for 5 minutes or more, then put into

cans and cook (in a steam cooker) for 3 or 4 hours. For “Nut cheese,” see p. 90.

Note 7. This is the earliest document seen (Nov. 2014) in the Western world concerning a meatless sausage.

Nutmeato (p. 91-127): This chapter contains many nut-based recipes for meat alternatives. The main ingredient is usually nut butter, but “nutmeatose” gluten, zwieola or toasted bread crumbs, and legumes are also used, along with corn starch and a little salt. The mixture is usually sealed in a can and steamed for 3-5 hours. Recipes include: Mock Nutmeato roast, Nutmeato steak, Nutgrano No. 1-10 (No. 1 and No. 8 use 1 cup raw peanut butter), Nutmeatose No. 1-7 (p. 97-98; No. 1 uses 2 cups peanut butter), Frutose, Frutosia, Butter for table (butter whipped with an equal quantity of water [“Better Butter”]), Roast goose (with full-page photo, based on zwieola {see p. 399} and eggs), Turkey legs, Chicken legs, Roast turkey (with photo, p. 105; “To make a good sized turkey, take 20 heaping tablespoonfuls zwieola, 20 tablespoonfuls of No. 3 gluten, 8 tablespoonfuls of pecan meal, 8 tablespoonfuls of roasted almond meal, 8 tablespoonfuls of black walnut meal, 2 tablespoons of peanut butter,...”), Nut lobster, Baked trout (with photo), Mock fish stuffed and baked, Sauce for baked fish (with photo), Mock turkey, Mock fish-balls, Vegetable nut roast, Mock salmon, Mock chicken croquettes, Mock fried oysters, Mock oyster patties, Mock chip beef. Includes many photos of the finished dishes.

Unleavened breads (p. 156-67): These are “made light without the use of yeast, baking-powder, or soda. Since they are the most healthful of all breads, it would be of benefit to mankind if they were in more general use.” For best results “run the dough through the nut-butter mill twice or more, instead of kneading by hand as directed in the recipes.” Recipes include: Graham gems, Raw peanut-butter gems, No. 1 gluten (made from best grade white flour which is rich in wheat gluten—such as Pillsbury’s Best). Yeast breads (p. 168-82) incl. Graham bread.

Legumes (p. 246-52) incl. Nut meatose beans, Vegetable turkey, boiled peanuts. Gravies for vegetables and toasts (p. 311-17) incl. Mock milk gravy (from peanut butter), raw peanut milk gravy. Pies (p. 320-32) incl. Peanut meal pie crust, Chufa cream pie crust.

Puddings (p. 333-43): “Puddings made with dairy milk and sugar combined are apt to ferment in weak stomachs. They are much better prepared without dairy milk.” Incl. Custard No. 1 (from raw peanut milk). Sauces for puddings (p. 344-49) incl. Almond cream sauce. Cakes (p. 354-75): “Cakes and pies are filled with animal fats, irritating spices, and are raised with baking-powder or soda, are certainly very unwholesome; to use them in our bill of fare could work nothing but injury to all who partake.

“Animals are becoming so diseased that it is no longer safe to use their flesh as food, and even if they were not diseased, free fats are hard of digestion.” (p. 354).

“Spices and condiments, which usually enter into cake making, are equally injurious. The effect that they have upon the stomach can be illustrated by putting them upon a raw surface or in the eye; inflammation immediately takes place. They irritate the nerves, cause irritability and peevishness, and create a craving for something more highly spiced, which often leads to grosser forms of intemperance.”

Drinks (p. 381-83) incl. Peanut and cereal coffee (with wheat bran, corn-meal, and malt), Peanut coffee No. 1-2 (roast peanuts until dark brown), Chufa coffee. Food for the sick (p. 400-01) incl. Almond milk, Graham gruel, Plain gluten gruel, Nut gruel (with almonds and peanuts), Egg nog (made from cocoanut cream, eggs, and sugar).

Note 8. This is the earliest document seen (Dec. 2012) that mentions or contains a recipe for a nondairy egg nog.

Creams, ices, etc. (p. 411-14) incl. Ice-cream No. 1-3 (made from almond or peanut cream, sugar, and eggs), Ice-cream made of peanut milk, Almond ice cream, Sherbets (from frozen fruit juices). To blanch nuts (p. 415-16); blanch peanuts dry and almonds by pouring boiling water over them. To salt nuts (p. 417-18). Confectionery (p. 419-24) incl. Peanut candy (with 1 lb each sugar and peanuts). Menus (p. 425-33) incl. Thanksgiving dinner: This “has been a great puzzler to the vegetarian housewife... I propose that we do have a turkey for Thanksgiving, not the corpse of a bird whose life was sacrificed to satisfy our perverted appetites, but something which... is only one made of nuts and grains... “With painstaking we shall have a better dinner than our sisters who have their platters laden [laden] with the remains of a barn-yard fowl, and with cakes and pies filled with animal fats and spices. Besides this, we shall have a clearer mind, as well as a clear conscience; while those who eat meat are taking poisons into the system which benumb the brain, cloud the conscience, and render man unfit to meet the vesper hour and hold communion with his God.”

Thanksgiving dinner menu (8-course meal), Christmas dinner. Composition of foods (p. 434-39) incl. Dietetic tables by Atwater and Woods of USDA. See p. 439 for composition of nuts.

On the last page is a full-page ad for nut grinders, blanchers, and peanut roasters made by Joseph Lambert & Co., Battle Creek, Michigan.

Note 9. This is the earliest U.S. document seen (March 1999) that mentions almond milk.

Note 10. This is the earliest document seen (Sept. 2013) that mentions a non-dairy non-soy ice cream; it is based on almonds or peanuts.

Note 11. This is the earliest document seen (Oct. 2014) that gives a recipe for a meatless turkey and the 2nd earliest that mentions meatless turkey. However soy is not mentioned.

Note 12. This is the earliest English-language document seen (Nov. 2014) that uses the terms “Turkey legs,” “Roast turkey,” “Mock turkey, or “Vegetable turkey” to refer to



meatless turkey.

Note 13. This is the earliest document seen (Oct. 2014) that mentions or gives a recipe for a meat alternative resembling beef: Mock Nutmeato roast, and Nutmeato steak. These were made with nuts rather than soy. Address: Battle Creek, Michigan.

43. *Los Angeles Times*. 1900. Care of the body: Valuable suggestions for acquiring and preserving health. Jan. 7. p. IM27.

• **Summary:** The section titled “A vegetarian restaurant” states: “Los Angeles has now a first-class vegetarian restaurant and it appears to be well patronized. The restaurant, which also keeps health foods for sale, is connected with a well-known hygienic institution [Battle Creek Sanitarium] in Michigan, which manufactures these foods on a large scale, and has branch sanitariums all over the world. For those who are not acquainted with the wide range of dishes at the command of the modern vegetarian in the United States, the following dinner bill of fare of the restaurant above referred to, on a recent Sunday, will be of interest:

“Bayo beans and tapioca soup, celery, cabbage salad, onions, nut and vegetable roast, egg macaroni, boiled potatoes with gluten sauce, lima beans and nut stew, carrots, vegetable stew, ambrosia, bromose tablets, shaved nuttose, sliced nucose, protose.

“Boiled eggs, plain omelet, scrambled, poached, poached on toast, and poached on granose.

“Rice with raisins, granose, granola, gluten mush with milk, nut cream or dairy cream.

“Steamed figs, pear sauce, baked apples with cream, sliced bananas with cream, stewed prunes, apple sauce, apples, oranges, and bananas. Apple charlotte, cream rice pudding.

“Cereal coffee, hot malted nuts, cold milk, hot milk, unfermented wine, glass one-half cream and one-half milk, lemonade, hot or cold orangeade, distilled water.

“Whole-wheat bread, graham bread, zweiback [zwieback], graham sticks, whole-wheat sticks, mixed wafers, oatmeal wafers, graham wafers, granose biscuit, gluten wafers, and whole-wheat wafers.”

Note: This is the earliest document seen (March 2007) worldwide that mentions a health foods restaurant.

44. *Vegetarian Messenger (Manchester, England)*. 1900. Price list of the Vegetarian Society’s food stores, 19, Oxford St., Manchester, S.E. April. Unnumbered page at rear of issue.

• **Summary:** The five categories of food sold are: (1) Foods [cereal grain, whole, crushed, meal, and flakes] (First item is whole wheat meal, freshly ground from best English red wheat). (2) Beans, peas, lentils (incl. soya beans and lists the price as “4d. a lb” plus carriage; also 4 types of haricot beans

{2.5 to 4d.} and 4 types of lentils {2.5 to 3d. a lb.}).

(3) Prepared foods (incl. Dr. Nicholl’s Food of Health, Dr. Allinson’s Food of Health, Fromm’s Extract, Fromm’s Soup, Nuttosia, Nut Butter {almond, hazel}, Nuttose, Protose, Sterilized Nut Butter, Granose Flakes, Granose biscuits, Avenola, Crystal Wheat, Nutta, Bromose, Falona). (4) Biscuits (incl. Graham crackers, Wholewheat wafers, Wheat and nut rolls, Zwieback–white or Graham). (5) Plasmon [digested milk proteid] chocolate, or biscuits).

Note: This is the earliest English-language document seen (June 2009) published in England that contains the word “Granose” (a flaked cereal food).

45. Stewart, Charles E. 1900. Chronic constipation, a symptom resulting from a disordered state of the sympathetic nervous system. Its causes and cure. *J. of the American Medical Association* 34:1306-10. May 26.

• **Summary:** “Nuts, in order to be of service, should go through a special process of preparation. At the present time such specially prepared nut foods as protose, nuttolene, malted nuts, granuts, bromose, and a number of others can be found on the market. A careful analysis of these nut foods has been made in our laboratory, and they have been found to be sterile and wholesome, and to contain nitrogenous and fatty material to meet the demands of the human economy. A diet consisting of granose, browned rice, protose, steamed figs, prune marmalade, and ripe fresh fruits..., almond butter, and cream [almond cream], is so palatable, nourishing, and easy of digestion that the most fastidious epicure could find no fault with it” (p. 1309). Address: M.D., Battle Creek, Michigan.

46. Sanitas Nut Food Co., Ltd. 1900. 20th century foods (Ad). *Good Health (Battle Creek, Michigan)* 35(7):July. Ad section in back of issue. Unpaginated.

• **Summary:** “We manufacture the most unique, delicate, and toothsome line of foods on the market. While these foods are so prepared as to be perfectly adapted to the stomach of the feeblest invalid, or the youngest child, they are at the same time of the greatest value in forming the healthy tissue of the vigorous man or woman. They are prepared with the greatest care from the choicest edible nuts. Perfect substitutes for meat, butter, and milk. Possessing none of their objections.” Products include: “Malt Honey, Bromose, Protose, Nut Butter, Malted Nuts, Maltöl. Ask your grocer for samples, and if you fail to get them, write us, giving his name, and you will hear of something to your advantage.”

Note: According to Stoltz (1992) Sanitas Nut Food Co. was legally founded in 1899. Address: Battle Creek, Michigan.

47. Kellogg, Ella Ervilla (Eaton) (Mrs.). 1900. Every-day dishes and every-day work. Battle Creek, Michigan: Modern Medicine Publishing Co. 206 p. Index. 21 cm. [1 ref]

• **Summary:** The wife of the famous Dr. John Harvey Kellogg discusses her system of meatless cookery. She lived 1852-1920. This book was copyrighted 1896.

Contents: Preface. Cereals. Macaroni. Fermented or yeast bread. Unfermented or aerated bread. Fruit. The leguminous seeds (soy is not mentioned). Vegetables. Soups (without milk, with milk), Eggs. Desserts. Pastry (“Dietetic evils of pastry—General suggestions for making pies”). Cake. Toasts (incl. Zwieback). The Battle Creek Sanitarium Food Company’s Products (recipes using them; including Granola, Granose, Crystal Wheat, Gluten, Zwieback, Caramel-Cereal).

Sanitas Nut Food Company’s Products (recipes using them; including Nut Butter, Nuttolene, Nut Meal {“Many persons suffer from biliousness, nervousness, sick-headache, and various forms of indigestion, from the use of butter, milk, and cream, without being aware that these substances are harmful to them. Persons suffering from dilatation of the stomach, a condition which is exceedingly common, must avoid milk and butter in all forms. Nut butter, nut meal, and nuttolene have been prepared as substitutes for butter and cream. In nut butter, the fat is in a state of perfect emulsion, so that it mixes well with water. Thus it does not interfere with digestion},” Protose, Granose, Almond Meal). Hints about every-day work (Economizing time, system in work, daily program of kitchen work, economizing money, economy of material, uses of stale bread, left-overs, waste of fuel, general suggestions for economical housework, order of clearing the table, washing the dishes, dish-cloth and towels, cleaning silver, care of table linen, disposal of garbage).

Peanut butter is called for as an ingredient in recipes on pages 166 and 170 (“An icing for the peanut cake may be made in the same way by using the peanut butter”).

Note: This is the earliest English-language document seen (Nov. 2013) that mentions a non-dairy icing.

Almond butter is called for as an ingredient in recipes on pages 140 (one well-rounded tablespoonful in an icing for Almond pound cake), 155 (twice), 156 (twice), 166 (twice), 170, and 172 (twice).

The term “nut butter” appears on 32 pages; see p. 201 in Index.

The word “Vegetarian” appears in this book only once, in the titled of a recipe, “Vegetarian Boiled Dinner” (p. 164).

Bran (including wheat bran) is mentioned on pages 98 and 99 (3 times each in the section on soups), 100, 144, 169, and 197.

Near the end of this book are full-page ads for: Bromose (p. 207), Malted Nuts (“presented in the form of a fine granular powder,” p. 208), Protose—vegetable meat (“This truly wonderful food product is, without question, the most remarkable discovery in dietetics which has been made within the last half century... Protose is a Perfect Substitute for flesh food... Send 10 cents for a sample can,” p. 209), Battle Creek Sanitarium Health Foods (Granose, Granola,

Caramel-Cereal, Battle Creek Sanitarium Breakfast Food, Germless Oats, Germless Corn Grits, Crystal Wheat {sterilized, ready cooked}, Gluten Preparations, Diabetic Foods, A large variety of crackers and biscuit and other wholesome preparations. Superior canned goods. Warranted pure. Send for catalog and price list, p. 210).

Antiseptic charcoal tablets—antiseptic, absorbent. “Charcoal Tablets are not a panacea, but they have proved to be the most valuable remedy we possess for morbid conditions arising from fermentation or decomposition of food in the stomach and intestines. They consist of a special form of vegetable charcoal, much superior to willow, freshly prepared, to which is added sulphur, one of our most valuable intestinal antiseptics, and diastase, a starch-digesting ferment. This will at once be recognized as a happy combination for combating the action of microbes in the alimentary canal,” (p. 211). *The Stomach: Its Disorders and How to Cure Them*, by J.H. Kellogg, M.D. (p. 212). *The Home Hand-Book*, by J.H. Kellogg (p. 213). *Science in the Kitchen*, by Mrs. E.E. Kellogg, A.M. (p. 214). Address: A.M., Battle Creek, Michigan; Author of *Science in the Kitchen*, etc.

48. “Pitman” Stores: The depot for Dr. Kellogg’s health food products. 1901. Birmingham, England: 1 p.

• **Summary:** See next page. A facsimile of this page appears on page 59 of the following book: Hill, Ray. 1998. *The Health Food Store: A Nostalgic Look at the First—Its Origins, Philosophy and Development*. Gloucestershire, England: NuHelth Books.

Hill’s book states (p. 58) that this page appears in the “1901 February Pitman Price List.”

“These Goods are now being manufactured in England by The International Health Association Limited.

“The factory being situated in Birmingham will be a guarantee of the freshness of the Goods. All orders, either wholesale or retail, intrusted to us will receive prompt attention.

The following products, and the price of each, are listed: Avenola. Biscuits. Bromose: Malted nuts. Caramel Cereal: Tea and coffee substitute. Charcoal Tablets. Fruit Coco Tablets. Gluten Meal. Granose Flakes. Granose Biscuits. Life and Health Cookery Book, by Mrs. Kress. Meltose, or Malted Honey. Malted Nuts. Nuttose, a perfect substitute for meat. Nuttolene. Nut Butter. Protose (a perfect vegetable meat). Address: 159, Corporation Street, Birmingham, England..

49. Kellogg, John Harvey. 1901. Vegetable-food compound [made from wheat gluten and peanuts]. *U.S. Patent* 0,670,283. March 19. 2 p. Application filed 3 June 1899.

• **Summary:** “My invention relates to an improvement in vegetable-food compounds; it consists in combining gluten of wheat or other cereals and water with a meal prepared



**" Pitman " Stores,**

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DEPOT FOR  
**DR. KELLOGG'S HEALTH FOOD PRODUCTS**

---

*These Goods are now being manufactured in England by THE INTERNATIONAL HEALTH ASSOCIATION LIMITED,*

*The Factory being situated in Birmingham will be a guarantee of the freshness of the Goods. All orders, either wholesale or retail, intrusted to us will receive prompt attention.*

---

CASH PRICES	
AVENOLA. A combination of cereals, three times as nourishing as Beef ... ..	per lb. canister, 0 7
BISCUITS (see page 9).	
BROMOSE. Malted Nuts. Superior to Cod Liver Oil for Consumption, &c.,	per box, 1 6
CARAMEL CEREAL. Tea and Coffee substitute, per lb. canister, containing sufficient for 100 cups .. ..	0 8
CHARCOAL TABLETS, per box of 40 (With or without sulphur)	2 1
FRUIT COCO .. .. .	per tin, 1 6
GLUTEN MEAL 20 per cent. Specially for diabetes	per lb. packet, 0 10
*GRANOSE FLAKES. A perfect cooked food .. ..	per packet, 0 7½
* .. BISCUITS .. .. .	" 0 7½
LIFE AND HEALTH COOKERY BOOK. <i>By Mrs. Kress</i> .. ..	0 6
MELTLOSE, OR MALTED HONEY ... sample tin 2d.; per jar, 1s. and 1 8	
MALTED NCTS .. .. .	" 3d.; per bottle, 2 6
NUTTLOSE. A perfect substitute for meat .. ..	per 1½lb., 1 4
	per ½lb., 0 8
NUTTOLENE .. .. .	per 1½lb. tin, 1 3
NUT BUTTER .. .. .	per 1lb. tin, 1 0
PROTOSE (a perfect vegetable meat) .. .. .	1½lb. tin, 1 4
	½lb. " 0 8

\* Also made without salt.

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We strongly recommend those desirous of robust constitutions to give these foods a trial, especially at this time when tuberculous affections are rife.

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**159, Corporation Street.**

from peanuts or other oleaginous nuts... The object of my invention is to furnish a vegetable substitute for meat which shall possess equal or greater nutritive value in equal or more available form for digestion and assimilation..."

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term "vegetable substitute for meat."

Wash wheat gluten until it is practically free from starch, then mix it with dry peanut meal in the proportion of 1 part of the nut meal to one or more parts of the raw moist gluten. To mix, pass the gluten and meal one or more times through a vegetable shredding or other suitable mixing machine. Then carefully mix in the proper quantity of water. Cook for 1-3 hours or more at a temperature of 212-230°F. Cooking not only preserves the product (in the way ordinary canned foods are preserved) but modifies "its consistence [consistency] and flavor, both of which are changed in a very remarkable way... By proper regulation of the temperature

and proportions of the ingredients various meat-like flavors are developed, which give to the finished product very characteristic properties."

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term "meat-like" (or "meat like"); it refers to a substitute for meat.

"My product is purely vegetable in character. It contains no animal substance or extract. In color and appearance it resembles potted veal or chicken. It has a distinctly meaty odor and flavor. When a bit is torn off and chewed, it shows a distinct fiber. It is of such consistency that it may be masticated like tender meat and when cooked retains its form as does meat. As is the case with animal flesh, its color varies somewhat according to the temperature to which it is subjected in cooking, the higher the temperature the darker the color... It may be cut into slices and served cold. It may be broiled like meats of all sorts and lends itself to the various culinary manipulations in a manner altogether resembling meat. Laboratory digestion experiments demonstrate that it is digestible in less time than meat-pulp. This is due to the well-known fact that the digestibility of vegetable proteids is increased by cooking, while animal proteids are rendered less digestible by cooking."

Advantages: "It is more digestible than flesh meats. It is free from danger of contamination with the disease germs or putrefaction products, and hence may be freely employed in many disorders in which physicians find it wise to prohibit the use of flesh foods, such as rheumatism, gout, Bright's disease, various disorders of the liver, myxoedema, and exophthalmic goiter. It is an economical substitute for flesh food, as it can be commercially produced at a price less than that usually charged for flesh meats. Its use obviates the necessity of slaughtering animals, against which in certain countries, as India, there are many millions of people who entertain a deeply-rooted prejudice. It may be freely used without incurring many of the risks which are involved in the free use of flesh meats."

Note 3. This is the earliest patent seen issued to Dr. John Harvey Kellogg that mentions wheat gluten. Note 3. The process described in this patent was probably used to make Protose. Address: M.D., Battle Creek, Calhoun Co., Michigan.

50. *Good Health (Battle Creek, Michigan)*. 1901. Dainty summer dishes prepared from the celebrated foods that have made Battle Creek famous (Ad). 36(7): July.

• **Summary:** This page consists of three large, horizontal photos and their detailed captions. They show: (1) Roast of Protose. "Serve with brown gravy, the recipe for which may be found in the Recipe book which may be had from the Sanitas Nut Food Co., Ltd." Note: Protose is a meatlike product made of peanuts and cereal (no soy) introduced in 1899 by the Sanitas Nut Food Co.

(2) Croquettes of Protose. "Form into croquettes, roll

in granola, then in beaten egg, and again in granola. Bake until brown and serve hot, garnished with parsley.” (3)  
 “Malt honey balls.—Over freshly toasted granose flakes pour sufficient malt honey to hold the flakes together. Form into balls, and serve with fresh fruit of any kind.

At the bottom of the page is written: “Samples of the foods that are used in these dishes may be obtained by addressing the Battle Creek Sanitarium Food Co., or Sanitas Nut Food Co., Battle Creek, Michigan.”

Note: This is the earliest document seen (May 2004) that mentions the Battle Creek Sanitarium Food Co.

51. Kander, Lizzie Black. comp. 1901. The “Settlement” cook book: Compiled by Mrs. Simon Kander,... Containing many recipes used in “settlement” cooking classes,... 6th ed. Milwaukee, Wisconsin. xxv + 470 p. Illust. Index. 20 cm.

• **Summary:** Worcestershire sauce is used as an ingredient in about 20 recipes. The first 4 of these are: Tartar sauce (p. 92). Baked trout (p. 99). Steak for the oven (p. 115). Stuffed peppers No. 4 (p. 168).

The word “vegetarian” appears in the title of two recipes: Nut butters for sandwiches—vegetarian (p. 240). Vegetarian chicken (p. 240).

Peanut butter is used as an ingredient in Cheese mixture for sandwiches (p. 236). Peanuts are used in at least 25 recipes; almonds are used in 6.

This is a “charity cookbook” published “for the benefit of the ‘settlement,’ 601 Ninth Street, Milwaukee. Price: \$1.20 postpaid.” Address: Milwaukee, Wisconsin.

52. Sanitas Nut Food Co. 1901. The Court of Awards of the Paris Exposition (Ad). In: Charles B. Reynolds. 1901. Washington: A Handbook for Visitors. The Standard Guide. New York, NY: Foster & Reynolds.

• **Summary:** A half-page ad near the rear of this book. “... recognizing the merits of the unique foods manufactured by the Sanitas Nut Food Co., granted them a medal.

“The thousands of persons, both in this country and in the Old World, who are daily using these products of forest and field, furnish a stronger proof, if possible, of their intrinsic value.

“Chief among these foods is Protose, the Vegetable Meat, which is more than a substitute for flesh, fish, and fowl.

“Protose Steaks with tomato sauce are delicious. That flesh meats are productive of disease is fast becoming recognized by intelligent people everywhere. Eminent scientists in both hemispheres are charging to the account of meat eating such diseases as cancer, Bright’s disease, epilepsy, gout, rheumatism, and a host of other afflictions of mind and body.

“‘As a man soweth so shall he also reap,’ is a principle as true in our habits of eating as in any other phase of human experience. The poisons contained in flesh foods when

taken into the human stomach are sure to produce disastrous results. Why do we slay to eat, and make graveyards of our stomachs when there is a better way?

“Protose which resembles meat in appearance and taste, and whose nutritive value is twenty-five per cent greater, may be baked, boiled, stewed, or broiled, or served in the hundred and one other ways known to the skillful cook for the preparation of flesh foods.

“If you can not procure Protose of your grocer, send us three two-cent stamps, and we will mail you a sample, together with the address of our nearest agent.

“Booklet ‘Nut Foods’ free on application.”

Illustrations show the front and back of a circular medal / medallion from the 1900 Exposition Universelle Internationale. Address: Battle Creek, Michigan.

53. R.S.T. 1902. The solving of the meat problem: What has been accomplished at the Battle Creek Sanitarium during the past thirty-seven years. *Chicago Daily Tribune*. June 5. p. 7.

• **Summary:** “Just now, when the price of meat is so high as to make it an expensive luxury even to the well-to-do classes, it strikes me that it is a good time generally for people to learn the fact that meats are not the best foods obtainable to contribute to either health or strength.”

“I was surprised to learn that the patients treated at this great institution were not only not given drugs for the cure of their ailments but were fed on a ‘meatless’ or vegetarian diet. At first I said these people are ‘cranks,’ ... Gradually I sampled the ‘vegetarian’ dishes, and found them so temptingly prepared and served, that I soon learned to prefer them to the flesh foods. I was surprised at the great and pleasing variety of substitutes for meats in the line of cereal and nut preparations.”

Dr. Kellogg, whom the writer has known intimately for about 6 years, “has been a vegetarian for 35 years or more [i.e., since at least 1867]. He is the hardest and most persistent worker that I know of.” He works at least 14 hours a day. “He is a human dynamo of wonderful energy. Recently, when he was engaged almost night and day planning and working for the rebuilding of the Sanitarium [destroyed by fire on 18 Feb. 1902], I asked him how he could endure so much work. He answered in his uniformly courteous and cheerful way: ‘O, that is simple; I live right.’”

He has developed scientifically prepared foods from cereals and nuts for his thousands of patients. In “this line he is certainly the most prolific as well as the most successful inventor in the world.”

These food products were primarily “for use in the Battle Creek Sanitarium, but as the thousands of patients who have been cured or benefited, learned the better way of living, they demanded that these foods be supplied to them at their homes, and as a result the Battle Creek Sanitarium Food Company and the Sanitas Nut Food Company came into existence, the former about 3 years ago [i.e., about 1899],



The strike of 50,000 men in the meat trade need cause you no anxiety, in so far as the supply of meat is concerned, for there is a meat in existence that has no dependence upon the animal world for its supply. That meat is

# Protose, The Vegetable \* Meat. \*

**W**HY incur the risk and extravagance of "tainted" meat, or enrich grasping "Beef Trusts," when in PROTOSE you can have pure, fresh, wholesome meat from the best vegetable sources? PROTOSE is palatable, possesses a mild, meaty flavour, is slightly fibrous like tender chicken, has none of the tissue-poisons that always abound in animal flesh; yet, as the "Lancet" analysis states, "Chemically, it presents the composition of animal tissue, beef or mutton." PROTOSE is prepared from the best grains and nuts, and is perfectly cooked. **TRY IT,** and we will guarantee to satisfy you. It tastes good, promotes health and vigour, and imparts great staying power. PROTOSE is put up in three sizes of sealed tins. In the case of PROTOSE no dangers are involved by the use of tins.

#### PRICES :

½ lb. tin, 8d.	1 lb. tin, 1 -
1½ lb. tin, 1 4.	Postage Extra.

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Order of our Agent, or direct from us, and we will give you the name and address of our nearest Agent.

**The International Health Association, Ltd.,**  
Legge Street, Birmingham.

and the latter about 7 years ago [i.e., about 1895].

"Dr. Kellogg is not the only living example of the superiority of a vegetarian over a meat diet. There are, I should judge, no less than 2,000 people in Battle Creek who do not eat meat, and who claim as a consequence that they enjoy better health on account of their method of living, and they certainly look healthier than the average persons who are meat eaters."

The Sanitarium "corps, numbering about 800, are all vegetarians, and the amount of work that they do, always with cheerfulness, amply demonstrates the fact that the 'Battle Creek Idea' is correct."

It is important to know that neither "the Battle Creek Sanitarium nor the Battle Creek Sanitarium Health Food Company is conducted for the purpose of making money." They are "wholly philanthropic in nature."

There follows a long column giving menus on specific days, starting with breakfast, 4 June 1902. Items preceded by an asterisk (\*) are made by one of the two food companies. These include: Almond Cream, Bromose, Caramel Cereal, Coconut Crisps, Crystal Wheat, Gluten Biscuit No. 1, Gluten Wafers, Graham Crackers, Granola, Granut, Granose Biscuits, Granose Flakes, Malted Honey, Malted Nuts,

Nuttolene, Protose, and Zwieback. Categories: Dextrinized grains. Unfermented breads. Eggs and milk are served, but no meat, fish, or poultry—except at the "sinners" table. Two photos show the Sanitarium, old and new.

54. Bilson (T.J.) & Co. 1902. T.J. Bilson & Co. (Ad). *Good Health (London)* 1(4):125. Sept.

• **Summary:** A ¼-page ad. "Supplies of the best dried fruits and nuts of all kinds.

"Also a full stock of the foods of the International Health Association [IHA], such as Bromose, Protose, Granose, Toasted Wheat Flakes, etc.

"Special offer made with respect to Welch's Grape Juice, a most delicious food-drink, and real tonic.

"Send stamp for full price list, in which you are sure to be interested."

Note 1. This small ad (3 inches high by 2.5 inches wide) is the earliest document seen (July 2009) (one of two ads on the same page) that mentions the "International Health Association," a Seventh-day Adventist organization, which was renamed Granose Foods in 1926. The IHA was an early (perhaps the earliest) manufacturer of health foods in England and the UK.

# HEALTH FOODS

THE foods included in the following list are called "Health Foods" because they are entirely free from all that is injurious, and contain just the elements required to build up the human system, both in health and disease. They are made from the purest materials, combined in the proper chemical proportions, and so perfectly cooked as to be easily digested by all.

## ◆ ◆ PRICE LIST. ◆ ◆

**Granose Flakes.**—The entire wheat berry perfectly cooked and ready for use, in the form of thin, crisp flakes. Can be eaten by persons with delicate digestion, infants, invalids, and athletes with equal advantage. A perfect food. In packets, containing about thirteen ounces, .....7½d.

**Granose Biscuits.**—The same as Granose Flakes, but pressed into biscuit form. Per box, .....7½d.

### **Toasted Wheat Flakes.**

—Sweetened with Malt Honey (Nature's Health Sweet). Thoroughly cooked thin wheat flakes, a preparation of the finest Malt Honey is applied, making a most delicious breakfast dish. May be made into a warm breakfast dish in two minutes. In 1 lb. Packets, .....8d.

**Avenola.**—A combination of choice grains, combined in the proper proportion to secure perfect nourishment. Makes porridge in one minute. Makes delicious puddings. Packed in air-tight canister. In 1 lb Package, .....7d.

**Nut Rolls.**—A nutritious food, made from whole meal and finely ground nut meats, shortened with sweet nut oil. Very suitable for those who have to put their dinners in their pockets. In 1 lb. box, .....5d.

**Gluten Meal.**—Gluten, or albumen, is the life element of the wheat, the proportion of gluten present determining the food value of the grain. Diabetics and people who cannot digest starch are obliged to depend largely upon gluten, and such will find our gluten preparation unexcelled for quality and cheapness. Per 1 lb. Package 20%, 10d; " " " 40%, 1/8.

**Nut Butter.**—Made from cooked nuts only. Can be used for shortening, flavouring soups, or for table purposes. When diluted with hot water it forms a delicate cream. In 1 lb. tin, .....1/-.

**Caramel Cereal.**—A healthful and fragrant substitute for tea and coffee, prepared from cereals. Easily made and exceedingly cheap. One pound will make nearly 100 cups. Packed in air-tight canister. Per package, .....8d.

**Protose.**—Vegetable Meat. A tasty, nutritious, and easily digested food. It provides the same elements of nutrition that are found in the best meat, without any impurities. Liked by almost every one from the first. Can be eaten cold or prepared in any way. Recipes furnished. In 1½ lb. tin, 1/4. In 1 lb. tin, 1/- . In ½ lb. tin, .....8d.

**Bromose.**—A combination of malted cereals and pre-digested nuts. Makes good blood very quickly. It is greatly superior to Cod Liver Oil for consumption and all other wasting diseases. Pleasant to the taste. In elegantly embossed box, containing about 1 lb., ....1/6.

**Fruit Bromose.**—The same food as Bromose combined with figs. Same price.

**Wheatmeal Biscuits.**—Shortened with Nut Oil and Sweetened. Per lb., .....5d.

**Oatmeal Biscuits.**—Sweet. Per lb., .....6d.

**Fruit Wafers.**—Made from the best flour and dried fruits, shortened with nut fats. Per lb., .....8d.

A package of assorted samples of the above foods will be sent, post paid, on receipt of One Shilling. Can also be obtained from your *Good Health* agent. Recipes furnished.

ADDRESS:

The International Health Association, Birmingham.



Note 2. This is the earliest document seen (July 2009) giving the name of a retail store that carries products manufactured by the International Health Association. Note that this retail store is located in London.

This same ad appeared in the Dec. 1902 (p. 228) and Jan. 1903 (p. 260) issues of this magazine. Address: 86 Gray's Inn Road, London, W.C. [England].

55. International Health Association. 1903. Health foods (Ad). *Good Health (London)* 1(10):319. March.

• **Summary:** A full-page 2-column ad with a large bold title. The introduction, spanning both columns, states: "The foods included in the following list are called 'Health Foods' because they are entirely free from all that is injurious, and contain just the elements required to build up the human system, both in health and disease. They are made from the purest materials, combined in the proper chemical proportions, and so perfectly cooked as to be easily digested by all."

Under the fairly large words "Price list" (also spanning both columns), the name of each of 14 foods appears underlined in large bold letters, followed by a detailed description and the price in regular size type. The foods are:

Granose Flakes (crisp flakes in packets containing about 13 ounces, 7½d.) Granose Biscuits ("The same as Granose Flakes but pressed into biscuit form." Sold in boxes). Toasted Wheat Flakes ("Sweetened with Malt Honey (Nature's Health Sweet)," Makes a "delicious breakfast dish." Serve warm or cold)."

Avenola (A combination of grains. "Makes porridge in one minute." Also tasty puddings. Packed in an air-tight canister). Nut Rolls (Made from "whole meal and finely ground nut meats, shortened with sweet nut oil. Very suitable for those who have to put their dinners in their pockets"). Gluten Meal (Made from wheat gluten for "diabetics and people who cannot digest starch").

Nut Butter ("Made from cooked nuts only. Can be used for shortening, flavouring soups, or for table purposes. When diluted with hot water it forms a delicate cream. In 1 lb tin"). Caramel Cereal ("A healthful and fragrant substitute for tea and coffee, prepared from cereals... One pound makes nearly 100 cups. Packed in air-tight canister. 8d.). Protose ("Vegetable Meat... It provides the same elements of nutrition that are found in the best meat, without any impurities. Liked by almost everyone from the first... In ½ lb. tin" 8d.). Bromose ("A combination of malted cereals and pre-digested nuts"). Fruit Bromose ("The same food as Bromose, combined with figs"). Wheatmeal biscuits. Oatmeal biscuits. Fruit wafers ("Made from the best flour and dried fruits, shortened with nut fats").

Across the bottom: "A package of assorted samples of the above foods will be sent, post paid, one receipt of One Shilling. Can also be obtained from your *Good Health* agent. Recipes furnished."

Note: This is the earliest ad seen (June 2009) for the various foods made or sold by the International Health Association of Birmingham. A few of these foods may be made in Battle Creek, Michigan, and imported into the UK. Address: Birmingham [England].

56. *Vegetarian Messenger (Manchester, England)*. 1903. The Vegetarian Society's food depot. Sept. p. 211-12.

• **Summary:** "A new price list of specialties supplied at the V.S. Food Stores has been prepared, and can be had on application, from 19 Oxford Road, Manchester. It contains a list of Health and Food-Reform publications as well, and the prices quoted will be found to compare favourably with those charged at other depots.

"It may be convenient to group the specialties [sic] under different heads so that readers may the more readily understand their nature.

"Substitutes for fleshmeat fittingly comes first. Under this head we have Protose, Meatose, Nuttolene, Almond Nut Meat, Vejola, Savoury, and Banana Nut Meats. These range from 5d. to ¼ per tin, and it is claimed for them that they look like meat, taste like meat, are less expensive than meat, and can be served in all the many ways that meat can be; and I can affirm that they are much more healthful.

"Amongst nut butters (which even these warmer months are having a very ready sale) are. Pea-Nut, Almond, Almond Cream, and Coconut Butters, and there are in addition, two varieties of 'Nut' Butters, each having a distinctive flavour of its own."

"The grain preparations include wholewheat meal, whole wheatmeal bread, and cracked wheat (all of which are fresh daily), whole red and pearled wheat."

"Among biscuits may be mentioned the V.S. health biscuit (a most relishable and healthful wholemeal biscuit) at 4½d. per lb."

"With the introduction of Plasmon Powder, Milk Proteid Foods became a household word—and necessity. Besides this brand the Depôt stocks others of a similar character, viz.: Casumen, Lacumen, and Milcose, the latter being a preparation produced specially for the Vegetarian Society's Stores."

57. *Good Health (Battle Creek, Michigan)*. 1904. Chart of food elements. 39(1):Insert after p. 48. Jan.

• **Summary:** This table lists 64 foods, both processed and unprocessed, with a standard serving size for each (both volume and weight), and the amount of proteid, fat, and carbohydrate per serving, plus the number of "food units" [apparently similar to calories] per ounce. Processed foods include: Granola, Granose, Graham crackers, Whole wheat wafers, Graham bread, Whole wheat bread, Gluten mush, Wheatose, Malted nuts, Bromose, Nuttolene, Protose, Stewed Nuttolene (½ water), and Kumyss. For example, Protose: 0.5 pint (4.2 oz) contains 21.3 [units not given]

protein, 10.2 fat, 2.8 carbohydrates, and 60 food units per oz. Butter has the highest number of food units per oz (217.6), followed by shelled almonds (189.6). Lettuce is lowest (5.2).

58. *Good Health (Britain) (Seventh-day Adventist)*. 1904. Formal health dinners: Suggestions for a somewhat elaborate meal on reform lines. 2(8):243. Jan.

• **Summary:** Contains a menu plus recipes. “Mock chicken Cutlets.—Run through the nut-mill two cupfuls of bread crumbs, and one cupful of shelled walnuts. Mix together in a basin, with a tablespoonful of grated onion juice, and a little salt. Heat in a saucepan a cupful of rich milk to which has been added a dessertspoonful of peanut butter or almond butter rubbed smooth in a few drops of water. When this boils, add the other ingredients, salt to taste, a well-beaten egg, and when removed from the fire, a little lemon juice. Stir well; allow to cool, then roll into balls dipped in bread crumbs and eggs, and bake.”

“Nut Gravy.—Heat to boiling a pint of water in which a tablespoonful of peanut butter has been dissolved. Thicken with one tablespoonful of browned flour and a half tablespoonful of Paisley digestive lentil flour. Cook thoroughly for five or ten minutes.”

59. International Health Association, Ltd. 1904. Our health foods reach to the ends of the earth: Have they reached you? (Ad). *Good Health (Britain) (Seventh-day Adventist)* 2(8):255. Jan.

• **Summary:** A full-page ad. This company sells (and perhaps makes) the following foods. A description and price of each is given. Granose flakes. Toasted wheat flakes. Avenola. Nut rolls. Whole wheatmeal biscuits. Oatmeal biscuits. Fruit wafers. Peanut butter. Pure almond butter. Caramel Cereal [a coffee substitute]. Protose. Nuttolene. Bromose. Malted nuts—in fine powder form.

“Send us One Shilling for a package of samples and cookery book, or ask your Good Health agent for these foods.”

Note: Most or all of these products were first developed by Dr. John Harvey Kellogg at Battle Creek, Michigan, and sold by Sanitas Nut Food Co. Address: Birmingham [England].

60. Fulton, Edwin Giles. 1904. *Vegetarian cook book: Substitutes for flesh foods*. Oakland, California: Pacific Press Publishing Company. 266 p. Index. 19 cm.

• **Summary:** The introduction, titled “Why I was impressed to write a cook book,” states: “The number of physicians and dentists increases each year at an alarming rate, but the aches and ills of the suffering people do not lessen. Thousands of people find themselves in a deplorable condition, with stomachs almost worn out, having depended largely upon predigested foods and a long list of so-called ‘dyspepsia cures.’

“The amount of patent medicines, ‘sure cures,’ consumed by the people in the United States is enormous, and is increasing every year...”

“Disease among cattle, poultry, and fish has increased so alarmingly in the last few years that we should no longer depend on the animal kingdom for food.” “In our efforts to teach how to live without the use of flesh foods, we find we have only begun to discover the inexhaustible resources of the great vegetable kingdom in the boundless wealth of varied hygienic foods.”

The chapter on “Entrees” (p. 67-114) contains only vegetarian recipes with names like Mock white fish, Fillets of vegetarian salmon, Mock turkey with dressing, Roast duck (vegetarian style), Vegetarian roast, Vegetarian hamburger steak (p. 113-14), or vegetarian sausage. Several commercial products are called for in many recipes: Protose, Nuttolene, and Nut Food—all made by the Sanitas Nut Food Co. of Battle Creek, Michigan.

The chapter on “Cereals” contains a recipe for Gluten-Granola mush (p. 184). The chapter titled “Toasts” states (p. 187): “Zwieback should be used as the foundation of all toasts, although ordinary toasted bread can be used.” Adjust the fire so as not to burn or singe the bread.

The chapter titled “Nut butter” (p. 239-45) states that “Nut butter can be easily made in the home... Peanuts and almonds are the nuts most suitable for making nut butter... The best variety peanuts for making nut butter is the Spanish shelled.” Three home-scale processes are given. The first is:

“Process no. 1: Put a layer of peanuts about one-half inch deep in a dripping-pan and place on perforated shelf in a moderate oven. Allow them to bake slowly for about one hour. Cook them until they are a light brown or straw color. Shake the pan or stir the peanuts every few minutes. When the kernels begin to crack and pop they brown very quickly, and should be watched closely.

“A splendid way to cook them is to fill a tight-covered dish about two-thirds full, place in the oven, and shake occasionally. When cooked this way, they are not liable to burn, and they retain their flavor better. When they have cooked sufficiently, spread out at once. When they have become quite cool, blanch as follows: This can be done by rubbing them in the hands, or what is better, a coarse bag, or take a piece of cloth and fold the ends together, forming a bag. Another good device is a screen made of coarse wire. Rub them until the skins are loose. The chaff can be removed by using a fan or by pouring them from one dish to another where the wind is blowing. Look them over carefully, removing defective nuts and foreign substances.

“The next step is to grind them. The most practical family mill we know of for grinding nuts, etc., is the Quaker City Mill (see cut [illustration] and description of same in this book).

“Always grind freshly cooked nuts, as they do not make good butter when left a day or two after being cooked.” Note



1. No salt is used in this recipe. And, it is clearly based on the recipe in Lambert (1899, p. 70-71, which see). Moreover, the term “peanut butter” does not appear in this book.

These recipes are followed by recipes for: Salted nut butter (“Prepare nuts as described in process No. 1. Sprinkle salt on the kernels when grinding. It is much more preferable to grind the salt in with the nuts than to mix it in the butter”). Almond butter (“more difficult to make than peanut butter, on account of the difficulty in removing the skins”). Brazil nut butter. Peanut meal. Nut butter for the table. Peanut cream (“Emulsify with water until it is the consistency of milk”).

Concerning “Nut butter for the table” (p. 245): “Put one-half the amount of butter required for the meal [p. 244] into a bowl and dilute with an equal quantity of water, adding a little of the water at a time, beating it thoroughly with a fork until it [sic, the mixture] is smooth and light. Enough water should be used to make it the proper consistency to spread nicely. An egg beater or a wire potato masher is an excellent utensil for mixing. A little salt can be added if desired. Nut butter when mixed with water does not keep but a few hours.”

Page 249 lists 25 U.S. and 2 overseas “Vegetarian Restaurants and Cafes” worldwide, each with a street address. USA: Vegetarian Restaurant, Los Angeles, California. Vegetarian Restaurant, Oakland, California. Vegetarian Cafe, San Francisco, California. Vegetarian Cafe, Colorado Springs, Colorado. Vegetarian Cafe, Denver, Colorado. Hygienic Dining Rooms, Washington, DC. Hygeia Dining Rooms, Chicago, Illinois. Vegetarian Restaurant, Des Moines, Iowa. The Hygeia, Battle Creek, Michigan. Vegetarian Restaurant, Detroit, Michigan. North Michigan Tract Society, Petoskey, Michigan. Pure Food Cafe, Kansas City, Missouri. Vegetarian Restaurant, Lincoln, Nebraska. Vegetarian Restaurant, Jamestown, New York. Health Restaurant, New York City, New York. The Laurel, New York City, New York. Hygienic Cafe, Philadelphia, Pennsylvania. Vegetarian Restaurant (Corner Church & Vine St.), Nashville, Tennessee. The Pure Food Cafe, Salt Lake City, Utah. Good Health Restaurant, Seattle, Washington. Vegetarian Restaurant, Spokane, Washington. Restaurant, Fairmont, West Virginia. Hygienic Cafe, Madison, Wisconsin. Hygienic Cafe, Milwaukee, Wisconsin. Hygienic Restaurant, Sheridan, Wyoming.

Foreign: Vegetarian Restaurant, Sydney, NSW, Australia. Vegetarian Restaurant, Copenhagen, Denmark.

Pages 250-52 contain a “Directory of Sanitariums,” 56 in all, worldwide. They are located in the USA (35), Australia (2; Wahroonga and Cooranbong, NSW), Canada (4; Vancouver and Victoria, British Columbia; Knowlton, Quebec; and St. Johns, Newfoundland), Denmark (2; Skodsborg and Frederikshavn), England (2; Caterham, Surrey, and Leicester), Germany (Friedensau, Bez. Magdeburg), India (Calcutta), Ireland (Belfast), Japan

(Kobe), Mexico (Guadalajara), New Zealand (Christchurch), Norway (Christiania), Samoa (Apia, [Western Samoa]), South Africa (Cape Colony), Sweden (Orebro), and Switzerland (Basle).

Page 252 gives a “Directory of Sanitarium Food factories: Battle Creek Sanitarium Food Company, Battle Creek, Michigan Sanitarium Food Company, Sanitarium, California. Portland Sanitarium Food Company, West Ave., Mt. Tabor, Oregon. Colorado Sanitarium Food Company, Boulder, Colorado. Union College Bakery, College View, Nebraska. Sanitarium Food Company, 228 Clarence St., Sydney, NSW, Australia.

Commercial food products made by these food companies and used in the recipes include: Gluten, Granose Flakes, Nuttolene, and Protose.

In the back are ads (on unnumbered pages) for: (1) Quaker City Peanut Butter Mill, made by A.W. Straub Co. at 3 locations: 3737-41 Filbert St., Philadelphia, Pennsylvania; Canal and Randolph Streets, Chicago, Illinois; Vegetarian Cafe, 775 Market St., San Francisco, California. (2) Sanitarium Food Company, Sanitarium [St. Helena?], California. Branch stores: San Francisco, Oakland, San Jose, and Fresno, California; and Salt Lake City, and Provo, Utah. They make bottled grape juice and apple cider. (3) Sanitas Nut Food Co., Ltd., Battle Creek, Michigan (makers of Protose and Nuttolene. “Nut foods were developed by the Sanitas Nut Food Co., Ltd., Battle Creek, Mich. Their manufacture is protected by patents... Sanitas Protose and Nuttolene are the only successful and scientific meat substitutes on the market. Sanitas Foods are sold by reliable dealers in all parts of the country... The Sanitarium Food Co., St. Helena and San Francisco, Cal., carry a full line of our products.”)

Note 2. This is the earliest document seen (Nov. 2014) concerning meat alternatives that contains the term “Mock turkey.”

A slightly revised edition was published later in 1904, containing 268 pages. A second edition was published in 1910.

61. Kellogg, Ella Ervilla Eaton. comp. 1904. *Healthful cookery: A collection of choice recipes for preparing foods, with special reference to health.* Battle Creek, Michigan: Modern Medicine Publishing Co. 299 p. Index. 19 cm.  
 • **Summary:** Contents: Methods in hygienic cookery: Healthful cookery. Measuring and combining ingredients. Breads. Unfermented, or aerated bread. Sandwiches. Toasts. Vegetable substitutes for flesh foods. Eggs. Porridges and breakfast dishes. Vegetables. Gravies and relishes. Salads. Soup. Soups with nut soup stock. Gruels and liquid foods. Desserts. The invalid’s meals. Seasonable bills of fare. Note 1. Soy is not mentioned.

“Peanut butter” is called for in various recipes: Nut cheese (p. 163), Nut cream (p. 164), Nut salad dressing (p.

171), and Vegetable soup (p. 181-82).

“Almond butter” is called for in: Fruit pin wheels (p. 49), Almond cream (p. 164), Nut cream (p. 164), Peach salad (p. 169), Sweet salad dressing (p. 172), Sour salad dressing (p. 172-73), Cream of almond soup (p. 179), Almond puree (p. 197), Hot nut milk (p. 197), Granola pie crust (p. 210), Almond pound cake (p. 231, incl. almond butter in the icing), Almond filling (for desserts, p. 233), Chocolate mold no. 1 (p. 239), Cocoanut almond cream sauce (p. 245), Almond whipped cream ([non-dairy], p. 246. “Reduce Almond Butter to the consistency of cream, and pour slowly over the well-beaten white of an egg. Sweeten and flavor to suit the taste. For persons who can not use cow’s cream, this makes an excellent substitute for whipped cream”).

Note 2. This is the earliest document seen (Oct. 2013) that discusses a non-soy, non-dairy whipped cream.

“Nut butter” is called for in: Granuto cakes (p. 44), Nut butter puffs (p. 45), Nut gluten rolls (p. 47), and other recipes on pages 55, 57, 58, 71, 78, 82, 86, 87, 88, 104-06, 126, 136, 157, 159-62, 169, 173, 177-79, 233, 245, 301. For “Nut butters” see Sandwiches (p. 53; “The butter, whether dairy or some one of the various nut butters, should be creamed and spread smoothly on the bread...”).

“Nut cream is called for in: Granuto cakes (p. 44; “Serve at once with dairy or Nut Cream, dairy or Nut Butter,...”), Nut gluten rolls (p. 47), Pease gravy toast (p. 65), Nut Lisbon steak, no. 2 (p. 75), and other recipes on pages 86, 99, 104-05, 121-23, 129, 132, 136-37, 141, 146, 151, 153, 155, 159-60, 164, 176, 192, 205, 217, 245, 253, and 283.

Gluten is mentioned throughout the book, as are gluten bread, gluten flour, 40% gluten flour, ½ cup gluten (p. 84), 20% gluten (p. 99, in Protose and gluten patties), gluten meal, and gluten gruel.

Note 3. This is the earliest English-language document seen (Nov. 2014) that mentions a kind of meatless burger or patty, which it calls “gluten patties” (one of two documents).

This is a vegetarian cookbook. In the chapter on flesh-food substitutes (p. 67+), “vegetarian” is mentioned in several recipe names: Vegetarian roast (p. 106). Vegetarian roast No. 2 (p. 107). Also: Vegetarian boiled dinner (p. 134). Major branded ingredients in this chapter are: Protose (“vegetable meat”), Nuttolene, Granola, and Nut Butter.

On page 84 is a recipe for “Vegetable turkey” which calls for “2 cups lentil pulp,... 2 eggs, 2 cups walnut meal,... ½ cup Granola, ½ cup Gluten, 1 onion, ¼ cup thick Nuttolene Cream.”

On the last 2 pages of the book is an ad: “This volume contains some six hundred recipes.” “For the preparation of Sanitarium foods. These foods are manufactured by the Battle Creek Sanitarium Co., Ltd., and the Sanitas Nut Food Co., Ltd., the two original health food manufacturers of Battle Creek. Our products are of world-wide reputation, some of them having been in use more than a quarter of a century [i.e., since about 1879]. The company makes

more than 49 food products. “Many good grocers carry only a few of them; some, a large line; more, none at all... Thousands upon thousands of grocers have never heard of our products.”

“To all express offices in the following States we prepay the express on orders of \$5.00 or more.” On orders of \$15.00 or more they also offer a 10% discount. The names of 23 states near Michigan are listed. Then the name, weight, packaging type, and price of every product is given.

The author is the wife of the famous Dr. John Harvey Kellogg. She lived 1852-1920. A slightly enlarged edition (313 p.) was published in 1908. Address: A.M., Battle Creek, Michigan.

62. Kellogg, Ella Ervilla Eaton. 1904. *Science in the kitchen: A scientific treatise on food substances and their dietetic properties, together with a practical explanation of the principles of healthful cookery; a thousand choice, palatable, and wholesome recipes.* Revised and enlarged edition. Battle Creek, Michigan: Modern Medicine Publishing Co. 508 p. [39] leaves of plates. Illust. Index. 24 cm.

• **Summary:** In this new edition, the wife of the famous Dr. John Harvey Kellogg discusses the principles and methods of the dietary system employed at the Battle Creek Sanitarium. Although this is a vegetarian cookbook (which includes the use of eggs and milk), that fact is not discussed anywhere in the book.

The “Preface to the fourth edition” (p. 4) begins “Cookery is a progressive science. Within the past few years several new and very valuable food products have been developed in the food laboratories of the Battle Creek Sanitarium and put upon the market, making necessary the evolution of many new recipes for their preparation for the table.”

The long chapter on “Meats” (p. 389-417) in the 1892 ed. has been replaced by an even longer chapter on “Nuts and nut foods” (p. 389-425). After that we find all new chapters: “Food for the sick” (p. 426-52), “The daily menu (p. 453-63), and “Appendix” (p. 464+) with many pages of nutritional analyses, copied from the “Battle Creek Sanitarium Diet List,” showing the “Food value of the large variety of foodstuffs when prepared for the table.”

In the new “Introduction,” the section on dairy products has been rewritten to deemphasize their use.

The long chapter on “Legumes” again notes that the Chinese “manufacture cheese [clearly tofu] from peas and beans” (p. 217-18).

The chapter on “Milk, cream, and butter” states (p. 369): “Various nuts, as almonds, filberts, and cocoanuts furnish products which make excellent substitutes for milk, and which can be utilized in cooking in early all recipes where milk is needed. These milk substitutes approach very closely the same composition as cow’s milk, thus affording equal nourishment, while they have the advantage of being



perfectly clean and free from germs. Recipes for their preparation are given elsewhere.”

The chapter on “Nuts and nut foods” begins with a description of the major nuts. The long section on “The peanut or groundnut” notes: “In this country they are more commonly roasted, but in this form are almost indigestible, for the peanut is really not a nut at all, but a legume, and requires thorough cooking... to render it digestible. Peanuts are, however, a very wholesome and nutritious food when properly cooked” (p. 393). Recipes include: To blanch almonds. To blanch peanuts. Coconut cream. Nut pulp (from well blanched and baked peanuts). Peanut butter (Blanch, then cook in a double boiler for 8-10 hours before grinding). The section titled “Nut preparations” states: “Within the last few years, various processes have been discovered whereby nuts of different kinds are converted into most valuable and palatable foods. Chief among these nut products may be named protose, or vegetable meat, almond and peanut butters, nuttolene, nuttose, nut meals, and nut soup stock” (p. 398). Then come subsections on: “Protose and nuttolene recipes” (p. 399-411, incl. 2 recipes for Vegetarian roast, Vegetarian chili sauce, Protose steak, Nut steak in gravy, Mock hamburger steak, Nuttolene cutlets, Nut fillets, Protose patties, and Rice and lentil croquettes). “Nut products with vegetables” (p. 411-16). Nut cream and butter (p. 416+, incl. Nut butter, Nut milk). Sandwiches (p. 214+, incl. with almond nutter or nut butter).

The Appendix showing nutritional value of foods (p. 464-84) includes all the new nut products. At the very end is a half-page table titled: “The following table shows clearly the inferior value of flesh foods.” The nutritional composition of 23 such foods (red meat, poultry, fish, and shellfish) is given. The book contains 31 excellent illustrations and 39 unnumbered pages of glossy black and white photos, each page printed on only one side.

Note 1. This is the earliest English-language document seen (Nov. 2014) that mentions a kind of meatless burger or patty, which it calls “Mock hamburger steak” and “Protose patties” (one of two documents).

Also discusses: “The superiority of bread made from the entire wheat or unbolted meal” also called “whole-wheat bread” (p. 112, 143). Many recipes throughout the book call for gluten. Diabetic biscuit (p. 452, made of Graham or entire-wheat flour). The following words do *not* appear in the Index: Animal, beef, bulk, fiber, fish, flesh, roughage.

Note 2. The 1904 date appears only on page 4 in the section titled “Preface to the fourth edition.” No mention of a 4th ed. appears on the title page. The copyright page gives only the 1892 date. Address: Battle Creek, Michigan.

63. Lemaréchal, J.M. 1904. Dictionnaire japonais-français [Japanese-French dictionary]. Tokyo: Librairie Sansaisha; Yokohama: Librairie Max Nössler & Co. viii + 1008 p. See p. 133. Illust. 26 cm. [Fre; jap]

• **Summary:** Page 133: gammodoki, 2 Cc = Chinese characters given, *Tôfu* frit auquel ou mêle différents légumes hachés.

Page 532: miso, 2 Cc. Sauce faite avec du blé ou du riz des haricots (*daizu*) et du sel. miso wo tsukeru, litt. se salir avec de miso.

misokoshi, 3 Cc. Passoir à *miso*.

misomame, 3 Cc. Haricots avec lesquels on fait le *miso*.

miso no ame, 3 Cc. Pâte confectionnée eu faisant bouillir des pois de soya dans de l'eau.

miso-shiru, 3 Cc. Soupe au *miso*.

Page 600: nuta, 2 Cc. Aliment composé de poisson ou de légumes assaisonnés de *miso* ou de vinaigre.

Page 877: tôfu, 2 Cc, Pâte de haricots détremés dans l'eau et broyés sous une meule; yaki-dôfu, tôfu rôti.

Note: This is the earliest French-language document seen (Nov. 2014) that mentions a meat alternative, which it calls *gammodoki* (mock goose or deep-fried tofu burger). Address: M.A., de la Société des Misions-Étrangères de Paris.

64. **Product Name:** Carnos (The Vegetarian Food and Meat Substitute).

**Manufacturer's Name:** Carnos & Co.

**Manufacturer's Address:** Great Grimsby, Lincs [Lincolnshire], England.

**Date of Introduction:** 1905 September.

**Ingredients:** -

**Wt/Vol., Packaging, Price:** -

**How Stored:** -

**Nutrition:** -

**New Product-Documentation:** Ad in *Vegetarian Messenger and Health Review* (UK). 1905. Sept. Inside rear cover. “Carnos: The Vegetarian Food and Meat Substitute. It is the best article of its kind upon the market, being an appetising wholesome extract entirely soluble and free from fat. Send 4d. in stamps for 1 oz. Sample and full particulars to... N.B.—No chemicals used in the manufacture.”

\*

65. **Product Name:** Nut Cream Rolls.

**Manufacturer's Name:** London Nut Food Co. (The).

**Manufacturer's Address:** 465 Battersea Park Road, London, S.W., England.

**Date of Introduction:** 1905 September.

**Ingredients:** -

**Wt/Vol., Packaging, Price:** -

**How Stored:** -

**Nutrition:** -

**New Product-Documentation:** Ad in *Vegetarian Messenger and Health Review* (UK). 1905. Sept. Inside rear cover. “The 20th Century Food, Which reaches the highest ideal of the Hygienic Food Reformer. Trade Mark (an illustration shows two squirrels, each holding a nut in its paws, facing one another). Made from the finest selected

nuts and whole wheat. Nutritious, digestive, & appetising. On Sale at all the principal Vegetarian Stores, or direct from The London Nut Food Co.,... Assorted sample post free for 6 stamps. All orders of 5/- and upwards are forwarded carriage paid.”

\*

66. The Times cook book—No. 3: 957 cooking and other recipes by California women... Brought out by the 1905 series of prize recipe contests in the Los Angeles Times. 1905? Los Angeles, California: The Times-Mirror Company. 224 p. Undated. No index. 24 cm.

• **Summary:** On the cover: “Los Angeles Times cook book—Number three: Toothsome cooking and other recipes contributed by noted chefs and housewives of the Southwest to The Times’ Prize Cooking Contest, including California, Spanish and Mexican dishes—Recipes of famous pioneer Spanish settlers.”

Contents: Introduction. Spanish dishes. Soups. Salads: Incl. Peanut salad (p. 44). Bread and rolls: Incl. Entire wheat bread (p. 59). Graham bread (p. 60). Whole wheat bread (p. 65, 83). Whole wheat gems (p. 70). Graham muffins (p. 74). Whole meal bread (p. 83). Cakes. Cookies, doughnuts, etc. Pies. Puddings: Incl. Graham pudding (p. 135-36). Fowl and game (fowl includes quail, wild ducks). Fish and shellfish. Meats and stews. Vegetables (incl. beans and grains): Vegetarian rice (p. 187). Mock turkey (vegetarian, p. 189). Tomato catsup (p. 191). Jams and marmalades. Hygienic dishes (p. 196-206): Incl. Graham cake (p. 200). Meatless stew (p. 201). Mock oyster soup (p. 202). Near meat (p. 202). Unleavened Graham bread (p. 205-06). Vegetarian stew (p. 206). Desserts, etc.: Incl. Home-made peanut butter (p. 217). Address: Los Angeles, California.

67. *Manchester Guardian (England)*. 1906. Correspondence: Vegetarian restaurants (Letter to the editor). Feb. 10. p. 15.

• **Summary:** “Mr. E.C. Chapman writes: ‘Your correspondent ‘Nut Cutlet’ will find one or more of the various nut foods on the bill of fare each day at the Vegetarian Restaurant and Health Food Stores. If he will give us a call we shall be glad to do all we can to assist him in following a vegetarian dietary.’” Address: 257, Deansgate [Manchester].

68. Fellows, Alfred. 1906. The vegetarian guest. *Living Age (Boston, Massachusetts)* 250(3240):346-53. Aug. 11.

• **Summary:** A humorous discussion of the trials and tribulations of inviting a vegetarian to dinner. During the past 10 years “a considerable number of young people have been struck by a few conspicuous examples of athletes breaking from the venerable conventions and traditions of diet... the prestige of the beef-and-beer school has suffered severe damage in consequence. This has been further undermined by the success of the Japanese against the Russians...”

The author gives advice on how to cope with the new

and difficult situation. First, the vegetarian guest should warn the hostess. Then the hostess should get information on the guest’s preferences—enough but not too much. “The time is certainly right for vegetarians to be properly classified,” but some individuals may be placed under two headings. The author believes (correctly) that those who eat poultry, game, or fish are not vegetarians. Vegetarians (or “inclusive vegetarians”) abstain from all flesh, but may eat cheese, milk, butter, and sometimes eggs. Those who exclude eggs could be called *eggs-clusive* vegetarians. Those who follow the advice of Dr. Alexander Haig are non-purin vegetarians; they avoiding uric acid and purins to cure gout or rheumatism, and thus avoid beans, peas, lentils, mushrooms, eggs, and asparagus—as well as meats. Most vegetarians eat grains, vegetables, milk and eggs. A few “literal or strict vegetarians” exclude eggs, milk, and milk products. Fruitarians eat fruit, nuts and seeds, but do not eat ordinary garden or root vegetables. To complete the list, there are “those exalted persons who will eat fresh fruit and nuts only and refuse food over which the fire has passed—a handful of occultists and mystics...” [i.e., they eat only raw foods].

“An unconverted stranger who enters a vegetarian restaurant may experience a mild amazement when he hears” words like “chops, steaks, fritters, and cutlets” in the bill-of-fare. Yet all are vegetarian dishes, such as rissoles.

Note: This is the earliest document seen (Nov. 2014) concerning meat alternatives that discusses chops in a vegetarian restaurant. We don’t know whether these are pork chops or lamb chops, etc.

The key to most meals is a good savory dish. The fabled myth that a vegetarian diet is monotonous is not true.

69. International Health Association, Limited (The). 1907. Do you want to be rich? The [key] to the secret (Ad). *Good Health (London)* 5(16):507. Sept.

• **Summary:** “Health is wealth! How many people unconsciously exchange health for money. How many violate the laws of nature in their efforts to gain a position in the world!

“Are you healthy? If so, allow us to offer you a few suggestions on the maintenance of strength and vigour. Are you sick? We believe we can help you get well.”

Perhaps “you are anxious to discard the use of flesh meats, but are at a loss to find a suitable substitute. We can remove this difficulty by offering you a Perfect Meat made from choice Wheat and Nuts, being therefore absolutely pure and wholesome. Our Protose is the best substitute for flesh meats ever produced... Protose is beneficial to the brain-worker, and will also impart strength and vigour to those engaged in manual labour.

“Supplied in three varieties: No. 1. The Original Protose. No. 2. Pine-Nut Protose. No. 3. Hazel-Nut Protose.” Price: 1½ lb., 1 shilling 4 pence. 1 lb., 1 shilling. ½ lb., 8 pence.

“Send six stamps for a sample tin. Health Food



Booklet sent free on application." Address: Legge Street, Birmingham [England].

70. Kellogg, John H. 1907. Food product. *U.S. Patent* 0,869,371. Oct. 29. 1 p. Application filed 24 Feb. 1906.

• **Summary:** "The main object of this invention is to provide an improved food product which is very palatable and nourishing and one adapted for use as a meat substitute. Second to provide a process of making such a product by which it can be economically and satisfactorily produced."

The ingredients and their proportions by weight are gluten (wet, 37%, made from wheat flour), casein (wet, 37%, precipitated from cow's milk with an acid), and vegetable oil (25%). The ingredients are shredded, mixed, put into cans, and cooked. The product may also be dried. Soy is not mentioned. Note: This patent was later widely cited by Anson and Pader in their meat analog patents of the 1950s. Address: M.D., Battle Creek, Calhoun Co., Michigan.

71. International Health Association, Ltd. (The). 1907. Monotony in diet tends to mal-nutrition (Ad). *Good Health (London)* 5(19):607. Dec.

• **Summary:** "A variety of sustaining breakfast foods eaten on alternate mornings is, for most people, better than the same kind morning after morning." Each of IHA's breakfast foods is perfectly cooked and ready to serve in two minutes.

They are: Granose Flakes and Granose Biscuits. Toasted Wheat Flakes. Avenola. Gluten Meal (I.H.A. brand).

"Can be obtained from all Health Food Stores, or direct from the makers. In districts throughout the United Kingdom where we have no agents we will send, carriage paid, a packet of each of the above five foods, also a tin of our delicious Malted Nuts, and a ½ lb. tin of Protose (Nut Meat), together with "One Hundred Hygienic Recipes," for 5/-.

Note: The first page of the December issue states: "Our seventh Christmas... Our edition this month is 80,000 copies. Six years ago it was 15,000." Address: Stanborough Park, Watford, Herts. [Hertfordshire, England].

72. Goodhue, Isabel. 1907. Meat substitutes. New York, NY: New York Magazine of Mysteries. 109 p. 19 cm. \*

73. Jaffa, M.E. 1907. Nuts and their uses as food. *Yearbook of the U.S. Department of Agriculture* p. 295-312. For the year 1906.

• **Summary:** The introduction (p. 296) notes: "The increased demand for nuts is due in the main to two causes, namely, a better appreciation of their appetizing qualities and the numerous ways in which they form a palatable addition to the diet of the average family, and, secondly, to their use by the vegetarians and persons of similar belief—a group small in proportion to the total population, but still fairly large numerically—who use nuts, and more particularly the peanut, as a substitute for meat and other nitrogenous and fatty

foods.

"Many special nut foods, such as malted nuts, meat substitutes, etc., have been devised and extensively advertised by the manufacturers for general use in the diet and for the special needs of vegetarians and fruitarians. It is said that some of these American nut products contain soy beans, but apparently the peanut plays a very important part in their composition. In either case, since the peanut, like the soy bean, is a legume, these preparations might more properly be compared with the bean cheese and other soy-bean products so much used in China, Japan, and other eastern countries than with such nuts as the walnut, almond, or cocoanut."

In the section titled "Description of nuts," page 297 states: "The chufa, nut grass, or earth almond is a small tuberous root of a sedgelike plant and perhaps should be classed with the vegetables rather than with nuts. It is not common, though sometimes eaten."

In the section titled "Composition of nuts" a table (p. 299) gives the following analyses of peanut butter and round steak: *Peanut butter*.—Water 2.1%, protein 29.3%, fat 46.5%, carbohydrates 17.1%, ash 5%, fuel value 2,825 calories per pound. *Round steak*.—Water 65.5%, protein 19.8%, fat 13.6%, carbohydrates 0%, ash 1.1%, fuel value 950 calories per pound.

These figures show that peanut butter contains 1.5 times as much protein, more than 3 times as much fat, nearly 5 times as much ash, and 3 times as much fuel value as round steak. Analyses are also given for: Chufa (earth almond), cocoanut, ginkgo nut (seeds), lichi nut, pignolia, cocoanut candy, peanut candy, cocoanut milk, cocoanut—desiccated, cocoanut flour, peanut coffee made from the entire kernel.

Cocoanut milk contains: Water 92.7%, protein 0.4%, fat 1.5%, carbohydrates 4.6%, ash 0.8%, fuel value 3,125 calories per pound.

"Nut butters: Within the last few years so-called nut butters have been used in increasingly large amounts, and at least one variety, namely, peanut butter, is made and sold in ton lots." Nut butters are commonly marketed in jars. "The nut butters are recommended by vegetarians as a substitute for butter in culinary processes and for use at the table. With persons who are not vegetarians they are commonly used for making sandwiches and in other ways for their agreeable flavor and for the pleasing variety which they give to the diet. Nut butter may be easily made at home." "The nut butters just mentioned are entirely different from cocoanut butter and from cocoa butter, which are expressed and purified fats. These 'butters' are of considerable commercial importance and are used for culinary purposes, though perhaps they are more commonly used in other ways."

A section titled "The pecuniary economy of nuts" (p. 309-10) states: "For the vegetarian or fruitarian, who looks to nuts as the chief source of protein in the diet, the peanut must be considered as much the most economical." A table

shows the price in cents per pound of various foods, the cost of 1,000 calories of energy, and the number of pounds of protein that 10 cents will buy: Peanuts 7, 3.6., 0.31. Peanut butter 20, 7.1, 0.15. Peanut candy 25, 11.8, 0.04. Porterhouse steak 25, 22.5, 0.07. Whole milk 4, 12.0, 0.8. Cheddar cheese 16, 7.5, 0.17. Address: Asst. Prof. of Nutrition, Univ. of California [Berkeley].

74. Williams, Howard. 1907. *The ethics of diet: A biographical history of the literature of humane dietetics, from the earliest period to the present day.* Abridged edition. Manchester, England: Albert Broadbent; London: Richard J. James. viii + 242 + [6] p. 19 cm.

• **Summary:** This abridged classic of vegetarian literature traces writings in support of vegetarianism from ancient Greece to the 19th century. Contents: Part I: Earlier ethical dietetics. Ad on unnumbered page: Brown & Polsons patent corn flour, and "Paisley flour" raising powder. 1. Hesoid and the Orphic Poems. 2. Pythagoras: The western founder of humaner living. 3. Sakya Muni [Shakyamuni] and Buddhism. 4. Empedokles: The prophet-poet of the humaner life. 5. Plato and the transcendental philosophy. 6. Asoka [Ashoka] and the Buddhist propagandism. 7. Publius Ovidus Naso and Italian ethics. 8. Lucius Annæus Seneca and humanitarianism. 9. C. Musonius Rufus; a distinguished eclectic. 10. Plutarch and extra-human rights. 11. Florus Tertullian and his protest against the materialistic diet. 12. Flavius Clemens and early Christian dietetics. 13. Porphyrius [Porphyry of Tyre] and Neo-Pythagoreanism. 14. Ioannes [John] Chrysostom and Christian dietetics.

Part II: Modern ethical dietetics. 15. Luigi Cornaro and the dietetic Renaissance. 16. Thomas More and his ideal community. 17. Michel de Montaigne and the humanitarian philosophy. 18. Pierre Gassendi and the scientific basis of the humane diet. 19. John Evelyn, with Milton and Ray, eloquent eulogist of the fruit-diet. 20. Philippe Hecquet and medical barbarism. 21. Bernard De Mandeville and the 'Fable of the Bees.' 22. George Cheyne and right methods of medicine. 23. Alexander Pope and his satire on anthropocentrism. 24. Antonio Cocchi and the diet reformation in Italy. 25. David Hartley on the callousness of carnivorousness. 26. Jean-Jaques Rousseau and the natural life. 27. Francois Marie Arouet de Voltaire and the humanitarian philosophy. 28. George Louis Leclerc de Buffon and his 'L'Histoire Naturelle'. 29. Oliver Goldsmith and his humanitarian essays. 30. William Paley and the utilitarian critic of pastoralism. 31. Bernardin St. Pierre and the first of idyllic romances. 32. Jean Baptiste Pressavin and the art of prolonging life. 33. Joseph Ritson and his reasons for 'Abstinence'. 34. William Lambe and hygienic dietetics. 35. John Abernethy and the dietetic treatment of cancer. 36. John Frank Newton and the return to nature. 37. Percy Bysshe Shelley the prophet-poet of humanitarianism. 38. Richard Phillips and his humanitarian labours. 39. William Cowherd, William Metcalfe, and the

religious-dietetic reformation. 40. Jean Antoine Gleizès and the new existence. 41. Alphonse De Lemartine as poet of the humaner life. 42. Jules Michelet and the historian's view of kreophagy. 43. Gustav von Struve and the first humane propaganda in Germany. 44. Edward Baltzer and the natural way of living. 45. Arthur Schopenhauer and the foundation of morality. 46. Henry David Thoreau and the simple life. 47. Richard Wagner and the aesthetic dietetics. 48. Anna Kingsford and the first prophetess of the humane life.

Ads on six unnumbered pages in the rear: [1] scientific food: Grape-Nuts. Selected "parts of wheat and barley are so treated by moisture, heat and time as to change the starch into grape sugar. This form of pre-digested starch is quickly taken up by the blood and deposited in the muscles and tissues." [2] Dr. Nichols' Food of Health. Brill's Sea Salt. Dr. Nichols' Soap. The Nichols' Brill Co., May Roberts & Co., wholesale agents, 9-11, Clerkenwell Road, London, E.C. [3] Germ-free & water-free milk. [4] Mapleton's Nut Foods. Send for complete price list to Hugh Mapleton, Nut Food Manufacturer, 2&3, Dolphin St., Ardwick, Manchester.

[5] Two good things—in three varieties. Granose: The ideal "Staff of Life." Granose flakes, Granose biscuits, Toasted wheat flakes (sweetened). Protose: The standard nut meat. The original Protose, Pine-nut Protose, Hazel-Nut Protose. "Protose is a wholesome meat, prepared from choice nuts and wheat. It resembles flesh-meat in appearance, taste, and chemical composition, and is superior to it in point of purity, digestibility and wholesomeness. Protose, being the best, is the standard nut meat, and is used by food reformers the world over." From: The International Health Association Limited, Legge St., Birmingham.

[6] The universal digestive tea. Sold by the Vegetarian Society, 257, Deansgate, M/r. "The Health Food Stores, 257, Deansgate, Manchester. Depôt for all vegetarian specialties. Pure wholemeal ground fresh daily, pure olive oil, pure dandelion coffee, shelled nuts, nut mills, wholemeal biscuits, etc."

The author lived 1837-1931. Address: M.A., Late scholar of St. John's College, Cambridge.

75. *Advertiser (The) (Adelaide, South Australia)*. 1908. Sanitarium Health Food. Feb. 27. p. 6.

• **Summary:** "A 'Sanitarium Health Food Cafe' was opened on Monday in cool, airy, and convenient premises at 28, Waymouth-street under the management of Mr. J. G. Fisher. Great success has attended the hygienic cafes established by the same institution in Melbourne, Sydney, Hobart, and Wellington [New Zealand], where the viands purveyed have grown in public estimation every day. It is claimed that sanitarium health foods are pre-eminently calculated to supply all that is required for the development of the human body. They are prepared from the choicest grains, nuts, and fruits, and so can be eaten without fear of contracting diseases sometimes conveyed by flesh meats. Everything



about the cafe is attractive, and the food is served in the most appetising way. The menu includes Macaroni cutlets, mock chicken soup, nut meat and tomato stew, and other vegetarian delicacies while the waitresses are expert and attentive. The cooking is, of course, in the hands of specialists. Meals are served at the ordinary hours, and it is asserted that in the food there are no free fats, coloring matter, or other injurious decoctions. If so desired palatable unfermented wine, the pure juice of the grape, can be taken with the meals.”

76. Jaffa, M.E. 1908. Nuts and their uses as food. *Farmers' Bulletin (USDA)* No. 332. 28 p. Oct. 23. [9 footnotes]

• **Summary:** This article is based largely on the author's article by the same title published in 1907 in the *Yearbook of the U.S. Department of Agriculture* (p. 295-312. For the year 1906). In the Introduction (p. 8) we read: “Many special nut foods, such as malted nuts, meat substitutes, etc., have been devised and extensively advertised by the manufacturers for general use in the diet and for the special needs of vegetarians and fruitarians. It is said that some of these American nut products contain soy beans, but apparently the peanut plays a very important part in their composition. In either case, since the peanut, like the soy bean, is a legume, these preparations might more properly be compared with the bean cheese and other soy-bean products, so much used in China, Japan, and other eastern countries than with such nuts as the walnut, almond, or cocoanut.”

The section titled “Description of nuts” states (p. 10): “The chufa, nut grass, or earth almond is a small tuberous root of a sedgeliike plant and may, perhaps, be classed more properly with the vegetables than with the nuts. It is not common, though eaten to some extent.” The Chinese olive (*Canarium* sp.) and closely related species of *Canarium* nuts (which are imported to some extent, but are by no means common) are also discussed.

The section titled “Nuts and nut products for diabetics” (p. 18) notes that “Nuts and nut products are often recommended as foods for diabetics and others from whose diet starch and sugar are excluded, or at least materially reduced.”

The section titled “Nut butters and nut milk” (p. 18-20) states: “Within the last few years so-called nut butters have been used in increasingly large amounts, and at least one variety, namely, peanut butter, is made and sold in ton lots.” “The nut butters are recommended by vegetarians as a substitute for butter in culinary processes and for use at the table. By persons who are not vegetarians they are commonly used for making sandwiches and in other ways for their agreeable flavor and for the pleasing variety which they give the diet.” Peanut butter may be easily made at home; for best results use the roasted rather than the raw nuts. “The process of making nut butters has been frequently described in journals and cookery books.” Describes how to make cocoanut milk and cream, which “are used to some extent

by strict vegetarians who do not care to use cow's milk. A similar nut milk or emulsion of nut fat made from Java almonds (a species of *Canarium*) is used in Java, apparently with considerable success, as an infant food” (p. 20).

Note: Briggs and Calloway (1979, p. 16) state: “As far as we know, the first professor of human nutrition in the United States was Professor M. Jaffa, in 1908, at the University of California, Berkeley. In 1912 he became chairman of the Department of Nutrition at the Berkeley College of Agriculture. This may have been the first department of nutrition in America.” Address: M.S., Prof. of Nutrition, Univ. of California [Berkeley].

77. Colcord, Anna L. (Mrs.). 1908. A friend in the kitchen: or What to cook and how to cook it. Containing 400 choice recipes carefully tested. 16th ed. Takoma Park Station, Washington, DC: Review and Herald Publishing Association. 112 p. Illust. Portrait. 20 cm.

• **Summary:** One chapter in this vegetarian cookbook, titled “Substitutes for meats,” contains many Biblical quotations opposing meat eating. The recipes are based mostly on nuts, lentils and peas.

Another chapter, titled “Specially prepared health foods: Nuts, oils, etc.,” gives recipes including: Peanut butter. Peanut cream. Peanut milk. Almond butter. Almond milk and cream. Cocoanut milk and cream. Home-made granola. Nutmeat. Protose steak. Protose cutlets. Nut gravy. Other chapters (p. 98-110) include “Simple dishes for the sick” (with recipes for Gluten gruel, Graham gruel, and Rice gruel), “Food for infants,” “Remember the Sabbath Day to keep it holy,” “Food combinations,” “Time required to digest various foods” (Rice, apples, and granola take the least time, 1 hour; Roasted pork takes the longest, 5 hours and 15 minutes; animal foods generally take longer than foods of plant origin), “How to become a vegetarian,” and “Vegetarianism in London.”

A photo of the author, a Seventh-day Adventist, and her signature faces, the title page. Note: This is the second earliest U.S. document seen (March 1999) that mentions almond milk. Soy is not mentioned in this book. Address: USA.

78. Battle Creek Foods. 1909. The only original health foods: A complete list of our products (Ad). *Good Health (Battle Creek, Michigan)* 44(3):Unpaginated. March.

• **Summary:** The company sells seven categories of products: 1. Cereals (15 products), incl. Toasted rice flakes, Granose flakes, Granola, Granuto, and Gluten meal (20 per cent, for gruels, mushes, and purees), Sterilized bran (a gentle laxative). 2. Bakery products (12 products), incl. Graham crackers (plain or sweetened), Sanitas wafers, Zwieback, Sanitas cookies. 3. Meat substitutes (10 products), incl. Protose (made of nuts and grains, ½- or 1-lb can), Savory Protose, Potted Protose, Protose roast, L-Protose (no nuts),

K-Protose (resembles veal, no nuts), X-Protose (resembles chicken), Nuttose (made from nuts, 1 lb can), Nuttolene (“Made exclusively of choice edible nuts. A vegetable butter for table use”).

4. Other nut products (5 products), incl. Peanut butter (1 lb can, unroasted), Salted peanut butter, Almond butter, Almond meal. 5. Condensed soups (4 products). 6. Savory sauces (3 products). 7. Beverages (3 products), incl. Malted nuts (large bottle), Noko (cereal coffee), Caramel cereal (“The original coffee substitute, containing no burnt molasses or artificial flavoring”).

Note: This is the earliest English-language document seen (March 2005) that uses the term “vegetable butter” but not to refer to margarine. Address: Battle Creek, Michigan.

79. Mill, Jean Oliver (Mrs. Mill). 1909. Reform cookery book: Up-to-date health cookery for the twentieth century. New and enlarged, 4th ed. Dundee, Scotland: J. Leng. 128 + [28] p. 19 cm. 1st ed. 1904 (Edinburgh, Menzies; 112 p.). 2nd ed. 1905. \*

• **Summary:** Pages 44-46: “A few of ‘Pitman’ 1001 delicious health foods. In place of meat and free from its dangers. Brazose Meat—Made from Brazils. Quite different from all other nut meats... Per ½-lb tins, 10d. Vigar Brawn—The superb cold dish. Tokio Baked Beans, with tomato and nut sauce. Baked Beans, with tomato sauce. Curried beans, with savoury sauce. Vegetable soups—in 12 varieties. Nutmarto Potted Paste—Far superior to meat and fish pastes. Vigar Gravy Essence—Delicious flavour. Add but a few drops to water. One Penny Packet Health Wafers with two ripe bananas insure a perfect meal.

“All those interested in Health Foods and Perfect Health should read ‘Pitman’ Health, from Food Library, No. 1 to 8. One penny each, post free... Full catalogue of health foods, with ‘Diet Guide,’ post free one stamp. A wise selection of health foods will give you Perfect Health and Digestion, and so enable you to perform the maximum amount of work—both mental and physical—with the minimum amount of fatigue.”

“‘Pitman’ Health Food Stores, 155 Aston Brook St., Birmingham [England]. (The largest health food dealers in the world).”

Page 66: “In addition to above, there are the products of the International Health Association [1899—Founded under the name The International Health Association Limited. 1926—Name changed to Granose Foods Limited], ‘the pioneer manufacturers of health foods,’ who have within the past year removed their works into the country (Stanborough Park, Watford, Herts). Then Messrs Winter, Birmingham, ‘Pitman,’ Birmingham, and Messrs Chapman, Liverpool, have a number of excellent nut meats, fuller reference and recipes for which will be found in the chapter on ‘Health Food Specialties’ at end of book.”

Pages 215-16. “Nut meat preparations, whereby one

can with very little contrive Nut meats for one’s self. There are four different kinds—walnut, white, and brown almond (free from pea nuts), and another containing pea nuts... ‘Pitman’ Savoury Nut Meat bears a name which guarantees its excellence. It is free from pea nuts, and is put up in ½-lb., 1-lb., and 1½-lb. tins.

“Quite the biggest development of the last year or two are the nut meats manufactured by R. Winter, Birmingham, of ‘Pure Fruit Fame.’” The products include: Nutton, and Legumon.

80. Rorer, Sarah Tyson (Heston). 1909. Mrs. Rorer’s vegetable cookery and meat substitutes. Philadelphia, Pennsylvania: Arnold and Company. 328 p. + 8 p. of unnumbered ads at end. Index. 20 cm.

• **Summary:** An early, detailed and savoury vegetarian cookbook. The long chapter titled “In the place of meat” (p. 39-62) includes recipes for: Peanut butter and peanut meal (p. 41-42). Mock veal roast (with roasted peanuts), Mock meat hash, Mock tenderloin steak (with 1 quart nut meats {English walnuts, peanuts, pine nuts and almonds in equal quantities}), Mock turkey, Mock goose (with black walnuts), Mock duck, Mock fish, Planked mock fish, Mock ham (with English walnuts, black walnuts, pecans, and almonds), and nut cheese (p. 43-47). Also includes: Peanut sandwiches [actually Peanut butter sandwiches] (p. 194). Section titled “Nut milks and nut creams” with recipes for Coconut milk. Almond milk (p. 245). Section titled Menus (p. 249+). The author was born in 1849.

Note 1. This is the earliest English-language document seen (Oct. 2014) concerning meat alternatives that contains the term “Mock ham.”

Note 2. This is the earliest document seen (Nov. 2014) concerning a meatless alternatives to the meat of a pig (ham). Address: Philadelphia.

81. Li, Yu-ying. 1911. Charcuterie de soja [Cold cuts and meatlike products from soya]. *French Patent* 428,718. 2 p. Application filed 20 April 1911. Granted 6 Sept. 1911. [Fre]

• **Summary:** A very interesting, innovative, and important French patent.

“This invention concerns the products of the pork-butcher’s shop (*charcuterie*) such as fresh sausages (*saucisses*), pâtés, etc. to which are added a soy-based product (*un produit à base de soja*) (*pois chinois*). The preparation of these products of the pork-butcher’s shop involves the use of tofu (obtained by the coagulation of soymilk) *fromage de soja* (*obtenu par la coagulation du lait de soja*) to replace ordinary meats in part or in totality, tofu being a sort of vegetal meat (*le fromage de soja constituant une sorte de viande végétale*).

Note 1. This is the earliest French-language document seen (April 2013) that uses the term *une sorte de viande végétale* to refer to tofu.



Note 2. This is the earliest document seen (Nov. 2014) in the Western world concerning soy-based meat alternatives or a soy-based meatless sausage.

The author then discusses how to cook tofu and use it in to make fresh sausages (*les saucisses*), large dry sausages or salami, (*saucissons*), pâtés, etc. Aromatics (*aromates*) which can be used for seasoning are soy sauce, salt, pepper, and the oil and juice of onions.

Likewise, tofu can be mixed with ordinary meat to obtain charcuterie products.

Note 3. This is the 2nd earliest French-language document seen (Nov. 2014) that mentions a meat alternative, which it calls *Charcuterie de soja, viande végétale* (vegetal meat), *les saucisses* (fresh sausages), etc. Address: Resident of France (Seine).

82. Kellogg, John Harvey. 1911. Food product. *U.S. Patent* 1,001,150. Aug. 22. 2 p. Application filed 19 Oct. 1908.

• **Summary:** “The main object of this invention is to provide an improved food product which is very palatable and nourishing and one which is well adapted for use as a meat substitute.”

It is made from 3 parts each wet casein and wet wheat gluten, 3 parts vegetable oil (such as corn or nut oil, optional), plus yeast products from waste brewery yeast (either concentrated yeast extract or crude yeast product). After the ingredients are mixed and cooked in cans, the product has a meaty consistency and flavor, making it a “very satisfactory substitute for flesh foods. It is very nourishing and may be used in a great variety of ways.” Address: M.D., Battle Creek, Calhoun County, Michigan.

83. Loyer, Maurice. 1911. Déjeuner amical annuel de la Société d’Acclimatation [Annual friendly lunch of the Society for Acclimatization]. *Bulletin de la Société d’Acclimatation* 58:764-67. See p. 765-767. [Fre]

• **Summary:** This meal took place in a grand dining hall in Lyon. On page 765 is a full-page menu titled The friendly lunch of 15 May 1911 (*Déjeuner amical du 15 Mai 1911*). On the left half of the page are listed the various foods and beverages. The hors’ d’oeuvres include artichokes stuffed with soy meat (*viande de soja*). Roasts (*Rotis*) include sauteed soy sprouts (*Germes de soja sautés*) and salad of soy sprouts (*Salade germes de soja*). Dessert includes Biscuit mousseline with soya (*Biscuit mousseline au soja*) and Roquefort soy cheese (*Roquefort de soja*). After wine, as the last course, comes coffee without caffeine and whole wheat bread, regular or with soya (*Pain complet ordinaire et de soja*).

On the right half of the page is an illustration of a lovely African woman, naked from the waist up, holding atop her head a large lobster, with two goats standing beside her.

Starting at the bottom of page 766 and continuing to all of page 767 is a long discussion of the soybean and Li Yu



Ying. We are able to feature on our menu various vegetables, exotic or domesticated. But there is one that takes a remarkable variety of forms, appearing in our menu in the form of bread, of vegetal ham (*jambon végétal*), of vegetal meat (*viande végétal*), of salad, of condiment, to finally return one last time in the form of Roquefort cheese and of jams (*confitures*). These multiple transformations are those of an exotic bean, known and cultivated for centuries by the Japanese, the Chinese, the inhabitants of Indo-Malaysia, and of Indo-China. It is the bean of Manchuria, the *Soja hispida*, that one Chinese, Mr. Li Yu Ying has presented to us in these many different forms. Mr. Li Yu Ying is the technical director

of a factory for the preparation of various soyfood products (*produits à base de Soja*) located at Vallées, near Paris. The Society for Acclimatization was among the first to judge the qualities of these various preparations. The omelette with vegetal ham, the soy cheese have collected many votes, as well as the soy jams, which are closely analogous to those of chestnut flour; the salad and the sautéed soy sprouts were less well received than the soy bread, which is only lightly seasoned with salt.

Note: This is the earliest French-language document seen (Oct. 2014) concerning meat alternatives that contains the term *jambon végétal* (vegetal ham). Address: Director of Agriculture, Tonkin [Vietnam].

84. Nashville Sanitarium–Food Factory. 1911. High grade health foods (Ad). *Naturopath and Herald of Health (The New York City)* 16(12):Unnumbered page. Dec.

• **Summary:** “Made by expert bakers, from best selected materials, in a well-ventilated hygienic factory away out in the country, surrounded by farms and pure fresh air. Made by men who do things from principle.

“Contain no animal fat. Full line of nut foods, cereal foods... More than twenty-five kinds. Nutfoda is the great vegetable meat, pure, wholesome, delicious, a perfect meat substitute at 10, 15 and 25¢. for ½ lb., 1 lb and 2¼ lb. cans.

“Nutmaysa—similar to cheese, 1 lb. can—\$0.15.

“Nashville Malted Nuts, 1 lb. jar—\$0.35...

“Baked Beans, Tomato or Plain, 1½ lb. can—\$0.10.

Note: It is possible, but unlikely, that these baked beans are soybeans.

“Cereal Coffee, Superb, 1 lb. pkg.—\$0.10...

“Dixie Kernel (a Malted Breakfast Food) 1¼ lb. pkg.—\$0.15.

“20 per cent Gluten Meal, Well Cooked, 1 lb. pkg.—\$0.12.”

“On sale at Naturopathic Supplies Store, 465 Lexington Ave., New York, N.Y.”

Note: This organization is probably the same as that later known as Madison College; Madison was near Nashville, Tennessee. Address: Nashville, Tennessee.

85. Langworthy, C.F. 1911. Cheese and other substitutes for meat in the diet. *Yearbook of the U.S. Department of Agriculture* p. 359-70. For the year 1910. See p. 363-64.

• **Summary:** Physiologists “admit that meat is not essential to a well-balanced diet, and there are many who, for one reason or another, are interested to know the rational ways of lessening the amount of meat which they consume or of replacing it with other foods.” “Meat apparently supplies “a greater abundance than other foods of the substances which stimulate the normal or natural flow of the digestive juices” (p. 359).

The section titled “Dried beans and other legumes” (p. 363-64) states: “In Eastern countries, where conditions

differ from those in Europe and America, the lack of abundant supply of food animals has been responsible for the production of a series of food products made from legumes, chiefly the soy bean. By ingenious processes, the nitrogenous material and more or less of the fat which the beans contain are separated and made into a number of special articles of diet, for instance, bean cheese or bean curd, a white material not unlike cottage cheese in appearance, and soy, a thick brown sauce which is the common flavoring material as well as a condiment of millions of people who thus supply nitrogenous material and flavor to a diet of vegetables, rice, and other similar foods.”

The section titled “Commercial meat substitutes” notes: “There are on the market numbers of proprietary or patent foods recommended by their makers as meat substitutes. For some it is claimed that they are made from nuts, and judging from their flavor and other characteristics they may be prepared from the peanut or other nuts, in part at least. It has been suggested that some of these special foods contain wheat gluten. Undoubtedly considerable quantities of these foods are used by those who follow some one of the vegetarian systems of diet, but they are not used in any general way as substitutes for meat in the average home.” Address: Expert in Charge of Nutrition Investigations, Office of Experiment Stations [USDA].

86. Rorer, Sarah Tyson (Heston). 1911. Mrs. Rorer’s vegetable cookery and meat substitutes... London and Leipzig [Leipzig]: T. Fisher Unwin. 328 p. 8°. \*

• **Summary:** American editions of this vegetarian cookbook were published in 1909 and 1911. Address: Philadelphia.

87. Ward, Artemas. 1911. The grocer’s encyclopedia—Encyclopedia of foods and beverages. New York, NY: Published by the author. 748 p. Illust. (color). 29 cm.

• **Summary:** Soy-related entries: Bean (p. 49-54): “The bean of European history is the Broad or Windsor variety,...” “The principal beans of United States cultivation are the Kidney and Lima, both of them believed to be native to South America.

“The Kidney Bean is the Haricot of the French and in Great Britain is sometimes called the French bean.” The many varieties can be classified into “tough podded” and edible podded.” “The ‘tough podded’ class produces the bulk of the dried beans of commerce, variously known as ‘Kidney Beans,’ ‘Navy Beans,’ ‘Marrow Beans,’ ‘Black Beans,’ ‘Turtle Beans,’ etc., in many colors, shapes and sizes.” “‘Flageolets’ are cultivated with special regard to the consumption of the fresh seeds or beans.” To the “edible podded” class of kidney beans belong Wax or Butter Beans, the Cranberry Bean or Red Speckled Bean, String Beans, Snap Beans, French Beans. “Pea Beans are the Cowpeas of the agriculturist.” “Among numerous other ‘special’ varieties are the Soy Bean (which see), Asparagus Bean,



Frijole, Lab-lab (or Egyptian Kidney), Red Bean, and Scarlet Runner.” Asparagus Beans are known as *Tou Kok* by Chinese gardeners in California.

“Catsup, Catchup, Ketchup: a word derived from the name of an East Indian pickle, which was formerly applied specifically to the boiled spiced juice from salted mushrooms, but is now freely attached to various sauces (sold both bottled and in bulk) which consists of the pulp—bottled, strained and seasoned—of various fruits, as tomatoes, green walnuts, etc.” Note 1. At “Catchup” and “Ketchup” we are told to see “Catsup.”

Locksoy ([Lock Soy], p. 346): “Rice boiled into a paste and drawn into threads, imported from China. It is used to thicken soups.”

Nuts (p. 412-13): A table shows the nutritional composition of all major American nuts, including almonds, chincapin [chinquapin] or water chestnut, chufa (earth almond), cocoanut, peanut, and peanut butter. “Many special nut foods, such as malted nuts, meat substitutes, etc., have been devised and extensively advertised by manufacturers for general dietetic use and for the special needs of vegetarians and fruitarians. It is said that some of these products contain soy beans, but apparently the peanut is very important in their composition.

Sauces (p. 552-53): In bottled sauces, vinegar is the most common liquid ingredient. “Commercial sauces of the Worcestershire kind, if of good quality, generally have Soy (which see) as their chief character ingredient. A typical formula of Worcestershire-style includes, in addition to Vinegar and Soy, a considerable percentage of lime juice, onions and tamarinds and small quantities of garlic, fish (as anchovies or pickled herrings), red chilies and spices. The product, after cooking, is strained through fine hair sieves. Leicester Sauce resembles Worcestershire in general characteristics but is less pungent.”

Soy (p. 576): “A brown sauce, valuable to the commercial sauce market, made from the Soy Bean, a native of Southeastern Asia [sic] and widely grown in China and Japan. The beans are boiled, mixed with ground wheat or other grain, salt, etc., and allowed to ferment for a month or 6 months. The liquid is then strained off and clarified. Molasses is frequently added. In appearance it resembles Worcestershire Sauce, of which it is an important ingredient. It should not be too salt [salty] or too sweet, and although thick and syrupy, should be clear. When shaken in a bottle or glass it should, if it is genuine, leave a bright yellow film on the glass. Being a very desirable article, it is often counterfeited.”

Soy bean (p. 577): “Commercial and government circles, both in Europe and this country are devoting increased attention to the cultivation of the Soy Bean as a food product, as it contains a large percentage of protein and a fair amount of fat, thus resembling meat in general nutritive value. The cell-walls of the raw bean are very tough, but

thorough cooking makes it readily digestible. Boiled with bacon and other fatty broths until soft and then seasoned, the result is a vegetable dish very pleasing to the average palate. If the beans are dry, a preliminary soaking to remove the skins is necessary.

“The Soy Bean is largely consumed in Japan, China and other parts of Asia as an adjunct to rice and other foods, taking the place of meat in the popular dietary. It is most popular in these countries in fermented form, the best known types being *Shoyu* or Soy Sauce; *Tofu*, a kind of cheese; *Miso*, Soy Bean ‘Milk’ [sic]; *Yuba*, the evaporated product of ‘Miso’ [sic], and *Matto* [sic, *Natto*], a product obtained by simple fermentation of the boiled beans. The various degrees and styles of fermentation serve the double purpose of rendering the beans more easily digestible and producing new flavors, just as by the fermentation of milk and cream we produce the different flavors of cheese.

Note 2. This is the earliest English-language document seen (Aug. 2013) that uses the term “Soy Bean ‘Milk’” (regardless of capitalization) in to refer to soy bean milk.

“The plant is an annual, growing chiefly in bush form...” The different varieties are classified principally by the color of the beans: “Black, Yellow, White and Brown,... Types of all these four classes are grown to some extent in Germany, Austria, and Switzerland, and the first three also in this country, in North Carolina and other Southern States. Under favorable conditions a single plant may bear a hundred or more pods.

“Because of the fact that the beans contain little if any starch, they have been recommended as a desirable food for diabetics, and Soy Bean Bread and Soy Bean Meal are prepared for that purpose in Paris. The dried beans are also used in Switzerland and elsewhere as a coffee substitute.” An illustration shows the top of a soy bean plant, with leaves, pods, and flowers.

Note 3. This book is full of fascinating information about the food system in the USA in 1911, with entries such as cold storage (first attempted in 1860, it has grown to extraordinary proportions), coloring matter (great improvements, no longer harmful), ice and refrigeration (ice manufacture dates from about 1870; today nearly 200 companies produce ice for general sale, mostly using the compressor and anhydrous ammonia). Dictionary of food names in five languages (English, French, German, Italian, and Swedish, p. 710-724) and a dictionary in English of “Culinary and bill-of-fare terms” (p. 741-45).

Note 4. The author, Artemas Ward, lived 1848-1925. His father was Henry Dana Ward (1797-1884), his grandfather was Thomas Walter Ward (1758-1835), and his great-grandfather was Artemas Ward (1727-1800), the first Commander-in-Chief of the colonial troops before the arrival of George Washington (a little-known Virginia planter) on 3 July 1775. Thereafter he served as second in command after Gen. Washington and was a Major General in the American

Revolutionary War. Address: Formerly (from 1874) founder and editor of *The National Grocer*, 30 Union Square, New York.

88. Li, Yu-ying; Grandvoinnet, L. 1912. Le soja [The soybean]. *Agriculture Pratique des Pays Chauds (Bulletin du Jardin Colonial)* 12(106):28-38. Jan. [16 ref. Fre]

• **Summary:** Contents (continued): Soymilk (continued): Chemical properties, composition (comparison with 8 animal milks—in bar chart form showing protein, lipids, carbohydrates, and ash), action of ferments [enzymes] and diastases [diastatic enzymes] on soymilk (*Action des ferments et des diastases sur le lait de soja*) (1. The lactic ferments {kefir, yogurt, etc.} act in the same way on vegetable milk and on animal milks. 2. The ferments of certain European cheeses make analogous vegetable cheeses {*fromage végétal d'une façon analogue*}. 3. Rennet coagulates soymilk, but the optimum temperature is a little higher than for cow's milk. 4. The ferments that we have extracted from shoyu [Japanese soy sauce] coagulate animal milks in the same way as vegetable milk).

Uses of soymilk (p. 30): They are the same as those of the animal milks. We will note, mostly, its use in China as a substitute for mother's milk. (Footnote 1. One of our parents was nourished, from the first phase of life, with soymilk. He/she is now 37 years old and has always been in excellent health).

Residues of the [soy] dairy (*residus de laiterie*; okara).

Condensed soymilk (*lait de soja concentré*). Powdered soymilk (*lait de soja en poudre*). Fermented soymilk (Kefir, yogurt, etc. are increasingly used therapeutically. One can compensate for the lack of carbohydrates in vegetable milk by the addition of lactose {or levulose for diabetics}). Tofu—which Li calls *Caséo-Sojaïne (fromage de soja)*—meaning “tofu or soy cheese”: Method of production, coagulants used, perfected modern production methods at Li's factory (In this factory, tofu can be made into either non-fermented or fermented cheeses. The non-fermented cheeses {*Fromages non fermentés*} are of two types: Fresh and hard/firm. The fresh are white in color and the consistency of hard-boiled eggs. The hard/firm are of two types: In diced sheets {salted or unsalted}, and in salted, semi-dry pieces/morsels. The fermented cheeses {*Fromages fermentés*} may be of the Gruyere, Roquefort, or Camembert types), tofu yields, preservation and storage, composition of tofu (compared with 4 meats on a moisture-free basic, in bar chart form showing protein, lipids, carbohydrates, and ash), digestibility of tofu, culinary preparations based on tofu (tofu omelette with egg, smoked tofu with shoyu, tofu pâté, soy sausage—made like regular sausage except that meat and fat are replaced by fresh, hard tofu plus butter or cocoa butter). Soy casein (*Caséine de soja*; for food or industrial uses). Contains various tables and charts from other sources.

Residues of the [soy] dairy (*residus de laiterie*; okara,

p. 30-31): After filtering the [soy] milk, a slightly firm, aqueous oilcake remains in the filter cloth that is still very rich in nutrients (*substances alimentaires*). According to Dr. Bloch, it does not contain any trace of starch (our tests agree with this conclusion). Consisting of torn cells emptied of the largest part of their content, it would have the following percentage composition (see Bloch 1907):

Protein 0.248, water 88.75, ash 0.36, fat .04, other 10.85.

“The oilcake (*torteau*) obtained at the factory of ‘Soy-Casein’ (*Caséo-Sojaïne*) and analyzed at the municipal laboratory of Paris yielded:

Water 80.04, protein 33, fat 8.44, carbohydrates 22.63, mineral salts 4.24.

“This oilcake was very easily dried to 10% water. The milk can only be filtered after boiling, thus according to Prinsen [Geerligs]:

Proteins 29.38, oil 12.81, ash 4.66, carbohydrates that are convertible to sugar 26.80, fiber 11.10, cellulose 10.2.

“The oilcake can be diluted in water. The liquid thus obtained is used in grinding to make the second extraction of [soy] milk.”

Soy casein (p. 38): The casein or legumine of soymilk can be prepared by precipitation, purifying it by several dissolutions and precipitations, and finally drying it. One obtains a yellowish powder resembling animal casein obtained by the same processes.

It is generally admitted that vegetable albumins have a coefficient of assimilation greatly inferior to those of animal albumins. But confirmation of this is far from being definitive. The experiments of Messrs. H. [Henri] Labbé and Marchoisne have showed, in effect, that vegetable albumin is as well assimilated as animal albumin.

Legumine is different from animal casein, but the differences are of the same order as those which exist between the various animal caseins. The differences existing between the caseins of the various animal milks have been noted by many chemists.

The casein extracted from soymilk can be used in the same applications as casein from cow's milk. These are of two types: food and industrial. For food uses, one can point out the manufacture of powders, of lacteal flours (*farines lactées*, perhaps wheat flour enriched with soy casein), of whole-grain bread, etc.

Note 1. This is the earliest document seen (April 2001), worldwide, that mentions a Western-style soy cheese (Gruyere, Roquefort, or Camembert types), or a tofu sausage. This is also the earliest French-language document seen that mentions soy cheese, which it calls *fromage de soja*.

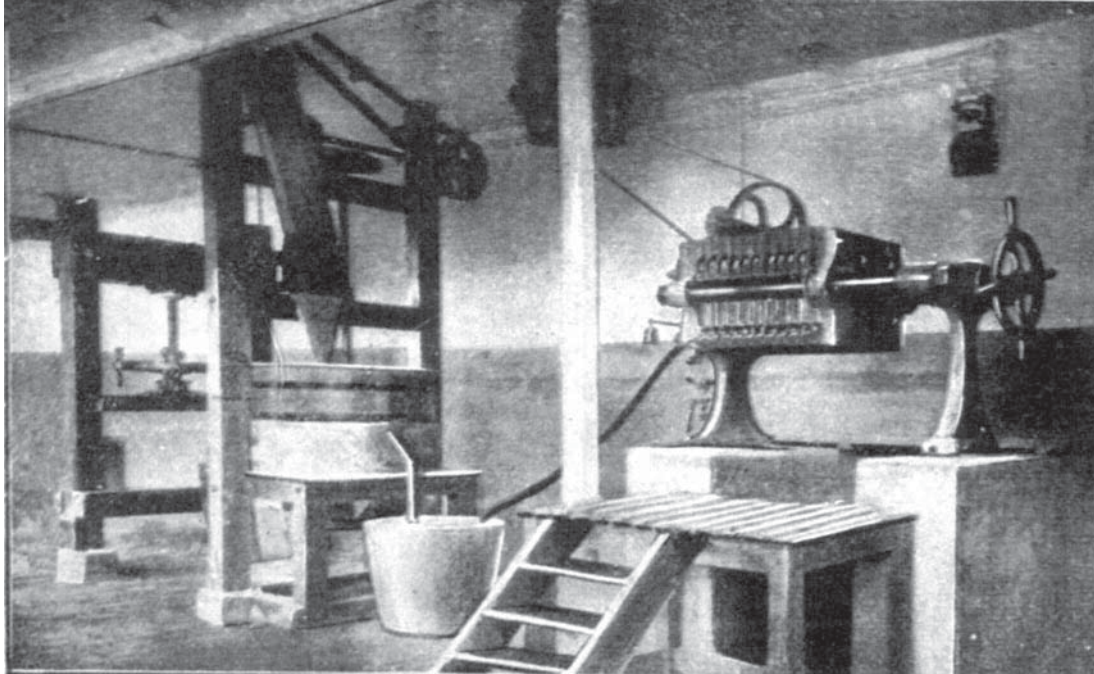
Note 2.

Note: This is the earliest document seen (April 2013) concerning the use of tofu in a second generation product.

Note 3. This is the earliest document seen, worldwide, that mentions powdered soymilk or dried soymilk.

Note 4. This is the earliest document seen, worldwide,





that mentions soy kefir. Address: 1. Conseiller de 1ere classe au Ministère de l'Agriculture de la Chine; 2. Ingénieur agricole (G.).

89. Li, Yu-ying; Grandvoinet, L. 1912. *Le soja: Sa culture. Ses usages alimentaires, thérapeutiques, agricoles et industriels* [The soybean: Its culture. Its food, therapeutic, agricultural, and industrial uses]. Paris: Augustin Challamel (Rue Jacob 17). 150 p. Illust. Index. 25 cm. Translated into French and expanded from the Chinese edition, published by la Société Biologique d'Extrême-Orient (1910). [151 ref. Fre]

• **Summary:** One of the earliest, most important, influential, creative, interesting, and carefully researched books ever written about soybeans and soyfoods. Its bibliography on soy is larger than any published prior to that time. It was first published as a series of eight articles in *Agriculture Pratique des Pays Chauds (Bulletin du Jardin Colonial)* from September 1911 to April 1912. Before being published as a book, it was revised slightly by adding a table of contents at the back, dividing the material into 5 parts with 19 chapters, and adding several photos (p. 16-17), a world map showing the distribution of soybean cultivation (p. 21), and an interesting 2-page table (p. 66-67).

Contents: The soybean: Origin and history. Part I: Soybean culture. 1. Species and varieties of soybeans: Botanical characteristics, species, varieties (Chinese, Japanese, Indian, Indochinese, Hawaiian, USA, European). 2. Needs of the soybean: Climatic, geographical area of the soybean by region worldwide, agrological/soil needs, fertilizers, soil preparation, the place of the soybean in crop rotations. 3. Soybean seeds: Study of seeds (by weight, by germination rate, selection of seeds), time of planting,

plant spacing, depth of seeding, rate of seeding per hectare, method of seeding (broadcasting, in rows, in mounds).

4. The soybean during its vegetative stage: Germination, transplanting, types of care (e.g., second dressings), irrigation, flowering and fruiting, enemies of the soybean (e.g., insects). 5. Harvest of soybeans: Time for harvest (forage or grain), methods of harvesting (forage or grain; mechanical mower), threshing (use of machine), yields of soybeans (forage and grain in various countries, ratio of seeds harvested to straw is about 1 to 2, yield of nutrients). 6. Fixation of atmospheric nitrogen by soybeans, and improvement of the soil. 7. The soybean in mixed cultures and alternate rows: With corn, cowpeas, rice, sweet sorghum, or millet.

Part II: Chemical composition of the soybean. 1. Composition of the plant: Minerals in the leaves and total plant. 2. Study of the seed: Composition, chemical composition, microscopic comparisons, table of analyses by 28 previous researchers, albumins, sugars, starch, dextrin or dextrine, diastase, lipids, ash/minerals.

Part III: The soybean as human food and animal feed. 1. The soybean as feed for animals: Green forage and hay. 2. The soybean in human feeding: From the viewpoints of physiology, economy, and gastronomy. The role of soya in special diets: Vegetarianism, remineralization, diabetic, and lactose intolerant.

Part IV: Food products based on soya. 1. Soymilk and its derivatives: Soymilk (Methods of manufacture, Chinese and modern at l'Usine de la Caséo-Sojaïne, nature and properties [physical and chemical] and composition of the milk, action of ferments and diastases (enzymes) on the milk, uses of the milk, the residue from the soy dairy [okara], condensed soymilk, powdered soymilk, fermented soymilk

(kefir, yogurt, etc.), tofu (called Caséo-Sojaïne, or fromage de soya; methods of production, coagulants, yield of tofu, storing tofu, composition and comparison with various meats, digestibility, culinary preparations made from tofu (smoked tofu, tofu pâté, tofu sausages)), Soy casein (food and industrial uses). 2. Soy flour and its derivatives: Soy flour, soy bread, wholemeal bread, other products based on soy flour (as biscuits and cakes for diabetic diets). 3. Soy oil and its by-products: Soy oil, physical and chemical properties, usage, residue of the oil mill: the cake, price, uses. 4. Use of the soybean as a legume: Whole soybeans (composition and digestibility), soy sprouts (*germes de soja*), green vegetable soybeans (*le soja frais*). 5. Fermented soy condiments: Solid condiments from Japan: Tokyo natto (*Le Tokio-Natto*) and Ping-Ming natto or tao-tche (*Le Ping-ming-Natto*; fermented black soybeans with salt, ginger, orange rind, etc. A similar product is made in China and called tao-tche). Paste condiments: Miso (four types and composition), tao-tjung (Chinese miso). Sauces: Shoyu (its production, varieties, properties, composition), chiang-yu (*tsiang-yeou*), ketjap [kechap, from Java], tuong (from Annam, with rice or corn), tao-yu (widely used in China and Japan, described by Prinsen Geerlig). 6. Confectionery products: Comparison with chestnuts, roasted soy flour to replace chocolate. 7. Soy coffee (with analysis by Kornauth). 8. Special fermented products: Kiu-tsee (a special commercial ferment from Canton described by Thiersant), fermented soymilks.

Part V: Industrial uses of soybeans. Oil based: soap, wax candles (*bougie*), and paint oils. Protein based: sojalithe or soy stone which corresponds to lactite, insulators for electrical apparatus, glue, etc. Conclusion. Addendum (*Complément*) to Part III, Chapter 1: Soybean straw and stems. Composition of various seeds, including soybeans. Soy flour. The cakes from oil mills. Soymilk and the cake from soy dairies (*tourteau de laiterie*, okara).

A very interesting table (p. 66-67, which does not appear in the original 8 articles) shows earlier nutritional analyses of the composition of soybeans by Steuf (from Hungary, Mongolia and China), Schroeder, Caplan, Pellet (from China, Hungary, Etampes), Muntz, Nikitin (black soybeans from Russia, 2 samples), Lipski [Lipskii] (yellow, from Russia), Giljaranski (yellow from Russia, China and Japan; black from China and Japan; green), König (*Hispida platycarpa* black, Tumida yellow, brown and black), Prinsen (white from Java and China), Goessmann, Kellner, USDA, Chemiker Zeitung (white from Java and China, 29 Jan. 1896), Scuff (misomame; miso soybeans), Zulkovski (yellow from China, reddish brown from Mongolia), Institut Agr. de Vienne (Austria; yellow from Vienna, reddish brown from Tirol), Ecole Imp. et Roy d'Ag. Hong (yellow from Mongolia and China, reddish brown from China), Chez M. Olivier Lecq (from Moravia), Lechartier (Etampes and black), Joulie (yellow), Stingl and Morawski, Bloch (yellow, green, and black), Balland, Cavendish Evelyn Liardet (yellow, brown,

green, black, and white), Jardin Colonial (Laos, Tonkin, China), Aufray (Tonkin, Yun-nan), Homes Laboratory (black from China, or white). Photos and illustrations are the same as those referenced in individual sections of the book, except for the following: A field of soybeans (p. 16). A soybean plant growing in Europe (p. 17). Color illustrations appear facing pages 12, 22, and 64. Address: Li is from Societe Biologique d'Extreme-Orient (Chine). Grandvoinnet is from Ingenieur Agricole (G.).

90. Snyder, Sherwood P. 1912. A treatise on foods: And their effects upon health and the physical and moral life. Also a complete list of recipes and instructions for the hygienic preparation of the common food products with special lists of menus. 5th ed. Revised and enlarged. Dayton, Ohio: Health Publishing Co. 192 p. Portrait. Index. 20 cm.

• **Summary:** The title on the cover: "The practical hygienic preparation of foods." The author is a vegetarian. His book focuses on the keys to a long and healthy life. Contents: Preface. Prescription for a long life. Wise and healthful sayings suggest healthful thoughts—So these little messages may cause someone to think (13 quotations, including many by Shaftesbury and one by Snyder: "All sickness and sin originate in disobeying nature's laws"). Introduction. 1. The preservation of health a sacred duty. 2. The dining-room. 3. Cereals. 4. Bread and bread-stuffs. 5. Soups. 6. Meats. 7. Meat versus vegetarianism. 8. Meat imitations and meat substitutes. 9. Gravies and sauces. 10. Eggs. 11. Fats and oils. 12. Vegetables. 13. Beans, peas and lentils. 14. Rice and macaroni. 15. Salads. 16. Nuts, nut preparations, nut butters & nut cream. 17. Pies. 18. Desserts. 19. Scientific cake baking. 20. Menus. 21. Ice cream and ices. 22. Miscellaneous subjects. 23. Baby's food and care of children. 24. Foods for the sick. 25. Mastication. 26. The value of steam cooking. 27. Composition of foods. 28. Exercising. Address: Food specialist.

91. Neuville, A. de. 1913. Les nouveaux aliments artificiels [The new artificial foods]. *Revue (La) (Paris)* 100(3):384-89. Feb. 1. 24th year. 6th Series. For translations see *Literary Digest* (8 March 1913, p. 509-510) and *American Review of Reviews*, April 1913 (p. 500-01). [Fre]

• **Summary:** Contents: Introduction. 1. Soymilk (*Le lait de soya*). 2. Meat alternatives (*La viandine*) developed by Belgian chemist M. Effront. 3. Miracle wheat. Note: The soybean is mentioned only in the section on soymilk.

By modifying the albuminoid and protein substances found in soy (*Soya hispida*, or Chinese pea), and extracting their proteids, we may obtain a milk that is similar to the milks secreted by the mammary glands of mammals. Soy is rich in nitrogen and in fatty matter. Made into flour it serves to make a bread that is prescribed for diabetes. A synthetic milk has been extracted from the beans, by a process that is still kept secret; it has the same nutritive effect as natural



milk. "The invention was introduced into Germany and France almost at the same time. The parts of the plant are broken up mechanically, then chemically triturated and reduced to a lactescent substance that is cheaper than the product of the cow and may replace it perfectly."

A farmer can get six times as much milk from the same piece of land by planting it to soy beans, than by growing grass and letting a milch cow eat the grass. "The economy realized is considerable. A cow requires nearly a acre of pasturage. She turns only 53 per cent. of it into effective nutriment and about 5 per cent. into milk... Two milkings a day give on an average 15 quarts, varying with the breed. Soy grown on a field of one-sixth an acre yields the same quantity of artificial milk. The expense is far less.

"This soy milk presents other advantages over natural milk. It is not exposed to contact with impurities, as so often happens in farm stables and dairies... Besides, cows are not exempt from bacillary infections... Artificial milk is not exposed to these dangers. It is made with apparatus kept so scrupulously clean that there can be no question of microbial infection."

Soy "is a very nourishing food, but of an oily taste that makes it disagreeable to Europeans. Made into milk the soy has none of these disagreeable qualities. It is digestible, pleasant to the palate, and leaves no taste in the mouth. Being a complete food like natural milk, it is suited to children and invalids and all who are following a diet." Address: Dr.

92. *Literary Digest*. 1913. Artificial meat. 46(21): May 24. Whole No. 1205.

• **Summary:** Excerpt from an article titled "The New Artificial Foods" in *Minerva* (Rome, April 1913) which begins by discussing soy milk, then states that a Belgian chemist named Effront has found a way to use spent brewers' yeast (from brewing beer) to make "Viandine," which he considers to be a complete substitute for meat—but one which is much less expensive. Experiments on both a man and on rats show that it has the same physiological effect on the digestive organs as real meat, and promotes growth as well or better than lean beef.

93. Cooper, Lenna Frances. 1913. *The new cookery: A book of recipes, most of which are in use at the Battle Creek Sanitarium*. Battle Creek, Michigan: The Good Health Publishing Co. [v] + 298 p. Illust. (10 photos). Index. 20 cm.

• **Summary:** This Seventh-day Adventist vegetarian cookbook, the first by Lenna F. Cooper, advocates a "low-protein" diet based on the research of Prof. R.H. Chittenden, dean of physiology, Yale University [New Haven, Connecticut]. It uses dairy products and eggs, but no meat, poultry, fish, shellfish or stimulants (such as coffee or tea).

The Foreword states: "Many 'food reformers' and faddists have attempted to prepare wholesome foods but have neglected the almost equally important requirement—

palatability. This combination of wholesomely prepared and palatable foods constitutes in a sense a New Cookery... which has for its object, efficiency of body and mind." She thanks "Dr. and Mrs. J.H. Kellogg, who first inspired her with a love for the study of foods and their scientific preparation and who have since been constant sources of help and encouragement." She also thanks Miss Clara B. Lambert and Mrs. Estella F. Ritter.

Recipes call for the use of Minute Brew (p. 10), cereal coffee (p. 10), Kaffir tea (p. 11), Sanitas / Health Koko (p. 11), yogurt buttermilk (p. 11-13), bran (p. 18), Graham flour (p. 20), Good Health Breakfast Food (Brose, p. 20), gluten (p. 20), granola (p. 22), fermented breads (p. 23+), Graham bread (p. 26-28), unfermented breads (p. 33+), bran and Graham biscuit (p. 41), bran gems (p. 43-44), peanut butter sandwiches (p. 49), Protose (p. 49, 71, 77, 79), cream soups made with almonds, lentils, white beans, lima beans, or split peas (p. 63-66), Savora (p. 73-74, 78-79).

Chapter 10, titled "Meat substitutes and entrees," begins (p. 81): "In many homes, meat forms the chief part of the meals,..." but this book calls for a "meatless dietary," which requires a "knowledge of the chemistry of foods." Recipes (p. 81-103): Roast Protose [canned] with dressing. Boiled Protose. Protose fillet. Nut fillet (with Protose and Nuttolene). Fillet of nut meat. Panned Protose. Nut or Protose cutlets. Braised Protose. Nut and apple pie. Normandy or mock veal loaf. Chipped Protose in cream. Nut and rice croquettes. Protose hash with rice and peas. Nut sausage (p. 87; with ¼ lb Protose, seasoned with "2 tablespoons Japanese soy [sauce] or 4 teaspoons Savora"). Nut and vegetable stew (with Protose). Protose steak with onions. Broiled Nuttolene. Nuttolene with mint sauce. Nuttolene cutlets. Nuttolene a la cream. Baked Nuttolene. Nuttolene fricassée. Nuttolene croquettes. Nut meat pie (with Protose). Pressed vegetable meat (with Protose). Rice a la Carolina (with Protose). Nut meat loaf (with Protose and Nuttolene). Vegetarian ham (with Nuttolene and Savora). Nut patties. Nut chops (with peanut butter). Pine nut roast. Peanut roast (with peanut butter). Walnut roast. Cereal roast (with granola). Chestnut roast. Creamed chestnuts. Chestnuts with tomato sauce. Baked beans (with white beans). Baked lima beans. Lima bean loaf. Bean croquettes. Bean soufflé. Savory roast or mock turkey (with lentils and granola). Peas patties. Baked lentils. Lentil and potato loaf. Hominy croquettes. Corn roast. Apple fritters. Prune fritters. Banana fritters. Rice patties.

Note: This is the earliest English-language document seen (Oct. 2014) concerning meat alternatives that contains the term "Vegetarian ham."

Chapter titles: 12 Eggs. 15. Salads and relishes (incl. Neufchatel or yogurt cheese, p. 168, 176. Salad dressings, p. 172+). 17. Fruits and fruit desserts (incl. Baked apples with Meltose dressing, p. 186. Vegetable gelatine desserts, p. 195+). 19. Frozen desserts (incl. Yogurt buttermilk ice

cream, p. 215). 20. Pastry and pies (most desserts call for lots of white or granulated sugar). 21. Cakes. 22. Cake fillings and icings [icing, frosting]. 23. Hot puddings. 24. Sauces for puddings. 25. Canning and preserving. 26. Invalid dishes. 27. Balanced menus (breakfast, dinner, supper). Lenna F. Cooper was born in 1875.

After the Index (p. 288-98) are advertisements: Perfection Biscuit Co. The Welch Grape Juice Co. Horlick's Malted Milk Co. Winorr Canning Co. (Winorr Kerneled Corn). Acme Preserve Co. (White A Condensed Tomatoes). Garis-Cochrane Household Dish-Washing Machine (motorized). Sprague, Warner & Co. (Richlieu Food Products). A.-B. Stove Co. (gas range). Wagner Manufacturing Co. (cast aluminum ware). The Kellogg Food Co. ("Protose: A vegetable meat." Minute Brew. Colax {relief from constipation}). McGraw Mfg. Co. (Servette [Lazy Susan]). Battle Creek Sanitarium School of Home Economics. National Onion Salt Co. American Thermos Bottle Co. Seely Fasco Fireless Cooker. Address: Director of the Battle Creek Sanitarium School of Home Economics, Head Dietitian of the Battle Creek Sanitarium.

94. Brainin, David. 1914. Article of food and process of producing the same. [Soy beans as meat substitute]. *U.S. Patent* 1,088,875. March 3. 1 p. Application filed 11 Dec. 1912.

• **Summary:** The author is a "chemist, a subject of the Emperor of Russia, residing at 61 Leibnitzstrasse, in the city of Charlottenburg, in the Kingdom of Prussia, German Empire." He processes "roasted soy beans to serve as a substitute for meat and having a nutritive value equivalent to that of meat." "The lightly roasted beans are ground or pounded and mixed" with ground rye and oats. Bananas or aromatic herbs may also be added. The food made with "lightly roasted soy beans" may be manufactured in powdered, granular, or tablet form. Address: Charlottenburg, Germany.

95. Nashville Sanitarium Food Factory. 1914. Offers a full line of health foods... (Ad). *Naturopath and Herald of Health (The)* (New York City) 19(4):Unnumbered page. April.

• **Summary:** "... such as meat substitutes, whole wheat preparations, nut butters,... baked beans, wholesale or retail.

"Same are for sale also at the Pure Food Store, 112 East 41st St., New York City." Address: Nashville, Tennessee.

96. *New York Times*. 1914. Teach housewives to study food cost: Mayor's committee's experts show how shopping can be done at small cost. Substitutes for meats: Bountiful supply of vegetables makes living cheap if done intelligently. Sept. 6.

• **Summary:** "The dry legumes, such as peas, beans, and lentils, are all equal to meat in nutrition, and can be made into many appetizing dishes—purees, stews, soups, &c.

And in planning your menu don't forget rice, especially the natural brown rice, which contains more nutriment than the polished rice... rice is a very valuable article of food."

97. Arnbrecht, Jacob. comp. 1914. Hygienic cook book: A collection of choice recipes carefully tested. College View, Nebraska: International Publishing Assoc. 318 p. 20 cm.

• **Summary:** The title page states that this vegetarian cookbook offers "Plain directions on healthful cookery; Nutritive value and digestibility of foods; Proper food combinations; Food for the sick; Weights and measures for the kitchen, etc."

In the section on Proteids, page 8 discusses gluten and how to make it at home. In the chapter on Entrees (p. 60-) is a long section titled "Substitutes for flesh meats." Many of these recipes are based on Protose or Nuttolene, with granola and nut butter also used, indicating that Mr. Arnbrecht may well have been a Seventh-day Adventist.

98. Cooper, Lenna Frances. 1914. The new cookery: A book of recipes, most of which are in use at the Battle Creek Sanitarium. 2nd ed., revised. Battle Creek, Michigan: The Good Health Publishing Co. [10] + 301 p. Illust. (10 photos). 20 cm.

• **Summary:** Soy is mentioned only once in this book, in the recipe titled "Nut sausage" (p. 89); this exact same recipe was on page 87 of the 1913 1st ed.

Note: This book contains a few more pages than the 1913 edition; 5 more pages of unnumbered front matter and 3 more pages of text. The title page is identical except that the words "Second edition—Revised" have been added. The index starts on p. 291, is more than 1 page longer, and ends near the bottom of p. 301. The ads at the rear are generally on different pages; some have been added and others deleted. Lenna F. Cooper was born in 1875. Address: Director of the Battle Creek Sanitarium School of Home Economics, Head Dietitian of the Battle Creek Sanitarium.

99. Sherman, Henry Clapp. 1914. Food products. New York, NY: The Macmillan Co. viii + 594 p. Illust. Index. 19 cm.

• **Summary:** Written shortly before World War I by one of America's leading nutritionists, this an important basic text. Chapter 9, titled "Vegetables, fruits, and nuts" also contains extensive information about legumes. The section on "Digestibility" of legumes (p. 312-14) cites two experiments concerning the soy bean. In the first, Oshima (1905, *USDA Office of Experiment Stations, Bulletin* No. 159) found that a preparation consisting mainly of soy bean protein had a digestibility of 96%. In the second, Mendel and Fine (1911, *J. of Biological Chemistry*, vol. 10, p. 435-38) fed a man with a simple mixed diet in which 90% of the protein was in the form of a "commercial soy-bean meal, which betrayed no cellular structure under the microscope." The coefficient of digestibility of the protein was 85.3 compared with 87.9



and 88.0 for mixed diets in which the protein came primarily from eat and eggs.

In the same chapter, in the section titled “Place of nuts in the diet” (p. 345), a footnote states: “To speak of nuts as ‘meat substitute’ is natural under present conditions and reflects the prominence which has been given to meat and the casual way in which nuts have been regarded for some generations. Looking at the matter in evolutionary perspective it might be more logical to speak of meats as ‘nut substitute’ instead.”

A major theme of this book and this chapter is the “balance of acids and bases” or of “acid-forming and base-forming elements.” In this chapter, in the section titled “The place of fruits and vegetables in the diet” he discusses (p. 355) the importance of this concept. “The balance of acids and bases per 100-Calorie portion of all common food articles is shown in a table at the back of this book [p. 561-75]... In the writer’s opinion it is distinctly preferable that the balance fall on the basic side. If an excess of acid-forming elements be permitted, it would seem that the excess should not exceed 25 units (the equivalent of 25 cc. of normal acid) per man per day... Since meat and eggs show a distinct excess of acid-forming elements, while in vegetables and fruits the base-forming elements predominate, it follows that the greater the amount of meat, fish, and eggs eaten the more important it is that fruits and vegetables be used liberally.” In the 15-page table referred to above, the last column shows the “balance of acid-forming and base-forming elements contained in the 100-calorie portion.” This subject as also discussed on pages 20, 139, and 204. Soy is not mentioned.

In the long chapter on edible fats and oils (p. 366-96), soybean oil is not mentioned. However oils from peanut, sesame seed, poppyseed, coconut, rapeseed, sunflower, and maize are among the “other edible oils” discussed.

Another long chapter titled “Food adjuncts” (p. 448-77; the German word is *Genussmittel*) includes: Salt, spices, flavoring extracts, tea, coffee, and cocoa, alcoholic beverages, and vinegar.

Also discusses: Almonds (p. 334, 338, 562). Lard substitutes (p. 387-88). Oleomargarine (p. 378-82). Peanuts, peanut butter, and peanut oil (p. 221, 329, 340, 345, 571). Sesame oil (p. 11, 386, 590). Vegetable fats as butter substitutes (p. 382-83). Vitamines [vitamins] (p. 22, 75, 199, 267, 356). Address: Prof. of Food Chemistry, Columbia Univ. [New York City].

100. Keith, M. Helen. 1916. Is vegetarianism based on sound science? Theories and results briefly reviewed. *Scientific American* 82(Supplement 2135):358-59. Dec. 2. Reprinted and condensed in *Literary Digest*. 1917. 54:66-67. Jan. 13. • **Summary:** Reviewing animal studies, the author states: “The general conclusion to be drawn from the scientific evidence is, therefore, that the meat-free diet is not as safe as the diet containing meat.”

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “meat-free” (or “meat free”). Address: Asst. in Animal Nutrition, Univ. of Illinois, Illinois.

101. Briggs, Frederick Mead. 1916. Meat substitutes. New York, NY: A.F. Campbell, printer. 16 p. 10 x 14 cm. • **Summary:** “In preparing this set of recipes, the object was to provide a means for supplying wholesome and substantial meals with a minimum of labor which would, at the same time, be appetizing and inexpensive. Next to meat, the more substantial foods are: Fish, eggs, cheese, nuts, cereals, certain vegetables; such fruits as figs, dates, raisins; also milk and cream.”

Contains brief recipes for shell fish and fish, in addition to eggs, cheese, beverages, cereal, muffins, soup, vegetables, salads, sandwiches, substantial [entrees], desserts, cakes, fruit.

102. Cooper, Lenna Frances. 1916. The new cookery. 3rd ed. Revised and enlarged. Battle Creek, Michigan: The Good Health Publishing Co. 412 p. 22 cm.

• **Summary:** This is a Seventh-day Adventist vegetarian cookbook. Contents: 1. Food values. 2. The art of preparing foods. 3. Beverages. 4. Cereals. 5. Fermented breads. 6. Unfermented breads. 7. Sandwiches. 8. Dairy products. 9. Cream soups. 10. Plain soups. 11. Meat substitutes and entrees. 12. Macaroni and Italian pastes. 13. Eggs. 14. Gravies and sauces. 15. Vegetables. 16. Salads and relishes. 17. Toasts. 18. Fruit desserts. 19. Custards and cold desserts. 20. Frozen desserts. 21. Pastry and pies. 22. Cakes. 23. Cake fillings and frostings. 24. Hot puddings. 25. Sauces for puddings. 26. Canning and preserving. 27. Special dishes for invalids. 28. Balanced menus.”

In the Foreword, the author states: “We are indebted to Professor Ivan Pawlow [Pavlov], of Russia, for demonstrating the relation between appetite and digestion.” “Many food reformers and faddists have attempted to prepare wholesome foods but have neglected the almost equally important requirement—palatability.” “The author wishes to express her indebtedness to Dr. and Mrs. John Harvey Kellogg, of the Battle Creek Sanitarium, who first inspired her with a love for the study of foods and their scientific preparation and who have since been constant sources of help and encouragement. She would also acknowledge her indebtedness to Miss Clara B. Lambert, who for several years was associated with the author and has contributed to this volume both by helpful suggestions and by numerous recipes.”

Soy is not mentioned in this Seventh-day Adventist vegetarian cookbook. The following commercial products are mentioned: Minute Brew (cereal coffee [coffee substitute], p. 32). Cereal coffee (p. 33). Kaffir Tea (p. 33). Sanitas Health Koko (p. 33). Yogurt buttermilk (p. 33-34).

Sterilized bran (p. 44). Gluten mush (p. 47). Graham bread (p. 54). Bran bread (p. 62). Bran gems (p. 76). Protose (p. 129-35). Gluten flour (p. 136). Nuttolene (p. 138-41). Peanut butter (p. 144-145). Nut chops (p. 144, with peanut butter). Savora (p. 145). Granola (p. 147). Mock turkey (p. 152). Salted almonds (p. 300). Strawberry gelee (p. 306, with Vegetable Gelatin and egg whites). Yogurt ice cream (p. 307). Meltose dressing (p. 361). Hot Malted Nuts (p. 386). Pour 3/4 cup boiling water into 1/4 cup dry Malted Nuts, stirring while so doing. Add salt if desired. It is ready to serve at once. Calories in the recipe: 34 from protein, 88 from fat, 61 from carbohydrate. Total 183. Note: Malted Nuts was a dry powder or meal. The resulting beverage was almost certainly a mixture of peanut milk and almond milk). Almond ice (p. 389, with “almond butter”). Gluten bread (p. 390). Gluten puffs (p. 391).

Note: This cookbook calls for abundant use of dairy products (milk, cream, butter), eggs, and sugar (up to 2 cups in some recipes). Address: Director of the Battle Creek Sanitarium School of Home Economics, Head Dietitian of the Battle Creek Sanitarium [Battle Creek, Michigan].

103. Waal, A.J.C. de. 1917. Over soja-producten [On soy products]. *Chemisch Weekblad* 14(15):344-56. April 14. (Chem. Abst. 11:2001). [22 ref. Dut]

• **Summary:** Describes the work done by men in different countries on various soybean preparations and includes a paper by Li Yu Ying (cited separately) titled “Procédés et Dispositifs pour la Transformation Intégrale du Soya,” including food and industrial uses of soybeans. A complex, full-page French-language diagram (p. 350) shows the basic processes by which the many food and industrial products that can be derived from the soy bean, and summarizes patents related to many of these. By milling and baking: soya meal (*soja-meel*) and soy bread (*soja brood*). Soya milk (*soja-melk*) and Western-style cheeses. Coffee and chocolate substitutes: Soy coffee (*soja-koffie*) and soy chocolate (*soja-chocolade*). Pork-butcher products, incl. soy sausages (*soja-worst*) in which one can use soy cheese (*soja-kaas*). Soy protein (*soja-eiwit*). Worcestershire sauce (*Worcestershire-saus*). Li is a resident of Seine France. This paper was presented on 11 Nov. 1911, and published on 20 Jan. 1912.

Note 1. This is the earliest Dutch-language document seen (March 2001) that used the term *soja-koffie* to refer to soy coffee.

Note 2. This is the earliest Dutch-language document seen (Aug. 2013) that uses the term *soja-melk* to refer to soymilk.

Note 3. This is the earliest Dutch-language document seen (Nov. 2014) that mentions a meat alternative, which it calls *soja worst* (soy sausages). Address: s’ Gravenhage (The Hague), Netherlands.

104. Anderson, Hans Steele. 1917. Food and cookery.

Revised fourth ed. Mountain View, California, and Kansas City, Missouri: Pacific Press Publishing Assoc. 163 p. Index. 18 cm.

• **Summary:** This is a book about vegetarianism. Soy is mentioned on pages 45 (see Lesson 11, Soy bean-rice loaf; Soy bean-rice patties), 84, 85.

Soy-related recipes: Stewed soy beans (with whole soybeans, p. 84). Rice and soy bean loaf (with “1½ cups soy bean purée” and “3 tablespoons soy bean broth” plus “1 cup steamed natural rice,” p. 85). Rice and soy bean patties (using the “soy-bean-rice mixture described in the preceding recipe,” p. 85).

The author was born in 1877. Address: Food expert, Loma Linda Sanitarium, California.

105. Fuerstenberg, Maurice. 1917. Die Soja, eine Kulturpflanze der Zukunft und ihre Verwertungsmoeglichkeiten [The soybean, a cultivated plant of the future, and possibilities for its utilization. Part II (Document part)]. Berlin: Paul Parey. 40 p. 28 cm. [59 ref. Ger]

• **Summary:** Continued on p. 14. Ways of using the soybean in its homeland (East Asia, especially Japan and China): Note: In this section, starting on p. 15, the author repeatedly uses the word *Sojaspeisen* meaning “soyfoods.” The soybean probably originated in India. The Chinese and Japanese used it to fortify their rice-based, protein-poor diet. The practice came before the theory. The author says (incorrectly, p. 15) that all the basic soyfoods are fermented. He then gives a long description of koji and how it is made.

Shoyu or soy sauce (*Shoju oder Soja-Sauce*) (p. 15-17): In Japan, 540-720 million liters are manufactured each year so each Japanese uses 60-100 ml/year. The fermentation time is 8 months to 5 years. The best soy sauce is fermented for 3 to 5 years. He explains how, as soy sauce is fermented, the protein is broken down into amino acids such as leucine, tyrosine, and members of the “Xanthin” group.

Miso (vegetable cheese, p. 17-18): Miso is widely used in soups. More than half of the yearly Japanese soybean harvest is used for making miso. This is 30 million kg per year. Types of miso include *shiro miso* and Sendai miso. Winkler, in his small work titled “The Soybean of Manchuria,” mentions two other types of miso: Aka or red miso and nuka miso. Kellner investigated five types of miso; a table shows their composition. Loew reports that this vegetable cheese (miso) is consumed either raw or in soups. Kellner, Nagasaka and Kurashima report that, based on their investigations, the amount of amino-nitrogen increases 3-fold and the quantity of carbohydrates is significantly diminished through lactic acid and alcoholic fermentation. The carbonic acid created thereby rises significantly during fermentation (Loew).

Natto (p. 18): Discusses the findings of Yabe.

Japanese tofu or Chinese Tao-hu (p. 18-20): This is



the so-called “bean cheese” (*Bohnenkäse*). A table (p. 19, from König) shows the nutritional value of fresh tofu (84.8% moisture) and frozen tofu (17.0% moisture). E. Senft studied frozen tofu, a Japanese military preserved food (*Militärkonserve*) that is not canned; he found it had a beige color and a unique, slightly sour aroma which was at times reminiscent of dextrin. It has a uniform texture throughout, with many tiny pores. Winkler refers to five other types of soy cheese. Concerning the military preserved foods, they were highly regarded during the Russo-Japanese War and (according to Senft) played a key role in the war. (Footnote: The descriptions of the various preparations made from soya make E. Senft’s treatises (1906 and 1907) valuable; in them he published his investigations of a number of Japanese vegetable foods and military preserved foods or conserves). The well-known food manufacturer Maggi in Kempttal, Switzerland, has tried for many years to introduce a commercial miso-like product, but was not successful.

The soybean as an oil plant (p. 20-26): Winkler, in his brochure, discusses the uses of soybeans in Manchuria. After 1908, soybeans were sold in Europe at incredibly low prices which resulted in the expansion of imports and production. Then tariffs were levied on soybeans. There were some major problems in the Austrian oil industry.

Soybean flour (*Sojabohnenmehl*; p. 26-28): In recent years, various processes have been patented. One manufacturer is Soyamawerke in Frankfurt am Main, which makes *Soyama Kraftmehl*. Yellow soybeans are mechanically cleaned, washed, dried, and dehulled according to the process of Dr. Fritz Goessel. Agumawerke in Harburg also makes soy flour.

The soybean as a coffee substitute and extender (p. 28-31): Coffee is known to be detrimental to good health and void of nutrients. Rye, for example, has been used since the 17th century as a coffee substitute. Barley also plays a major role, especially as malt. A table (p. 30) shows the nutritional composition of ten coffee substitutes, including chicory, figs, lupin, and carob. Soy coffee tastes remarkably similar to real coffee. In Istria (*Istrien*), in the Austrian alps, in Switzerland as well as in Alsace (*Elsass*), the soybean has been used since its introduction as a coffee substitute. Haberlandt reported in his work that a teacher from Capo d’Istria told him that the soybean was used as a coffee substitute in Istria, and a friend told him that there was no difference between the flavor of the two. The Thunschen is used to make good soy coffee. The soybeans are mechanically cleaned, put into a trommel, agitated with water at 65-70°C, brushed and thereby freed of a large number of impurities which can leave a burned smell. The aroma of soy coffee can be improved by impregnation with an extract of largely decaffeinated coffee. It has roughly twice the nutrients of regular coffee and no harmful constituents.

Soybean milk (*Sojabohnen-Milch*, p. 32-33): The most popular vegetable milk is Dr. Lahmann’s Vegetable Milk

(*Lahmannsche Vegetabile Milch*), an emulsion made from almonds and nuts. In Japan, they make milk from soybeans; he describes the process, inaccurately, based on information from Winkler. This milk is also used to make cheese [tofu]. Also in Europe there have been successful attempts to make a soymilk adapted to European tastes, as in France by the Caseo-Sojaine at Vallées near Asnieres, and in England by the Synthetic Milk Syndicate. Using the process of Dr. Fritz Goessel, the latter company has a factory in Liverpool; it makes 100 liters of soymilk from: 10 kg ground soybeans plus 5 gm sodium phosphate, 2.4 kg lactose, 2 kg sesame oil, 6 gm common salt, and 60 gm sodium carbonate. Also the Soyamawerke in Frankfurt makes a soybean milk, named Soyama, as mentioned above (fresh and dried milk and cream). Recently Prof. Melhuish developed a new method using soybean, peanuts, and added coconut milk fat.

Soy meat substitutes (*Soja-Fleischersatz*; p. 33): Soyamawerke makes a product named *Soyama-Fleisch-Ersatz*.

Soybean as a chocolate substitute (p. 34): Haberlandt reports such a product.

Soya rubber substitute (p. 34): Goessel and Sauer have developed a rubber substitute made from soybean oil.

The utilization of soya in agriculture (p. 34-38): Use as fodder for cows. In 1880 Blasowicz [Blaskovics], Assistant at the Royal Hungarian Academy in Hungarian Altenburg, conducted fodder tests, whose results are given in various tables.

Conclusions (p. 38).

Note: This is the earliest document seen that uses the word *Ersatz* or the word *Fleischersatz*. They mean “artificial or inferior substitute” and “meat substitute” respectively. Though often associated with World War I, the word “ersatz” (which means simply “substitute” in German) was actually adopted into English as early as 1875, in reference to the German army’s “Ersatz reserve,” or second-string force, made up of men unqualified for the regular army and drawn upon only as needed to replace missing soldiers. Hence the meaning “inferior substitute.” Address: Frohnleiten, Steiermark [Austria].

106. Doddridge, Amelia. 1918. Liberty recipes. Cincinnati, Ohio: Stewart & Kidd Co. 106 p. Illust. No index. 21 cm.

• **Summary:** In the section titled “Yeast breads” we read (p. 17): “In place of part of the wheat flour, as used formerly, the following substitutes may be used: barley flour, buckwheat flour, corn flour, corn meal, potato flour, rice flour, soy bean flour, kaferita flour, tapioca or banana flours;...”

Pages 18-19 state: “As substitution for wheat flour is made by weight instead of by measure, the following table will be found helpful. Each measure given is equivalent in weight to 1 cup of wheat flour: Peanut flour—1 cup (scant),... Rice flour—7/8 cup,... Soy-bean flour—7/8 cup.” Note: Neither soy bean flour nor meal are called for as an ingredient in any

recipes.

In the section titled “Meat substitute dishes” (p. 46-47) is a recipe for Baked soy beans (with 1½ cups yellow soy beans, p. 56).

Peanut butter is also mentioned in several meat substitute recipes: Cottage cheese sausage (with ¼ cup peanut butter, p. 50). Hominy and peanut butter en casserole (with 4 tb. {tablespoons}, p. 51). Peanut Roast (with ¾ cup, p. 52). Other meat substitutes: Beans, shellfish, cheese, fish, cow peas, and hominy.

Photos show: (1, near front of book) Liberty Kitchen (Wilmington, Delaware) which was equipped by the Food Administration for demonstration purposes. Most of the recipes in this book were tested there by the author. (2, facing p. 17) “Wheat substitutes” in labeled glass jars; includes soy bean meal. (3, facing p. 33) “Lard & butter substitutes” incl. Wesson Oil, Mazola, Swift’s Premium Oleomargarine, olive oil, Crisco, Nut-Made brand Margarine. (4, facing p. 47) “Meat substitutes” incl. eggs, milk, fish, cheese, beans, peanuts. (5, facing p. 83) “Sugar substitutes” incl. maple syrup, molasses, honey, Karo [corn syrup], dried fruits. Address: Liberty Kitchen, Wilmington, Delaware.

107. U.S. Food Administration, Collegiate Section. 1918. *Food and the war: A textbook for college classes*, prepared under the direction of the Collegiate Section of the United States Food Administration with the cooperation of the Department of Agriculture and the Bureau of Education. Boston, New York, Chicago: Houghton Mifflin Co. 5 + 379 p. Illust. Index. 20 cm. [60\* ref]

• **Summary:** Herbert Hoover, head of the U.S. Food Administration, writes separate introductions for college women and college men. This book has two parts. Part I, titled “Food and the war,” is written by Katharine Blunt and Florence Powdermaker. Part II is by Elizabeth C. Sprague.

Chapter 7, titled “Protein-rich foods used in place of meat” states (p. 86) that “Fish, eggs, cheese, milk, beans, peas, and nuts are the chief foods used as meat substitutes.” The use of meat substitutes is important to save meat for the Army and the Allies, to reduce the food bill of individual Americans, and to “cut down on the use of grain for animal food.” “Many nuts and nut products are a cheaper source of protein and energy than some cuts of meat. For example: Twenty cents spent for sirloin steak (at 40 cents a pound) gives about 475 calories and 37 grams of protein. Twenty cents spent for peanut butter (at 30 cents a pound) gives about 1,825 calories and 88 grams of protein.

Chapter 8, “Fats and oils—Their value and use,” states (p. 104) that of the vegetable oils, cottonseed, corn, peanut, and olive oils are the most important in the USA. Butter substitutes include oleomargarine and nut or vegetable margarine. Lard substitutes include lard compounds and hydrogenated oils (p. 105).

Chapter 13, titled “Vegetables and fruits,” states (p. 195-

96) that legumes (incl. peanuts) are a good source of protein. “Soy beans, which have been much discussed lately, are high in protein (38%) and in fat (15%)—higher than other beans, but they are somewhat difficult to cook without a pressure cooker, unless made into meal.” Legumes can serve as substitutes for both meat and wheat (p. 202).

In Part II, the section on “Class work” recommends (p. 328): “Dried legumes... Cook by boiling or under pressure, dried soy beans, pinto beans, lima beans, peas, or other legumes.” Address: Washington, DC.

108. Eddington, Jane. 1919. *The Tribune Cook Book: Soy beans as human food*. *Chicago Daily Tribune*. Jan. 12. p. B4.

• **Summary:** Miss Eddington first got interested in the use of “soy bean flour” in the human diet about 5 years ago when she “first received samples of this flour for a medical manufactory.” During these five years “soy bean flour has come into wide use in hospitals and homes. From being used in the United States to renew worn out soil and then for hog feed, the soy bean has come to be used largely as a food for those who have worn out kidneys, the diabetics.”

“Soy bean cookery, especially the whole bean cookery, must be good, or the variety [of] vegetable meat contained in it is ruined, becoming as indigestible as white of egg cooked to a crisp.” The key is to cook the whole bean at a low temperature for a long time. “Baked soy beans must be cooked at least eight hours.”

“In Washington [DC], the government experts used 30 per cent soy bean flour with 70 per cent of wheat flour and called their product ‘a high powered bread.’” She then gives four wartime recipes for “Soy bean muffins.” Some call for “soy bean meal.” Note: This “meal” is probably soy bean flour.

“Used as a meat substitute:... The tofu, a sort of cheese which is fried in deep fat and used as a meat substitute, was exploited by the United States department of agriculture last year, along with other of the soy bean products...” She then cites (incorrectly): Morse, W.J. 1918. “The soy-bean industry in the United States.” *Yearbook of the U.S. Department of Agriculture* p. 101-11. For the year 1917. Then, from the section titled “Soy beans for human food,” she includes the recipes for “Soy-bean milk” and “Soy-bean cheese,” and the description of soy sauce. “Soy or shoyu sauce is a dark brown liquid prepared from a mixture of cooked and ground soy beans, roasted and pulverized wheat or barley, salt, and water...”

109. Armour and Company. 1919. Display ad: A talk on foods to housewives of Baltimore and vicinity. *Sun (Baltimore, Maryland)*. April 29. p. 7.

• **Summary:** “To thousands of Baltimore women the name ‘Armour’ has long stood for safety and dependability in the buying of all kinds of meats. But what many have not realized until recently is that the same great organization that



brings you these choice meats, also provides a hundred or more other top-grade foods...

“Armour’s oval label quality foods: Meat alternatives. Fish. Eggs. Cheese. Poultry. Peanut butter. Chili con carne. Spaghetti. Pork and beans.”

Note 1. This ad was published during World War I when there were meat shortages in the United States.

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term “meat alternatives” (or “meat alternative”—with any combination of hyphens or quotation marks). Similar terms were widely used during World War II.

110. Nashville Agricultural Normal Institute, Food Department. 1919. Re: Soy bean and peanut products. Letter to Mr. George Washington Carver, Tuskegee Normal and Agricultural Institute, Tuskegee, Alabama, April 29. 1 p. Typed, without signature on letterhead. [1 ref]

• **Summary:** “Yours of April 10 received. We have sent you two cans of our Soy bean product. We also can soy beans in three ways, plain, with tomato, and with nut meat.

“We do not know as anything we have would do to exhibit except our soy bean flour, and that you say you make yourself. We have never seen a sample of the milk though we have tried to make it many times. We would be much pleased to receive a little sample of you. Do you think you can make a success of producing milk from the soy bean? I hope the soy bean food reaches you O.K.” Initials Dp or Sp.

Handwritten note on bottom of letter: “Is the wood stain you made from the soy bean of much use? Would be pleased to hear how you are succeeding with these experiments.

Note 1. Names printed at the top of this letterhead are E.A. Sutherland, M.D., N.H. Druillard, W.F. Rocke [farm manager of the Madison school], and M. Bessie De Graw.

Note 2. Letter from Sam Yoshimura. 1981. March 19. When Sam attended Madison College from 1937-1943 Nut Meat was made from peanuts, water, and seasonings.

Location: Library of Congress, Washington, DC. Microfilm of The George Washington Carver Papers in the Tuskegee Institute Archives, Roll 6 #0152. Address: Madison, Tennessee (near Nashville). Phone: Walnut 1789-W.

111. **Product Name:** Nut Meat (Made from Peanuts).  
**Manufacturer’s Name:** Madison Foods.  
**Manufacturer’s Address:** Nashville Agricultural Normal Institute, Madison, Tennessee.  
**Date of Introduction:** 1919 April.  
**Ingredients:** Peanuts, water, seasonings.  
**Wt/Vol., Packaging, Price:** Can.  
**New Product–Documentation:** Nashville Agricultural Normal Institute, Food Department. 1919. April 29. Letter to Mr. George Washington Carver, Tuskegee Normal and Agricultural Institute, Tuskegee, Alabama. “Yours of April

10 received. We have sent you two cans of our Soy bean product. We also can soy beans in three ways, plain, with tomato, and with nut meat.”

Madison Survey. 1919. July 16. p. 4 “The Food Factory.” “A visitor finds the big oven full of crackers, and hundreds of pounds on the cooling racks... The steam cooker is filled with cans of nut meat; mills at the south end of the room are grinding peanut butter, hundreds of pounds; and the blancher, tended by one of the young women, is handling peanuts, not by the pound but by the ton.”

Madison Survey. 1922. March 8. p. 3. “Madison Food Factory products.” “The food factory puts out Nut Meat, Savory Meat, and Soy Bean Meat.”

Note: Madison Foods started in 1918. The first manager and treasurer was Mrs. Nellie Druillard (affectionately called “Mother D”). Mr. and Mrs. Andrew Wheeler were the first in charge of food production.

112. *Madison Survey (Madison, Tennessee)*. 1919. The food factory. 1(21):4. July 16.

• **Summary:** “A visitor finds the big oven full of crackers, and hundreds of pounds on the cooling racks... The steam cooker is filled with cans of nut meat; mills at the south end of the room are grinding peanut butter, hundreds of pounds; and the blancher, tended by one of the young women, is handling peanuts, not by the pound but by the ton.”

Note 1. Though soy beans are not mentioned, they were being canned at the food factory by April 1919.

Note 2. Some of this food is probably going to the Nashville Cafeteria.

113. Briggs, Frederick Mead. 1920. Meat substitutes. Brooklyn, New York: Chat Publishing Co. 16 p. 11 x 15 cm.

• **Summary:** Identical to the 1916 edition, except that the publisher is different.

114. Kellogg, John Harvey. 1920. The health question box, or a thousand and one health questions answered. 2nd ed. Battle Creek, Michigan: Modern Medicine Publishing Co. 907 p. Illust. Index. 21 cm. 1st ed. was 1917.

• **Summary:** “Foreword: For more than forty years, the writer of this volume has each week stood before an audience of invalids at the Battle Creek Sanitarium to open a popular question box. During a longer period the writer has supplied each month to the monthly journal *Good Health* several columns of answers to correspondents.” More than a thousand of these have been selected, with their answers, for this volume.

The following questions concern the soy bean (p. 350-53, 886; also 125, 200, 347, 349): In what respect is the soy bean superior to the navy bean and other varieties? What is soy bean curd or cheese (to-fu), and how is it made? What is the food value of the soy bean? What is the composition of the soy bean, especially in relation to the amount of

carbohydrate it contains?

Concerning peanuts (p. 348-49): Is the protein of the peanut equal to that of meat or eggs? Which is the more digestible, roasted or raw peanuts? Why is it necessary to cook peanuts to prepare them for digestion?

“In North China and various other countries where the peanut flourishes, it has long held a prominent place in the national dietary; but in this country its great value has been so little appreciated that it has been scarcely recognized as a food, having been eaten as a dainty or luxury.

“Although, since the writer—some twenty-five years ago [i.e., ca. 1895]—introduced the crushed nuts, or peanut butter, into the bill of fare of the Battle-Creek Sanitarium, the use of peanuts in this form has rapidly extended and it has found its way to many thousands of tables.”

One discovery has “placed the peanut upon a high pedestal among foodstuffs... It is the fact that the protein of the peanut belongs to a special class very rare among the products of the vegetable kingdom, known to the chemist as ‘complete protein.’ The complete protein is one which contains all the elements needed for making any of the many different kinds of tissue found in the human body. Very naturally these proteins are found in eggs, milk and meat, but they are not found in cereals or vegetables.” The almond and soy bean also contain complete proteins.

Concerning the natural diet of man (p. 96-109, 124-25): What was the diet of prehistoric man? Ans: Fruits and nuts. What is the natural diet of man? Ans: Fruits, soft grains, nuts, tender shoots and juicy roots. Man is not carnivorous. What was the Brook Farm experiment? What is the simple life? What is biologic living? Ans: Living in accord with the “great biologic laws... which rule our physical being.” What is Fletcherism? Ans: Thorough mastication. When eggs and meat are discarded what vegetable foods should take their place? Ans: No substitutes are needed. “Protose, Nuttolene and other vegetable meats are rich in protein. The newly introduced soy bean is more than a substitute for meat. It is rich in lime and vitamins which meat lacks. Its protein is ‘complete.’” Have human beings a natural appetite for flesh? Do scientific authorities admit that animal flesh is a necessary part of the human dietary? Ans: “All modern physiologists admit that flesh food is not an essential part...” Is a meatless diet capable of maintaining the body in a state of vigorous health? Is there any authority for the elimination of flesh foods from the dietary? Does a flesh diet injure the kidneys? Is it not true that laborers universally require a large amount of meat.

Concerning roughage, bran, and constipation (p. 197-99). Diabetic foods (p. 199-201, incl. soy bean and soy bean curd). Dietary oils and butter (p. 338-41, incl. nut oils, peanut oil, olive oil, malted nuts). Concerning tree nuts (p. 341-47, 354-59): What is the food value of nuts? Ans: The “most highly concentrated of all natural foods.” Tropical fats—Where do the natives of the tropics get their fat? Nuts

for nursing mothers—Is there any food which will increase the flow of her milk? Ans: Nut milks, Malted Nuts. How did the Jordan almond get its name? Ans: This choicest of all almonds came originally from Malaga in southern Spain. Almond milk—Is it possible to prepare a substitute for milk from vegetables? Ans: Yes. “The writer has made large use of almond milk for thirty years [i.e., since about 1890]. It is more easily prepared from almond butter.” “Almost equally good milk preparations may be made from the soy bean and the peanut.” Are nuts good food? Yes, incl. peanut butter. Nuts make good “meat substitutes.”

On the last page is a list of 18 health books by Dr. Kellogg, all published by the Modern Medicine Publishing Co. Address: M.D., Battle Creek, Michigan.

**115. Product Name:** Watson’s Vegetable Meat.

**Manufacturer’s Name:** Ferdinand (Claude C.), agent.

**Manufacturer’s Address:** 96th Fourth Place, Brooklyn, New York.

**Date of Introduction:** 1921 October.

**Ingredients:** -

**Wt/Vol., Packaging, Price:** -

**How Stored:** -

**New Product—Documentation:** Ad in *Naturopath and Herald of Health* (New York City). 1921. Oct. p. 515. “A perfect meat substitute: Watson’s Vegetable Meat. The best of all Meat Substitutes. Used by Naturopaths and Physical Culturists everywhere. Wholesale agent: Claude C. Ferdinand, 96 Fourth Place, Brooklyn, New York.”

**116. Product Name:** La Sierra Smoein (Bacon Flavored Smoked Soy Powder Seasoning).

**Manufacturer’s Name:** La Sierra Industries.

**Manufacturer’s Address:** Arlington, California.

**Date of Introduction:** 1921.

**Ingredients:** Smoked soybeans.

**How Stored:** Shelf stable.

**New Product—Documentation:** This was America’s first commercial soy-based meat alternative. Ad in *Health* magazine. 1934. 1(3):30. June. “La Sierra Soybean Products: Perfect Protein, High Alkaline Ash, Low Starch.” Ad in *Dorothea Van Gundy*. 1936. *La Sierra Recipes*. p. 46. Interview with Charlotte Van Gundy Holmes. “He soaked soybeans, put them in perforated flats, and smoked them over a hickory fire. When dry, he ground the beans to a powder, which he packed and sold in salt shakers.”

Note 1. This is the earliest known commercial soy product made by La Sierra Industries or T.A. Van Gundy.

Note 2. This is the world’s earliest known commercial meatless alternative seasoning with pork flavor (bacon).

Note 3. This is the earliest known commercial roasted soy flour in the Western world.

**117. Anderson, Hans Steele.** 1921. *Science of food and*



cookery. 5th ed. Mountain View, California: Pacific Press Publishing Assoc. 282 p. Illust. Index. 23 cm. [5 ref]

• **Summary:** This book, by a Seventh-day Adventist, advocates a vegetarian diet as “the natural diet of the human race.” The first one-third (p. 1-97) is a scientific discussion of the nutritional basis for such a diet; the last two-thirds (p. 98-268) is vegetarian recipes.

Chapter 4, titled “The natural food of man” (p. 37-52) has sections on: True food satisfies hunger. Vegetarian diet and longevity. Vegetable and flesh foods contrasted. Vegetarian diet and endurance. Flesh eating a cause of disease. Ethics of flesh eating. Cruelty of flesh eating. The section titled “Vegetarian diet and longevity” (p. 39-42) notes that in the Bible, before the fall, Adam was told to eat grains and nuts. After the fall herbs of the field were added to his diet. After the flood, when all vegetation had been destroyed by water, God permitted man to eat flesh. In the 9 generations before the flood, the average man lived to the age of 912 years, but in the 10 generations after the flood this was reduced to 317 years.

The section on “Vegetarian diet and endurance” (p. 45-48) contends that “the vegetarian diet is capable of developing the highest level of strength and endurance.” Soy-related recipes include: Stewed soy beans (p. 156). Rice and soy bean loaf (with soy bean purée, p. 156). Rice and soy bean patties (p. 156). Favorite soy bean coffee (p. 265).

A 6th edition was published in 1932, and a 7th edition in 1938.

Note 1. This is the earliest Seventh-day Adventist cookbook seen (Oct. 2004) that contains a recipe using soybeans or soy ingredients.

Note 2. This is the earliest document seen (Oct. 2004) concerning the Loma Linda Sanitarium (or Hospital) and its work with vegetarianism or soyfoods. Address: Dietitian, Medical Missionary College and Sanitarium, Loma Linda, California.

118. Rouest, Leon. 1921. *Le soja et son lait végétal: Applications agricoles et industrielles* [The soybean and its vegetable milk. Agricultural and industrial applications]. Carcassone (Aude), France: Lucie-Grazaille. 157 p. Illust. No index. 25 cm. [42 ref. Fre]

• **Summary:** Contents: Preface, by Louis Forest. Introduction—What is soya? 1. History of the dissemination of soya: In 1712 the naturalist Kaempfer introduced soya, introduction of soya to France and Europe, soya is cultivated in Austria in 1875 by Prof. Haberlandt, soya is the object of many trials in France from 1876 to 1881, the study and acclimatization of soya becomes widespread, the causes of setbacks in the cultivation of soya.

2. Cultivation of soya: Botanical characteristics of soya, the varieties of soya, Chinese varieties and soya in China, Japanese varieties and soya in Japan, American varieties and soya in America (varieties: Mammoth, Hollybrook, Ito



San, Guelph, Haberlandt, Medium Yellow, Wilson, Peking, Tokio, Mandchu [Manchu], Black Eyebrow, Barchet), soya in Europe—France and Italy, seven varieties of soya tested in France, soya in the experimental farms for new crops (*les Fermes Expérimentales de Néoculture*; Many varieties from the USA were tested, including Manchu, Wilson Five, Haberlandt, Tokio, Virginia, Hato [Hahto], Early Medium Green), the cultural and geographical appearance of soya, its production worldwide, planting soybeans, heat units (*degré thermique*) and the germination of soya, the importance of spacing between plants, number of seeds per hectare, soya during its vegetative stage, the vegetation of soya compared with that of the haricot at high altitudes, rolling the seeds and types of crop maintenance, growth of the plant, acclimatization, the enemies of soya.

3. Composition of the soybean plant. 4. Soya forage: Green soya forage, soya hay, soya as a plant for soil improvement. 5. Harvesting soybean seeds: Maturity of the seed, harvesting soya, the food value and composition of soya seeds. 6. Soya as an oil plant: Richness in oil, defatted soybean cake, imports and exports of soya cake from 1915 to 1919 (Imports to: Sweden, Canada, Korea, Japan, Formosa.

Exports from: England, China, Korea), production of soya cake from 1915 to 1919 (Denmark, Great Britain and Ireland, Netherlands, Sweden, USA, Japan, Formosa, Korea, Java and Madura).

7. Soymilk: Its manufacture (in 1910-1913 Li Yu-ying installed a factory named “La Caséo-Sojaïne” at Vallées {Asnière-Seine} near Paris. Rouest visited this factory and saw them make soymilk, which was filtered using a filter-press resembling those used in sugar refineries), its properties and composition, composition compared to other types of milk, powdered soymilk, soymilk in the nursing and feeding of animals, soymilk related to tuberculosis in animals and in humans, soymilk would allow the milk and butter from animals to be reserved exclusively for human foods and could be used for raising many piglets, manufacture of non-dairy milk in Canada (a factory is now under construction).

8. Soya in Industry: Soymilk and soy casein, Sojalithe (like Galalithe).

9. Soya in human nutrition: Soy flour and its applications (incl. Li Yu-ying’s usine de la Caséo-Sojaïne, and bread made of soya and wheat), soya compared to dry legumes (such as lentils, haricots, peas, beans), soya used as a legume (whole soybeans), the food value of soy sprouts, preserves and confections made from soya, soya chocolate and coffee, the amount of nutrients produced by soya and other crops from a unit of land, a meal of soya served in France (prepared and served some years ago by Li Yu-ying’s soyfoods plant La Caséo-Sojaïne for the major print media, the medical press, the National Society for Acclimatization, etc.; it consisted of 2 soups {one with ‘soya meat’ and one with soymilk}, 2 entrees {an omelet with smoked soya ham, and fritters stuffed with soy meat}, soy [actually mung bean, *liudou*] sprouts in a salad and sauteed, 3 desserts {soya cake, biscuits, and confection}, and soy coffee; a recipe for each is given; soya meat is smoked tofu).

10. Use of soya in East Asia: Tofu (*fromage végétal*), soy-based condiments (such as natto {Ping ming Natto and Tokio-Natto}, miso, Chinese miso or tao-tjung [doujiang], and shoyu {Soyou or Schozou}), making soy sauce in Kwantung, China (from Groff).

11. The opinions of several authors concerning soya (from the French medical and hygienic press): Introduction—E. Maurel. Soya and soy bread in diabetic diets—Dr. Dujardin-Beaumont, Dr. Bloch, Dr. J. Le Goff, L. Beille, M. Gautier. Soya used as a bean—M. Gautier. Soy sauce used in place of meat extracts. The state of cheese. The popularization of soya in Europe—A. Paillieux.

Conclusions: The influence of cultural technology on variation. Appendix: Advice to experimenters on the acclimatization of soya in France. Other methods of obtaining early-maturing soybeans.

The author concludes (p. 140): We must make every effort to acclimatize soya in France. We must develop the will and learn from past mistakes. Most soybean varieties

now available in France are too late. We must get varieties from Manchuria, whose climate is similar to that of southeastern France, and from the northeastern USA. It is urgent that, in the near future, we start a Soybean Experiment Station to take responsibility for this work. The setbacks since 1830 can be overcome by present science and genetics. The first step is to introduce better varieties.

On the last page is a full-page advertisement for various seeds sold by Mr. Rouest, including 30 varieties of soybeans (*Soja hispida*); the names of the individual varieties are not given.

Illustrations show: (1) A soy bean plant with many pods (title page). (2) Flowers and pods of the soy bean plant (p. 29). (3) Soy pods and beans (p. 30). (4) A soy bean plant drawn by a Chinese artist (p. 32, from Li Yu-ying). (5) Pods of the Hato [Hahto] variety of soy bean (p. 51). (6) Germinating soy bean seeds (p. 54, from Li Yu-ying). (7) Soy bean roots with nodules (from a photo by Dr. Le Goff; p. 73). (8) Soy bean pods, opened to show 3 beans in each (p. 82).

Tables show: (1) Production of soybeans by color in China in 1916 and 1917 (p. 35, in quintals, from the International Yearbook of Rome, Vol. 1, 1919): In 1917: Yellow 4,069,822. Other 953,012. Green 181,190. White 71,234. Black 40,066. Total: 5,315,324.

(2) Percentage composition of various oilseed cakes (p. 95, from Kellner). (3) Imports and exports of soybean cake, by country, from 1915 to 1919 (in quintals, p. 96). Imports are given for Sweden, Canada, Korea (from 1916), Japan, and Formosa [Taiwan]. Exports are given for England (6 quintals in 1915), China (including Manchuria, by far the biggest exporter, from 1916), and Korea (from 1916).

(4) Production of soybean cakes, by country, from 1915 to 1919 (p. 97, in quintals, based on statistics from the International Bureau of Agriculture, Rome, 1919). In descending order of production in 1915 (in quintals): Japan 5,439,337. Korea 3,209,238. Great Britain and Ireland: 1,513,059. Denmark 921,782. Java and Madura 503,025. Note that China is not listed. Netherlands 144,523. Formosa [Taiwan] 62,131. Sweden 1,733. USA 0, but 501,822 in 1916.

Note 1. When Alsace was occupied by the Germans during World War I, the Rouest family moved from Alsace to Paris. Mr. Rouest brought soybeans from Africa and adapted them to France. He paid for the publication of this book.

Note 2. On the title page of this particular book is the signature “L. Rouest” following the inscription “A M. Meunier, Hommages de l’auteur.” Address: Directeur des Fermes Expérimentales de Néoculture, Carcassonne (Aude), France.

119. Rouest, Leon. 1921. *Le soja et son lait végétal: Applications agricoles et industrielles* [The soybean and its vegetable milk. Agricultural and industrial applications].



Carcassone (Aude), France: Lucie-Grazaille. 157 p. Illust. No index. 25 cm. [42 ref. Fre]

• **Summary:** This is a summary of interesting points throughout this book. The main early use of soy in Europe was more therapeutic than nutritional (p. 3); it was used mainly in diabetic diets.

Nothing remains of the early trials conducted 20 years ago in France and Austria. The reasons for the crop's failure were lack of understanding of the laws of acclimatization and genetics, and the fact that soya (*soja*) was introduced as a new food legume, when actually it can only be utilized as a forage plant and industrially (for oil, cakes, and casein). Later, when the plant has been adapted, when it is understood that soya is not being propagated to compete with other dry legumes, that it is not being cultivated to extract from the seeds a vegetable milk for people, but simply as a forage plant—and the most remarkable one that exists (p. 3).

The English are trying to acclimatize soya to their colonies, especially those in southern Africa. In 1908 some 200,000 tonnes (metric tons) of soybeans were exported from China [including Manchuria] to Europe, followed by 500,000 tonnes in 1909. One can extract from soybean seeds a vegetable milk (*lait végétal*) which has the same value as animal milk for use in raising young animals. Its seeds and forage are also fine for raising farm animals and for industrial products. The author thanks all those who have helped him to acclimatize the soybean to France and to create new varieties of soya in France (p. 4).

Introduction of the soybean to France and to Europe (p. 6-7): A good but brief review of the literature on this subject. In 1739 Buffon was made director of the Jardin des Plantes in Paris. Shortly thereafter, Christian missionaries in China sent him specimens of seeds and plants. The soybean must have been among them. The soybean has very probably been cultivated at the Museum since 1779, certainly in 1779 and later from 1834 to 1880. In 1855 Baron de Montigny was charged by the Society for Acclimatization to distribute five varieties of soya sent from China by Mr. Montigny; these were from northern China. The plants first bore seeds in France in 1854; their acclimatization is assured. In 1857 Mr. Lachaume transmitted to the Society for Acclimatization details of the success he obtained at Vitry-sur-Seine with soy culture. The seeds were planted in 1856. In 1858 a report to the Society for Acclimatization indicated that the acclimatization of the soybean was complete. In 1859 Mr. de Vilmorin reported on cultural trials sent from China by Mr. Perny. The varieties matured too late. The same year Dr. Turrel harvested soybeans at Toulon. In 1862 the Society for Acclimatization received seeds from Mr. Guillemin; the yellow soybean was said to be used for making tofu. Following the events of 1870, the cultivation of the soybean in France was apparently discontinued. Note 1. The brief war of 1870 between France and Bismark's Germany ended in France's defeat and the ceding to Germany of Alsace-

Lorraine.

In the long section on Prof. Haberlandt's work with soya, starting with his cultivation of it there in 1875, is a quotation from him: "I don't know, in this history of cultivation, any example of a plant which has, in so few years and to such a high degree, excited such general interest" (p. 8).

From 1876 to 1881, the soybean was the object of numerous trials in France by the Society of Horticulture at Etampes (Seine-et-Oise). During this same period, one Dr. H. failed with varieties sent from Japan but succeeded in cultivating a yellow soybean sent from China, and used the latter to make his own tofu (*fromage végétal*) for use at home. In 1880 Messrs. Vilmorin-Andrieux introduced in their catalog a species cultivated in Austria-Hungary (p. 17-18).

In 1878, Japan, China, and the Indies (*les Indes*) presented all the varieties of Soya at the Universal Exposition, and their seeds filled more than 20 boxes. In 1880 the National Society for Acclimatization was able to distribute soy in France and tests were conducted in 24 regions; they were largely successful, especially in central and southern France (p. 19-22).

Tests were then abandoned from this time until about 1888, when the soybean started to grow in the southern states of the USA. That same year Messrs. Lecerf and Dujardin-Beaumetz first had the idea of using soy bread in diabetic diets (p. 22).

Causes of setbacks in soybean culture (p. 24-27): First, the varieties used matured too late and were not acclimatized in a progressive manner. We must choose varieties from northern China and adapt them to the south of France (*le Midi*) [which is on the same latitude as Toronto, central Wisconsin, or southern Minnesota]. From these, we must develop hybrids, and gradually move them northward.

The soybean has been ostracized in France. Major commercial, financial, and social interests have viewed with terror the production of an inexpensive food and have retreated into the egotistical "Malthusian agriculture." This is the truth! (p. 26).

Soy cheese is even feared by the cheese industry in France. They ask if they should abandon their excellent cheeses in order to adopt a vegetal cheese (*fromage végétal*).

A long quotation from the *Chinese Imperial Encyclopedia of Agriculture* (p. 34) gives the various colors of soybeans, including black, white, grey, and even some speckled / mottled with blue. The black ones can be used for medicine. And they are used as an ingredient in the condiment called fermented black soybeans (*Chi [douchi]*), made of soybeans, ginger, and salt.

In 1910-1913 a factory named "La Caséo-Sojaïne" was installed near Paris. I (Rouest) visited this factory in which were installed all the modern conveniences (*tout le confort moderne*), and presented the best guarantees of hygiene. The

milk was filtered using a filter press similar to those used in sugar factories (p. 99).

Note 2. Rouest has borrowed a great deal of material from earlier publications by Li Yu-ying, usually without acknowledgment and often arriving at very different conclusions, especially on the question of using soya to make human foods (Li) vs. foods and milk for animals (Rouest).

Rouest strongly recommends the use of soymilk to feed young domesticated animals. For us, soy will not replace green beans, milk or cheese. During World War I, the Germans were actively involved with the study of soymilk. A translation of an article from the *Schweizerische Milchzeitung* (Nov. 1918) tells how to make soymilk and tofu (p. 102). By using soymilk, there is no fear of transmitting tuberculosis. Address: Directeur des Fermes Expérimentales de Néoculture, Carcassonne (Aude), France.

120. *Madison Survey (Madison, Tennessee)*. 1922. Madison Food Factory products. 4(10):3. March 8.

• **Summary:** The factory's loaf of whole-wheat bread is riding a wave of popularity. "With many who are studying diet problems the first question is, 'What shall I prepare in place of meat?'"

"There are vegetable preparations just as rich in food elements as the flesh of animals, and not only more easily prepared than meats, but lacking in those undesirable points that are driving a good many people to give up the use of flesh foods. The food factory puts out Nut Meat, Savory Meat, and Soy Bean Meat.

"Recipes for dishes made from these vegetable meats are sent with every order.

"Much is being said and written against the free use of cane sugar, and cane sugar products."

Note: This is the earliest document seen (Aug. 2013) that mentions "Savory Meat" in connection with Madison College. This product may have been made with wheat gluten. The last mention seen of Savory Meat in the *Madison Survey* is on 2 July 1922, page 3.

121. **Product Name:** Soy Bean Meat.

**Manufacturer's Name:** Madison Foods.

**Manufacturer's Address:** Nashville Agricultural Normal Institute, Madison, Tennessee.

**Date of Introduction:** 1922 March.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** *Madison Survey*. 1922. March 8. p. 3. May 10. p. 3. Canned. Probably made from whole mature soybeans. It is not clear what ingredients (in addition to soy beans) were used or how it was made. This was America's second commercial soy-based meat alternative (meat analog).

Note: This is the earliest known commercial soy product made in Tennessee.

122. **Product Name:** Vej-Meat: A Vegetable Meat [Plain, Chicken, Chili, Bologna].

**Manufacturer's Name:** Vej-Meat Company.

**Manufacturer's Address:** 227 N. Manassas St., Memphis, Tennessee.

**Date of Introduction:** 1922 March.

**New Product–Documentation:** Ad in *Herald of Health and Naturopath*. 1922. March. p. 149. "Vej-Meat: A vegetable meat. Are you looking for a real meat substitute? One that not only looks and tastes like meat and has the food elements of meat, but really tastes good?" "Made from sun-kissed nuts, cereals and vegetable products... 50% more nourishing than meat. Satisfaction positively guaranteed or money refunded. Send 60¢ for a 1 pound can, or \$5.40 for a dozen delivered."

123. *Madison Survey (Madison, Tennessee)*. 1922. Instead of meat. 4(19):3. May 10.

• **Summary:** "The Food Department of the Madison School puts out a number of foods to take the place of flesh meats, such as Nut Meat, Soy Bean Meat and Savory Meat." Two recipes for serving Nut Meat or Savory Meat are given.

124. Guillaumin, A. 1922. Les variétés de soya d'Extrême-Orient: Origine probable du soya [The varieties of soybeans in East Asia: The probable origin of the soybean]. *Revue de Botanique Appliquée & d'Agriculture Coloniale* 2(10):254-58. June 30. [10 ref. Fre]

• **Summary:** "The soybean (*Le Soya; Glycine Soja* Sieb. et Zucc., *Dolichos Soja* L., *Soja hispida* Moench, *S. angustifolium* Miq.) has been cultivated in the Far East since antiquity. Shen-Nung (*le Shénon*), written up by Houandi in about 3,000 to 3,500 years before Jesus-Christ, already mentioned the soybean. Since then, its culture has expanded to Indochina, India, Malaysia, Europe, America, and Africa.

"Long ago, in Austria and in France, varieties such as *Soja d'Etampes*, were selected for their high yield. In America, efforts have long been made to obtain, for the diverse climates, both forage varieties and seed varieties. And the U.S. Department of Agriculture has assembled in its test fields more than 500 varieties, of which about 20 are currently in commerce. Among the forage varieties are (Ball 1907): Early Brown, Black Eye Brown, Peking, Wilson Five, Virginia, Barchet, Biloxi, Laredo, Atoo San [sic, Ito San?], Tarheel Black, and Wisconsin Early Black. Among those grown for their seeds are: Ito San, Manchu, Elton, Medium Yellow, Mikado, Hollybrook, Haberlandt, Mammoth, Tokyo, Guelph, Austin, Easy Cook, Morse, Hahto, Early Medium Green, Mandarin, and Chiquita.

Note 1. This is the earliest document seen (Aug. 2013) that mentions the soybean variety Black Eye Brown. However, it does not appear in Ball (1907) as stated, nor does any name even vaguely resembling it appear. The Black Eye Brown variety is mentioned in only 3 known documents,



all published in France in 1922.

“Note that the forage varieties all have black- or dark-colored seeds, whereas the seed varieties have yellow or greenish seeds.

“In Turkestan it seems that the only varieties are ovoid (5.7 x 3.7 mm), brilliant yellow, with brown hilum and traversed longitudinally by a bright line.” Note 2. Turkistan or Turkestan is an historical region of Central Asia, usually thought to comprise Turkmenistan, Uzbekistan, Kyrgyzstan, Tajikistan, southern Kazakhstan, western China, and northeast Afghanistan.

Note 3. This is the earliest document seen (April 2008) concerning soybeans in Turkestan, or the cultivation of soybeans in Turkestan (not including Chinese Turkestan). This document contains the earliest date seen for soybeans in Turkestan, or the cultivation of soybeans in Turkestan (not including Chinese Turkestan) (1922). The source of these soybeans is unknown. Unfortunately, it is not clear in which part of Turkestan the soybeans were grown.

“In India, soybeans are cultivated in the United Provinces and at the foot of the Hamalayas from Kashmir to Darjeeling.” David Hooper (1912) distinguished five different soybean races in India.

“In Cambodia, the only known variety is ovoid (6.3 x 4.2 cm), dull yellow, brown hilum, with a long, clear white line, known as *Sandek sieng* in Cambodian and *dau nanh* in Annamite. It is cultivated along the steep banks of the Mekong River.

“In Cochinchina, the soybean is cultivated only on the red soils of the provinces of Chau-doc, Baria, and Bien-Hoa; in the western provinces, cultivation is insignificant and the seeds come from Cambodia. It seems that there is only one variety, closely related to that of Cambodia, called *dau nanh* or *dau-xa*, but it is not well established / widely grown, for it bears black or brown seeds.

“In the province of Baria one can obtain two harvests in a wet year—one in September, the other in December-January. In the province of Bien-Hoa, there is only harvest.

“In Annam, there is one variety similar to that cultivated in the lower parts of the provinces of Bin-dinh, Thua-hien, Dong-hoi, and Tanh-hoa.

In Tonkin, the soybean is known as *dau tuong*; in the [Mekong] delta, one can distinguish a small, ovoid variety (5.1 x 3 mm), with a yellow seed coat and a hilum surrounded by a brownish black aura that sometimes overflows the sides. In the region of Lang-son, on the plateaus 100-500 meters in height, it is replaced by a larger variety, ovoid (7.1 x 5 mm), dull yellow, and a hilum that is uncolored [pale] or brownish; one variety is also cultivated at Lao-kay.

“In Laos, the soybean is known as *Mok toua kon* and *Ta tone*, according to Dr. Spire, but precise information is lacking.

In the territory of Kwang-cho-wan (French: *Kouang-*

*tchéou-wan*, in southeast China) the soybean is cultivated in the region of Taï ping, at an altitude of 30 meters. It is planted in the spring and harvested in the summer. One can distinguish two varieties here. One is very elongated (8 mm x 4.6 mm), dull yellow with a very clear brown hilum, called *Wong tao* or *Wong tao tsaï* in Cantonese. The other is small, flat (6.4 mm x 3.7 mm), dull black, with a large hilum, called *Hat tao* in Cantonese; it is absolutely the same as the variety *Nigra* cultivated at the botanical gardens of Cluz (Romania), and in Trieste (Italy), but different from that which is cultivated under this name at the botanical gardens of Cracow / Krakow (French: *Cracovie*) (Poland), Tabor (Czechoslovakia), and Delft (Netherlands), which is fatter, more round (7 mm x 4.8 mm) and of a velvety black color.

Note 4. This is the earliest document seen (Feb. 2005) concerning the cultivation of soybeans in Czechoslovakia (which became a country in 1918). This document contains the earliest date seen for the cultivation of soybeans in Czechoslovakia (June 1922). The source of these soybeans is unknown.

“In China, in Szechwan, only the yellow and green varieties are known. In the region of Shanghai, R.P. Courtois, of the Museum of Zi-ka-wei, has assembled an important collection of soybean varieties. Descriptions are given of varieties with the following colors and names: (1) Yellow: *Ta hoang téou* (large, yellow, almost round), *Kiu hoang téou* (ovoid, brilliant yellow). (2) Green: *Tsing pi téou* (roundish, 7.1 x 5.5 mm, clear green with clear hilum). (3) Brown: Large, ovoid (9.1 x 6.4 mm), reddish brown, with a slightly clearer hilum; no name given. (4) Black: Many varieties. (4A) Large ovoid seeds (9 x 4.3 mm), with large hilum; indigenous name unknown; (4B) A little smaller and bulging (8.3 x 5.4 mm), with ornate hilum and a longitudinal white line, named *Ta hé téou*; (4C) Ovoid (8.1 x 4.7 mm) with a wide hilum traversed by a white line, called *Hé téou*; (4D) Small (6.7 x 3.1 mm) and brownish black named *Siao hé téou*; (4E) And finally a very small, flat (6 x 2.7 mm), brownish black named *Ni téou*. By their shape, form, and color, the seeds of these last appear very similar to the American variety Laredo.”

“In Europe, soya has its apostles, but it will never amount to anything more here than a small-time vegetable. Despite the Caséosojaïne at Vallées near Paris, France (Li Yu-ying, 1911) and the Soyama Werke at Bockenheim, Germany (1914), the milk, cream, butter, and cheese [tofu] made from soya will never be more than ersatz. The “soy bread” is only good for diabetics and the “soy ham” (*jambon de Soja*) in nothing but a weak imitation of pork. Soybeans themselves are indigestible and require a very long time to cook—even the yellow or white varieties. Soy sprouts (*germes de Soja*), which enjoyed some popularity before the war and deserved it, for they are a nice hors d’oeuvre, are actually nothing but mung bean sprouts.”

Based on other sources (most of which are cited), the

writer also discusses the soybean varieties of Manchuria (Hosie 1901), and Japan (Lemarié 1910), and discusses soybeans briefly in Korea, Philippines, Netherlands Indies.

In Europe, the soybean has its apostles: Caséosojaïne at Vallé near Paris (1911), and Soyama werke at Bockenheim (Germany) (1914). The latter makes milk, cream, butter and cheese (*le fromage de Soja* [tofu]), which are nothing but imitations. Soy bread has a good taste, especially for diabetics. Soy ham (*jambon de Soja*) is but a vague imitation of the pork product. The seeds, themselves, are hard to digest and take a very long time to cook, even the yellow or white varieties. As for the soy sprouts (*germes de Soja*), which enjoyed some popularity before the war, which they deserved as an agreeable hors d'oeuvre, they are nothing but young mung bean sprouts (*de jeunes germinations du Haricot Mungo*).

Also mentions foods such as soy sauce, fermented tofu, and tofu, made from soybeans in India, Indo-China, China, and Japan. Tofu is known as *dau phu* in Annamite, *tao fou* in, Cantonese, *téou fou* in Chinese, and *to fou* in Japanese. A significant amount was being exported from China before the war. In Manchuria soybeans occupy 1/5 of the cultivated land. Speculates on the origin of the soybean. Address: Asst. to the Crop Service, Museum of Natural History (Assistant du Service de culture au Muséum d'histoire naturelle).

125. *Madison Survey* (Madison, Tennessee). 1922. Health foods manufactured at Madison. 4(26):3. July 2.

• **Summary:** “For the benefit of those who are inquiring about foods put on the market by the food department of the Madison School, we give the following list: Unleavened Breads—whole wheat fruit crackers, sweetened whole wheat crackers, unsweetened whole wheat crackers, bran crackers, whole wheat beaten biscuit, whole wheat beaten sticks, breakfast crisps.

“The vegetable meats, in cans of various sizes, are—Nut meat, Soy bean meat, Savory meat.

“There are soy beans, plain canned... Steamed whole wheat is put up in 16-ounce cans, and sterilized bran and forty per cent gluten flour are for sale.”

126. Kneipp Store. 1922. Health foods. Toilet articles (Ad). *Herald of Health and Naturopath* (New York City) 27(10):512-13. Oct.

• **Summary:** Under “Health foods: Breads and specialties. Diabetic foods and remedies (incl. Gluten bread). Laxative foods and remedies (incl. bran bread, crackers, wafers, and cookies). Cereal coffees (8 brands). Tea substitutes and health cocoas. Nut butters, honey and jellies (incl. Carqué’s almond butter, Lust’s peanut butter {roasted or unroasted}). Vegetable extracts, food additions and olive oil. Unfermented imported wines. Unsulphured, sundried fruits (incl. Black Mission Figs). Meat substitutes (Protose, Nuttose, Vegetable Meat or Roast, Vej-Meat or Vej-Roast, Watson’s Nut Meat,

Beans—Kidney, Soya, or Navy, Bromose—Nut or Fig, Mushrooms). Cereals (11 brands, incl. Carqué’s Natural Whole Rice).

Note: The “Health Foods” half of this add appeared in the Sept. 1925 (p. 854) issue of this magazine. Address: 110 East 41st St., New York City.

127. **Product Name:** Savory Meat.

**Manufacturer’s Name:** Madison Foods.

**Manufacturer’s Address:** Nashville Agricultural Normal Institute, Madison, Tennessee.

**Date of Introduction:** 1922.

**New Product—Documentation:** *Madison Survey* (Madison, Tennessee). 1922. March 8. p. 3 “Madison Food Factory products.” “There are vegetable preparations just as rich in food elements as the flesh of animals, and not only more easily prepared than meats, but lacking in those undesirable points that are driving a good many people to give up the use of flesh foods. The food factory puts out Nut Meat, Savory Meat, and Soy Bean Meat.”

*Madison Survey* (Madison, Tennessee). 1922. May 10. “Instead of meat.” “The Food Department of the Madison School puts out a number of foods to take the place of flesh meats, such as Nut Meat, Soy Bean Meat and Savory Meat.” Two recipes for serving Nut Meat or Savory Meat are given. Note: Nowhere can we find any proof that Savory Meat contained wheat gluten. Yet it was a meat alternative that probably did not contain soy. The last mention seen of Savory Meat in the *Madison Survey* is on 2 July 1922, page 3.

Letter from Mavis Sutherland. 1994. July 3. “I may have solved the gluten question [What was the first commercial product made by Madison Foods that contained gluten?] but I can’t prove it. I will send copies of the *Madison Survey* which cause me to feel that gluten came on the scene in 1921 or 1922. It was called Savory Meat.”

Note: Madison Foods started in 1918. The first manager and treasurer was Mrs. Nellie Druillard (affectionately called “Mother D”). Mr. and Mrs. Andrew Wheeler were the first in charge of food production.

128. **Product Name:** Loma Linda Smoke (Seasoning).

**Manufacturer’s Name:** Sanitarium Food Co. (Changed name to Loma Linda Food Co. on 6 Feb. 1933).

**Manufacturer’s Address:** Anderson Street, Loma Linda, California.

**Date of Introduction:** 1922.

**Ingredients:** In 1973: Toasted soy powder, dried yeast, soy sauce, condensed wood smoke.

**Wt/Vol., Packaging, Price:** By 1969: 2.5 oz shaker bottles.

**New Product—Documentation:** Ad in *Health* (Mountain View, CA). 1934. April. p. 33. The product is now named Smotene.

*Today’s Food*. 1961. Summer. p. 6. “Smoke.”



Loma Linda Food Co. 1969. "Wholesale Price List." Smokene is now sold in 2.5 oz shaker bottles, which retail for \$0.30 each.

Interview with Charlotte Van Gundy Holmes. 1981. She says that this was produced as an imitation of the soy-based Smoein developed several years earlier by her father, T.A. Van Gundy, at La Sierra Industries in nearby La Sierra, California.

Karen Misko. 1973. *SeVa Longevity Cookery Cookbook*, p. 101. "Smokene: smoked seasoning spice made from toasted soy powder, dried yeast, soy sauce and condensed wood smoke. It is used for flavoring soups and sauces (Loma Linda Foods)."

Talk with Ty Myers of Washington state. 2004. Jan. 30. His aunt, who also lives in Washington, has a bottle of Smokene with some of the product still in it. She had it when he was a boy, and he is now age 40. He tried some not long ago. A powder, it adds a delicious smoky flavor when sprinkled on almost anything. Ingredients include soybeans and yeast. It comes in a glass bottle, 3 inches tall, with a shaker top and a metal cap. The design looks like it was made in the 1940s. He will send color photos to Soyfoods Center.

Phone call then e-mail from Jo Schwan. 2014. March 26. She sends Soyinfo Center digital color photos of an old



container she has of the product. Cylindrical paperboard shaker 3 3/4 inches high by 1 5/8 inches in diameter. The top part that twists is plastic, as is the bottom. White and orange letters on a metallic blue background. Illustration of an orange skillet with wisps of steam rising from it. Front panel: Loma Linda (orange). Smokene (large, white). Net wt. 2 1/4 oz. (small, white). Savory smoke seasoning (orange). The top is a typical twist-top used for herbs, etc. Back panel: "Ingredients: Toasted soy powder, dried yeast, salt, soy sauce, and condensed wood smoke.

"Only pure wood smoke could impart the genuine smoky flavor you enjoy with Smokene! Condensed wood smoke skillfully blended with salt and seasonings makes a savory favorite for many uses.

"For the gourmet touch add Smokene during the

preparation or after serving to impart a delicious smoky flavor to seafoods, casseroles, potatoes, gravies, sauces and stews.

“Manufactured by Loma Linda Foods, Riverside, California. Mount Vernon, Ohio, U.S.A. Oshawa, Ontario, Canada.”

Note 1. This is the earliest known commercial soy product made by Loma Linda Foods or its predecessors.

Note 2. This is the 2nd earliest known commercial roasted soy flour in the Western world (after Smoein).

Note 3. This is the earliest document seen (March 2014) that mentions “Smokene.”

129. Ambrecht, Jacob. comp. 1922. Hygienic cook book: A collection of choice recipes carefully tested. Revised and enlarged. Battle Creek, Michigan: Shaw Printing Company. 416 p. Index. 21 cm. [10 ref]

• **Summary:** This is a Seventh-day Adventist vegetarian cookbook (which includes dairy products and eggs), containing much basic information about nutrition and hygiene. A full-page table titled “Typical foodstuffs representative of each food nutrient” (p. 14) lists soy beans as a food that contains protein, but less than is found in eggs, meat, milk, or cheese. It also notes that soy beans are “Starchless.” A half-page table titled “Classification of proteins” (p. 18) states that the proteins legumin and glycerin [sic, glycinin] are found in soy beans. The chapter titled “Entrees” contains a recipe for “Soy bean loaf” which includes 1½ cups soy bean puree and ½ cup peanut butter. This is the only soy recipe in the book. This same chapter contains many recipes using “substitutes for flesh meats” (such as Protose, Nuttolene), and other innovative ingredients (gluten meal, ground nut meats, vegetable butter, nut butter) made by Seventh-day Adventist companies. Recipe names include: Vegetable meat. Vegetarian beefsteak. Mock veal pie.

Cellulose (p. 26): It “has no nutritive value, but because it is not digested in the human body it forms the larger part of the ballast or bulk of our food which is so necessary to a normal intestinal movement. It stimulates peristalsis by acting as a gentle mechanical irritant.” Those who have a tendency to “sluggish intestinal movement” may want to add bran to their food or consume a diet consisting of “a greater proportion of foods which contain a large amount of ‘roughage’ or ballast, such as green vegetables, fruits, and whole grain products.”

Note: This is the second earliest Seventh-day Adventist cookbook seen (Oct. 2004) that contains a recipe using soybeans or soy ingredients.

Also discusses: Lecithin (p. 28; soy is not mentioned). Food combinations (good, fair, and bad; p. 44). Acid and alkali forming foods (p. 48). Natural diet of man. Shall we eat meat? Dangers of disease in meat. Was flesh first used before or after the flood? (p. 50-55). Diet for constipation:

Lists of laxative foods to be recommended and avoided (p. 147-49). Sago is used in puddings (p. 237). Many desserts contain a great deal of sugar, plus eggs and milk; others use “vegetable gelatine” (p. 262). Pies use butter, peanut butter, granola, etc. Whole wheat bread/flour is different from Graham bread/flour (p. 293). Recipes for gluten bread, and Gluten biscuit or sticks (p. 301), and Gluten mush (p. 319). Chapter 32, titled “Nut preparations” (p. 375-77) contains a recipe for peanut butter using two processes, one of which calls for a Quaker City Mill. Recipes for Almond milk (p. 382). Peanut candy (p. 394).

130. Cooper, Lenna Frances. 1922. The new cookery. 8th ed., revised. Battle Creek, Michigan: The Modern Medicine Publishing Co. 449 p. Index. 23 cm.

• **Summary:** Contents: 1. Food values. 2. The art of preparing foods. 3. Beverages. 4. Cereals. 5. Fermented breads. 6. Unfermented breads. 7. Sandwiches. 8. Dairy products. 9. Cream soups. 10. Plain soups. 11. Meat substitutes and entrees. 12. Macaroni and Italian pastes. 13. Eggs. 14. Gravies and sauces. 15. Vegetables. 16. Salads and relishes. 17. Toasts. 18. Fruit Desserts. 19. Custards and cold desserts. 20. Frozen desserts. 21. Pastry and pies. 22. Cakes. 23. Cake fillings and frostings. 24. Hot puddings. 25. Sauces for puddings. 26. Canning and preserving. 27. Special dishes for invalids. 28. Balanced menus.”

Soy is not mentioned in this Seventh-day Adventist vegetarian cookbook; soy flour was mentioned in 9th edition (1924).

This book is dedicated to the author’s mother. Page 13 states: “The author wishes to express her indebtedness to Dr. and Mrs. John Harvey Kellogg, of the Battle Creek Sanitarium, who have inspired her with a love for the study of foods and their scientific preparation and who have since been constant sources of help and encouragement.”

With each recipe is given the calories in the recipe and per serving from protein, fat, carbohydrate, and total. Interesting items: Cereal coffee, Kaffir tea, and Health Koko (p. 33). Yogurt buttermilk and Orange yogurt (p. 34-36). Sterilized bran (p. 44). Graham mush with dates, Gluten mush, and Creamed gluten mush (with 1 cup 20% Gluten Meal, p. 47). Granola fruit mush (p. 49-50). Graham bread (p. 54-55). Peanut butter sandwiches (p. 84-85). Protose sandwiches (p. 85). Cream of almond soup (p. 104-05). Noodle soup with Savora (p. 126-27). Chapter 11, titled “Meat substitutes and entrees” contains many interesting recipes, including some commercial products made by SDA companies: Roast Protose with dressing (p. 129). Protose fillet (p. 130). Nut fillet (with Protose and Nuttolene, p. 131). Fillet of nut meat (with Protose and Cereal Coffee, p. 131). Nut meat loaf (with Protose and Nuttolene, p. 143). Vegetarian ham (with Nuttolene, Protose, and Savora, p. 143). Nut patties. Nut chops (with peanut butter, p. 144-45). Peanut roast (p. 145-46). Jellied peach (with 1 cup sugar,



p. 284). Spanish cream (with 3 cups hot milk, 3 eggs, and ½ cup sugar, p. 285). Hot Malted nuts (with ¼ cup dry Malted Nuts, p. 386). Hot Malted Milk (with 4 tablespoons Malted Milk, p. 386). Almond cream (p. 388). Meltose ice cream (with 1 cup Meltose, p. 389). Almond ice (with 6 tablespoons almond butter, p. 389). Frozen malted nuts (with 1½ cups Malted Nuts, p. 390). Gluten bread (with 3.75 cups 40% Gluten Flour, p. 390-91). Gluten puffs (with 1 cup 40% Gluten Flour, plus soda and hydrochloric acid p. 391). Note: In 1923 Lenna F. Cooper was secretary of the American Home Economics Association (see *Journal of Home Economics*, Oct. 1923, p. 588). Address: Director of the Battle Creek Sanitarium School of Home Economics, Head Dietitian of the Battle Creek Sanitarium [Battle Creek, Michigan].

131. Hamburger's Grocery Store. 1923. Go to Hamburger's Grocery Store for Health Foods (Ad). *Los Angeles Times*. Feb. 7. p. II20.

• **Summary:** "We carry the most complete line to our knowledge on the West Coast. Established 1881. 'Some ha' meat who canna' eat'—then it is they seek the most appetizing, most nutritious health foods. Hamburger's has searched this country and abroad to bring the best to you. One entire department is given over to health foods alone..." Two lines of health foods are advertised: Eugene Christian Vitamin Foods (Vegex brand), and Battle Creek Sanitarium Health Foods. For the latter: "- new goods arriving daily. Laxa—a combination of sterilized wheat, bran and Ceylon agar. Calax, Paramels, Paralax, Lactose, Dextrine, Acidophilus Lactose, Dialtetic [sic, Diabetic] Bran, Cooked Bran, Soy Biscuit, Black Fig, White Fig and Prune Marmalade, Gluten Meals, Malted Nuts, Yogurt Tablets. Among the many meat substitutes are Protose, Nuttose and Nuttolene."

"Free delivery, convenient charge account and special phone service." Groceries delivered free twice a day.

Note: A similar but larger ad appeared in 11 April 1923 issue, p. II22. Here we read "Diabetic Bran, Soy Biscuits." Address: Fourth Floor [Broadway at Eighth, Los Angeles]. Phone: Broadway 3940.

132. Piper, Charles V.; Morse, William J. 1923. Tofu or soybean curd (Document part). In: Piper and Morse. 1923. *The Soybean*. New York: McGraw-Hill. xv + 329 p. See p. 234-44, 273-78. [6 ref]

• **Summary:** Contents: Introduction. Method of manufacture. Coagulating agents. Manufacturing yields. Composition of soybean curd. Digestibility of soybean curd. Utilization of bean curd and manufactured products. Bean curd brains or *tofu nao*. Dry bean curd or *tofu khan*. Thousand folds (*chien chang tofu*). Fried bean curd (*tza tofu*). Fragrant dry bean curd (*hsiang khan*). Frozen tofu (*kori tofu*). Chinese preparation. Various dishes.

Tofu, "a sort of white cheese or curd,... is called "Teou fu" by the Chinese, 'Tofu' by the Japanese, and 'Dan Phu' by the Annamites [in today's Vietnam]. It is said to have been originated by the Chinese philosopher, Whai Nan Tze, before the Christian Era, and was undoubtedly introduced into Japan from China by the Buddhists."

"The coagulating agents most generally employed throughout the Orient are the concentrated mother liquid obtained from the manufacture of salt from sea water, burned powdered gypsum, and magnesium chloride... The junior author (Morse) has obtained successful results with rennet and 1 per cent. solutions of acetic, tartaric, and lactic acids. Sour milk has also given satisfactory results as well as the water [whey] drawn from the bean curd after coagulation. By the use of pure salts or rennet the bitter taste which is generally found in the curd made by Oriental methods is avoided."

Yields: In commercial tofu production, 1 pound of beans is said to yield about 3.57 lb of tofu (i.e., the yield is 3.57). Champion (1885) got a yield of 1.53 and Paillieux (1880) got a yield of 1.50. Morse conducted many tests to determine the yield of curd from 19 different soybean varieties. His yields ranged from 0.686 to 0.282—extremely low.

Different types of Chinese tofu: (1) Dry bean curd or *tofu khan*: bean curd squares are dipped in burnt millet-sugar sauce until rich brown in color. "Fine salt also has been rubbed on them. This form of cheese can be kept for several days and is generally eaten in soups."

Note 1. This is the earliest English-language document seen (April 2013) uses the term "bean curd squares" to refer to Chinese-style pressed tofu. And this is the earliest English-language document seen (April 2013) that uses the term "soybean curd" to refer to tofu, or that uses the term "Teou fu" (or "Teou-fu"), or the term "Dan Phu" (or "Dan-Phu") to refer to Chinese-style tofu.

(2) "Thousand folds (*chien chang tofu*): This product is prepared by placing very thin layers of the bean curds on cloths, on top of one another, and subjecting them to considerable pressure and allowing them to dry for a short time. The layers of bean curd are then removed and rolled together like a jamroll. It is said to be eaten cut into strips, like noodles, in soups. When allowed to mold for several days it is fried in sesame oil and has a meat like flavor."

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term "Thousand folds" or the terms "meat like" or "meat like flavor" used to refer to a meat alternative.

(3) "Fried bean curd (*tza tofu*): The fresh bean curd is cut into small squares and fried in deep fat. After a few minutes the bean curd pieces float on the surface and they are taken out. This product is often fastened on bamboo fibers (Fig. 65) and may be kept for several days. They may also be eaten with syrup as fritters." (4) "Fragrant dry bean curd (*hsiang khan*) [*wu-hsiang toufu kan*]: This form is made like

the ordinary bean curd but great pressure is applied to drive out as much water as possible. The squares (Fig. 66) are first soaked in a weak brine or bean sauce to which powdered spices and burnt millet-sugar have been added and then are thoroughly dried out. The curd becomes very hard and can be kept indefinitely. It is said to be eaten sliced in soups and in various vegetable dishes.”

(5) “Frozen tofu (*kori tofu*): Frozen bean curd is an excellent example of the application of the freezing process for the drying or concentration of a food. Fresh bean curd contains rather a high per cent. of water and is therefore a very unstable product. The fresh bean curd is cut into small pieces and exposed to severe cold weather. By freezing, the vegetable proteid shrinks and forms a porous cake permeated with ice crystals. This frozen cake can be readily thawed out and dried. It forms a product much resembling gluten bread in appearance. If the tofu is not frozen, it is difficult to dry and the resulting material is dense and horn-like...” (6) “Chinese preparation:... Tofu is quite generally preserved in loaves (100 to 150 grams) which are cooked in a decoction of turmeric roots. It is also preserved with salt. Often the curd is cut into small pieces and preserved in rice brandy [to make fermented tofu]. When smoked, the curd also keeps very well and can be wrapped in tinfoil for the market. Smoked curd is prepared by cooking the curd in a sauce diluted with water (80 per cent. and 20 per cent. soy sauce) and after cooking the curd is smoked in the same manner as meat.”

Various American- and European-style recipes: “When cut into small pieces and cooked with an egg, it furnishes an excellent omelet. It also may be used as the principal ingredient in baked stuffed peppers. The fresh tofu makes an excellent salad or sandwich filling if the curd is chopped finely and chopped olives, pepper, salt, and mayonnaise dressing are added. When cut into small pieces and cooked in tomato sauce or similar sauces, a very good meat substitute is obtained. Cooked with meat broth, the curd takes the flavor of the meat. It is readily seen that the fresh bean curd can be utilized in many ways and when the people of the western world become better acquainted with this simple method of manufacture, it will no doubt, become more generally utilized.”

Nineteen tofu recipes are given on pages 273-78.

Photos show: (1) “Large blocks of freshly made bean curd ‘Tofu’ ready to be cut up into squares and sold for breakfast.” (2) “A large bamboo tray full of various kinds of bean curd. In the little wooden tubs on the ground the watery sorts of curd are kept immersed in saline water.” (3) “Squares of fresh bean curd fried in oil and put on a string of bamboo fiber. Called *tza tofu* (fried bean curd) and said to supply a ‘snack’ in between meals for hard working Chinese laborers.” (4) “A semi-dry bean curd of the consistency of smoked sausage, called ‘*Hsiang khan*’ (fragrant dry) which is eaten sliced in soups, and with vegetable dishes.” Two

squares, each bearing a stamped mark, are shown next to an open pocket knife for size comparison. (5) “A semi-dry fresh bean curd, called ‘Lao to fu’ (old bean curd) said to be used by the poorer classes of Chinese for breakfast.” One square (with a cloth-like texture on the surface) on a small plate, and a broken half square are shown. (6) A room in which fermented tofu is being made. “A dark room of even temperature where wooden frames, full of squares of bean curd are piled, one on the other, the lowest resting on a layer of somewhat damp rice straw.” One tray is open, showing the rows of tofu cubes, each covered with a white mycelium. (7) “Large earthen jars, full of squares of bean-curd, which are covered over with spiced brine and soy-sauce. After several months’ curing a new product has been formed, called ‘*Foo-yu*’—Bean cheese [fermented tofu], which can be kept for many years and becomes better with age.”

Note 3. This is the earliest English-language document seen (Oct. 2011) that uses the term “*Foo-yu*” to refer to fermented tofu.

Note 4. Each of these 7 photos was taken (probably in China) by Frank N. Meyer, Agricultural Explorer, USDA.

Tables show: (1) Yields of bean curd obtained by William Morse from different varieties of soybeans. Variety #37062 gave the highest yield of tofu. 50 grams of soybeans yielded 34.3 gm of tofu and 30.5 gm of “*Cake*” [*okara*]. Note 4. This yield of 0.69 is very low; it should be at least 2.5. Variety #38462 gave the lowest yield, 0.28. (2) Composition of tofu and tofu products, compiled from various sources: Five samples of fresh tofu (6.0% protein on average), one frozen tofu (48.65% protein and 28.65% fat), and one fried tofu (21.96% protein and 18.72% fat).

133. Kloss (Jethro) Health Food Co. 1923. Health foods (Ad). *Naturopath (New York City)* 28(9):488. Sept.

• **Summary:** See next page. “We manufacture an unusual line of Health Foods. Have thirty-four years of experience along the Naturopathic line. Our years of experience in Institutional feeding of the sick, as well as out of Institutions, watching the results obtained from feeding Natural Products, has enabled us to present something to the public that is of infinite value.”

“We manufacture a line of foods that most perfectly takes the place of meat, milk, eggs and butter. There are no animal products used in the manufacture of our foods. We have used no animal products in our home for over eight years [i.e., since 1915], no meat for over 30 years [since 1893 or before].

“We are just completing a book, which will be off the press in September, on Natural Products of the earth,...”

“Send for the price list of our health foods and complete description of our new book.” Address: Brooke, Virginia.

134. Chesterton, Gilbert Keith. 1923. *Fancies versus fads*. London: Methuen & Co., Ltd. x + 237 p. See p. 47-52. \*



## HEALTH FOODS.

**W**E manufacture an unusual line of HEALTH FOODS. Have thirty-four years of experience along the Naturopathic line. Our years of experience in Institutional feeding of the sick, as well as out of Institutions, watching the results obtained from feeding NATURAL PRODUCTS, has enabled us to present something to the public that is of infinite value.

Our prices are so reasonable that everyone can afford to use our foods.

We manufacture a line of foods that most perfectly takes the place of meat, milk, eggs and butter.

There are no animal products used in the manufacture of our foods. We have used no animal products in our home for over eight years, no meat for over thirty years.

We are just completing a book, which will be off the press in September, on Natural Products of the earth, giving not only the value of them and how to feed them, but the effects they have upon the system and how to prepare all these HEALTH FOODS in your own home.

There is valuable information on foods in this book that is not found elsewhere as far as the writer has been able to learn.

Nature's simple remedies with the right food bring unfailing results in the treatment of disease, even in the diseases that are called incurable.

In this book will be given the recipes for all the foods we manufacture and many recipes for good foods that are sold on the market for a very high price, which we do not manufacture, also many tried and tested NATURAL REMEDIES.

The regular price of this book is \$2.50. In order to get it before the people, we will set the price at \$1.75 postpaid, for all orders received before October 1st, 1923.

Send for price list of our health foods and complete description of our new book.

### JETHRO KLOSS HEALTH FOOD CO. BROOKE, VIRGINIA.

• **Summary:** The chapter in these essays titled "The meaning of mock turkey" critiques the philosophical viewpoints expressed in a vegetarian pamphlet.

135. Kellogg, John Harvey. 1923. Vegetable substitutes for meat (Document part). In: J.H. Kellogg. 1923. *The Natural Diet of Man*. Battle Creek, Michigan: The Modern Medicine Publishing Co. 385 p. See p. 334-36.



• **Summary:** "By the combination of nuts and cereals, a product very closely resembling meat may be prepared. The process for doing this was discovered by the writer many years ago in a series of experiments undertaken for the purpose by the request of Professor Dabney, then assistant professor in the Department of Agriculture. Recognizing that the increase of population would ultimately lead to an increase in the price of foodstuffs and particularly of meats, and possibly a scarcity of meats, Professor Dabney requested the writer to solve the problem by the production of a vegetable substitute for meat. The result of the experiment undertaken was Protose, a nut-cereal preparation, which to a considerable degree resembles meat in appearance, taste and odor, having a slight fibre like potted meat.

"Earlier experiments made by the writer led to the production of peanut butter, which has since developed into a great industry and has increased enormously the size and value of the peanut crop of the South. From a food standpoint, a pound of peanut butter is more than equal to the same amount of pork or meat of any sort.

"In Malted Nuts, another product of our experiments, is provided a product [probably peanut milk] resembling Malted Milk, which has been extensively used as a substitute for milk by those unable to tolerate cow's milk.

"No doubt the future will develop a large number of vegetable products which will so fully supply the place of various meat products and dishes that all of these unwholesome products may be dropped from the bill of fare without being missed. As a matter of fact, it is now recognized by the most eminent authorities in dietetics that the flavor of meats is about the only reason or apology which can be offered for their use." Address: Director, School of Hygiene and Public Health, Johns Hopkins Univ., Baltimore, Maryland.

136. May Co. (The). 1924. Battle Creek health foods! Have you tried them? (Ad). *Los Angeles Times*. Aug. 3. p. I25. Sunday magazine.

• **Summary:** "Others have had astounding results... If necessary you can make three delicious meals a day from these famous foods." The May Co. is "headquarters for Battle Creek health foods;... we have a dietician to advise you."

"Paralax—lubricates the intestinal walls. Acidone—supplies gastric acid when deficient. Acidophilus—combats autointoxication. Protose, Nuttolene and Nuttose—meat substitutes. Almond butter—for soups, sandwiches, etc. Soy biscuit—for diabetics."

On the 4th floor. "The May Co. Formerly Hamburger's."

Address: Broadway at Eighth, Los Angeles, California.  
Phone: BRoadway 3940.

137. *Japan Magazine (The): A Representative Monthly of Things Japanese*. 1924. Japanese child games: The “Oden-ya.” 15(1):10-11. Sept.

• **Summary:** Page 10: “*Oden* is a kind of Japanese popular food.” Among the many things it contains are *yaki-dofu* (broiled beancurd), *ganmodoki* (bean-curd fried with condiments), potatoes, etc., which are cooked in a soup of soy [sauce], after which they are skewered and eaten, usually with mustard. The seller of *oden* is called *oden-ya*.

In this game, “boys and girls imitate this familiar food hawking in their play. It is an outdoor game [played] by at least 6 or 7 children.

“There are two taggers chosen at first. One hawks *oden* and another buys, the rest forming the *hanpen*, *chikuwa*, *konnyaku*, *yaki-dofu*, *ganmodoki* and potatoes respectively. The *oden-ya* arranges in a line these foods beside him, waiting for one coming to buy them...”

Note 1. This is the earliest English-language document seen (April 2013) that contains the term *yaki-dofu* or the term “broiled beancurd.” Both refer to grilled tofu.

Note 2. This is the earliest English-language document seen (Oct. 2014) that contains the word *ganmodoki* (written as one word); it refers to deep-fried tofu burgers.

Note: This remarkable periodical was founded by Baron Hirayama, P.C., in 1910.

138. Cooper, Lenna Frances. 1924. *The new cookery*. 9th ed., revised. Battle Creek, Michigan: The Modern Medicine Publishing Co. 475 p. See p. 76-77. Index. 23 cm.

• **Summary:** The Preface (p. 12) states: “The author wishes to express her indebtedness to Dr. John Harvey Kellogg, of the Battle Creek Sanitarium, and to his wife, the late Mrs. Kellogg, both of whom have inspired her with a love for the study of foods and their scientific preparation and have been constant sources of help and encouragement.

In the chapter on “Unfermented breads,” the recipe for “Soy cakes and waffles” (p. 76) calls for “2 cups Soy flour.”

The section titled “Unusual foods referred to in this book” (p. 462-64) states that the following are made by the Battle Creek Food Company, Battle Creek, Michigan: Protose (a meat substitute made from cereal and nuts), Nuttolene (a pure nut product with the consistency of brick cheese), Savita (a pure vegetable meat flavoring), Meltose (malt honey), Meltose Sugar, Sanitarium Cooked Bran (an appetizing food that supplies the necessary roughage, stimulates intestinal activity, and is rich in vitamins), Vita-Wheat (rich in gluten, lime, iron, and Vitamin B—the anti-neuritic vitamin), Branola (breakfast food that is 2/3 bran and 1/3 wheat), Zo (a body-building, ready cooked cereal breakfast food), gluten flour (contains 44% of wheat gluten), Malted Nuts (“A delicious nut cream—Contains the same

nourishing food values as human milk and is even richer in its tissue building elements. It has an appetizing flavor and can be used with excellent results by those with whom cow’s milk is found to disagree. It is excellent for those who wish to gain weight”), Minute Brew (a cereal coffee), Kaffir Tea, B. Acidophilus Culture (Bacillus Acidophilus is the strongest known lactic acid producing organism), Vegetable Gelatine or Agar (Made “from Ceylon moss, a seaweed that grows off the coast of Japan.” It is “a form of cellulose resembling bran in chemical composition but somewhat like animal gelatine in physical appearance”).

Note 1. This is the third earliest Seventh-day Adventist cookbook seen (Oct. 2004) that contains a recipe using soybeans or soy ingredients.

Note 2. The first edition of this book was copyrighted in 1914, the 11th edition in 1929. There is no mention of soya in Mrs. E.E. Kellogg’s *Science in the Kitchen* (revised ed., 1892. Battle Creek, Michigan: Health Publishing Co.), nor in H.S. Andrews’ *Science of Food and Cookery* (1921. Pacific Press Publishing Co.), nor in George Cornforth’s *Good Food* (1920. Review and Herald Publishing Assoc.). Address: Dean of Home Economics, Battle Creek College; formerly, Head Dietitian of the Battle Creek Sanitarium; and later, Supervising Dietitian, United States Army (1918-1919).

139. Chesterton, Gilbert K. 1925. *Fancies versus fads*. 2nd ed. London: Methuen & Co., Ltd. See p. 35-45. \*

• **Summary:** The chapter titled “The meaning of mock turkey” (p. 35-45) critiques the philosophical viewpoints expressed in a vegetarian pamphlet.

140. Zlatarov, Asen. 1926. Die Soja und ihre Verwertung als Nahrungsmittel [The soybean and its use as food]. *Fortschritte der Landwirtschaft* 1(7):543-47. Sept. 1. [8 ref. Ger]

• **Summary:** On this document, the writer’s name is written “Prof. Dr. Assen Zlataroff.”

In Bulgaria as elsewhere in Europe, people have started to plant lots of soybeans. The soybean can serve as a source of healthy and rich nutrition, but also as a new source of income. There is much recent interest in Hungary and Germany.

Tables show: (1) Thirteen nutritional analyses of soybeans planted in Bulgaria between 1917 and 1922. (2) Nutritional analyses of black beans (non-soy), black peas, white beans, white lentils, Garbanzo beans (Chickpeas / chickpeas / *Kichererbsen*). And soybeans (*Soja*). The soybean is low in purines. (3) Soy oil constants (yellow variety, ether extract), including specific weight, saponification number, Reichert-Meissel number, iodine number, Hennersche number. (4) Nutritional composition of Papuda beans in 4 districts of Bulgaria in 1920 and 1921. (5) Weight of distilled water absorbed by 100 gm (800 beans) of soybeans after seven lengths of time ranging from 15



minutes to 12 hours. (6) Nutritional composition of soymilk (*Sojamilch*). (7) Comparative nutritional composition of various mammalian milks: Human milk, cow's milk, buffalo milk, sheep's milk, goat's milk. (8) Nutritional composition of tofu (*Tevu-fou*, *Sojakäse*, based on previous analyses by Champion and Lhote, Prinsen, and König {both fresh and dry}). He notes that tofu resembles quark. (9) Nutritional composition of soy casein (*Kaseo-Sojain*).

The value of the soybean as food: In China and Japan the soybean is used in large quantities as food. These foods include soymilk, soya cheese (*Sojakäse*), soya casein (*Sojakasein*), soybean meal, natto, miso, shoyu (*Schoyou*), Tao-you, Indonesian-style soy sauce (*Ketjap*), Vietnamese-style miso (*Tuong*), *Kiju-tze*, soya coffee (*Sojakaffee*), soya salad (*Sojasalat*), etc.

The soybean as a vegetable (green vegetable soybeans).

He then describes briefly how to make various soybean food products (based on Li Yu-ying and Grandvoinet) including soya flour (*Sojamehl*), soy dumplings (*Sojaglösse*), soymilk (*Sojamilch*, discovered by the Chinese philosopher Whai Nain-Tze), tofu (*Sojamehl*, made by coagulation of soymilk; he calls it *Sojamilchquark*, *Sojakäse*, *Tevu-fou* and notes that in China it is called "The meat without bones"). As far as taste is concerned, the writer has tasted tofu and he finds that this fresh cheese tastes very nice and the type of cheese made from it (by Li Yu-ying) such as Roquefort, Gruyere, Holländer, etc. are in no way inferior to the renowned real cheeses. Making tofu could be a new industry, which would be a good source of income for the nations where the soybean thrives and conducive to the nutrition of the people. Fresh tofu has many uses in cookery. With eggs it makes a fine omelet, likewise cheese dumplings and sausages. All these products have a fine taste and are very nutritious. In 1921 Dr. Assen Zlatoff (a nutritionist) and J. Trifoneff wrote (in Bulgarian) a brochure on the soybean, its cultivation, composition, and food value. Address: Sophia Medizinisch-chemisches Institut, Bulgaria.

141. Horvath, A.A. 1927. The soybean as human food. *Chinese Economic Journal* 1(4):415-25. April. [34 footnotes. Eng]

• **Summary:** Contents: Soybean curd (tofu) for food: Preparation and types ("The Chinese classical name for *tofu* is *li chi*, probably meaning 'the morning prayer'"), historical, present state (of tofu in China), chemical composition, digestibility, utilization (incl. frozen tofu and fried tofu).

Fermented soybean products for food. Soy sauce: Kibiki and sobiki tamari, composition of various soy sauces. Natto. Miso. Conclusion. Bibliography.

Tofu—Historical (p. 416): "The manufacture of soybean curd (*tofu*) was started in China in 164 B.C., during the reign of the Emperor Han Wen, by a man named Liu An, the duke of Hwai Nan. Liu An was a great friend of the Buddhist monks, and it seems quite probable that he made this bean

curd to provide a change or delicacy to break the monotony of the monastic ration (Adolph). *Tofu* was introduced into Japan from Korea for the first time during the Toyotomi government, and Buddhist priests and some other people used it for their daily food among others before it was generally used in Japan.

Tofu—Utilization (p. 418-19): "Both the composition and the digestibility of *tofu*, therefore, prove it to be a very nutritious food material. In the Orient *tofu* forms a very popular and almost indispensable dietary article for the Buddhist priests, as well as the strict adherents to Buddhism, who eat no animal food [i.e., are vegans]. A common saying in some parts of China terms 'bean milk the poor man's milk, and bean curd the poor man's meat.' *Tofu* is also called 'the meat without the bones.'

Note: This is the earliest English-language document seen (March 2014) that contains the phrase "the meat without the bones" (or a similar phrase containing the words "meat" and "bones"); it is used to refer to tofu, not to soybeans.

In Indo-China the daily consumption of *tofu* by an adult is about 3/4 of a pound. *Tofu* in its various forms is also used very extensively by all classes of Japanese. In the interior of the country where fish cannot be easily obtained, it is a most important source of protein.

"In the Orient *tofu* is eaten in a fresh condition simply with a little *shoyu*, though it is also frequently cooked in soup. Fried *tofu* is also a very popular article of food. Rape-seed oil, sesame oil or soybean oil are generally used in frying.

"*Tofu* may also be prepared for preservation and transportation. For this purpose fresh *tofu* is cut into smaller pieces and exposed to severe cold weather, to remove the water by freezing, and is then dried in an oven. As thus prepared it can be preserved for several years. When the *tofu* is frozen the water collects in fine needles of ice distributed throughout the mass. When the ice melts and the water runs out, it leaves the *tofu* porous and it may be easily dried. If it is not frozen, it is difficult to dry and the resulting material is dense and horn-like. The *tofu* also cooks very well if cooked in diluted soy sauce and smoked in the same manner as meat. The resulting product forms in the Orient the basis for the manufacture of various 'artificial meat' preparations.\*" Footnote: \* "In Germany, the Soyama factory prepared during the Great War [World War I] a meat supplement from soybeans. It was cheaper than beef, contained less carbohydrates and had a nutritive value of about 1500 Calories in 1 kilo."

"In Peking, at the Kai Cheng Bean Products Company, various preparations manufactured from tofu may be purchased, such as different kinds of soybean meat, soybean sausages, etc. The company has established a restaurant in Peking (at 86 Morrison Street, the name is written in Chinese characters) where one can get a Chinese dinner of numerous dishes prepared mostly from soybean products (chicken

meat, pork, ham and beef, manufactured from *tofu*).

Also discusses: “Dr. Yamei Kin, a Chinese dietitian, has become particularly well-known as an exponent of bean curd on her visits to the United States” (p. 419).

A note at the end of this April issue states: “A reprint of Dr. Horvath’s paper in booklet form may be obtained from the Bureau of Economic Information. Price \$1, Peking Currency.–Ed.” Thus, these six articles were reprinted in 1927 as part of an 86-page monograph titled “The Soybean as Human Food” (Peking, China). Address: M.D., Peking Union Medical College, China.

142. Bois, Désiré. 1927-1937. Les plantes alimentaires chez tous les peuples et à travers les âges. Histoire, utilisation, culture. 4 vols. [The food plants of all people across the ages. History, utilization, culture. 4 vols.]. Paris: Paul Lechevalier. See vol. 1, p. 119-30. Vol. 3, p. 153-55 (soy). (Encyclopedie Biologique, vol. I, III, VII, XVII. Fourth edition of *Le Potager d’un Curieux* by Paillieux and Bois). Illust. Index + Index of Illust. 25 cm. [12 ref. Fre]

• **Summary:** Vol. I. Phanérogames légumières. The section on the soybean (*le Soya*) (p. 120-130), discusses the history of the plant in various countries, the oil and its uses, the preparation of soybean cheese and soy sauce, the nutritive value of the soybean, the place of the soybean in the culture of various countries including the United States, yields of various varieties, and use as a forage crop.

At its annual lunch on 15 May 1911, following its tradition of introducing new products from little-known plants, the Society for Acclimatization (in France) served samples of various soyfoods (*plusieurs préparations à base de Soya*) prepared by Mr. Li Yu-Ying, technical director of a factory established on the outskirts of Paris for the preparation of various products from this legume: vegetarian ham (*jambon végétal*), soy cheese (*fromage de Soya*), soy preserves (*confitures de Soya*), soy bread (*pain de Soya*), etc. (p. 126).

Vol. III. Plantes à épices, à aromates, à condiments. The section on shoyu (p. 153-155) describes soy sauce and its preparation. Note: Désiré Bois lived 1856-1946. Address: Prof., France.

143. Lovell, Philip M.; Press-Lovell, Leah. 1927. Diet for health by natural methods: Together with health menus and recipes. Complete instructions for the cure of the sick without the use of drugs. Los Angeles, California: The *Times-Mirror* Press. xiii + 428 + [7] p. No index. 21 cm.

• **Summary:** Part I: Treatment and diet, by Dr. P.M. Lovell. Part II. The preparation of health foods, by Leah Press-Lovell (recipes, p. 129-428). Some of the recipes in this book first appeared in the “Care of the Body” section of the *Los Angeles Times*, which Dr. Lovell has edited for the past few years. “This is the pioneer health department of any newspaper in the country, undoubtedly the most widely

read and unique, in so far as it advocates drugless, natural therapy” (p. 4). “This book is based on vegetarian principles. Meat recipes... are not included.” Many reasons for this are given. Meat includes fish and fowl (p. 8-9).

Soy-related: “Soy sauce or shoyu is made from soy beans and can be bought at Japanese stores. It gives a tasty flavor to gravies and to cereals” (p. 134). Chop suey (3 types), each served with “Soy bean sauce” (p. 290-91). Soy gravy (with soy—also called soy sauce or shoyu, p. 305). Chapter 14, “Legumes” (p. 366-70) discusses chick peas (Garvanza), lentils, peanuts, and “Soy beans: Best known in China and India. Rich in oil. Contain almost no starch. Require slow cooking to bring out flavors. Hulls are difficult to digest. Therefore remove them by rubbing through a colander.” “About the soy bean: The soy bean is very important in the Orient. When three-fourths grown it makes a nutritious green vegetable [yes] known as ‘bean sprouts’ [no]. Products of soy beans are soy bean flour, soy bean milk, soy bean cheese (tofu), soy sauce, soy bean oil, sprouts, etc. Soy bean products can be bought at Japanese and Chinese grocery stores.” Contains 3 recipes: Soy roll or bread (replace 25% of the whole wheat flour with soy flour in any whole wheat bread recipe). Soy bean porridge (cook 1 cup soy bean flour with 3 cups water for 2 hours in a double boiler. Cool, slice, roll in corn flour and bake with butter or oil to make croquettes). Soy bean croquettes (with “1 cup soy bean porridge”). Soy bean milk (made from soy bean flour, p. 420; also almond milk and cocoanut milk).

Also discusses: Of the general advice given to patients, “the subject of diet occupies the leading position” (p. viii). Agar flakes (vegetable gelatine) are better than animal gelatine (p. 135). Almonds—How to prepare almond milk, cream, and meal (p. 152). Cocoanut—To prepare cocoanut milk. Peanuts—How to prepare raw peanut butter (p. 153). Garvaza [garbanzo] beans and meal (p. 308-09). Nut loaf (Vegetable turkey) (with peanuts, p. 315). Carqué’s unfermented whole wheat bread (p. 351). Carqué’s unleavened fruit bread (p. 351). Recipes using Graham flour (different from whole wheat flour, p. 356-59).

Ads on the last 7 (unnumbered) pages are for: (1) Lovell Health Offices. (2-3) Lovell’s drugless health library (39 titles on diseases and health problems; pocket edition size). (4) Health of the Child, by Dr. Philip M. Lovell. (5) Carqués California Pure Natural Food Products: Fruits—sun-dried and dehydrated without bleaches, fumigants or preservatives (incl. black mission figs), nuts, confections, stamina and laxative foods, nut butters, cereals and products (incl. soy bean flour), miscellaneous. And Carqué Pure Food Co., Inc. (6) Cubbison’s Cracker Co., 3419 Pasadena Ave., Los Angeles. And Cubbison’s Whole Wheat Flaxseed Crackers. Cubbison’s also sells Whole wheat crackers, and Whole wheat nut bread (See p. 32-33, 104). (7) The Cary Health Cooker (for steaming and baking; Elmer E. Cary Co., Los Angeles).



Note: This is the earliest published document seen (April 2004) that gives the address of Cubbison's Cracker Co. as 3419 Pasadena Ave. Address: 1. Dr., drugless practitioner, Health Offices, 238 Chamber of Commerce Bldg., 1151 So. Broadway, Los Angeles, California; 2. His wife. Phone: WEStmore 8275.

144. Stop & Shop. 1928. Buy your Sunday dinner at this store (Ad). *Chicago Daily Tribune*. Feb. 24. p. 12.  
 • **Summary:** One section is titled "Stop & Shop now offers Battle Creek Sanitarium Health Foods to you—Every day in the year a complete line of standard Battle Creek foods... Battle Creek expert always in charge of this department." Featured: "Savita—a valuable substitute for meat extracts; rich in vitamin—excellent for diabetics. Has the fine flavor of mushrooms and rivals the finest meats. 50¢ jar. Protose—looks like meat, smells like meat, tastes like meat; has the composition of meat yet is purely vegetable. 35¢ jar." An illustration shows 11 products, including Psylla [from psyllium], Gluten Flour, Malted Nuts, Lacto Dextrine, Zo, Savita, Protose, and Laxa. Address: 16 N. Michigan and 12 W. Washington.

145. Grey, Egerton Charles. 1928. The food of Japan. Geneva: League of Nations, Health Organisation. 161 p. May. Index. 24 cm. [82 ref. Eng; fre]  
 • **Summary:** Detailed information and analysis. Contents: Preface. 1. Quantity of food in Japan: Exports, imports, production and consumption of food in Japan in the year 1925. 2. Quality of food in Japan: Definition of quality. 3. Distribution of food in Japan: Natural and artificial distribution. 4. Chemical composition of Japanese foods as consumed: Methods of analysis. 5. Chemical composition of Japanese food as purchased. Appendices: I. Literature relating to the chemical and physical properties of the food of Japan, with list of authors. II. Food materials and the plants and animals serving as sources of food in Japan.

The Preface begins: "This work... was carried out in the Imperial Institute of Nutrition, Tokyo (director, Dr. Tadasu Saiki). It comprises statistical data relating to the food supply of Japan and analytical data derived from the writer's personal examination of the food materials."

Table 7 (p. 25) shows the amounts of major foods consumed in Japan. The percentage of the total food consumed is: Rice 50.83%, barley 10.15%, potatoes 8.63%, wheat 6.63%, soy bean 4.76%, other beans 3.71%, other cereals 3.24%, fish 1.72%, seaweed 1.23%.

On page 54, the author discusses the "Alkalinity of the ash [of foods]. This figure is of considerable importance as indicating the capacity of the food material to produce alkali in the body." On pages 61-111 the author lists the nutritional composition of all major Japanese foods, grouped by food type: 1. Cereals and cereal products. 2. Legumes, pulses, and legume products. 3. Roots, greens, and other vegetables.

4. Mushrooms and seaweeds. 5. Fruits, nuts, and seeds. 6. Vegetable oils. 7. Other vegetable products. 8. Dairy products. 9. Eggs. 10. Meat and animal fat. 11. Fish. 12. Condiments, beverages, etc. The name of each food is given in both English and French, usually with a brief explanation.

In a table (p. 65-69), in category "II. Legumes, pulses, and legume products," the section titled "Fresh legumes" includes (p. 64-65): Edamame (Soy bean in pod) = *Fève de soya en cosse*. The section titled "Dry legumes (pulses)" includes (p. 64-67): Azuki (Small red bean) = *Petit haricot rouge*. Dainagon (Small red bean) = *Petit haricot rouge Ao daizu* (Soy bean [with green seed coat]) = *Fève de soya*. Kuro daizu (Black soy bean) = *Fève de soya noire*. Shiro Daizu (White soy bean) = *Fève de soya blanche*. Rakkasei (Pea nut) = *Pistache de terre*.

The section titled "Bean products" includes (p. 66-69): Aburage (Fried-bean curd) = *Pâte de haricots frite*. Aka miso (Soy-bean paste) = *Pâte de fèves de soya*. Gammodoki (Fried-bean curd) = *Pâte de haricots frite avec mixture d'algues marines*. Kinako (Soy-bean powder) = *Poudre de fèves de soya*. Kori tofu = *Pâte de haricots séchée*. Namaage (Fried-bean curd) = *Pâte de haricots frite*. Natto (Fermented soy bean) = *Fève de soya fermentée*. Sarashian (Red-bean powder) = *Poudre de haricot rouge* [Sarashi-an from azuki beans]. Shiro miso (White soy-bean paste) = *Pâte blanche de fève de soya*. Tofu (Soy-bean curd) = *Pâte de fèves de soya*. Tofu kasu (Soy-bean residue) [okara] = *Déchets de fèves de soya*. To nyu (Soy-bean milk) = *Lait de fève de soya*. Yuba.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the word *gammodoki* (spelled that way) which refers to deep-fried tofu burgers, or that contains the word *namaage*, which refers to deep-fried tofu cutlets.

Also: Mushrooms and seaweeds includes (p. 73-75): Arame, Asakusanori [Asakusa nori], aonori, hijiki, kanten, kombu, mozuku, ogonori, tororo kombu, wakame. Fruits, nuts and seeds includes (p. 77): Asanomi (Hemp seed), Goma (sesame, white and black). Vegetable oils includes (p. 79): Daizu yu (Soy bean oil) = *Huile de fève de soya*.

Condiments includes (p. 92-93): Hamana natto [fermented black soybeans]. Kiriboshi (Dried daikon). Misozuke [miso pickles]. Narazuke. Shoyu [soy sauce]. Takuan (Pickled radish). Umeboshi (pickled plum) = *Prune confite*. Beverages includes (p. 92-93): Amazake. Mirin (fermented rice). Sake (Rice wine).

For each food, the following values are given in both English and French: Water, protein (N x 6.25), fat, carbohydrate, ash, calories, alkali value, total nitrogen, water-soluble nitrogen, phosphoric acid (anhydrous), sodium chloride (salt), water-soluble ash, water-insoluble ash, alkalinity due to soda and potash, alkalinity due to lime and magnesia, calcium oxide, ferric oxide, factor for converting to dry food.

Note 2. In Japan, the typical person is well aware of

which foods are alkaline (*arukari-sei*) and which are acidic (*san-sei*). The alkaline foods are generally considered more healthful and health-protecting. For the alkaline values given by Grey for many basic Japanese foods, see SoyaScan Notes. 1991. Sept. 20.

Note 3. This is the earliest English-language document seen (March 2009) that uses the term “soy-bean paste” to refer to miso.

Note 4. This is the earliest English-language document seen (June 2009) that uses the term “Edamame” to refer to [green] soy beans in their pods.

Note 5. This is the earliest English-language document seen (April 2013) that uses the term “kori dofu” to refer to dried-frozen tofu.

Note 6. This is the earliest English-language document seen (Dec. 2006) that uses the term “pickled plum” to refer to umeboshi salt plums.

Note 7. This is the earliest English-language document seen (Nov. 2011) that uses the term “Hamana natto” to refer to fermented black soybeans. Address: M.A., D.Sc., F.I.C., M.R.C.S., etc.

146. Cooper, Lenna Frances; Barber, Edith M.; Mitchell, Helen S. 1928. Nutrition in health and disease [1st ed]. Philadelphia, Pennsylvania: J.B. Lippincott. viii + 546 p. June. Illust. Index. 21 cm. [37 ref]

• **Summary:** This is the first edition of this classic text. Contents: Part I: Principle of nutrition. 1. Nutrition and the health program. 2. Summary of digestion and absorption. 3. Water and cellulose. 4. Minerals. 5. Vitamins. 6. Carbohydrates. 7. Fats. 8. Proteins. 9. Energy metabolism. 10. Food value determinations. 11. Feeding of normal children. 12. Diet in old age. 13. Foods of the foreign born. 14. Cost of food. 15. Public health and the food supply.

Part II: Food selection. 16. The development of cookery and the service of food. 17. Menu planning and hospital dietaries. 18. Beverages. 19. Fruits. 20. Vegetables. 21. Cereals. 22. Salads. 23. Milk. 24. Eggs, cheese and other dairy products. 25. Meats and poultry. 26. Soups and gelatin. 27. Fish and shellfish. 28. Nuts and legumes. 29. Leavening agents, batters and doughs. 30. Desserts.

Part III: Diet in disease. 31. Diet in gastric disorders. 32. Diet in gastric disorders (continued). 33. Diet in diseases of the intestines. 34. Diet in diseases of the liver and biliary tract. 35. Diet in cardio-vascular-renal diseases. 36. Diet in diseases of the blood. 37. Diet in fevers and infections. 38. Diet in overweight and underweight. 39. Diet in gout and arthritis. 40. Diet in diabetes mellitus. 41. Diet during pregnancy and lactation. 42. Artificial feeding of infants. 43. Malnutrition. 44. Diets before and after surgical operations.

Part IV: Cooking for the sick and convalescent. Introduction. 45. Beverages. 46. Cereals and gruels. 47. Toasts. 48. Breads. 49. Soups and broths. 50. Meats and poultry. 51. Fish and shellfish. 52. Meat substitutes. 53. Eggs

and cheese dishes. 54. Gravies and sauces. 55. Vegetables. 56. Salads and salad dressings. 57. Frozen desserts. 58. Gelatin desserts. 59. Miscellaneous desserts.

Appendix. 1a. Table of approximate relative food values. 1b. Table of values of food materials in common measurements. 1c. Nutritive value in grams per 100 grams of food. 1d. 100 calorie portions of foods. 2. Reference books and magazines (bibliography).

This important early work on scientific nutrition is not vegetarian, even though both authors are Seventh-day Adventists; the word “vegetarian” does not even appear in the index. It is addressed more to homemakers than to trained nurses; the homemaker “is an all the year round nurse, in the new sense of the word—as an enlisted volunteer in the war against disease” (p. iii).

Also discusses Acid-base balance (with a large table) (p. 34-38). Fats in the diet (“There are numerous vegetable oils obtained from seeds namely, cottonseed oil, cocoanut oil, corn oil, olive oil, and peanut oil. These oils are sometimes hydrogenated,...” p. 72). Proteins (incl. incomplete proteins, p. 73-79). Chinese dietary habits (“The soy bean is grown abundantly and some thirty or more products are manufactured from it.” p. 124). Cost of food: Meat and dairy foods (Meat “is one of the most expensive of our foodstuffs” p. 133-35). Public health and the food supply: The federal “Pure Food Law, or the Food and Drugs Act, passed in 1906” designed “to protect its citizens against frauds, adulteration and deterioration.” The second federal food law of 1906, made operative under the Bureau of Animal Industry, USDA, provides for the examination of all animals intended for slaughter and an examination by a federal inspector of the carcasses of animals slaughtered (p. 143-49). Milk (Begins: “A quart of milk a day for every child and a pint for every adult’ should be the rule...” p. 214-15). Eggs, cheese and other dairy products are viewed as valuable foods (p. 223-25). Meat (“The per capita consumption of meat is very large in this country, a condition which can be traced to the generous supply [of game] which was available during the pioneering days” [and early patterns of meat consumption in England]. “Lamb is the meat of the immature sheep. Mutton is the meat of the mature animal.” Pork is relatively cheap but “contains more fat than any other meat.” p. 230-37). Diet in gout and arthritis (incl. uric acid and purines. A table shows the 16 foods with the highest content of purines, p. 352-53). Diet in diabetes mellitus (“Joslin is confident that overeating resulting in obesity is the chief predisposing cause of this disease.” “13. There are several standard soya bean flours on the market which may be purchased through local dealers. Soya bean flour may be prepared at home by buying soya beans and grinding them in a feed mill, or a small hand mill” p. 356-67). Meatless luncheon dishes (recipes, p. 456-59). Reference books and magazines (p. 528). Address: 1. Food Director, Univ. of Michigan; formerly Dean of School of Home Economics, Battle Creek College; Supervising



Dietitian, U.S. Army 1918-1919; 2. Writer and consultant, food and nutrition; editor, food column, *New York Sun*; 3. PhD, Prof. of Nutrition, Battle Creek College; Director of Nutrition Research, Battle Creek Sanitarium.

147. Littlejohn, C.M. 1929. The soya flour industry. *American Miller* 57(8):797. Aug. 1.

• **Summary:** Two months ago Mr. H.P. Chapman established Soya Millers in Seattle, Washington, for the exclusive milling of flour from the soy bean. The mill, located at 45 Broad Street, makes soy flour for food and industrial uses. For more than a quarter century, H.P. Chapman was with the Lilly mills in Seattle. "In establishing the new soy bean flour mill in the spring [of 1929], devoted exclusively to the transformation of flat, hard-pressed soy bean cakes received from the Chinese in Manchuria, he followed closely upon the usual flour milling process, with the exception of the breaker which converts the soy bean cake into a fine powder..."

"In Japan, Honolulu and Hawaii the soy bean flour is used extensively for cake baking and for cookie making."

The plant named Soya Millers is located at No. 45 Broad Street, Seattle, Washington—"on the waterfront, with large trackage facilities for shipment by either water or rail." The plant's soy bean flour is used for making glues, paints, and sprays—especially sprays used to protect orchards from insect parasites. Mr. Chapman met a gentleman from Decatur, Illinois, "who stated that he enjoyed the unusual experience of being served mock chicken once made from a stock gelatin and soy bean flour. With a seasoning combination, this gentleman declared it tasted quite a bit like chicken and was an excellent substitute for pressed chicken." Mr. Chapman said his plans "to engage in experimental growing of soy beans" near the mill.

"The Chinese press the oil from the bean and large slabs of greyish cake are shipped on vessels and sent to Seattle from the Orient. These cakes are about 30 by 14 inches in length and width and about two inches thick. Wrapped in gunny sacks, they weigh 249 pounds net." Five hundred tons of the cake are used each month. Working 24 hours a day, the plant "has been turning out 140 barrels a day. About half the products is the soy bean flour, and the other half, feed, is for dairy and poultry industries."

Photos show: (1) Mr. Chapman standing at the entrance to his mill. (2) The outside of the Soya Millers plant in Seattle.

Note: This is the earliest English-language document seen that uses the term "soy bean cakes" to refer to ground, defatted soybeans. Address: 431 South Dearborn St., Chicago, Illinois.

148. **Product Name:** La Sierra Sandwich Spread (Called Soy Spread by 1936).

**Manufacturer's Name:** La Sierra Industries.

**Manufacturer's Address:** Arlington, California.

**Date of Introduction:** 1929 November.

**Ingredients:** Incl. okara, salt, mace, and other seasonings.

**Wt/Vol., Packaging, Price:** 8 oz can.

**New Product–Documentation:** Ad in Health magazine. 1934. 1(3):30. June. "La Sierra Soybean Products: Perfect Protein, High Alkaline Ash, Low Starch." Ad in Health magazine. 1935. 2(9):31. Sept. "Soy Bean Products, La Sierra Brand: Complete protein, low starch, high alkaline ash." House of Better Living Catalog. 1936. March. p. 9. 8 oz. can for \$0.15. Ad in Dorothea Van Gundy. 1936. La Sierra Recipes. p. 46. "Soy Spread."

Two interviews with and two letters from Charlotte Van Gundy Holmes. 1981. This was canned okara or soy pulp, with salt, mace and other seasonings; it had a soft consistency and was said to taste and smell like "potted chicken."

Note: This is the earliest record seen (June 2013) showing the use of okara as an ingredient in a commercial soy product.

149. **Product Name:** La Sierra Soy Gluten (Meat Analog).

**Manufacturer's Name:** La Sierra Industries.

**Manufacturer's Address:** Arlington, California.

**Date of Introduction:** 1929 November.

**New Product–Documentation:** Two interviews with and two letters from Charlotte Van Gundy Holmes. 1981. This meat analog was made of Soy Spread mixed with ground gluten, resembling Dr. Kellogg's Protose, but with soy.

Note: This the earliest meatlike product seen, made by a Seventh-day Adventist food company, that contains gluten.

150. Dorsett, P.H.; Morse, W.J. 1930. Tofu in Tokyo, Japan (Document part). In: P.H. Dorsett and W.J. Morse. 1928-1932. Agricultural Explorations in Japan, Chosen (Korea), Northeastern China, Taiwan (Formosa), Singapore, Java, Sumatra and Ceylon. Washington, DC: Foreign Plant Introduction and Forage Crop Investigations, Bureau of Plant Industry, USDA. 8,818 p. Unpublished log.

• **Summary:** Page 3469 (8 Jan. 1930). Tokyo, Japan.

"Worked at the office until about 10 or 10:30 then took our camera and went out to get pictures and information about Tofu, soybean curd.

"We visited a place not more than half a dozen blocks from the Sankaido Building and got a nice lot of information about making tofu. Also secured a few pretty good pictures.

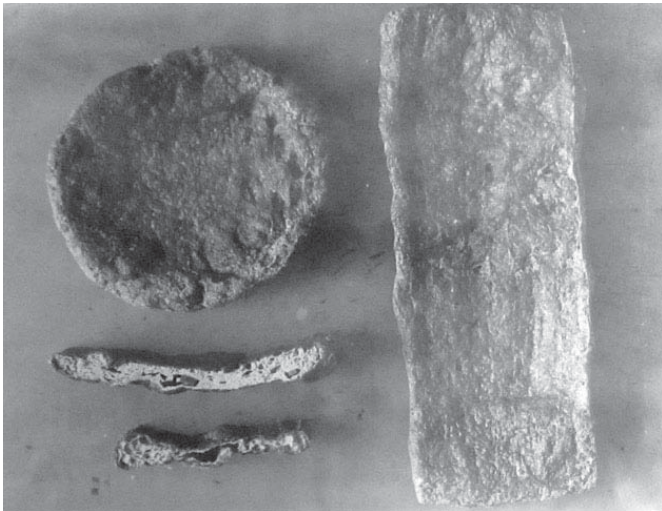
An elderly Japanese lady fried (or seared as we would say) the cakes about 3 by 9 by ½ to ¼ of an inch in thickness, over a charcoal fire [to make grilled tofu or *yakidofu*] on the street or side walk in front of their house.

"Detailed information about the making of this tofu will be found in the special report on soybeans and soybean products, which will be a special report added at the end of our exploration work.

"We saw for the first time fried Tofu which had had

chopped carrots added to it [ganmodoki]. We had not prior to this known of vegetables of any kind being added to or mixed with the bean curd or Tofu before frying.

Pages 3470 to 3471. Photos show: (1) “Soja max. Tofu, bean curd. Tokyo, Japan. A nearby view of an elderly Japanese lady frying Tofu on the street. Children and Mr. W.J. Morse are looking on.” (2) An elderly Japanese lady frying or searing Tofu. To the right, children are watching the operation, and so are Mr. Morse and Suyetake, in the background. (3) “A fairly nearby view of an old Japanese lady fanning a charcoal fire over which she is frying or searing tofu.” (4) “Cakes of soybean curd piled upon bamboo strip supporters [arranged on bamboo mats] and weighted to express the surplus moisture before frying. A metal two prong piece [skewer] is run through each to handle them with” (negatives #44714 to #44717).



Pages 3472 to 3473. Tofu in Tokyo. Photos show: (1) “A fairly nearby of an old Japanese lady turning the cakes of Tofu she is frying [sic, grilling] over a charcoal fire.” Note 1. The rectangular charcoal brazier appears to be about 14 inches long, 8 inches wide, and 8 inches deep. This is the same old Japanese lady described on pages 3470-3471. (2-3) “An old Japanese lady fanning a charcoal fire and frying [grilling] Tofu on the street, not far from the Sankaido Building.

(4) A nearby view of five large cakes of skewered tofu being grilled on a brazier over a charcoal fire. (Negs. #44718 to #44721).

Page 3476. “Oblong piece of fresh soybean curd which had been toasted over a charcoal fire... This is used in soups and also cooked with vegetable mixtures. Purchased from a bean curd factory, Tokyo, Jan. 8. The piece is 7½ inches long and 2½ inches wide” (Neg. #44736).

Page 3477. “*Phaseolus angularis*. Adzuki bean. Packages of adzuki bean flour purchased in a store, Tokyo, December 24, 1929. This is a sweet flour used in making sweet bean soup. Package 3 1/8 inches long; 1½ inches wide.

D. & M. #3100 (Neg. #44737).

Page 3478. Soybean. This soybean product is sold in tubs from Tokyo small stores, and is known as ‘Gomoku Mame.’ It consists of a mixture of five cooked products, namely: soybeans, lotus root, fish sausage, seaweed and burdock roots.” Purchased at a small grocery stand in Tokyo, Jan. 6. “It is eaten just as it is. Product is on bamboo leaf which measures 8 inches long and 5 inches wide” (Neg. #44738).

Page 3481 (8 Jan. 1930). “Fried soybean curd cakes. The round cake (D. & M. #3096) is known as ‘Ganmodoki,’ and is fresh bean curd mixed with chopped carrots. The cakes are fried in mustard [rapeseed] oil until brown and sell for three sen each. Each cake is 4½ inches in diameter and 3/8 inch thick. The oblong cake (D. & M. #3097) is known as ‘Aburage.’ It is a fresh bean curd mixed with chopped carrots and fried in mustard oil until brown. The cake is 8½ inches long, 3 inches wide, and 3/8 of an inch thick. Sell for three sen. These forms of fried bean curd are eaten when dipped in soy sauce and also in soups” (Neg. #44741).

Note 2. This is the earliest English-language document seen (April 2013) that contains the term “Fried soybean curd” or the term “Fried soybean curd cakes.”

Page 3532 (11 Jan. 1930). “A soybean preparation used as a health drink, ‘Almen: The Health Food Drink.’” Sold in a can whose front and back are shown. “Manufactured from soybeans by the Nippon Almen Shokuryo Co., Ltd., near Kobe, Japan. This form of flour is also used in making confections. Packages of 3 1/8 inches high and 2 1/8 inches wide” (Neg. #44758). Note 3. Soy flour is apparently used to make the canned health drink.

Page 3533. “Dried and frozen bean curd. The fresh bean curd is cut into small blocks, frozen and then dried. Used commonly in soups. Packages 2 5/8 inches high and 2 1/8 inches across” (Neg. #44759).

Note 4. This is the earliest English-language document seen (April 2013) that uses the term “Dried and frozen bean curd” to refer to dried-frozen tofu.

Page 3534. Photo of a package of cooked and sugared adzuki beans, 7½ inches long and 3¼ inches wide (Neg. #44760).

Page 3535. “Candied soybeans and other products. Sticks of candy in which are imbedded black soybeans (green germ), yellow soybeans, peanuts, peas and sorghum seed. Box 8½ inches long and 6 7/8 inches wide” (Neg. #44761).

Page 3537 (13 Jan. 1930). “Got down to the office pretty early and got the pictures made yesterday jacketed and the legends written.

“About 10 a.m. went to the American Consulate with 8 packages to go forward today in the diplomatic pouch to the office. Six of these 100 to 106, contain seed, 107 contains pamphlets and other publications.

“About noon we went down the street and made a few



pictures at a soybean curd factory. A little later we developed those, they were only fair, but are about as good as we can get in view of the conditions.

“In the afternoon we packed and sewed up two parcels of soybean products to go forward to Washington [DC] at the first opportunity. We are having really wonderful weather, not very cold and sunshiny and bright.”

Page 3538. “Soybean candy. Small cylindrical pieces of candy in which are imbedded medium small roasted soybeans. This picture is natural size” (Neg. #44762).

Page 3539. Adzuki bean flour. Box containing 24 small papers of sweetened adzuki bean flour which is used in making sweet soup” (Neg. #44763).

Page 3540. “Bean curd factory (soy). “View showing furnace and boiler where ground soybeans are being boiled for making soybean milk. To the left of the furnace is a tub, into which the milk is strained and made into curd. Tokyo” (Neg. #44764).

Page 3541. “Bean curd factory. View showing a stack of oblong blocks of fresh bean curd which are to be slightly roasted over a charcoal fire [to make grilled tofu / *yakidofu*] (Neg. #44765).

Page 3542. Bean curd factory. View showing stone mill for grinding soaked soybeans into a mash for making soybean milk and bean curd. Above the hopper is a small round tank of water from which flows into the hopper of beans, a small stream of water while the beans are being ground” (Neg. #44766).

Page 3543. Soybean curd factory. View showing the furnace and boiler where the ground bean mash [*gō*] is boiled in making soybean milk. To the left of the furnace is the wooden tub into which the milk is strained, and where the magnesium sulphate solution is added to form the bean curd. To the extreme left is the partitioned rectangular box into which the bean curd is dipped and pressed into blocks” (Neg. #44767).

Page 3544. “View inside soybean curd factory showing in background stone mill for grinding the beans; on the right the oblong charcoal fire box for roasting blocks of the fresh bean curd; and in the foreground and on the left stacks of blocks of bean curd ready to be roasted. The tub in the center is where the blocks of bean curd are placed” (Neg. #44768).

Page 3545. “Inside the bean curd factory showing a stack of oblong blocks of fresh bean curd with long handled forks [skewers with several prongs] in one end. These blocks are ready to slightly roast over a charcoal fire” (Neg. #44769). Address: Agricultural Explorers, USDA, Washington, DC.

151. *Guardian (England)*. 1930. Miscellany: Chemical “meat.” Feb. 10. p. 7.

• **Summary:** A correspondent writes: The movements to “Eat more meat” and “Eat more fish” may soon be followed by an “Eat more monosodium glutamate” campaign. “A few years

ago this queer chemical, made by hydrolysing gluten [sic] of soy beans with hydrochloric or sulphuric acid, was a mere academic fact.”

Lately, however, it has come to be manufactured on a huge scale in China and Japan because of its meatlike taste. In Japan, where it is called “Ajinomoto” (the Element [Basis] of Taste) it has come to be used almost as commonly as sugar or salt. Restaurateurs in China find they can substitute it for meat flavoring or extracts (it is much cheaper) without diners knowing the difference. Perhaps the meatless sausage or the fishless rissole have already begun to appear in our own teashops.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the word “meatlike.”

Note 2. This is the earliest English-language document seen (Nov. 2014) uses the word “meatless” to describe a meat alternative.

152. Kellogg, John Harvey. 1930. Soybeans as human food. Paper presented to the American Soybeans Grower’s Association, Sept. 11. 20 p.

• **Summary:** Dr. Kellogg shows that he has an excellent knowledge of the world literature on soybeans and soyfoods, much of which he summarizes in this speech. “Many years ago (1899), the United States Department of Agriculture, called upon me to undertake the preparation of a vegetable meat. The Assistant Secretary, Dr. Charles Dabney, wrote me, suggesting that the navy bean might be used for the purpose. I found, however, as I expected, that this legume was not suited to the purpose. At that time the soybean was not grown to any extent in this country, I was wholly unacquainted with it, and so naturally sought to find in nuts, especially the peanut, a solution of the problem, and succeeded in producing a vegetable meat, Protose, of which several thousand tons have since been made and consumed. But the introduction of the soybean renders quite unnecessary any other substitute for flesh meats.” The author discusses his belief that primitive man subsisted wholly upon plant products (i.e. ate a vegan diet “according to Prof. Elliot of Oxford University, Prof. Ami of Montreal, and other distinguished paleontologists”), and the nutritional value of soybeans and their basic-ash quality. “All meats yield a highly acid ash. The excess of acid in these foods produces a lowering of the alkalinity of the blood and tissue fluids when they are freely used, a condition which is known as acidosis.” He also discusses soya sauce (which is now being manufactured in the USA), miso (which like soy sauce has a flavor resembling that of the osmazomes found in meat and meat sauces), roasted soy nuts (resembling roasted peanuts), pressure cooking whole soybeans, adding soy meal (flour) to breads, soy milk (which, in certain parts of China and Japan, “is made in quantities and distributed in bottles like milk in this country”), soy cheese [tofu], and the many health benefits of soy milk described in the medical literature, the

many health problems caused by consuming flesh foods.

“Von Noorden, the world famous German physician, has demonstrated that the soy bean is of very great service in changing the intestinal flora.” Note 1. This is the earliest document seen (June 2003) concerning soy and changing the intestinal flora. It is also the earliest document seen (June 2003) that uses the phrase “changing the intestinal flora” in connection with soy.

“In spite of the frantic efforts of vested interests to promote the uneconomic live-stock industry, it will no doubt gradually disappear as a true science of agriculture is developed and the country becomes more densely populated. The conversion of vegetable into animal protein by feeding to steers and pigs, is one of the most wasteful of all human activities. Armsby has shown that 100 pounds of digestible vegetable protein are required to produce 3 pounds of meat protein...”

Discusses Stefansson’s absurd so-called meat-eating experiment, which was really a publicity stunt. Stefansson took no more than 20% of his calories in the form of lean or muscle meat. The rest of his diet was fat. “Excessive meat consumption is one of the begetting sins of the people of this country. Our per capita meat consumption is 5 ounces per day, just 5 times that of Italy (1.0 oz.) and ten times that of North China (0.5 oz.), while the average native of South China eats no meat at all, and is one of the hardest and most industrious of workers.”

“Thanks to the efforts of our efficient Plant Introduction Bureau, the soybean is beginning to get a start toward recognition and appreciation in this country; but it is evident that a plant possessed of such superlative values and such astonishing versatility and adaptability should receive far more serious attention than has heretofore been given it by the agriculturalists of this country... There can be no doubt that it is destined to play a large part in the feeding of America’s millions...”

Note 2. This is the earliest English-language document seen (Dec. 2012) that uses the term “soy nuts” or the term “roasted soy nuts” to refer to soynuts. Address: Battle Creek, Michigan.

153. *Christian Science Monitor*. 1930. From the world’s great capitals–Moscow. Oct. 25. p. 20.

• **Summary:** The first section, titled “Soy-bean diet recommended,” notes: In Moscow, where “meat, butter, and milk substitutes are in great demand,” the soy bean is fondly called “our young revolutionary Chinese ally.” The newspapers urge: “Plant soy beans and you plant meat, milk, and egg omelettes.” Throughout the year, much effort has been made to introduce “soy bean dishes” to restaurants and homes. In Moscow, a “soy institute” has recently been organized, as well as a “special exhibition of soy foods at which 130 varieties of soy dishes, including cutlets, pastry, salads, candy, beef, were shown. A dinner, prepared entirely

of soy beans, was served to representatives of trade unions, factories, Red Army and the Soviet press. The food was unanimously declared excellent. Special courses to train cooks in the preparation of soy foods have been opened throughout the country,” and two books of soy recipes have been prepared for publication.

Note 1. This is the earliest English-language document seen (Sept. 2011) that contains the term “soy foods.”

Note 2. This is the 2nd earliest English-language document seen (July 2014) that contains the word “Soviet” in connection with soybeans—even though the Soviet Union was formed on 30 Dec. 1922.

154. Pehkoff, Suzanne. 1930. Salvation seen in soy beans. *Los Angeles Times*. Nov. 15. p. A4.

• **Summary:** A summary of: *Christian Science Monitor*. 1930. “From the world’s great capitals–Moscow.” Oct. 25. p. 20.

155. Kellogg, John Harvey. 1930. Soybeans as human food. I. *Good Health (Battle Creek, Michigan)* 65(12):5-7. Dec. Continued Jan. 1931. Paper first read at the meeting of the American Soybean Assoc., held 11 Sept. 1930 at Urbana, Illinois. [1 ref]

• **Summary:** Contents: Introduction. An age-long esculent. The soybean is richer in protein than beefsteak. An extraordinarily versatile food. The soybean replaces milk and eggs as well as meat in China.

“Many years ago (1899), the USDA called upon me to undertake the preparation of a vegetable meat. The Assistant Secretary, Dr. Charles Dabney, wrote me, suggesting that the navy bean might be used for the purpose. I found, however, as I expected, that this legume was not suited for this. At that time the soybean was not grown to any extent in this country. I was wholly unacquainted with it, and so naturally sought to find in nuts, especially the peanut, a solution to the problem, and succeeded in producing a vegetable meat, Protose, of which several thousand tons have been since made and consumed.

“But the introduction of the soybean renders quite unnecessary any other substitute for flesh meats. As a matter of fact, the protein rich foods of vegetable origin, such as nuts, which the soybean resembles, as Professor Sherman of Columbia University suggests, are not meat substitutes, but are the original meats for which the flesh of animals became a substitute when the glacial cold of the Ice Age drove our prehistoric forbears into the caves and grottoes of Southern Europe.

“The proteins of the soybean are, according to McCollum, distinctly more valuable from the point of view of nutrition than are those of the other legumes. The work of my own laboratory as well as that of others has shown that this bean is almost unique among seeds in its vitamin content.” Address: Battle Creek, Michigan.



156. **Product Name:** Zoybeans (Cooked Soybeans), Zoy Soup, Bacon and Zoybeans, Zoy Bouillon.

**Manufacturer's Name:** Madison Foods?

**Manufacturer's Address:** Madison, Tennessee?

**Date of Introduction:** 1931 December.

**New Product–Documentation:** W.L. Burlison and O.L. Whalin. 1932. *Journal of the American Society of Agronomy* Aug. p. 594-609. "The production and utilization of soybeans and soybean products in the United States." See p. 608. "Zoybeans," "Zoy soup," "Bacon and zoy beans," and "Zoy bouillon" are listed as soybean food products made and sold in the USA.

Question: What was the "Bacon" in "Bacon and soy beans," what company made it, and how was it made? Madison Foods, a maker of vegetarian foods at a vegetarian college, would almost certainly not sell real bacon made from a pig.

W.L. Burlison. 1936. *Industrial and Engineering Chemistry* 28(7):772-77. July. "The Soybean: A Plant Immigrant Makes Good." See Table II, p. 775. "Zoybeans (cooked beans). Bacon and Zoybeans. Zoy bouillon." States that these products were on the market during the latter part of 1931. They were probably made by Madison Foods in Madison, Tennessee.

157. La Sierra Industries. 1931? La Sierra soy bean products (Leaflet). Ontario, California. LSI. 3 panels each side. Each panel: 22 x 9 cm. Undated. [2 ref]

• **Summary:** Gives a 6-7 line description of each of the following products prepared by the company in Arlington: Soy Beans (canned, plain or with tomato sauce), Soy-Co, Soy Flour, Mamenoka [roasted soy flour], Soy Milk, Soy Cheese, Soy Loaf, Soy Bologna, Soy Sandwich Spread, Smoein, Soy Bean Butter [soynut butter], Soy Bean Breakfast Food. One of the panels (front and back) is "Mamenoka Recipes (Processed soy bean flour)."

"Smoein is a smoked vegetable protein made from legumes which have been toasted and smoked in the old fashioned way, giving the flavor of smoked meats. It is an excellent seasoning for soups, gravies, entrees, eggs and any food in which a smoked flavor is desirable.

"Soy Bean Butter is similar to peanut butter, however it does not contain any nuts. It may be served plain or mixed with water to dilute. A delicious spread is made by mixing equal parts of honey and soy bean butter." Note 1. This product is almost surely soynut butter. If so, this is the earliest English-language document seen (Dec. 2012) that uses the term "soy bean butter" to refer to soynut butter.

Note 2. This is the earliest published document seen (Sept. 2000) related to T.A. Van Gundy or his company, La Sierra Foods. Note 3. This is the earliest English-language publication seen (April 2013) that uses the term "Soy Cheese" to refer to tofu. T.A. Van Gundy coined and later

frequently used the term "soy cheese" to refer to tofu.

Note 4. This is the earliest English-language document seen (Nov. 2012) that uses the word "Mamenoka" to refer to roasted soybean flour. It is a variation on or misspelling of the Japanese term *mame no ko* meaning "flour of [soy] bean."

Note 5. This is the earliest English-language document seen (Nov. 2012) that uses the word "toasted" in connection with roasted soy flour. Address: Campus and Maitland, Box 203, Ontario, California.

158. **Product Name:** Vigorost (Fibrous-Textured Canned Meatless Steak). Renamed Vigoroast by 1965.

**Manufacturer's Name:** Madison Foods.

**Manufacturer's Address:** Nashville Agricultural Normal Institute, Madison, Tennessee.

**Date of Introduction:** 1932 September.

**Ingredients:** Wheat gluten, firm tofu and/or okara, whole peanut meal, seasonings.

**Wt/Vol., Packaging, Price:** 14 and 20 oz cans.

**How Stored:** Shelf stable.

**Nutrition:** Protein 19.4%, fat 8.6%, carbohydrates 12.3%, ash 2.1%.

**New Product–Documentation:** Madison Survey. 1932. Sept. 14. p. 140. Dec. 7. p. 179. For entrees, sandwiches, salads. Madison Health Messenger. V. 49-2. p. 5. Gray. 1936. All About the Soya Bean. p. 123.

Madison Survey. 1937. "The soy bean marches on." April 21. p. 59-60.

Ad (2¼ by 3 inches) in *Nature's Path* (USA). 1941. July. p. 273. "A treat without meat." Vigorost is one of five basic food products made and sold by Madison Foods. Taylor. 1944. *The Soy Cook Book*. p. 201.

Note from Sam Yoshimura. 1981. March 19. When Sam attended Madison College from 1937-1943 Vigorost was made from wheat gluten, soy cheese [tofu], and seasonings.

Note 1. This is the earliest known commercial soy product that is a meat alternative resembling beef; it uses tofu and/or okara.

Note 2. This the second earliest meatlike product seen, made by a Seventh-day Adventist food company, that contains gluten.

159. La Sierra Industries. 1932. Soy bean (Ad). *Los Angeles Times*. Nov. 6. p. J20.

• **Summary:** This small, square ad reads: "One of the most perfect foods on the market today. Perfect in protein and practically free from starch, with an Alkaline Reaction.

"Soy bean products are offered in twelve different varieties: Soy-Co Breakfast Beverage [soy coffee], Soy Milk, Cheese [tofu], Butter, Bologna, Loaf, Spread, and Others.

"On sale at health food stores. Manufactured by the La Sierra Industries. 'Packers of superior foods.'" Address: Arlington, California.

160. Anderson, Hans Steele. 1932. *Science of food and cookery*. 6th ed. Mountain View, California: Pacific Press Publishing Assoc. 298 p. Illust. Index. 23 cm. [7 ref]

• **Summary:** This book, by a Seventh-day Adventist, advocates a vegetarian, natural foods diet. “Natural foods, just as they come from the garden, field, and orchard, furnish the elements best suited to the harmonious development and functioning of all the tissues and organs of the body...” (p. 11). It discourages consumption of cane sugar (which is not digested by saliva, p. 14) and encourages consumption of cellulose and bran (p. 15).

Chapter 4, titled “The natural food of man” (p. 37-52) has sections on: True food satisfies hunger. Vegetarian diet and longevity. Vegetable and flesh foods contrasted. Vegetarian diet and endurance. Flesh eating a cause of disease. Ethics of flesh eating. Cruelty of flesh eating.

Recipes include: Gluten bread (p. 112). Diabetic bread (strong in gluten, p. 112). Gluten biscuit (p. 112). Homemade Nuttose (incl. nut butter, flour, tomato pulp, p. 134). Stewed soy beans (p. 156). Rice and soy bean loaf (with soy bean purée, p. 156). Rice and soy bean patties (p. 156). Favorite soy bean coffee (p. 281).

In the chapter on “Diet and disease” is extensive information and tables about acid-forming and base-forming foods (p. 237-39).

A 5th edition (same publisher, number of pages, and size) was published in 1929, and a 7th edition in 1938. Address: Dietitian.

161. Orosa, Maria Y. 1932. Soybeans as a component of a balanced diet and how to prepare them. *Manila (Philippines) Bureau of Science, Popular Bulletin* No. 13. 53 p. [16 ref]

• **Summary:** Contents: Introduction. The cooking of soy beans (89 Filipino recipes, p. 7-35), incl. roasted soy beans, soy-bean soups etc.—most recipes use whole soybeans, but quite a few use tofu (*tokua*), soy sauce (*toyo*), soy-bean flour, or soy-bean milk, and a few use *tahuri* (brine fermented tofu) or soy-bean sprouts. Some common foods made from soy beans and methods of preparing them (p. 35-53): Soy-bean milk, condensed soy-bean milk, soy-bean milk powder, soy-bean casein, soy-bean curd (tofu; *tokua* or *toqua*). *Tahuri* or *tahuli* (fermented tofu). Frozen tofu. Bean curd brains or *tofu nao*. Dry bean curd or *topu khan* (tofu-kan, dipped in burnt millet sauce and rubbed with fine salt). Fragrant dry bean curd.

“Thousand folds: Thin layers of fresh bean curd are placed on cheesecloth, one on top of another, and then subjected to a great pressure. The thin layers of curd are dried partially and are rolled together like jamrolls. They are cut into strips and served in soup as noodles. On standing, the thousand folds mold and develop a meatlike flavor. This is fried in sesame oil and served in place of meat” (p. 44).

Fried bean curd. Soy sauce (called by the Chinese

“ch’au yau,” or drawing oil; or “pak yau” or white oil; by the Japanese “shoyu”; and the Filipinos, “toyo”). Natto. Hamanatto (p. 49). Yuba. Miso. Soy-bean flour. Soy-bean oil (used in the manufacture of lard and butter substitutes; also in paints, printing inks, etc.). Soy-bean meal. Soy-bean coffee. Soy-bean sprouts.

Note 1. This is the earliest English-language document seen (Oct. 2008) that uses the term “soy-bean casein” (or “soy bean casein” or “soybean casein”), probably to refer to soybean protein.

“When and by whom the soy bean was first introduced into the Philippines, no one can ascertain. The Filipino people have long known some important soy-bean preparations, such as soy sauce, or ‘toyo,’ bean curd, or ‘tokua,’ fermented bean curd or ‘tahuri,’ not knowing that they were prepared from this bean. The seed is known in some parts of the Philippines, where it is grown, as ‘utao.’”

“The main object of this pamphlet is to encourage the Filipino people to use more soy beans, and preparations made from them as food” (p. 3-4).

“Soy beans are grown in some parts of the Philippines. According to Doctor Roxas, Director of the Bureau of Plant Industry, 2,481 tons were grown in Batangas in 1921 and 4,218 tons, in 1930. However, the importation of soy beans in 1924 was 4,657 tons. Doctor Roxas says that soybeans can be grown in all parts of the Philippines” (p. 6). “Immature soy beans may be cooked in the same way as lima beans (*patani*)” (p. 7).

“The soy-bean curd was first produced by Whai Nain Tze, before the Christian Era and was introduced into Japan from China by the Buddhists. It was introduced into the Philippines by the Chinese and has become a very popular food in Manila and in places where there are Chinese who manufacture it for sale. ‘Tokua’ on account of its high fat, protein, and mineral content, is called by the Chinese as ‘meat without bone,’ or ‘the poor man’s meat.’” The Chinese use burnt gypsum (about 1.5% by weight) as a coagulant. In some cases, the curds are wrapped in individual pieces of fine cheesecloth about the size of a small handkerchief, then pressed lightly for a few minutes. They are “unwrapped, spread on shallow bamboo trays (*bilao*) and partially dried at room temperature. Then they are dipped in a weak solution of turmeric to coat the outside in light yellow coloring. Some manufacturers soak the small cakes of curd in brine solution for a short time, then dip them in a solution of burnt sugar or molasses and bake them slightly before putting them on the market.” 100 gm of dry soybeans typically yield 350 gm of tofu (*tokua*) (p. 41).

The section titled “‘Tahuri’ or ‘Tahuli’” begins with 2 paragraphs and ends with a table very similar to those from Gibbs and Agcaoili (1912): “‘Tahuri’ is manufactured in China and exported to the Philippines in large stone jars or in small tin cans. There are some ‘tokua’ manufacturers in Manila that manufacture ‘tahuri’ for local consumption.



Those that are imported from China are preserved in strong brine solution and the cakes are broken during the shipment so the liquid becomes like a thick emulsion containing pieces of the cured curd.” It then contains a new paragraph: “In Manila, the Chinese method of manufacture is to pack the large pieces of soy-bean curd, about 5 inches long, 4 inches wide, and 2.5 inches thick, with much crude salt, in empty gasoline cans. The curd is allowed to cure for a period of several months. During the curing period the bean curd changes from white to a brownish yellow color and develops a peculiar salty flavor to which the Chinese and many Filipinos are educated” (p. 42). Note 2. No information about a fermentation microorganism or process is given.

“The bean curd brains known to many Filipinos as ‘tojo’ is the unpressed soy-bean curd. The method of making ‘tojo’ is almost the same as the method used in making ‘tokua’, only that a smaller amount of the coagulating agent is used, and the very soft but solid mass formed is left undisturbed in the wooden container until used. The Chinese used to peddle this preparation in a wooden pail-shaped container, through different parts of Manila, but on account of the Philippine Health Service regulations, this product is now sold in the markets only. / “The ‘tojo’ is served with a few tablespoonfuls of medium thick brown-sugar syrup, which gives it flavor, the ‘tojo’ being almost tasteless. Sometimes it is eaten with sweet oil, sauce, and vinegar, or with finely cut meat and spices.” (p. 43).

Note 3. This is the earliest English-language document seen (April 2013) that contains the term “tojo” which is used to refer to unpressed curds made from soy-bean milk.

“Dry bean curd: The fresh bean curd when dipped in burnt millet-sugar sauce and rubbed with fine salt will keep longer than the ‘tokua’ and is called ‘topu khan.’ This preparation is usually eaten in soups.”

Fragrant dry bean curd or *hsiang khan* (“fragrant dry”) has the consistency of smoked sausage. “It is made by subjecting the fresh bean curd to great pressure, which eliminates much of the water content. The pieces of semidry curd are soaked in a weak brine solution in which is dissolved burnt millet-sugar and to which is added powdered spices. The curd is then dried to hardness. This preparation keeps indefinitely and is used in soup making and in vegetable dishes” (p. 43).

Note 4. Cruz and West (1932, p. 78) state that as part of a campaign by the Bureau of Science to encourage the Filipino people to use more soy beans, Miss Orosa “has made excellent cakes, cookies, puddings, sauces, soups, custards, ice cream, and other tasty preparations from Philippine soy beans.”

Note 5. The author pioneered the branch of the branch of the Home Extension Service in which home demonstrators helped women in solving their home problems. She started the organization as a food preservation unit under the Bureau of Science in 1923, starting with six home demonstrators

that she herself trained. That group became the forerunner of the Home Extension Service in the Philippines. For details on her work see: In: *A Half Century of Philippine Agriculture*. Manila, Philippines: Liwayway Publishing. p. 236-37. Address: Chief, Div. of Food Preservation, Bureau of Science, Manila.

162. *Boletin de Agricultura y Trabajo (Nicaragua Ministerio de Agricultura y Trabajo)*. 1933. Soya o soja (Soja Híspida Moench) [Soya or soja]. 5(48):19-20. June. 2nd Series. [Spa]

• **Summary:** Contents: Introduction and history of the soybean (“it is also called ‘soya’”), with its extension in the United States. Climate. Soil. Fertilizer. Inoculation. Varieties widely cultivated in the USA (Biloxi, Peking, Virginia and Wilson Five for hay and ensilage. Ito-San, Manchu, Mandarin, and Tokio [Tokyo] for seed. Hahto for use as a food legume at the table {*legumbre de mesa*}). Uses of the plant: Green manure, forage, pasture (*pastaderos*), hay, green forage. Food products made from the seeds: Flour, oil, soy sauce, cooked whole soybeans, coffee substitutes, soups, soybean roasts or steaks (*soyas asadas*), porridge or mush, soymilk (*leche vegetal*), condensed soymilk, fresh soymilk, casein, confections, soy cheese (tofu; fresh, dry, smoked, or fermented; *queso fresco, seco, ahumado, fermentado*).

Food products: Dry soybeans (*semillas secas*) are used to make soy sauce (*salsa de soja*), cooked soybeans (*sojas cocidas*), coffee substitutes (*sustitutos del cafe*), soups (*sopas*), roasted soybeans (*soyas asadas*), porridge / pap (*gacha*), vegetable milk [soymilk] (*leche vegetal*), condensed milk (*leche condensada*), fresh milk (*leche fresca*), casein (*caseina*), confections or sweets (*dulces*), and soy cheese ([tofu] fresh, dried, smoked, or fermented {*fresco, seco, ahumado, fermentado*}), and green vegetable soybeans (*semillas verdes*) are cooked and canned or served in salads. Enemies of the soybean.

Note 1. This is the earliest document seen (Feb. 2009) concerning soybeans in connection with (but not yet in) Nicaragua.

Note 2. This is the earliest Spanish-language document seen (Oct. 2011) that mentions fermented tofu, which it calls *queso fermentado*.

Note 3. This is the earliest Spanish-language document seen (Oct. 2011) that mentions roasted soybeans / soynuts, which it calls *soyas asadas*.

Note 4. This is the earliest Spanish-language document seen (June 2009) that uses the term *semillas verdes* to refer to green vegetable soybeans.

Note 5. This is the earliest Spanish-language document seen (Nov. 2014) that mentions a meat alternative, which it calls *soyas asadas* (soybean roasts or steaks).

163. Modern Health Products. 1933. Swiss-Kriss, Nu-Vege-Sal, Correcol, Vitana, Meatless, Bouillon, Slim, Nutro-Links (Ad). *California Health News (Hollywood, California)*

1(21):3. Nov. 30.

• **Summary:** “California distributor. Edward Higgins, 133 N. Ave. 50, Los Angeles, California.”

Note: This is the earliest document seen (Sept. 2004) concerning Modern Health Products in Milwaukee. In the upper right corner is the symbol of the NRA (National Rifle Association), with the slogan “We do our part.” Address: Milwaukee, Wisconsin.

164. Hilcrest. 1933. Low price health products (Ad). *Signs of the Times* (Pacific Press, Mountain View, CA; *Seventh-day Adventist*) 60(48):15. Dec. 5.

• **Summary:** “Prepaid prices east of the Mississippi River. For west of the Mississippi add 6 cents per pound.

“Psyllium, best, white, absolutely clean—5 lbs. \$1.30.

“Colon food (lactose and dextrin)—5 lbs. \$2.90.”

“Soy bean foods—oil, flour, sauce, meat substitutes, etc. Send for free list.”

Note 1. In a search of the Seventh-day Adventist electronic archives ([www.adventistarchives.org](http://www.adventistarchives.org)), this is the earliest document seen (Dec. 2013) showing that Hilcrest—or any other Adventist-run small business in the United States—is selling “Soy bean foods.” Note 2. By 1936 this small Adventist company (at the same address) would be named “Hilcrest Health Products.” Address: 120 Carrol. Ave., Takoma Park, DC.

165. **Product Name:** Gud Fud Soya Beans, Soya Loaf, Soya Vegetable Onion Soup, Soya Rice Lunch, Soya Sandwich Spread, Soya Vegetable Stew, Soya Vegetable Bologna.

**Manufacturer’s Name:** California Food Kitchens.

**Manufacturer’s Address:** Los Angeles, California.

**Date of Introduction:** 1933.

**Wt/Vol., Packaging, Price:** 1 lb can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product—Documentation:** Ad in Harry Finkel. 1933. *Seven Day Trial on Natural Food Diet*. Page 183 contains a full page ad for “Gud Fud ‘Good Food’ Soya Beans,” prepared in the laboratories of California Food Kitchens, Los Angeles, California. It reads: “Be full of life. Have a body aglow with good health. Gud Fud soya bean products mean the ultimate in nutrient constituents. Gud Fud products are high in protein—rich in vitamins. They contain the mineral salts the body needs and are sold by all food shops at a price within the reach of all... Endorsed by the Society for Public Health Education.” An illustration shows a can of Gud Food Soya Beans.

Note: This is the earliest known commercial soy-based meatless sausage.

166. Carqué, Otto. 1933. Vital facts about foods: A guide to health and longevity with 200 wholesome recipes and menus and 250 complete analyses of foods. Los Angeles, California: Published by the author. 208 p. Index. 24 cm. [20+\* ref]

## BE FULL OF LIFE

Have a Body Aglow With  
Good Health

Gud Fud Soya Bean Products Mean  
The Ultimate In Nutrient Constituents

Soya Beans		Soya Sandwich Spread
Soya Loaf		Soya Vegetable Stew
Soya Vegetable Onion Soup		Soya Vegetable Bologna
Soya Rice Lunch		

Gud Fud Products Are High  
In Protein — Rich In Vitamins

They contain the mineral salts the body needs and are sold by all food shops at a price within the reach of all.

Ask for  
GUD FUD PRODUCTS

Prepared in the Laboratories of the  
CALIFORNIA FOOD KITCHENS

Los Angeles

California

Endorsed by the Society for Public Health Education

• **Summary:** This manual of food reform discusses the importance of a simple vegetarian diet of natural foods, sunlight and sunbaths, fresh air, pure water, exercise and rest. Also talks about acid and alkaline foods, the influence of mind on health, the failure of synthetic foods, why refined sugar is injurious, the dietetic value of sea plants, table salt is unnecessary and harmful, fruit is man’s best food, sulphured and unsulphured fruits, nut butters, food preparation, and the treatment of disease.

“Dedicated to my dear wife, Lillian, who through her sincere and earnest spirit of cooperation has greatly assisted the author in his work of food reform.”

The germ theory of disease has not been proven since potentially harmful germs are omnipresent yet often fail to harm healthy individuals (Pasteur was a chemist and laboratory worker, not a physician. Germ action is always secondary; “when germs invade a living organism it is a sign that the organism is enervated and its chemistry perverted.” p. 114-15).



The section titled “‘Meat substitutes’ not essential” (p. 130) states: “Those persons who want to adopt a meatless diet should not look for artificially prepared meat substitutes as a source of protein. A food constituent required in such a limited amount as protein is easily supplied by the various products of the vegetable kingdom. Such combinations as ‘roast vegetable turkey’ or ‘vegetarian steak’ seem to be the result of the belief that meat is a necessary food and must be replaced in some form. Indeed, vegetarians, who live largely on foods in which the protoplasmic cells have been more or less disorganized by prolonged cooking, have very little advantage over mixed eaters.

“All other factors being equal, a judiciously selected meatless diet is far more conducive to health than the usual mixed diet, consisting, for the most part, of animal and starch-bearing foods deficient in alkaline elements. We should understand that the proteins of fruits and vegetables, supplemented by a small amount of the proteins of nuts, legumes (especially soy beans), or dairy products, are fully able to maintain health and efficiency. It is entirely feasible to live on an exclusive diet of fresh ripe fruits and green-leaf vegetables for many weeks and months, thereby purifying the blood and greatly improving the keenness of our senses. In fact, in many pathological conditions such a restricted diet is more helpful than an absolute fast.

“Among the legumes which contain a large amount of protein, the soy bean takes first place. Its protein content, nearly 40%, is higher than that of any other food. Moreover, this protein is of excellent quality, as valuable as the casein of milk; it contains all the essential amino acids. It contains a sufficiency of vitamins A and B, and in this respect it is superior to all seeds. It contains very little carbohydrate, only about 6%, and is practically free from starch. The soy bean fills the place of meat as well as milk in the dietary of many millions of sturdy Orientals; it is destined to become one of the great food staples, not only of this country, but of the world. A number of recipes for the preparation of the soy bean are given in Chapter XXI.”

The section titled “Fruit and nut confections” (p. 133-35) begins: “Fruit and nut confections made without refined sugar and glucose should take the place of candies.” These “sweet-meats”... “should be the only kind of confections allowed to growing children, which have a natural craving for sweets.” Recipes include stuffed dates, date caramels, nut fruitose, carob confection, raisin-nut balls, and honey cocoanut balls. For Nut fruitose: Mix dates, figs, raisins, almonds and walnuts. “Run through a food chopper twice. Press the mixture into a flat pan in a layer about 1 inch thick, let stand overnight, and cut into convenient sizes.” Note: Carque was a pioneer in the development of healthy, natural treats. The last recipe could be considered a forerunner of the less-healthy “nutrition bar” of the 1990s.

The next section, titled “Nuts and nut butters,” states that “salting and roasting greatly impair the nutritive

value of nuts and prevent their proper assimilation. The proteins become coagulated by roasting, and the fats split into glycerine and free fatty acids, while the vitamins are destroyed. Nut butters made from salted nuts should, therefore, have no place in our dietary.” Rather, the peanuts or almonds should be blanched (scalded or parboiled in water or steam). “Since few people, on account of defective teeth, can masticate nuts well enough to be acted upon by the digestive juices, the mechanical emulsification of nuts by means of nut butter mills is quite dispensable.”

The section titled “Melba toast” and “Melbettes” (p. 156) states: “These are delicious dextrinized whole wheat products made by the Cubbison Cracker Co., Los Angeles.” Melbettes are also made from whole rye. “Calavo Melba Toast is another tasty whole wheat product; it contains the natural fruit fat of the California Avocado or Alligator Pear as shortening.”

The section titled “Natural whole rice” (p. 156) notes: “Whole rice, also called brown rice, contains the bran, cuticle, and germ of the cereal. In milling nothing has been removed but the husk and dirt.”

The section titled “The Soy Bean, a Remarkable Food” (p. 158-61) discusses boiled soy beans, soy bean milk, tofu (“it is called by the Chinese ‘the meat without a bone...’ Other preparations of the soy bean, which are but little known in this country, are *natto*, *hamananatto* [*hamanatto*], *Yuba* and *Miso*. The principal use of miso, which is a slightly [sic] fermented mixture of soy beans and rice or barley, is for making soups and for cooking vegetables”), soy sauce, soy bean sprouts, and various recipes.

Under “Boiled soy beans” we read: “The dry beans are best soaked in soft water over night or for at least 20 hours and then cooked with sufficient water in a waterless cooker or Pressure cooker until tender. This may require as much as 2 hours or more, according to the variety of beans used. The best results are obtained if the beans are allowed to simmer rather than boil quickly. Onions, tomatoes, celery, parsley and other seasoning vegetables increase the palatability of the soy bean. A fireless cooker may also be used in preparing soy beans for the table.”

Under “Ready made soy bean products” (p. 161) we read: “As the preparation of the soy bean in the average household is often not convenient, the author has arranged to supply the following products at reasonable prices: Canned Soy Beans, Soy Bean Spread, Soy Bean Stew, Soy Bean Loaf, Soy Vegetable Onion Soup, Soy Bean Vegetable Bologna, Soy Bean Tasty Lunch, to which others will be added in the course of time. These products have met with ready approval, as they fill a long felt want for tasty, nutritious and wholesome vegetable protein foods to substitute meat and dairy products.”

The author’s signature appears at the end of the Preface. Address: Los Angeles, California.

167. Finkel, Harry. 1933. Seven day trial on natural food diet... containing a week's recipes and menus for breakfast, lunch and dinner. Also natural food sandwiches and health drinks. 1st ed. Los Angeles, California: Society for Public Health Education. 182 + [9] p. Recipe index.

• **Summary:** This "2nd ed." appears to be quite similar to the first edition, published the same year with the same number of pages. However some of the unnumbered pages at the rear are different.

A handwritten inscription on a blank page near the front reads: "March 22, 1934. To suffering humanity.

"Health is not an accident. Normal physiological conduct depends on the hygienic and dietetic habits of the individual.

"Nature's laws in relation to health and disease are infallible. Man abuses these laws and suffers disease.

"Natural foods only when properly prepared and combined hold the key to the solution of a healthy humanity.

"Hail-Hail-Hail-to a healthy and civilized humanity!!!

"With compliments from Dr. Harry Finkel, to the University of California at Berkeley."

Contents include: What is meant by natural foods (p. 154). The story of the health food store (p. 155-57). Explanation of general health foods catalog (p. 158-60; incl. Graham flour, soya bean flour, Carque's Wheatose, soy beans, Nut butters {almond, peanut, pecan, cashew, cocoanut}, Carque's mayonnaise, unsulphured dried fruits, meat substitutes {Protose, Nuttose, Nuttolene, Vita Meat, Savory Loaf, Nut Meat, Soya Loaf, Meatless bouillon cubes}, miscellaneous {health candies, carob meal, vegetable gelatine, agar-sea weed gelatine, St. John's bread, poppy seeds, sesame seeds}). How to prepare and cook natural foods (p. 161+; "It is said that because fruits and vegetables have been sprayed with poisons to destroy the insects which infest them, their outer coverings should be removed before eating... if one will wash and scrub them very thoroughly, the danger of being poisoned is removed,..."). The soya bean (p. 178-82).

Concerning the acid and alkaline reaction of the human body. Recently scientists concluded "that the normal or 'mean' of this condition should be fixed at the ratio of 80% alkaline and 20% acid. It is now definitely known that a deficiency in the alkaline reserve, or a marked increase in the acid content leads to many serious diseases." Refer to "Finkelgram No. 26 (A short thesis on acidosis)" to become familiar with the acid and alkaline reactions of various foods.

It "is very fitting to introduce one of the best foods Nature grows for mankind—the Soya bean. Because the Soya bean is practically starch-free, it is not only acid-free but is also one of the greatest aids in neutralizing an existing acid condition of the body and in maintaining the 80-20 balance of the two physiological conditions known as acid and alkaline reactions.

"Of late, scientists have made an extensive study of

this unusual type of natural food, and after making many experiments upon human beings in various stages of health and disease, pronounced the Soya bean one of the best foods of the vegetable kingdom. This they have concluded because of its very high percentage of protein which is by far superior to all animal protein, and also for the reason that it is in a form which is easy of digestion and assimilation. Besides being practically free from starch, they consider it one of the best foods for the human body, and find that it can very satisfactorily take the place of meat in the diet of man.

"The protein content of the Soya bean is nearly twice the amount of the average run of meat, and the remarkable feature of this unique food is that while it ranks extremely high in protein substance, yet its toxic properties are insignificant compared with the large amount of toxic properties all animal foods contain."

"Like many of the leading scientists who believe in the great food value of the Soya bean, so does this author share the same opinion. It is for this reason that he desires to familiarize the public with the many advantages of this nutritious and valuable food.

Health through eating lies mainly in three directions: First, in selecting natural, wholesome foods; second, in preparing them properly; and third, in arranging meals in which the foods are properly combined.

The following 10 menus are examples giving you an idea as to how to balance your meal using the various soya bean products. These menus are appropriate for either lunch or dinner as each of them is sufficient for a full course meal."

"Soya bean menus." These are not recipes, but menus for individual meals, each of which includes a soy recipe. The first, for example, reads: "Soya vegetable-onion soup. Finkel baked potatoes. Red cabbage, apple, and raisin salad with mayonnaise dressing. Sewed prunes. Cereal coffee. No bread."

"Soy beans are mentioned on page 74. Ads on unnumbered pages in the rear: Page 2. "Carque-Natural Foods of California: The symbol of trustworthy and unimpaired natural foods. Wheatose. Almond butter. Otto Carque. Established 1908. California's natural foods pioneer. 1315 S. Maple Ave., Los Angeles, Calif. Endorsed by the Society for Public Health Education."

Page 3: Hollywood Cup, Inc., The perfect coffee substitute. 823 Traction Ave., Los Angeles, Calif. Four pages of ads for books by Dr. Harry Finkel. Address: N.D. [doctor of naturopathy], D.C. [doctor of chiropractic] [Los Angeles, California].

168. Madison Food Co. 1933? Madison soy cheese. Madison, Tennessee. 6 p. Undated.

• **Summary:** Contains a brief introduction to tofu with 8 American-style tofu recipes. "The principal protein of the Soybean is much like the protein casein of milk, and when the bean is properly treated a milk quite comparable in



appearance, taste, and food value can be manufactured from it. From this milk, when allowed to become acid, or when a slight amount of a precipitating agent is added, a cheese can be prepared in consistency much like cottage cheese. This vegetable cheese (tofu) has been one of the principal articles of diet in the Orient for many centuries.

“In order that the people of America may have this most important food as an article of diet, a method of manufacturing and preserving has been perfected at the Madison Food Factory.

“For several years it has been used as a daily article of diet in the Madison Rural Sanitarium, Nashville Vegetarian Cafeteria, and many other Good Health places. It has proven its value as a diabetic food, and as a splendid meat substitute.”

Tofu recipes include: Soy cheese salad. Stuffed egg with soy cheese. Tomato soy sandwich. Soy sandwich filling. Soy croquettes. Soy cheese loaf. Soybean omelet. Soybean cutlets.

On the back panel is a list of “Health foods manufactured and distributed by Madison (Sanitarium) Food Company, Madison, Tennessee: Nut Meat, Vigorost, Peanut Butter, Fruit Sticks, Sterilized Bran, Psyllium Seed, Cereal Drink, Soy Flour, Soybeans (Dry), Malta (Malt Syrup), Soy Fruit Crackers, Soybeans (Canned with Tomato Sauce), Madison 3 Minute Breakfast Wheat, Sanitarium Baked Beans, Steamed Whole Wheat, Malted Breakfast Crisps, Whole Wheat Fruit Crackers, Sweetened Whole Wheat Crackers, Soybeans (Canned Plain), Soy Cheese (Bean Curd), Madison Fruit Candy, Regulose (composed of Lactose and Dextrine). Write for descriptive literature.”

Note 1. The company is now named “Madison Food Company.”

Note 2. Many of Madison’s publications about its foods are undated; this makes it very difficult to determine when a specific food was first made and sold commercially. Address: Tennessee.

**169. Product Name:** Loma Linda Smoteen, and Smotone.

**Manufacturer’s Name:** Loma Linda Food Co.

**Manufacturer’s Address:** Loma Linda, California.

**Date of Introduction:** 1934 April.

**New Product–Documentation:** Ad in *Health* (Mountain View, California). 1934. April. 1(1):33. “The Way to Health. Loma Linda Foods. Carefully Consider Your Diet.” The text reads: “Build a nonstimulating diet... Proteena and Nuteena, Smotone and Smoteen—to be used like meat.”

**170. Product Name:** La Sierra Soy Loaf (Meat Substitute).

**Manufacturer’s Name:** La Sierra Industries.

**Manufacturer’s Address:** Arlington, California.

**Date of Introduction:** 1934 June.

**Wt/Vol., Packaging, Price:** 8 oz can.

**New Product–Documentation:** Ad in *Health* magazine.

1934. 1(3):30. June. “La Sierra Soybean Products: Perfect Protein, High Alkaline Ash, Low Starch.” House of Better Living Catalog. 1936. March. p. 9. 8 oz. can for \$0.15 retail. Ad in Dorothea Van Gundy. 1936. La Sierra Recipes. p. 46.

**171. Product Name:** Loma Linda Soy Mince Sandwich Spread.

**Manufacturer’s Name:** Loma Linda Food Co.

**Manufacturer’s Address:** Loma Linda, California.

**Date of Introduction:** 1934.

**New Product–Documentation:** House of Better Living Catalog. 1936. March. p. 9. 8 oz. for \$0.15. House of Better Living. 1936. Sept. p. 4. “Loma Linda soy mince spread.” Ad in *California Health News*. 1937. Feb. 19. p. 9. “It’s delightful.” Ad in *Health* (Mountain View, CA). 1937. April. 4(4):25. “Seven Items of a Quality Line.” Ad in *Health News* (Hollywood, California). 1940. July 26. p. 8-9. “Plan another picnic.” Rosenberg’s Original Health Food Store. 1940. Catalog of Health Foods... p. 52. “Loma Linda Foods: Soy Mince Sandwich Spread. \$0.16.

The Loma Linda line: 35 selected recipes (booklet). 1944? Page 5. “Soy Mince Sandwich Spread. Specially ground soy beans with nuts, olives, tomatoes, and choice vegetable flavoring. May be used plain, with mayonnaise, or with eggs.” Plus 9 recipes. Wholesale price list. 1945. *Soybean Digest Blue Book*. 1970. p. 114. Interview with Charlotte Van Gundy Holmes. 1981. Recalls that this product appeared in 1933-34.

**172. Product Name:** Nuteena (Nut-Based Meat Substitute).

**Manufacturer’s Name:** Loma Linda Food Co.

**Manufacturer’s Address:** Loma Linda, California.

**Date of Introduction:** 1934.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Ad in *Health* (Mountain View, California). 1934. April. p. 33. “The Way to Health. Loma Linda Foods. Carefully Consider Your Diet.” A can of Nuteena is shown. “Does not contain meat.”

“Ad in *California Health News*. 1937. July 23. p. 9.

Rosenberg’s Original Health Food Store. 1940. Catalog of Health Foods... p. 52. “Loma Linda Foods: Vegetarian Meats–Nuteena \$0.15. \$0.25.”

Loma Linda Food Co. 1969. “Wholesale Price List.” Nuteena is now sold in 14 oz, 20 oz, and 30 oz cans.

**173. Product Name:** Proteena (Meat Substitute).

**Manufacturer’s Name:** Loma Linda Food Co.

**Manufacturer’s Address:** Loma Linda, California.

**Date of Introduction:** 1934.

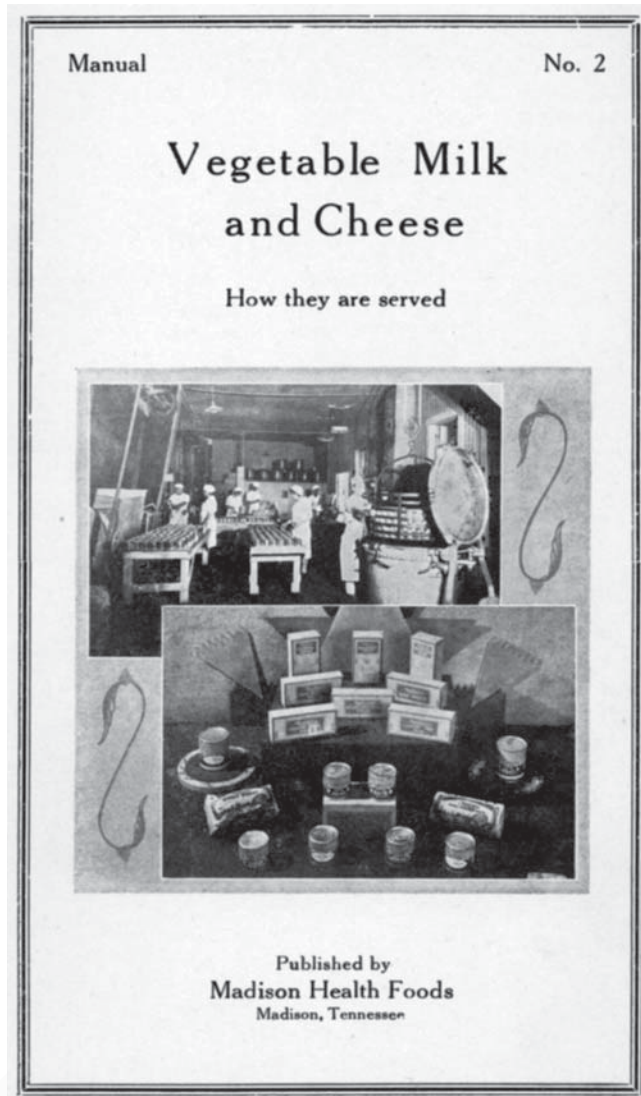
**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Ad in *Health* (Mountain View, California). 1934. April. p. 33. “The Way to Health. Loma Linda Foods. Carefully Consider Your Diet.” A can of Proteena is shown. “Does not contain meat.”

Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 52. "Loma Linda Foods: Vegetarian Meats-Proteena (Plain). \$0.15. \$0.25."

Loma Linda Food Co. 1969. "Wholesale Price List." Proteena is now sold in 14 oz, 20 oz, and 30 oz cans.

174. Madison Health Foods. 1934? Vegetable milk and cheese. How they are served. Manual No. 2. Madison, Tennessee. 21 p. Undated. 22 cm.



• **Summary:** Contents: Introduction. Composition of the soybean. Soybean—A food for infants. Salads: How to make a perfect salad (20 recipes, including 11 with soy cheese [tofu] and 7 with grated soy cheese): Tomato, pineapple, cheese salad (with grated soy cheese). Jellied soy salad (with grated soy cheese). Waldorf cheese salad (with grated soy cheese). Raisin and soy cheese salad (with grated soy cheese). Almond and soy salad (with grated soy cheese). Sliced fruit and cheese salad (with soy cheese). Soy peach salad (with

grated soy cheese). Tomato and soy salad (with soy cheese). Baked apple with soy sauce (with grated soy cheese). Pineapple and cheese salad (with grated soy cheese). Apple, carrot and soy salad (with grated soy cheese). Soybean salad (with whole soybeans). Soybean sprout salad (with soybeans sprouted until the sprouts are about 2 inches long). Cold sliced curd (with thin-sliced soy cheese). Potato soy salad (with grated soy cheese). Stuffed egg with soy cheese. Vegetable soy salad (with grated soy cheese). Cheese, cantaloupe, and tomato salad (with grated soy cheese). Mock chicken salad (with grated soy cheese). Pea soy salad (with grated soy cheese).

Sandwiches (9 recipes, incl. 5 with soy cheese and 4 with grated soy cheese; one recipe uses Vegex). Cooked vegetable dishes with soy cheese (40 recipes, all use soy cheese except 2 which use soybean puree). Other soy dishes (3 recipes). Desserts (1 recipe for Soy cream custard, with soy milk). Diabetic foods (4 recipes, each using soy meal [flour]). Soups (5 recipes, using soybeans, grated soy cheese, and soy milk or soybean milk). Breakfast dishes (4 recipes, using canned soybeans, soy meal, or grated soy cheese).

Note 1. This is the earliest English-language document seen (April 2013) that uses the term "grated soy cheese" to refer to grated tofu.

On the last page (inside rear cover) are listed "Products for sale by Madison Health Foods Inc. (Madison, Tennessee): Soy cheese, 14 or 30 oz. Soy beans, 14 or 30 oz. Soy milk, 14 or 30 oz. Soy meal, 5 or 10 lb. Also many other health products. Write for information and prices."

Two photos on the cover show: (1) Students at work inside the Madison food factory, with two long tables and a retort cooker. (2) Various food products made by the company.

Note 2. Although this booklet is undated, the two photos on the cover appear in the *Madison Survey* issue of 14 March 1934 (p. 31). Address: Madison, Tennessee.

175. *Argus (The) (Melbourne, Victoria, Australia)*. 1935. Adventists in camp: Rise early, dine cheaply. Jan. 18. p. 11.

• **Summary:** "Seventh Day Adventists in camp at West Preston are early astir. The rising bell is run at 6 a.m."

"Meals are cheap. Foods are obtainable at 1d. and 2d. a portion and a good dinner may be purchased for 9d. There is no meat and no tea in the diet. A typical menu is as follows—Savoury soup, macaroni, and nut meat, potato pie roast and mashed potatoes, cabbage, parsnips, and parsley sauce, beetroot, soja beans, steamed bread pudding, and creamed rice."

176. Dittes, Frances Linda. 1935. Food for life: The art and science of preparing food. Madison, Tennessee: Associated Lecturers, Inc. xii + 332 p. Spring. Recipe index. 23 cm.

• **Summary:** This early Seventh-day Adventist vegetarian cookbook contains more soyfoods recipes than any published



up to this time. The author, a soyfoods pioneer born in 1891, first attended Madison College in 1910 and joined the faculty in 1912. She did her graduate work in nutrition, specializing in soyfoods nutrition, at George Peabody College for Teachers (in Nashville, Tennessee), from which she received her MA degree in 1929. This book was printed by the “Rural School Press” (Madison College’s school press) and published in the spring of 1935.

Contents: Part I: Food and nutrition. Milk. The acid-base balance. Fruit acids. Balancing the food. Measuring food values. Menu planning. The art and science of food preparation (preceded by this quotation: “Food will be the medicine of the future”—Harvey W. Wiley). Food combinations. Condiments. Suggestions for flavoring. Garnishings. Measurements. Part II: Recipes (listed by recipe type such as breads {some recipes call for Crisco shortening}, soups, salads, desserts, etc.). One chapter titled “Dishes to take the place of flesh foods” (p. 149-65) contains many interesting recipes such as: Preparation of gluten. Gluten pot pie. Gluten loaf. Glutose (with 5 cups ground cooked gluten, plus potatoes, eggs, and cream). Cold sliced Nut Meat or Vigorost (Nut Meat is sold in 2-lb cans, Vigorost in 14 oz cans). Peanut roast. Chow mein (with soy cheese or Nut Meat). Boiled peanuts. Soy-related recipes are given below. Another chapter is “Nutritive value of the soy bean. Soy bean dishes” (p. 166-86).

Appendixes: A. Classification of carbohydrates. B. Canning. C. Sample menus. D. 100 calorie portions of foods. E. Approximate servings and values of a few common foodstuffs. F. Protein, calcium, phosphorus, and iron in 100 calories of food material. G. Ash constituents of foods in percentage of edible portion.

The author uses the term “soy cheese” to refer to tofu. Soy-related recipes include: Soy bread (20% soy flour and 80% white wheat flour; p. 96). Soy gems (18-20 muffins using soy flour; p. 108). Tomato-soy sandwich (with grated soy cheese; p. 114). Soy noodle soup (with grated soy cheese browned in butter; p. 122). Jellied soy salad (with grated soy cheese; p. 138). Potato soy salad (with grated soy cheese; p. 138). Tomato and soy salad (with soy cheese). Waldorf soy cheese salad (with grated soy cheese; p. 139). Lentil-soy loaf (with soy bean puree; p. 157). Savory soy loaf (with soy cheese). Soy souffle (with grated soy cheese browned in butter; p. 159). To fu chi (deep-fried soy cheese stuffed with rice and seasoned with soy sauce). Soy gravy (with 3 parts soy flour and 2 parts white wheat flour).

The chapter titled “Nutritive Value of the Soy Bean” (p. 167-86) discusses the general nutritional composition, then gives details on protein, fats (including lecithin), minerals (including tofu made with magnesium chloride or calcium sulphate). Recipes are given for: Cooked soy beans. Soy milk (after soaking 1 lb of Mammoth variety soy beans overnight in water, “Wash several times in hot water to remove undesirable taste.”). Soy milk no. 2. Soy acidophilus

milk. Soy bean cheese [tofu, curded with calcium sulphate]. Soy bean cake [okara] loaf. Browned soy cheese. Green soy beans. Escalloped green soy beans. Dried soy beans. Baked soy beans. Soy beans southern style. Roasted soy beans. Soy beans in tomato sauce. Chop suey (with soy cheese). Sauce (with soy sauce). Soy bean omelet. Lentil soy bean loaf (with soy bean puree). Soy bean loaf. Soy bean pie (with soy bean pulp). Soy bean meat.

Note 1. This is the 2nd earliest English-language document seen (June 2013) that calls for okara as an ingredient in a recipe.

Note 2. This is the earliest English-language document seen (June 2013) that uses the term “Soy bean cake” to refer to okara.

\* = made with soy bean flour. Soy bean muffins\*. Soy muffins\*. Soy biscuits\*. Soy bread\*. Soy nut bread\*.

Escalloped onions with soy cheese. Baked rice with soy cheese. Escalloped potatoes with soy cheese. Spaghetti and soy cheese. Stuffed pepper with soy cheese. + = with soy cheese. Left-over croquettes+. Soy croquettes+. Soy cheese with rice. Stuffed baked potato with soy cheese. Soy fritters+. Soy cutlets+. Savory soy loaf+. Spanish chop suey+. Soy souffle (with grated soy cheese browned in butter). Cream of soy soup. Soy noodle soup+. Soy soup+. # = made with soy milk. Soy cream of tomato soup#. Soy cream of pea soup#. Soy cream custard#. Jellied soy salad+. Waldorf cheese salad+. Potato soy salad+. Stuffed egg with soy cheese. Soy bean salad. Soy bean sprout salad. Soy Vegex sandwich+. Tomato-soy sandwich+. Egg and soy sandwich+. Soy and cucumber sandwich+. Celery and soy sandwich+. Banana soy sandwich+. Scrambled egg and soy cheese sandwich. Diabetic crackers (with soy meal). Diabetic pie crust (with soy meal). Diabetic soy bean mush\*.

Vegetables: Soy cheese sauce (with grated soy cheese and soy sauce, p. 195). Steamed cucumbers with soy cheese (grated, p. 201). Escalloped onion with soy cheese (p. 204). Spinach with soy cheese sauce (and Vegex, p. 207).

Desserts (p. 215-36), Cakes (p. 237-53), Pies (p. 255-60), Cookies (p. 261-68), and Ice creams and sherbets (p. 269-74). Some of these sweet recipes use agar-agar, gelatin, Malta (malt syrup), Health Koko, and Crisco. Some desserts call for 1-2 cups sugar per 4 servings and 1 pound of sugar is used in an icing for pound cake (p. 242). No soy is used in any sweet recipes. Note: It is surprising that Ms. Dittes and Madison had not discovered the use of tofu or soy milk in ice creams, other desserts, or dressings. Nor is peanut butter mentioned.

The chapter titled “Milk” (p. 17-21) states: “Since milk is an important food constituent, especially for children, those responsible for planning dietaries should see that each child has one quart of clean milk or its equivalent each day; adults, about one pint... *Grade A* is a raw milk from cows free from disease, having a bacteria count of not more than 100,000 per cubic centimeter at the time of delivery. *Grade B*

must be pasteurized and the bacteria count must not exceed 1,000,000 per cubic centimeter. It must also come from cows free from disease.” All other milk is Grade C.

The chapter titled “The acid base balance” (p. 23-24) states: “Most foods when burned in the body leave an ash in addition to the carbonic acid which is thrown off by the lungs. This ash may be either alkaline, neutral, or acid in reaction. The principal base-forming (alkaline) elements are calcium, potassium, magnesium, and sodium, while the chief acid-forming elements in foods are sulfur, phosphorus, and chlorine... A neutral or slightly alkaline condition will produce a feeling of buoyancy, health, vigor, and clear mental activity... In general, all fruits and vegetables (with a few exceptions) are potent in producing alkaline ash. Meat, eggs, breads, and cereals are acid-formers.”

The chapter titled “Condiments” (p. 51-52) states: “Spices, such as mustard, ginger, pepper, horseradish, curry, and cloves, are among the most irritating of the seasonings used. It would be better if these exciting substances were not added to the food... Vinegar contains acetic acid which is burned in the body with difficulty. Citric acid as found in the lemon juice is more easily oxidized in the tissues. Lemon juice, therefore, makes a good substitute for vinegar, both as to ease of oxidation and flavor.” Address: Director, Food and Nutrition, Nashville Agricultural Normal Inst., Madison Rural Sanitarium and Hospital, Madison, Tennessee.

177. Lager, Mildred. 1935. Food facts. Los Angeles, California: House of Better Living. 228 + 10 p. No index. 23 cm. [34 ref]

• **Summary:** Contents: 1. Purpose of food. 2. Classes of food. 3. Natural foods are best. 4. Acid-alkaline balance. 5. Minerals. 6. Vitamins. 7. Proteins. 8. Carbohydrates. 9. Fats. 10. Fruits. 11. Vegetables. 12. Beverages. 13. Better cooking. 14. Food combinations. 15. The mental side of health. 16. What is the “House of Better Living.”

Pages 67-68 contain a very positive section on soy beans and foods made from them, including whole soybeans, “curd cheese, resembling cottage cheese [tofu], and soy bean milk... Other soy food products are soy butter [no description is given; this is probably soynut butter from T.A. Van Gundy’s La Sierra Foods, but it could be margarine made from soy oil], soy loaf (combined with gluten), soy sandwich spread, soy bologna, soy oil, soy sauce, soy ready-to-serve breakfast foods, coffee substitute, as well as soy flour. Soy flour is yellow and fluffy, and can be used in all baking... Soy macaroni, noodles, spaghetti, bread, and pancake flour are also on the market. Soy beans are also sugar coated for candy and toasted as peanuts. They are a wonderful food for animals and have been used in that way in this country for years. Today the governments of Europe and America are devoting a great deal of attention to the soy bean as human food and the next few years will see an increased consumption, as well as many new soy products.”

Page 75 contains a nutritional analysis of soy beans.

In the chapter on Acid-alkaline balance (p. 22-25), foods with the most acid ash are egg yolk and oysters, followed by eggs, most fish and meats. Foods with the most alkaline ash are lima beans, string beans, dried beans, spinach, raisins, figs, dates, and dried milk, followed by soy beans, soy bean tea, and most vegetables. The author believes that one should keep an alkaline balance in the body. Sleep is a great alkalizer.

The subsection titled “Lima beans: states: “Dr. Sansum of Santa Barbara was instrumental in having lima bean flour made, and Bill Baker of Ojai, California pioneered this field, developing the original lima bean bread and lima bean pancake flour.”

This is not a vegetarian book. Meat and dairy products are discussed at length, and their consumption is not discouraged. However this is the earliest book seen that uses the term “natural foods” prominently—in this case as a chapter title.

Also discusses (see index for page numbers): Acidophilus milk, alfalfa (alfalfa tea has alkaline ash, p. 35), almonds, almond oil, aluminum, avocado, bran, carob beans, chufas, cottonseed, cottonseed oil, garbanzas, kephir, lentils, lima beans, linseed, margarine / oleomargarine, olive oil, olives, palm oil, palm kernel oil, peanuts, peanut oil, rape seed oil, sago, sesame oil.

Note 1. This is the earliest document seen (Sept. 2009) concerning Mildred Lager and soy.

Note 2. This is the earliest document seen (Jan. 2014) that contains the term “soy food products.”

Note 3. This is the 2nd earliest document seen (July 2005) that mentions a food or drink product (“alfalfa tea”) made from alfalfa. This is also the earliest English-language document seen (July 2005) that contains the term “alfalfa tea.” It was used for its alkaline ash. Address: House of Better Living, 1207 West 6th St., Los Angeles, California. Phone: Mutual 2085.

178. La Sierra Industries. 1935. Soy bean products, “La Sierra Brand”: Complete protein, low starch, high alkaline ash (Ad). *Health (Mountain View, California)* 2(9):31. Sept. • **Summary:** Ad for canned soybeans (plain with tomato sauce), soy loaf, soy spread, soy bologna, soy breakfast food, soy milk, soy cheese [tofu], soy butter [like a soynut butter, non-hydrogenated], Soy-Co (beverage), Smoein (flavor), soy flour (raw), soy flour (processed).

Note: Neither Mamenoka, noodles, nor oil are mentioned. Address: Box 203, Arlington, California.

179. **Product Name:** La Sierra Soy Bologna (Called Soy Vegetable Bologna by 1936).

**Manufacturer’s Name:** La Sierra Industries.

**Manufacturer’s Address:** Campus and Maitland, Box 203, Ontario, California.



**Date of Introduction:** 1935 September.

**Wt/Vol., Packaging, Price:** 8 oz can.

**New Product–Documentation:** Ad in Health magazine. 1935. 2(9):31. Sept. “Soy Bean Products, La Sierra Brand: Complete Protein, Low Starch, High Alkaline Ash.” House of Better Living Catalog. 1936. March. p. 9. 8 oz. can for \$0.15. Ad in Dorothea Van Gundy. 1936. La Sierra Recipes. p. 46. L.B. Breedlove. 1936. *Chicago J. of Commerce and La Salle Street Journal*. June 25. p. 14. “Soy bean—The magic plant. Article XI.” “La Sierra Industries, Ontario, California: Meat substitutes.”

180. **Product Name:** Granose Rissol-nut: Savoury Nut Mix.

**Manufacturer’s Name:** Granose Foods Ltd.

**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1935.

**Ingredients:** Cashew nuts, wholewheat flake, wheatmeal flour, rusk, onion, soya nuts, salt, herbs, spices.

**How Stored:** Shelf stable.

**New Product–Documentation:** *The British Vegetarian*. 1960. Sept/Oct. p. 249. Granose produces Rissol-Nut in packets, and this can be quickly made up into savouries, roasts, and pasties.

Manufacturer’s catalog. 1980. April. “A ground mixture which with the addition of water is ready for making into all types of rissoles, grills, roasts, and pasties.”

Note: Pasty (plural = pasties) is a British term (pronounced like the word *nasty*) that refers to a small meat pie or turnover. The term, first used in the 14th century, is derived from the word *paste* meaning dough.

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1935. But a note says “Not Applicable.” This product does not contain any soy products and is still on the market. The ingredients are now peanuts, rusk, Wholewheat (wheat, sugar, salt, malt), wheat flour, salt, onions, herbs, spices. Label sent by Granose. 1990. July 11. Red, yellow, black, and white box. Soynuts are no longer an ingredient.

Note: This is the earliest known commercial soy product made by Granose Foods Ltd., which is presently (Dec. 2013) owned by the Haldane Foods Group Ltd.

181. Battle Creek Food Co. 1935? Appetizing health food recipes and menus. Battle Creek, Michigan. 25 p. Undated. Illust. 15 x 17 cm.

• **Summary:** On the cover of this booklet is a 3-panel illustration of a family seated at the table enjoying a meal; the daughter is in the left panel, the wife and husband (with suit and necktie) in the center, and the young son (also in suit and tie) in the right panel. The booklet promotes and shows how to use the vegetarian food products made by Battle Creek Food Co.

Contents: The story of Battle Creek Health Foods (and

its free diet service). Where these recipes are triple tested (the company’s modern test kitchen). Dinner menus and recipes (p. 4-7). Luncheon and tea menus and recipes (p. 8-11). Breakfast menus and recipes (p. 12-15). Reducing menus and recipes (p. 16-17). Wholesome diabetic foods (p. 18). Brawn-building menus and recipes (p. 19). A brief description of Battle Creek Health Foods (p. 20-21). Health candies (p. 22).

On almost every page of recipes is an illustration of one of the company’s products in its container/package, and in a prepared dish, followed by a description of each product on p. 20-21. The only two soy-related products are “Soy Biscuits—Best bread for diabetics. Contains less than 2% starch but is rich in protein and strength-building elements. (Also furnished in the form of a meal).”

Other products are: Agar (made from Japanese seaweed). Almond butter. Bran biscuits. Cooked bran (from wheat). Bran gluten flakes (crispy toasted breakfast cereal). Branola (hot cereal). Fig and nut bromose (with malt honey). Brose (hot cereal with dates, figs or raisins, and cream). Sanitarium canned fruits and vegetables. Chocolate nut bar. Cooked whole wheat. Fig bran. Fig bran flakes. Food ferrin (supplies dietary iron from green vegetables). Fruit crackers. Gluten bread (Low in starch, shipped in air-tight cans, ready to eat. A healthful reducing food). Gluten biscuit (40%, containing less than half the starch of ordinary bread; fine for diabetic patients). Gluten flour. Graham crackers. Health chocolates. Health koko. Kaffir tea (caffeine free). Lacto dextrin. Laxa (a biscuit with bran and agar). Malted nuts (increases the flow of milk in nursing mothers). Marmalades. Meltose (a malt sugar made from grains). Minute brew (A caffeine-free cereal beverage). No-fat (for use in place of butter). Nuttolene (“A nut meat product having the consistency of cream cheese. Makes healthful croquettes, cutlets, and stews”). Oatmeal wafers. Paralax with agar. Paramels. Peanut butter (made from steamed rather than roasted peanuts to make it easier to digest). Preserved figs. Protose (“The vegetable meat—makes savory sandwiches, salads, meat pies, and roasts. Rich in iron, lime and protein for body-building”). Psylla. Ripe olives. Savita (“A vegetable [yeast] extract with a rich, meaty flavor, excellent for soups and gravies, Rich in vitamins, and wonderful for blood-building”). Sal-Savita (A vegetable seasoning with a meat-like flavor). Savita-yeast (new yeast with a rich meaty flavor). Starchless bran. Toasted rice flakes. Tomato soup. Vegetable gelatin. Vegetable soup. Vitamet (A savory vegetable meat that is rich in Vitamin B and food iron). Vita wheat (creamy hot cereal). Whole wheat cream sticks. Whole wheat flour. Whole wheat wafers. ZO (“The vitamin breakfast food, ready to eat with cream and sugar. Made from whole wheat and barley and enriched with Savita... Supplies the daily vitamins and minerals”). Zwieback.

On page 23 is an ad for a 64-page booklet titled *Healthful Living: Fundamental Facts About Foods and*

SEND FOR : :  
"HEALTHFUL LIVING"

PLACE YOUR ENTIRE DIET  
ON A HEALTH BASIS  
—IT INVOLVES NO EXTRA COST

"Healthful Living," a 60-page book of fundamental facts about diet. Contains a brief account of Battle Creek Sanitarium foods and presents many important facts to guide the individual in making proper food selection. It is yours for the asking. Address —

THE BATTLE CREEK FOOD CO.  
BATTLE CREEK, MICH.

VEGETARIAN CAFETERIA  
Battle Creek Section  
California Pacific International Exposition  
San Diego, U. S. A.  
Palace of Foods and Beverages

PRINTED IN U. S. AMERICA

HOW  
TO MAKE  
SAVORY  
ROASTS,  
STEAKS,  
CROQUETTES  
WITHOUT MEAT

PROTOSE  
A VEGETABLE MEAT

*Feeding.* Address: Battle Creek, Michigan.

182. Battle Creek Food Co. 1935? How to make savory roasts, steaks, croquettes without meat: Protose—A vegetable meat (Leaflet). Battle Creek, Michigan. 4 panels each side. Each panel: 16 x 8½ cm. Undated.

• **Summary:** Printed with brown and light orange on white. Contents: A brief history of Battle Creek Sanitarium Health Foods. Protose: A substantial food around which you can build your menu (2 panels; "Here is one of the most interesting of all the Battle Creek Health Foods..."). Six recipes using Protose. About Savita with 1 recipe. Send for "Healthful Living" (60 p. book).

Photos show: (1) On the front panel: A young lady in a white apron slicing a casserole containing Protose. (2) Three prepared Protose dishes. (3) A can of Protose. (4) Inside: The huge Battle Creek Sanitarium. (5) The huge Battle Creek Food Co. (5) The front cover of a 60-page book titled

*Healthful Living.*

"A brief history of Battle Creek Sanitarium Health Foods: Battle Creek Sanitarium Health Foods were first made in 1899 for patients at the Battle Creek Sanitarium. Such Satisfactory results were obtained that soon outside demand made it advisable to stock them in leading grocery, drug, department and health food stores.

"At present there are over 100 Battle Creek Health Foods, including several groups covering almost every phase of diet—tasty vegetable meats, whole grain cereals, health confections, foods for the reducing diet and laxative diet, others for blood building, with a large assortment for diabetic and other conditions.

"Protose: A substantial food around which you can build your menu. Here is the most interesting of all the Battle Creek Health Foods.

This leaflet was apparently printed for an exposition in San Diego, California. At the bottom of the back panel



## A BRIEF HISTORY OF BATTLE CREEK SANITARIUM HEALTH FOODS



*The Battle Creek Sanitarium*

**B**ATTLE CREEK SANITARIUM Health Foods were first made in 1889 for patients at the Battle Creek Sanitarium.

Such satisfactory results were obtained that soon the outside demand made it advisable to stock them in leading grocery, drug, department and health food stores.

At present there are over 100 Battle Creek Health Foods, including several groups covering almost every phase of diet—tasty vegetable meats, whole grain cereals, health confections, foods for the reducing diet and laxative diet, others for blood building, with a large assortment for diabetic and other conditions.



*The Battle Creek Food Company*

Here are foods of highest quality supported by recognized authority and having a background of forty years' use that has met every test.



### • • PROTOSE LOAF • •

1 pound Protose	½ cup crumbs
1 onion	1 tablespoon Savita dissolved
2 eggs	in ½ cup hot water
Cheese — yellow	

Mash the Protose, stir all ingredients together, roll into loaf and place in pan. Place thin strips of yellow cheese across the top. Bake in moderate oven until brown. Serve with Savita Brown Gravy.

### • ROAST PROTOSE WITH BROWN POTATOES •

1 pound Protose	12 boiled potatoes
1 quart brown gravy	Butter

Remove Protose from can by first removing both ends of can. Cut the Protose in half lengthwise and make eight slices of each half. Arrange in buttered pan and cover with Savita Brown Gravy. Dip boiled potatoes in melted butter and arrange around the Protose. Bake in hot oven until potatoes are nicely browned.

### PROTOSE VEGETABLE SALAD

½ cup chopped carrots	½ cup chopped Protose
1 cup chopped celery	Salt
¼ chopped green pepper	Mayonnaise

Mix the chopped vegetables and add the Protose. Fold in the mayonnaise.



## PROTOSE

### A SUBSTANTIAL FOOD around which YOU can build Your . . . . MENU

**H**ERE is one of the most interesting of all the Battle Creek Health Foods, and it deserves a place on every table because of its goodness. It is different from so many others in that it is a protein food serving the same purpose in the diet as meat, milk and eggs. Protein is that part of the daily food supply which contains the needed building material. It is essential for growth and replaces the tissue wear which results from one's daily work. The growing boy or girl, the laborer, and all who indulge in vigorous exercise need an extra measure of protein. With a few cans of Protose in your pantry, the protein part of the daily bill of fare is assured. It is a most delicious food with flavors which appeal to everyone, and at the same time

lends itself to the preparation of a great variety of dishes.

Protose is made from the grains of choice nuts. It may be served cold just as it comes from the can but more often appears in the form of roasts, steaks, salads or a filling for sandwiches.

Protose is a substantial food containing materials needed for the heavier part of the diet. While it is easily digested and can be managed by the indoor worker of sedentary occupation, it supplies at the same time the sturdy staying qualities required by those leading a strenuous, active life.

Protose is an excellent food for those who cannot use meat.

You will enjoy the rich, meatlike flavor of Protose, and will find it a welcome addition to your regular food supply. Its convenience, wholesomeness and economy will appeal to you. It is not only a dependable source of protein but stands high in food minerals containing double the amount of iron found in meat dishes, five or six times as much lime, with appreciable amounts of vitamin B.

# • P R O T O S E •

## A VEGETABLE MEAT

is printed in large bold letters: "Vegetarian cafeteria. Battle Creek Section. California Pacific International Exposition. San Diego, USA. Palace of Foods and Beverages."

Note: This Exposition was held in 1935-36 at San Diego's Balboa Park. It opened on 29 May 1935 and closed on 9 Sept. 1936. Address: Battle Creek, Michigan.

183. *Good Health (Battle Creek, Michigan)*. 1936. The world famine. 71(2):48-49. Feb.

• **Summary:** "For the four hundred millions of China and several other hundreds of millions in the Far East, that most marvelous of food plants, the soy bean, supplies an abundance of protein and fat of the finest quality, far superior to the proteins and fats of flesh meats, and wholly free from the loathsome parasites, trichinae, tapeworms, etc., and the filthy colon germs which swarm in fresh meats of all sorts.

"From an economic standpoint, the soy bean offers

not only a more than complete substitute for meats, but salvation from the great economic evils to which flesh eating inevitably leads, evils so mischievous that they threaten destruction to the race by making the world uninhabitable." "The soybean contains 40 per cent protein of higher quality than that of the choicest meats. Its easily soluble protein resembles that of milk, and is more easily and quickly digestible. The proteins of the soy bean are of the basic or alkali-ash sort, while those of eggs and meat are acid-ash and so tend to cause acidosis, an evil to which the physiologic chemists have for many years been calling attention. This makes the soy bean a curative food instead of a cause of disease.

"In the market one can buy protein in the form of soy beans at one cent a pound, whereas protein in the form of meat costs from \$1.00 to \$2.00 a pound"

The "soy bean also improves instead of impoverishing

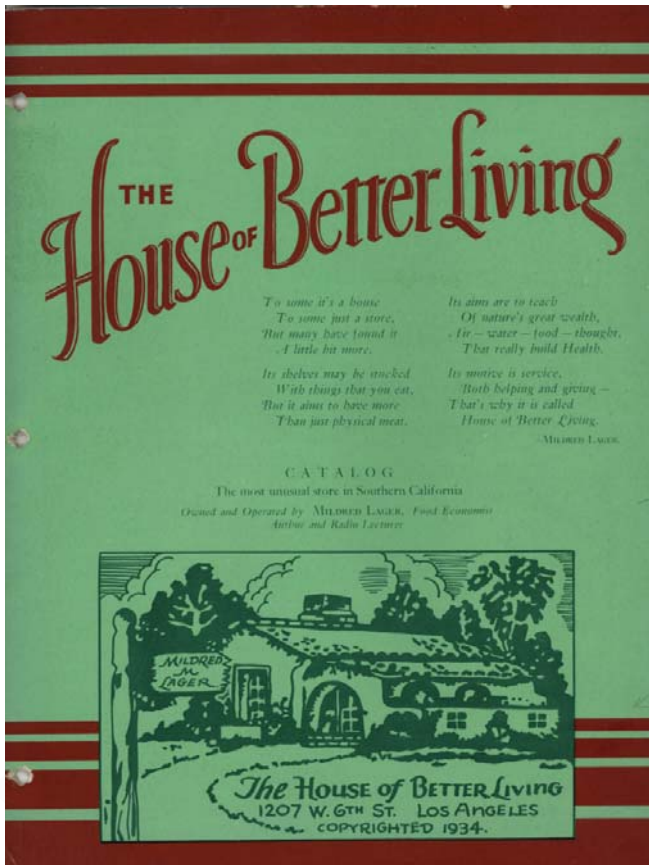


the soil. Its roots gather nitrogen from the air and so enrich the soil.

“The soy bean, which in the Orient fills in the diet the place of flesh, fish, fowl, eggs, milk, butter, and cheese, and suffices for infants as well as for adults, is beginning to receive some attention in this country. An excellent flour is now being made which, added to ordinary wheat flour, greatly improves the loaf in nutritive values, and at the same time improves its flavor and keeping properties.

“Condensed soy milk in tin cans is also now being made and various other most wholesome products, the use of which enables one, if he chooses to do so, to exclude all animal products from his dietary and not only without loss but with an actual gain.”

184. Lager, Mildred. 1936. *The House of Better Living Catalog*. Los Angeles, California: Published by the author. March. 14 p. March. 28 cm. Second expanded edition, March 1938.



• **Summary:** On the front cover is a large illustration of the exterior of the House of Better Living, and a 4-stanza poem about the House by Mildred Lager. Below the poem we read: “Catalog. The most unusual store in Southern California. Owned and operated by Mildred Lager, food economist, author, and radio lecturer.”

The first section, titled “The origin of the House of

Better Living!” (p. 1) begins: “Is it fate? Often the handicaps and obstacles that we have to overcome lead us into our life work, help us to find ourselves. A few years ago a young school teacher was forced to give up her chosen profession because of arthritis deformans. It was a severe obstacle to overcome, but it was that experience that led Mildred Lager into the study of foods and their relation to health, and led to the founding of the House of Better Living. No one *has* gained recognition as rapidly as Miss Lager. In a little over two years she has won her place among the ‘leaders,’ has received both national and international recognition, and has established the House of Better Living as an institution in Southern California... Her perfect radio voice reaches thousands who cannot attend her classes.

“Miss Lager is teaching the ounce of prevention, the health insurance that pays dividends in years of health and happiness. Her slogan is that Pure Air, Pure Water, Pure Food and Constructive Thought plus exercise and sunshine build health.

“The House of Better Living is more than a Health Food Store. It is a bureau of food information and a place and means where Miss Lager can conduct her classes free of charge—and *that* is her goal. Two years ago it seemed an impossibility—very few thought it would ever succeed. They did not know the sincerity and the spirit behind it... It is but two and a half years old. We cannot predict its future nor that of its charming founder—we can only wait and see, knowing that achievement and not time is the measure of success.—By one who has watched the growth from the start.”

At the top of page 2 in large letters: “The House of Better Living offers you: 1. The best of natural foods at reasonable prices. 2. Free delivery of all \$3.00 orders in Los Angeles. 3. Free cooking classes every Wednesday afternoon at 1:30. 4. Food classes Monday and Thursday afternoon at 1:30 (except during June, July and August). 5. Miss Lager’s Radio talks every Monday, Tuesday, Wednesday and Thursday morning at 7:45 over KFAC.”

Product categories and products mentioned include: Coffee substitutes (Soyco, Hollywood Cup, Breakfast Cup, Ficgo, Sipp). Broths (Vegebroth, Vegemineral Broth Concentrate, Hauser’s Meatless Bouillon). Nut butters—Freshly ground (Soy Bean Butter, Almond butter, Cashew butter, peanut butter—dextrinized). Whole grain flour, meal, etc. (Soy Bean Flour, Bill Baker’s Prepared Lima Bean Pancake or Waffle Flour, Bill Baker’s Prepared Soy Bean Pancake or Waffle Flour {2 lb for \$0.30}, whole wheat flour, wheat germ, bran, buckwheat flour, dextrinized flour, gluten flour, breakfast cereals—to cook {Cubbison’s cracked wheat}). Ready to serve cereals (Soy bean breakfast food, wheat germ). Macaroni, noodles, etc. (Soy bean macaroni, garbanza shells). Legumes (soy bean {imported}, garbanza peas, natural brown rice, sesame seeds). Melba toast, crackers, cookies, etc. (Bill Baker’s Soy Toast {\$0.30/lb}, Cubbison’s Melba Toast, Cubbison’s Melbets, Soy bean

gluten cracker, Cubbison's whole wheat crackers, Cubbison's Whole Wheat Dunkeretts, Cubbison's wheat soda cracker, Cubbison's honey wheat cookies, Cubbison's Melba cookies, Soy bean wafers, soy bean macaroons, Bill Baker's 100% Soy Bean Fruit Cookies {\$0.18/dozen}, Bill Baker's 100% Lima Bean Fruit Cookies {\$0.18/dozen}, Olson's soy bean bread, sliced {\$0.12}, Bill Baker's soy bean bread—unsliced {\$0.16}, Bill Baker's Lima Bean Bread, unsliced {\$0.16}). Natural aids (Agar, flaxseed, psyllium, Burbank kelp, kelp, Green kelp, Santay sea greens). Oils (Soy bean oil, sesame oil, Lindsay Cold Pressed California Oil). Meat substitutes (11 products, 5 with “Soy” in the name, such as Soyatose). Soy bean products (25 products! Makers incl. La Sierra, Loma Linda, etc.).

The 27 different soy products are: La Sierra Soy Beans, plain or with tomato sauce; Loma Linda Soy Beans, plain or with Proteena; Soy Beans, imported; Soy Beans, roasted; Soy Bean Loaf (meat substitute); Soy Bean Bologna; Soy Bean Spread; Soy Bean Butter (like peanut butter); Loma Linda Soy Mince Sandwich Spread; Soy Bean Sauce; Soy Bean Milk; Soy Bean Oil; Soy Bean Noodles, Macaroni, and Spaghetti; Soyco (Soy Coffee); Soy Bean Breakfast Food; Soy Bean Sprouts; Soy Bean Flour; Bill Baker's Prepared Soy Bean Pancake or Waffle Flour; Bill Baker's Soy Bean Bread; Olson Soy Bread (sliced); Bill Baker's Soy Toast; Bill Baker's Soy Bean Fruit Cookies; Soy Bean Macaroons; Soy Bean Wafers; Soy Bean Gluten Crackers.

Photos show: (1) A portrait of Mildred Lager smiling (p. 1). (2) Mildred conducting a free cooking class in her kitchen at The House of Better Living. Many men and women, all wearing hats, are seated around the perimeter of the kitchen (p. 6-7). (3) Packages of various “Bill Baker's Soy & Lima Bean Products” including Lime Bean Wafers, Pancake Waffle & Biscuit Lima-Bean “Neat Flour,” Lima Bean Toast, Pancake Waffle & Biscuit Soya-Bean “Neat Flour,” Lima Bean Bread, and Soy Bean Bread” (p. 10).

A small ad (3½ by 2¼ inches, p. 6) by the Cubbison Cracker Co. (3417-19 Pasadena Ave., Los Angeles, California) states: “Dextrinized and whole wheat products: Melba Toast, Melbetts, Cracked Wheat, Whole Wheat Crackers and Cookies.” Note: This is the earliest document seen (June 2004) concerning the work of Sophie Cubbison with soyfoods.

A ¼-page ad (p. 12) titled “Hain 100% pure foods,” describes Vege-Jell Puddings, Mal-Ba-Nuts (a powdered beverage), Potassium broth, and Col-Lax (whose ingredients are: Powdered psyllium, Powdered agar, and lactose). Address: 1207 West Sixth St., Los Angeles, California.

185. **Product Name:** Soyatose (Meat Substitute).

**Manufacturer's Name:** Unknown.

**Manufacturer's Address:** California?

**Date of Introduction:** 1936 March.

**New Product–Documentation:** House of Better Living

Catalog. 1936. March. p. 9. Ben Kahan does not know who made this.

186. *California Health News (Hollywood, California)*. 1936. Africans using flesh substitutes. April 3. p. 8.

• **Summary:** “Glendale–Ethiopia is learning to use meat substitutes. A shipment of several hundred pounds of Savory Loaf, nut and grain product manufactured by Hygienic Foods, was recently sent by Dr. Nicola to Addis Ababa. I.E. Siebert, head of Hygienic, has been distributing his natural foods throughout the United States for the past 14 years” [i.e. since 1922].

187. Kloss, Jethro. 1936. Re: Trip from Houston, Texas, to San Francisco. Letter to his daughter Promise Kloss, May 11. 1 p. Handwritten, with signature on letterhead. Facsimile printed in *Back to Eden*, 1981 ed. center insert section.

• **Summary:** This letter is of interest both for its contents—it shows a loving and caring father—and for its letterhead, which states in large letters: “Scientific Food & Benevolent Association.” Below that, next to a photo of Kloss is typewritten: Jethro Kloss, President. Herbalist, Public Lecturer, Food Scientist and Demonstrator. Manufacturers, Jobbers, and Distributors. Home address: Takoma Park Station, Washington, D.C. A typed description of the Association continues at the bottom of the page: “Distributors of non-poisonous herbs for medicinal and culinary purposes. A very practical course in nursing, including hydrotherapy. Scientific feeding for every purpose. Unexcelled substitutes for meat, eggs, cow's milk and butter—cooking, canning, baking and health foods. How to live better on less money. A marvelous line of foods made from the soy bean, and their cultivation. Send for description of new book ‘Back to Eden’ (revised edition) revealing astounding truths on prevention of disease and revolutionary food and health methods not published before.” Address: 913 Yale St., Houston, Texas.

188. *Madison Survey (Madison, Tennessee)*. 1936. Among the industries at Madison. 18(29):113-16. July 15.

• **Summary:** Madison stresses its industries not simply because they are a source of revenue for students. “If every student who enters this college were financially able to meet expenses with cash, still Madison would operate its industrial centers because they constitute one of the outstanding features of the educational system Madison fosters. Why? Madison is preparing men and women to fill places of responsibility in needy fields, in hard and trying places. It turns out to the world men and women capable of doing things worthwhile for the community in which they locate. Not all of these are by any means white-collar jobs. Labor itself is educational. Labor is needed to develop the whole man.”

The Madison Printing Department prints all of the



packages and labels for Madison Foods. Photos show the following products in paperboard boxes with labels: Date Stix, Fruit Stix, Breakfast Crisps, Bran Wafers, Thin-Things, Soy-Koff, Whole Wheat Wafers, and Minute Wheat. Labels for Vigorost and Kreme O'Soy [bread] are also pictured.

"One of the latest printing jobs is three thousand display units to accompany samples of Fruit Stix, Date Stix, Breakfast Crisps, and Soy-Koff."

"Kreme O'Soy Bread adds quality to every lunch and meal. You will enjoy its rich creamy nut-like flavor. Use it freely for toast, sandwiches, fillings, puddings, etc.

"Madison Kreme O'Soy Flour is used in this bread to reduce the starch content, to impart the creamy nut-like flavor, and to alkalinize the bread. Kreme O'Soy Flour is a rich food—a complete protein—containing only a trace of starch." Other products noted are Nut-Meat, Soy Beans with Tomato Sauce, and Soy Cheese.

189. Desai, Mahadev. 1936. Soya bean as a substitute for meat. *Harijan* 4(33):259. Sept. 26. [1 ref]

• **Summary:** Reprints parts of a review from "Vegetarian News" of a book titled *All About the Soya Bean* by Dr. Lieut. Col. Gray. Address: India.

190. Van Gundy, Dorothea. 1936. Soy beans in the human diet. *Proceedings of the American Soybean Association* p. 22, 24. 16th annual meeting. Held 14-16 Sept. in Iowa.

• **Summary:** "The introduction of the Soy Bean into the human diet is no experiment, for it was introduced thousands of years ago to the teeming millions of China, and has been of great success. Careful examination shows that their diet to be well balanced.

"In the occidental countries the soy bean in the diet has been practically unknown until the last few years." This is largely because there is an oversupply of high-carbohydrate foods, while a "careful examination of the diets of a large percentage of the population will show a decided shortage in edible fats and complete proteins. This is due largely to the high price of meat, eggs, and milk. This shortage is supplied in the soy bean.

"There are several reasons why the Soy Bean should increase in popularity in the human diet. These are: 1. Nutritional qualities. 2. Versatility. 3. Economy."

"One of the most outstanding nutritional points in connection with the Soy bean is its high alkaline ash. When added to the diet it builds the alkaline reserve in a remarkable way, thus building the resistance to disease and infection.

"The Soy is unique from the standpoint of versatility, for it can be used in any of the courses in the menu from soup to nuts. It lends itself very easily to methods of preparation that cover up the strong bean flavor usually present. The Orientals have hundreds of ways to prepare the Soy bean and can produce almost any flavor of meat, fish or fowl with various soy products. With such a variety of ways to serve

the Soy bean it may be introduced into the diet and used quite freely without becoming tiresome." Address: Manager, La Sierra Industries, Ontario, California.

191. **Product Name:** Saucettes (Meatless Sausages).

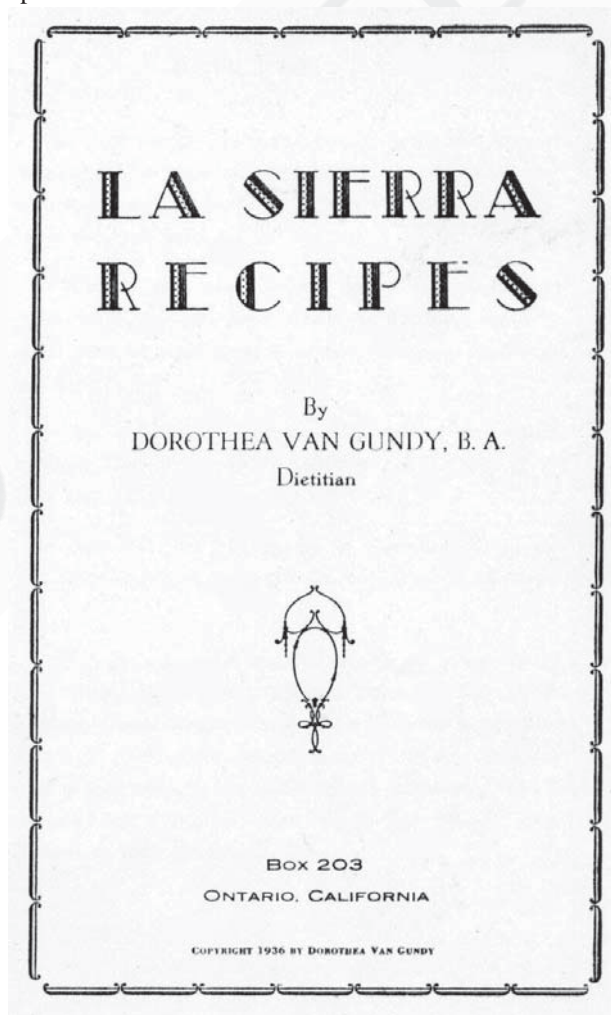
**Manufacturer's Name:** Battle Creek Food Co.

**Manufacturer's Address:** Battle Creek, Michigan.

**Date of Introduction:** 1936.

**New Product-Documentation:** Gray. 1936. All About the Soya Bean. p. 121.

192. Van Gundy, Dorothea. 1936. La Sierra recipes. Campus and Maitland, Ontario, California: Published by the author. 47 p. 19 cm.



• **Summary:** Most (but not all) of the recipes in this book call for soy-based ingredients. Contents: Dedication. "This book is lovingly dedicated to the memory of my father." Foreword: "Due to the increase of disease in the animal kingdom, the diet should be as free as possible from these elements, including meat, eggs, and milk." Approximate composition for La Sierra Products: Soy butter [soynut butter] (27.6% protein, 47.1% fats). Soy breakfast food. Soy

flour. Cooked soy beans. Soy loaf. Milk. Bean sprouts. Soy cheese [tofu]. Soy spread. Soy bologna. Dry soy beans.

1. The soy bean as a human food: Nutritional value, varieties of soy beans, flour, soy milk, soy milk from flour, soy milk from raw beans, soy cream (made by homogenizing / blending equal parts of soy milk and soy oil or other vegetable oil), soy cheese, soy bean sprouts, soy sauce.

2. Soups: Incl. Soyament bouillon. Many use Soyament (Soy Sauce), soy milk, or soy cream. 3. Entrees. Recipes incl. Soy croquettes (with Soy Bean Pulp and Smoein). Walnut Loaf (with Smoein and soy milk). Soy protose (with soy butter and Mamenoko flour). Gluten patties (with Smoein). Soy cheese with tomato sauce. Soy cheese croquettes. Soy cheese and Soyament sauce. Baked macaroni with La Sierra Vegetable Bologna. Soy loaf. Soy loaf a la king. Baked soy noodles. Chow mein (with La Sierra Soy Cheese). Lentil patties (with Smoein).

4. Sauces and gravies: Many use soy milk, Smoein, or soy sauce. 5. Vegetables. Incl. Creamed vegetables (with soy milk). 6. Salads and salad dressings. Soy recipes include: Carrot and soy cheese. Tomato and soy cheese. Pineapple and soy cheese. Stuffed celery (with soy cheese). Soy loaf salad. Cabbage and banana salad (with soy mayonnaise). Head lettuce (with soy butter dressing). Salad dressing (uses soy milk in place of eggs). Soy mayonnaise [Note: This is the earliest recipe seen for a soy mayonnaise]. Tomato mayonnaise (tomato juice beaten into soy mayonnaise). Thousand island dressing (with soy mayonnaise). Parsley and olive dressing (with soy mayonnaise; uses ¼ cup chopped olives, not olive oil). Soy cream dressing. Soy butter dressing [with soynut butter]. Cream golden dressing (with soy cream). French dressing (with soy oil or any vegetable oil).

7. Desserts. \* = with soy milk. + = with soy cream. Cream rice pudding\*. Rice pudding+. Blanc mange\*+ [Blancmange]. Orange cream pudding+. Lemon fluff+. Fruit fluff+. Cream tapioca\*+. Frozen pudding\*+. Vanilla Ice Cream\*+. Almond cream [Almond ice cream] (incl. 1 cup chopped almonds)\*+. Strawberry sherbet+. Raspberry sherbet+. Butterscotch chiffon pie+. Lemon pie+. Banana cream pie\*+. Pumpkin pie without eggs\*. Soy pastry with soy flour. Soy cookies+.

8. Bread: Soy bread (with 4 cups entire wheat flour and 1 cup soy flour). Entire wheat bread (with 2 cups soy milk). Entire wheat sticks (with 3 parts wheat flour and 1 part soy flour). Corn meal crisps (with 4 parts corn meal, 3 parts wheat flour, and 1 part soy flour). Short cake (with 2 parts soy milk, 5 parts wheat flour, 1 part soy flour). Waffles (with 12 parts wheat flour, 2 parts soy flour, and 7 parts soy milk).

9. Sandwiches: Soy bean filling. Vegetable bologna. Soy delight filling (with soy[nut] butter). Soy cheese and raisin sandwiches. Soy butter (soynut butter thinned with tomato juice). Soy butter and honey. Soy cheese and olive [chopped green olives]. Soy spread [Made by La Sierra]. Sandwich

salad (with many soy possibilities).

10. Beverages: "A very fine coffee substitute is made [by La Sierra] from the Soy Bean, and tastes remarkably like Coffee. It is particularly fine from an alkaline standpoint, and is particularly excellent to be used in connection with high alkaline diets." Soy-co (Beverage) Add 1 rounding teaspoon to 1 cup of water. "Percolate or boil until desired strength. Serve plain or with Soy Cream." Also delicious iced. Soy-co (Made with soy milk). Soy milk shake. Soy banana drink. Mamenoko drink (uses 3 tablespoons Mamenoko, which is processed soy flour). Soyament cocktail ("A very refreshing beverage may be made by using 1 to 2 tablespoons Soyament sauce to 1 cup of water").

11. Healthful confections: Beanut brittle (2 cups each Soy Beanuts and brown sugar). Victoria fudge (with "3/4 c Soy Milk").

Use of soy beans in the diet: Outline for 3 meals. Suggestion for 3 days' menus, using soy products.

La Sierra Industries manufactures the following 14 foods from soy beans: Canned soy beans, plain or with tomato sauce. Soy loaf. Soy vegetable bologna. Soy milk. Soy breakfast food. Soy butter [like peanut butter]. Soy-co (beverage) [coffee substitute]. Smoein (smoked meat flavor). Soy spread. Soy flour, raw and processed. Soy beanuts (parched soy beans).

Soyament brand bean sauce. This soya bean sauce is "prepared from soya beans by splitting up the bean protein by a special process which thoroughly decomposes it into Amino Acids. A number of Amino Acids, each possessing a sweet taste, is the most remarkable feature of the Soyament Sauce and makes it different from many of the so-called soy sauces... On sale at all grocery stores or write to Soya Bean Products Co., 3522 East Third St., Los Angeles."

In the section on "Soy milk" (p. 8) is a long quotation from Dr. [Walter] Siegmeister: "So well has the Soy bean served as a source of vegetable milk, that the records tend to show that it has proven superior to cow's milk in certain important respects. The most marked of these is the almost complete absence of rickets in China, which is quite probable in view of the fact that not only is the Soy bean rich in Vitamin D, but also in Calcium and Phosphorous, the chief requirements for healthy bone development."

Note: This is the earliest document seen (Dec. 2003) that mentions a soy-based shake. It is also the earliest English-language document seen (Dec. 2003) that uses the term "Milk Shake" to refer to a non-dairy soy milk shake or that contains the term "Soy Milk Shake" (p. 41). The recipe with that title states: "Soy Milk may be mixed with any of the fruit juices and beaten with a small amount of chipped ice. It fluffs up and is very palatable. Soy Milk and orange juice combine splendidly." Address: Dietitian, Box 203, Ontario, California.

193. Shih, You-Kuang. 1937. Study on the molds concerned



in the fermentation of wheat gluten in China. *Lingnan Science Journal* 16(1):27-38. Jan. 13. [21 ref. Eng; chi]

• **Summary:** The author begins by discussing the research of others on “the well known foodstuff *Fu-Yu* [fermented tofu, 2 Chinese characters are given] or preserved soy bean curd. Wei (1930) isolated the same species of *Mono-Mucor* from different samples obtained from Shaoshing of Chekiang [province] and Suchow of Kiangsu Province.

He adds that P.W. Liu, in his unpublished work, “isolated a species of *Mucor* from Mei-Tou-Cha [meitauza; Chinese characters are given], or naturally fermented dregs of soy bean curd [i.e., naturally fermented okara], which is a common foodstuff in Wuchang and Hankow.” It is prepared by frying in vegetable oil or animal fat.

“No mention of the so-called Minchin [W.-G. *mien chin*, pinyin *mianjin*] fermentation has been made as yet in literature. Minchin is, chemically speaking, the gluten of wheat.” Rich in protein, it has a delicious taste. In some districts it is commonly eaten as a substitute for meat by Buddhists who do not eat meat. It is also occasionally used as a palatable dish at banquets. “Although we do not know definitely when it came to be used as an article of diet, it probably was at least hundreds or even thousands of years ago. Recently it has become a canning industry in large cities, San-Loh Wusih Minchin of Kiangsu province being a well-known example.”

The author then gives a detailed description of how raw wheat gluten is made in China. To the high-protein wheat flour, about 0.5% to 1% by weight of table salt is added before any water is added in a large earthen jar. The dough is allowed to stand for 1-2 hours under water before the starch is removed in a strainer. A high grade of minchin is one that is almost free of starch content, pale in color, and very sticky and flexible.

Raw wheat gluten is typically made into one of four end products: (1) Fresh minchin: The raw minchin is kneaded into desirable shapes then boiled and seasoned for eating. When prepared for sale at a market in hot weather, it is usually preserved in water to prevent rapid spoilage by bacteria; (2) Roasted minchin is prepared by roasting raw minchin in a flat pan over a fire. A small mass of raw minchin will bubble up into a large globose shape with a very loose and porous texture. It is usually used to prepare soups, or cooked with other foods, and can be purchased even in small grocery stores in some localities; (3) Fried minchin is prepared by frying raw minchin with vegetable oil and seasoning. Recently the preparation of this kind of minchin has become a canning industry, as noted above. It has an excellent taste and is especially appropriate for travelers; (4) Fermented minchin (fermented wheat gluten) is made by putting fresh minchin into a suitable container, usually an earthen jar, and covering it tightly. After 2-3 weeks at room temperature, it will be overgrown with molds and bacteria. Then an excess amount of table salt (sodium

chloride), more than 10% by weight of the molded minchin is added. After thoroughly mixing the salt into the minchin, it is allowed to stand for 2 more weeks to age. It is then commonly cut into thin strips and used as a condiment with other foods. Usually the fermentation is carried on during the winter because in hot weather it spoils rapidly due to bacteria.

Minchin is most commonly eaten by the people in northern China, however fermented minchin is rarely heard of except in Wuchang, Hankow and Hanyang of Hupeh Province so far as the author knows. According to the “Investigation of diet nutrition of Chinese in Manchuria” by Lu (1934), the average amount of Minchin consumed a day by one person of different classes, and its nutritive value are as follows (Table 1): Physicians 14.4 gm of minchin, 3.2 gm of protein; Members of the bank 13.8 gm, 3.1 gm of protein; Officials 11.2 gm, 2.5 gm of protein; School teachers 3.7 gm, 0.8 gm of protein; Middle class families 1.8 gm, 0.4 gm of protein.

Minchin appears to contain a mixture of molds including *Paecilomyces varioti*, *Aspergillus flavipes*, *Cladosporium elegans*, *Fusarium orthoceras*, *Syncephalastrum racemosum*, *Trichothecium roseum*, and *Penicillium* species.

Note 1. This is the earliest English-language document seen (Oct. 2011) that uses the term “Fu-Yu” to refer to fermented tofu.

Note 2. This is the earliest document seen (Sept. 2011) concerning okara tempheh (which it calls Mei-Tou-Cha), and the earliest English-language document seen (Sept. 2011) that uses the term “Mei-Tou-Cha” to refer to okara tempe. Address: Lab. of Applied Mycology, College of Agriculture, Hokkaido Imperial Univ., Sapporo, Japan.

194. *Chicago J. of Commerce and La Salle Street Journal*. 1937. Ice cream, milk from soy beans: Tennessee scientists start new industry. Oct. 13. p. 9, col. 8.

• **Summary:** In a small group of buildings located a few miles from Nashville, a small group of chemical and agricultural scientists are doing “big things with the soy bean...”

It all started some 25 years ago when some agricultural chemists at the small, self-supporting the Nashville Agricultural Normal Institute started experimenting with the soy bean, then used mainly as forage.

Today, in a small group of buildings housing the 3-month old industry, E.M. Bisalski, his staff of assistants, and Dr. Philip Chen (a research chemist from China) are making “milk, meat, coffee, and automobile accessories from the vegetable.”

Chen says there was soy bean milk in China 3,000 years ago, yet it has taken the scientists about 25 years to “neutralize the bean flavor and approximate that of the cow.” Experiments in the institute laboratory showed that many generations of rats living exclusively on soy bean milk grew

strong and produced prolific offspring. The scientists believe that the “bean milk can be produced more cheaply than dairy milk and that it can be produced under conditions of chemical sterility, almost germ free.”

Having developed good milk, the group next “sought to compete with cattle as food producers in the form of beef.

“A product called soy-burger has been produced. It tastes like hamburger.

“The scientists have made ice cream and buttermilk and even chocolate flavored milk. They also have a cheese [probably tofu] which is said to be the closest thing to pure protein known to chemistry. It tastes like Swiss cheese but costs only a fraction as much.”

Note 1. This is the earliest document seen (Nov. 2014) concerning a meatless burger made from soy.

Note 2. This is also the earliest English-language document seen (Nov. 2014) that contains the term “soy-burger” (hyphenated).

195. Kellogg, John Harvey. 1937. Special health values of the soybean. Paper presented before the Section of Food and Nutrition at the American Public Health Assoc., 68th meeting. Oct. 5. 7 p. typescript. Reprinted in 1937 by Soya Foods Ltd., Rickmansworth, England. 6 p. [9 ref]

• **Summary:** This paper begins: “The rapid development of the production and use of the soybean (*Soja hispida*) in this country within the last quarter of a century, and the multitudinous uses to which it is being put, fully justify the name ‘wonder bean’, which it has been called by American writers, and the appellation, ‘little honorable plant’, by which it is known in China.

In South China, the soybean so completely replaces other sources of protein that there is no dairy industry, and meat, fish and even eggs, are very little used. The soybean is the chief source of protein for the common people and is referred to as ‘the poor man’s meat.’

“Studies of this most remarkable of food products, especially in the United States and Germany, have shown it to possess not only extraordinary nutrient properties, but also some highly important prophylactic and therapeutic values, knowledge of which ought to be popularized as rapidly and widely as possible.

“Although botanically classed with legumes, the soybean rather closely resembles the nut in its very low content of starch and high percentage of protein. It easily takes precedence over all other natural foodstuffs in the great percentage of protein which it contains, and protein of such superior quality that in animal feeding experiments it has proved itself to be capable of replacing proteins of all other sorts, even milk proteins. The soybean protein content is 40%, nearly twice that of average meat and four times that of eggs, three to four times that of wheat and other cereals, five to six times that of bread, twice that of lima and navy beans, walnuts, filberts and most other nuts. The protein of

the soybean (glycinin) is of high quality, like that of milk, containing certain amino acids of which the proteins of nearly all other legumes and all cereals are deficient.”

Contains a long discussion of soy acidophilus milk, changing the protective flora, and the experience of Dr. Dafoe with the Dionne quintuplets in Canada.

“Forty years ago, I was requested by Dr. Dabney, then Assistant Secretary of the United States Department of Agriculture, to prepare from plant sources a substitute for meat, and found in a combination of the gluten of wheat with peanuts a product having not only the essential nutrient values of meat, but a fairly close approximation in flavor and appearance. The soybean solves the problem so completely and so satisfactorily that with the proper development of its culture and use, there need be no fear of protein shortage and no need of a substitute. There is, indeed, evidence that Americans might profit greatly as the Chinese have by giving the soybean a large place in the national bill of fare.

“A few years ago (1923), Dr. Arthur Hunter, Chief Actuary of the New York Life Insurance Company, in an international study of blood pressures, found the systolic pressure of the average Chinaman to be ten points lower than that of the average American and gave conclusive evidence that the cause is to be found in the difference in the dietary habits of the Chinese and Americans. In concluding an address before the American Life Underwriter’s Association, Dr. Hunter said, ‘Taking the population of the United States as a whole, I believe that a better adjusted diet, with less animal food, would result in a lower blood pressure and in greater longevity with an equal ability to carry on their occupations.’

“In view of the facts cited in this paper, is it not reasonable to believe that the general use of the soybean in this country would tend to lessen the mortality rate from intestinal infections and many other acute and chronic disorders, and to increase individual life expectation?”  
Address: M.D., LL.D., F.A.C.S., Medical Director of the Battle Creek Sanitarium, Battle Creek, Michigan, and of the Miami-Battle Creek, Miami Springs, Florida.

**196. Product Name:** Soy-Burger. Renamed Soyburger or Soyburger Loaf in 1939 (Canned Meatless Loaf, Sandwich Spread, or Entree). Renamed Zoyburger in 1939.

**Manufacturer’s Name:** Madison Foods.

**Manufacturer’s Address:** Madison College, Madison, Tennessee.

**Date of Introduction:** 1937 October.

**Ingredients:** Soybeans [actually okara], wheat gluten, raw peanut meal, tomato paste, vegetable seasonings.

**Wt/Vol., Packaging, Price:** No. 2 can, 20 oz.

**How Stored:** Shelf stable.

**Nutrition:** Protein 12.5%, fat 6.7%, carbohydrates 19.0%, ash 1.4%, calories 187/100 gm.

**New Product–Documentation:** *Chicago J. of Commerce.*



1937. "Ice cream, milk from soy beans: Tennessee scientists start new industry." Oct. 13. p. 9, col. 8. Having developed good milk, the group next "sought to compete with cattle as food producers in the form of beef. A product called soyburger has been produced. It tastes like hamburger."

Madison Health Messenger. 1939. "Soyburger." Ad in House of Better Living. 1940. May. p. 4. "Soyburger."

Ad (2¼ by 3 inches) in *Nature's Path* (USA). 1941. July. p. 273. "A treat without meat." Soyburger is one of five basic food products made and sold by Madison Foods. Madison Health Messenger. V. 49-2. p. 5. Taylor. 1944. Soy Cook Book. p. 201.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Zoyburger contains 20.90% protein, 3.10% fat, and 11.85% carbohydrate.

Letter from Sam Yoshimura. 1981. March 19. Okara was used in the Madison Zoyburger exclusively. The product consisted of wheat gluten, okara, tomato paste and seasonings. It was a canned, meat loaf type of product.

Note: This is the earliest known commercial vegetarian "burger" (with the word "Burger" or "Burgers" in the product name) made in the Western world.

197. **Product Name:** Tofu, Yaki-dofu (Grilled Tofu), and Ganmodoki (Fried Tofu Patties).

**Manufacturer's Name:** Azumaya Tofu Seizo-sho (Azumaya Co.).

**Manufacturer's Address:** 1636 Post St. between Buchanan and Laguna, San Francisco, CA 94124. Phone: 415-285-8500.

**Date of Introduction:** 1937.

**Ingredients:** Soy beans, water, calcium sulfate.

**Wt/Vol., Packaging, Price:** 21 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Interview with George and Bill Mizono. 1989. Oct. 31. During the first year of ownership in 1937 Azumaya made bulk tofu, yaki-dofu, ganmodoki, and agé.

Note: This is the earliest record seen (July 2011) showing Azumaya making types of tofu other than regular tofu.

Note: This is the earliest Japanese-language document seen (Nov. 2014) that mentions a meat alternative or a meatless burger, which it calls *ganmodoki* (mock goose or deep-fried tofu burger).

198. Lager, Mildred. 1938. *The House of Better Living Catalog: Finer natural foods*. Los Angeles, California: Published by the author. 36 p. March. 23 x 10 cm.

• **Summary:** The single most important document showing the creative development of commercial soyfoods in California in the late 1930s. This catalog contains a large section on Diabetic Foods, consisting mostly of soyfoods, and an even larger section titled "Soy Bean Products."



The Foreword (p. 1) begins: "The House of Better living is as unusual as its name. Its aim is to teach better living, and has made possible Mildred Lager's free educational program by radio and class work. Become a member of our ever-growing family. Secure one of our creed cards—Realize life can be a game and not a battle, and if you give to the world the best you have, the best will come back to you."

"The House of Better Living has grown in four years from what was called a brain storm to an institution. It is outstanding, unique, and built on the ideals of sincerity and service. It is teaching the ounce of prevention—the health insurance that pays dividends in years of health and happiness. It carries for you, Finer Natural Foods, selected by Mildred Lager."

A full page of delivery and order information (p. 2) shows that Mildred was shipping foods (such as California nuts and fruits, fresh and dried) all over the United States.

This catalog contains a total of 42 soyfood products, including 26 such products not found in the 1936 catalog. Soy (and other interesting) products are listed as follows (prices and weights are given for each): Beverages—Coffee substitutes: Radcliff's soy bean, Soy-Co. Other beverages: Dr. Fearn's Proteinized Cocoa, Radcliff's Malted Soya Milk, Radcliff's Soya Bean Cocolette, Soy-Malt (plain or chocolate). Sugars and syrups: Radcliff's Golden Soya Honey Spread (4-oz. glass). Natural sweets—Candies: Carque's health candies, bar, 5¢, Halvah bars, Sesame brittle, Soya candy sticks, 1¢ each, Soy milk "chocolate" bars, in Bavarian, coconut, mint, cherry, pineapple, and creme de mint flavors, Soy milk "chocolates," ½-lb. box or 1-lb. box, Soy chocolate, 1¢ square, ½-lb, 1 lb, 60¢, or bulk.

Desserts: Agar—Parfait mix, Agar—Hain Vege-Jell, Agar—Sanitarium vegetable gelatin. Diabetic foods: Gluten flour, Soy bean flour, 10¢ lb, Soy Bean Pancake and Waffle Flour (Bill Baker's Prepared; 2-lb. pkg. 30¢), Dr. Fearn's

Soya Cereal, Dietetic Soyrina Cereal, Dr. Fearn's Soya-Date Breakfast Food, Battle Creek Dietetic Bran, Battle Creek toasted gluten bran flakes, Soy breakfast food, Cubbison's soy-gluten crackers, Soy-gluten wafers, Loma Linda soy bean wafers, Bill Baker's 100% soy-fruit slices, Bill Baker's soy bean bread, Olson's soy bread, Soy bean macaroni, spaghetti and noodles, Soy beans—imported, Soy beans—cracked, Soy beans—red, Soy beverages (without sweetening), Bill Baker's soy melba toast, Cubbison's soy melba toast.

Nut butters: Almond butter, Almond meal, Cashew butter, Peanut butter (dextrinized or raw), Pecan butter, Soy bean butter (1b or 8-oz. can). Whole grain flours, meals, etc.: Lima bean flour, Soy bean flour (1 lb, 3 lbs, or 10 lb), Soy bean pancake and waffle flour (Bill Baker's prepared), Soy bean pancake and waffle flour (Mrs. Hauser's), Whole wheat flour, wheat germ. Breakfast cereals (to be cooked): Mildred Lager's quick cooking cracked soybeans, Dr. Fearn's soya cereal, Dietetic Soyrina Cereal. Breakfast cereals (ready to eat): Battle Creek Zo, Dr. Fearn's soya-date breakfast food, Soya breakfast food, Bill Baker's 10% soya cereal. Melba toast, crackers, cookies: Cubbison's soy toast, Bill Baker's soy toast, Cubbison's Soy-Gluten crackers, Soy-gluten crackers, Loma Linda soy bean wafers, Cookies: Cubbison's soy cookies, Bill Baker's 100% soy fruit slices. Bread: Olson's soy bean bread (sliced loaf), Bill Baker's soy bean bread (unsliced loaf 16¢). Macaroni noodles: Soy bean macaroni, spaghetti and noodles. Legumes: Soy beans—imported, Soy beans—cracked, Soy beans—red. Meat substitutes: Nuteena (7 oz. can 15¢), Nut Meat, Nuttose (Battle Creek), Proteena, Protose, Soy bean butter (30¢ lb.), Soy mince sandwich spread, Soy bean spread, Soy bean ravioli (12¢ and 20¢ can).

Soy bean products (40 products; those mentioned above may be omitted here): Loma Linda soy beans (plain or tomato flavored, No. 1 can), Loma Linda soy beans with Proteena (No. 1 can), Dry soy beans (quick cooking red), Soy bean spread, Soya bean honey spread, Loma Linda soy mince sandwich spread, Soy bean sauce (5 oz for 18¢ or 2 oz bottle for 10¢), Soy bean oil (45¢ pint bottle), Soyco (Soy coffee), Soya bean milk powder, Milk of soya bean (6 oz or 12 oz can), Soy-Malt, Proteinized cocoa, Radcliff's 100% soya bean beverage (1 lb package), Cubbison's soy bean cookies, Cubbison soy-gluten crackers, La Sierra Soy breakfast cereal, Diamel Soyarina cereal, Diamel breakfast cereal. Salad dressings: Imitation Worcestershire sauce (Carque's, 5 oz bottle for 25¢). Powdered dry vegetables: Dulse, Dulse leaf, Irish moss, Kelp, Kelp—fancy, Sea lettuce (leaf or powdered), Soy-banana powder. Laxative foods: Agar, Psyllium, Swiss Kriss, Sym, Tam (laxative jam). Natural aids: Savita yeast tablets, Sesame seeds, Theradophilus (4 oz bottle 75¢, 8 oz bottle \$1.25). Electric appliances: Electric juicers are not yet on the market. Index (p. 36).

There are ads for the following: Battle Creek Sanitarium Foods (p. 5; ask for literature). Ficgo coffee substitute (display ad, p. 6). Racliffe's Soya Products (p. 9, 21). Mildred Lager's quick cooking family (incl. cracked soy beans), Bill Baker's soy and lima bean products (photo display, p. 16). Therapy, Ltd.—Foods for Better Living (Theradophilus, soy bean milk, p. 19, 29).

A photo (p. 1) shows Mildred Lager.

Note. This is the earliest English-language document seen (Aug. 2013) that contains the term “soya bean beverage,” which probably refers to powdered soya milk. Address: 1207 West Sixth St., Los Angeles, California.

199. *Madison Health Messenger (Madison, Tennessee)*. 1938. Soy bean milk, coffee, meat, and cereal. 1(1):1, 4, 6. Spring.

• **Summary:** “More versatile than any other food is the soy bean. Previously used as stock feed, it has gradually won its way into many wholesome foods that are distinctly different, yet palatable and reasonable.

“Madison Foods, in conjunction with Madison College, has spent years in experimental research developing soy bean foods. Dr. Philip S. Chen, Professor of Chemistry at Madison College, a native of China who received his doctorate degree in chemistry at Michigan State College, together with Dr. Frances L. Dittes, Professor of Nutrition at Madison College, whose doctorate degree is also in the field of Chemistry and Nutrition, have successfully exploited the ancient bean, discovering its versatility as is evidenced by the possibilities of its use as milk, coffee substitute, meat substitute, breakfast cereal, flour, etc.”

Kreme O'Soy Milk is the only homogenized soy bean milk on the market to date; it is made of soy beans, added soy bean oil, dextrose, and organic calcium. Zoy-Koff is an alkaline coffee substitute made from soy beans and grains. Kreme O'Soy Crisps is Madison's new ready-to-eat alkaline breakfast cereal. It is made of whole soy bean flour, whole wheat, and malt.

Foods made by Madison Foods that contain soy as an ingredient, described in this first issue are: Soy-Koff (with photo of front of package in front of Mr. Hubert Henken, assistant production manager of Madison Foods, from Albia, Iowa, and a “strict vegetarian”). Thin Things (a new soy wafer). Date-Stix (a natural sweet, with Kreme O' Soy Flour). Fruit Stix (a soy flour biscuit). Breakfast Crisps / Kreme O'Soy Crisps (with photo of front of package). Soyburger Loaf. Soy Beans (in 5 oz, 14 oz and 30 oz cans, with tomato sauce or plain). Soy Cheese [Tofu]. Vigorost (“Madison's finest protein food representing the ‘steak’ of its variety.” A photo shows Vigorost sliced and ready to serve on a platter). Kreme O'Soy Flour. Kreme O'Soy Milk.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the word “Soyburger” (spelled as one word, regardless of capitalization) or the term



“Soyburger Loaf.”

200. Melick, Weldon. 1938. Self-supporting college. *Reader's Digest*. May. p. 105-08.

• **Summary:** About Madison College in Tennessee. “In 1904 the Nashville Agricultural Normal Institute at Madison, Tennessee, consisted of 11 students and some dilapidated farm buildings on 400 acres of worn land purchased with the last cent of its founders—Dr. E.A. Sutherland and four other teachers. In addition, however, it had one invaluable asset: Dr. Sutherland’s idea that a college education should be made available to any boy or girl willing to work for it.”

Today “Madison’s curriculum includes 27 campus industries, run by the students to support the college and themselves... 15 years of research in food chemistry have resulted in new food products too useful to confine to campus menus.

“Hence, Madison Foods—an industry that is largely responsible for making the soy bean appetizing to Americans. The school’s food chemists, experimenting with 200 varieties of soy beans, eliminated objectionable taste and produced savory breakfast foods, bread, coffee substitute, condensed milk, and meat substitutes which look and taste like beef but are even more nutritious and digestible. Vigorost, made from soy loaf after the milk is extracted [i.e. okara], is featured by a cafeteria chain in New York City. More than \$60,000 worth of Madison’s packaged and canned foods was sold in 27 states last year, and the Institute runs its own health-food cafeterias in Nashville and Louisville.

“Madison Foods have developed soy milk until it is now not only cheaper than cow’s milk but, on the authority of the American Medical Association, better for babies. Observers have come from Africa, India, and other countries where milch cows are scarce, to study the methods of Madison’s soy bean ‘dairy.’ ...

“With twice as many applicants as can be provided for, Madison as a rule accepts only those who could not otherwise arrange for a college education.”

Note 1. As a result of this article, the school received nearly 5,000 inquiries concerning the school plus a flood of student applications. The next year was the highest in the history of the College with a total of 450 college students enrolled.

Note 2. This is the earliest article on soy seen (Aug. 2002) in *Reader's Digest* magazine.

201. Chen, Philip S. 1938. The aristocrat among foods: The soybean. *Health (Mountain View, California)* 5(7):14-16. July. [4 ref]

• **Summary:** This article begins: “For thousands of years, China, by the use of the soybean, has demonstrated to the world that animal products are not necessary to a well-balanced diet, for the majority of the Chinese people make no use of dairy products, and consume a very small amount

of meat. When the soybean was subjected to chemical analyses and feeding experiments by scientists in various countries during the last few decades, it was found why the Chinese maintain health. We now know that the soybean owes its superiority over the other legumes and cereals to its remarkable richness in protein, fat, mineral matter, and vitamins. The average percentage composition of the soybean is approximately as follows: Protein, 40 per cent; fat, 18 per cent; nitrogen free extract, 25.9 per cent; ash, 4.6 per cent; crude fiber, 3.5 per cent; moisture, 8 per cent.

“On account of its high protein content, the soybean has been recognized as the most nearly perfect vegetable substitute for meat known. The yield of protein from soybeans, weight for weight, is approximately twice that of meat; four times that of eggs, wheat, and other cereals; five or six times that of bread; twice that of Lima and navy beans, walnuts, filberts, and most other nuts; and twelve times that of milk.

“Not only is the protein of the soybean higher in percentage than that of the other legumes, but it is also of a much superior quality. In spite of a vegetable origin, the protein of the soybean resembles animal proteins more closely than vegetable proteins.

“The fact that the soybean protein is capable of promoting growth has repeatedly been demonstrated by various feeding experiments, which are of even greater importance than chemical analyses in determining the nutritional value of the soybean. Osborne and Mendel of Yale University found that on a dietary containing either soybean meal or commercial soy cake as the sole source of protein, together with soybean oil and protein-free milk, several broods of young rats have been produced, and the young grew normally. These investigators cite this as a demonstration of the nutritive efficiency of the soybean, in contrast with the adverse results obtained with kidney beans and garden peas.” Address: Ph.D.

**202. Product Name:** Mary McBride’s Pure Soya Bean Crusties (“Vegetable Meat”).

**Manufacturer’s Name:** McBride Products Company.

**Manufacturer’s Address:** 811 Fairview Ave., South Pasadena, California. Phone: PY. 1-1314.

**Date of Introduction:** 1938 July.

**Wt/Vol., Packaging, Price:** 1 lb or 5 lb boxes. Wholesales for \$0.45 or \$1.74 respectively.

**How Stored:** Shelf stable.

**New Product–Documentation:** Leaflet/catalog/price list. 1938. 12 by 17 inches. Blue and red on beige. “McBride’s Soya Foods.” A photo shows the box. The front panel shows the prepared product on a plate. “Modern Nutrition. Fully Prepared. The best in soya foods. Contains no salt.” The poster states: “For making meatless meat loaf, nut loaf, vegetable roast etc. May be used many ways in making salads and soups. It also makes a delicious cereal

when served with milk or cream; fruits may be added. Soya Crusty's are rich in 'complete' protein, vitamins and minerals. It is starch free and less than 1½% of reducing sugar. The protein is biologically fully equal to that of meat muscle and is the only vegetable protein that can be called 'complete;' i.e. sufficient to promote growth and the repair of tissue waste. It also has an advantage over meat protein, in that it does not contain nucleo-protein or purin bodies which are considered to be the forerunners of uric acid. One pound of Soya Crusty's contains 2½ times as much protein as is found in 1 pound of beefsteak."

203. George, S.E. 1938. New industries: The versatile soya bean. *Nature's Path to Health (Melbourne, Australia)*. Oct. 1. p. 17, 38.

• **Summary:** Discusses utilization of soya beans throughout the world to make soya bean oil and meal, industrial products (glycerine, paints, soaps, linoleum, rubber substitute, printing inks, explosives, etc.), bean-milk, bean-curd or tofu, salted bean-curd (resembles Roquefort cheese), coffee substitutes (sold today in America and Europe), soya bean flour, and beef-like extracts for use in soups ("one of the most famous European brands of soup-cubes has a soya-bean base"). "Sacks of [soya] beans make excellent substitutes for sandbags [in wartime], as was proved in the recent Manchurian struggle. Buddhists in China use bean-curd [probably yuba], shaped in molds, to make many products that resemble animal products: fish with sauces, a whole chicken swimming in a golden chicken soup. A number of other products made from soya beans are listed. Discusses the work of the Ford Motor Co. with growing and using soybeans in England and the USA.

A cartoon shows a figure of "The Versatile Soya Bean" smiling and dancing with hands on hips.

Note 1. This is the earliest document seen (April 2003) that mentions a meat alternative which is described as an alternative to fish or seafood. Address: Australia.

204. **Product Name:** Soya Beans in Tomato (In glass jar. Canned by June 1940. Renamed The Versatile Soyabean in Tomato Sauce by 1953).

**Manufacturer's Name:** Roberts (F.G.) Health Food Products.

**Manufacturer's Address:** 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.

**Date of Introduction:** 1938 October.

**Ingredients:** Incl. soya beans, tomatoes.

**Wt/Vol., Packaging, Price:** 12 oz jar. Canned by June 1940.

**How Stored:** Shelf stable.

**New Product–Documentation:** Ad in *Nature's Path to Health (Melbourne, Australia)*. 1938. Oct. Half-page ad. "For your health's sake, eat Soya Beans in Tomato. The Protein food with the high Vitamin content, prepared under Hygienic conditions, hermetically sealed by F.G.R. Health

Food Products (Registered), 40 Chapel Street, St. Kilda. Directions for use. Place jar in water and heat. To open, lever lid with coin. Obtainable from Roberts Health Centre, 284 Post Office Place, Melbourne, C.1. Phone: Central 3394." A photo shows the jar and label. At the bottom of the label is written: "Manufactured at 40a Chapel St., St. Kilda."

Ad in *Nature's Path to Health*. 1940. June. p. 26 "Just what you've waited for! Better health foods." An illustration (line drawing) shows the four canned products, with the Soy Bean & Tomato in the smallest can. Ad in NPH. 1940. July. p. 8. "Roberts' Better Nut Foods." An illustration (line drawing) shows the four canned products, with the Soy Bean & Tomato in the smallest can. Small ad in Aug. 1940 issue, p. 5. "Roberts' Soy Bean in Tomato." "Packed in a new style in tin in convenient sizes and sold at all Roberts' Health Food Shops throughout Australia."

Ad in *Nature's Path to Health*. 1940. Nov/Dec. p. 30. "Roberts' Soy Nut Recipes." Same line drawing as in July issue. "Supplies always available at the Roberts Health Food Shops Throughout Australia."

Letter (fax) from Paul Smith of Soy Products of Australia. 1995. March 14. From 1940 to 1954 these soybeans were contract canned outside the Roberts' plant. From 1954 to 1974 they were canned in house. The product had to be discontinued in 1974 due to falling sales, its high labor cost and low profitability, and the lack of capital to further automate the process. Long before 1954 the Sanitarium (Adventist) retail shops sold this product under the Roberts brand name. Sanitarium studied the product then introduced their own version of it as a logical extension of their extensive range of canned vegetarian "meat analog" type products. They had economies of scale which Soy Products of Australia lacked. As Sanitarium Sales increased, ours declined. Beans in Tomato were processed continuously from 1940 to 1974 by SPA and previously under the F.G. Roberts brand.

205. **Product Name:** Roberts' Soy Nut Roast.

**Manufacturer's Name:** Roberts (F.G.) Health Food Products.

**Manufacturer's Address:** 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.

**Date of Introduction:** 1938 October.

**Wt/Vol., Packaging, Price:** Tin-plated steel can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Ad in *Nature's Path to Health (Melbourne, Australia)*. 1938. Oct. Rear cover (p. 50). A photo shows the label: "The ideal meat substitute. 10 ozs. Nett. Another Roberts 100% protective health food."

Note: The same page shows that Roberts also made a coconut ice cream named Robert's Cocoanut; it was apparently a non-dairy product.

206. Hastings, Milo. 1938. A college that feeds itself.



*Physical Culture*. Nov.

• **Summary:** About Madison College near Nashville, Tennessee. About 500 people now live on the campus, of which 300-350 are students. About 90% of the vegetables (including soybeans) consumed by all these people are grown by student labor. The college has its own mills for whole-grain products and its own bakery, “which also serves whole-wheat and soy-bean bread to over one hundred retail stores in the nearby city of Nashville.”

“The address Madison College, Tennessee, has become familiar to patrons of health food stores as the place of origin of a distinctive line of products made from soy-beans.” The reason for that grew out of an interesting combination of circumstances. First, the college was founded upon the idea that the “students should by their own labor produce as nearly as possible all their own food supply for a completely nourishing diet. Second: Madison College and Sanitarium are strictly vegetarian, and, as at the Battle Creek Sanitarium, the vegetarianism has been worked out as part of the school dietary as well as the sanitarium dietary. To students and patients alike the importance of proper food for the body is emphasized.

“Third: one phase of the work at Madison College has to do with the training of medical missionaries. That has not only brought to the teaching staff people who have had experience in the Orient, but has also brought students from those countries. (At present there are six Japanese and ten Chinese students.)

“Out of these circumstances came the development of a new line of foods which we may call the Americanization of the second most important food material in the Eastern world and the greatest of all vegetarian sources of protein—the soy-bean.”

To Madison College, with its interest in perfecting a vegetarian diet, came Perry A. Webber, as professor of chemistry. He had taken his doctor’s degree at Michigan State College after a fourteen years’ residence in Japan. It was a happy combination of circumstances, and the American chemist, with his Japanese experience, set to work to Americanize the soy-bean as a source of human food.

“It also happened that one of Dr. Webber’s Chinese friends, Philip S. Chen, was a fellow student of chemistry at Michigan State College, having come to America to study science. When he had completed his chemical work for a doctor’s degree at Michigan, he entered Madison College as a special student to take up practice teaching in the Department of Chemistry under Dr. Webber. The two men, each with a knowledge of soy-beans as used in the Orient, now worked together as chemists in the American college.

“After two years of this cooperation Dr. Webber was called back to Japan to become the head of a school there. Dr. Chen then became the professor of Chemistry at Madison College and continued to work on soy-bean products.”

Though Dr. Chen says soy-bean milk has been used in

China for 3,000 years, the type made at Madison “is new because it is different and superior to the older forms of the Oriental product.” It has been made “more acceptable to American tastes and to the more exacting demands of present-day nutritional science. This also applies to the substitutes for meat and the cheese products made from soy-beans, and to the use of soy-bean flour as an ingredient in bakery and cereal products. Today all this is of special interest to vegetarians and to those who follow the latest forms of health foods. These advances in food science will later become of far greater significance.”

Dr. Frances L. Dittes, head of the Department of Nutrition, specializes in soybeans, “both in nutritional research and menu applications. Thus, the new food products developed from soy-beans, along of course with other vegetarian dishes, were worked out and tried out in the students’ dining hall and also in the Madison Sanitarium. Patients cured at the sanitarium naturally wished to continue the use of the food products after returning home. This gave the nucleus of a health food manufacturing business.

“This, in turn, provided another campus industry for the work-your-way college, giving occupation for the students in which they could take an especial interest and pride, since the business grew out of the research work of the college and was closely tied in with both their agricultural and their health work.”

Note: This article is reprinted near the back of the 1989 edition of *Madison—God’s Beautiful Farm*.

207. *Madison Health Messenger (Madison, Tennessee)*. 1938. Price list. 1(3):6. Fall-winter.

• **Summary:** See next page. This is the earliest known list of foods made by Madison Foods. The name of each food that contains soy as an ingredient is preceded by an asterisk (\*). The foods are divided into categories and the flavor, size and price of each size are given.

The categories are: Breakfast cereals. Beverages. Crackers. Canned protein foods. Flour.

The foods containing soy as an ingredient are: Kreme O’Soy Crisps. Soy-Koff. Kreme O’Soy Milk (plain and chocolate). Thin-Things. Fruit Stix. Date Stix. Soyburger Loaf. Vigorost (3 sizes of cans). Soy Cheese seasoned (3 sizes of cans). Soy Beans with Tomato (3 sizes of cans). Kreme O’Soy [whole soybeans]. Kreme O’Soy Flour.

208. **Product Name:** Loma Linda Gluten Burger (with Soy Flour).

**Manufacturer’s Name:** Loma Linda Food Co.

**Manufacturer’s Address:** Loma Linda, California.

**Date of Introduction:** 1938.

**Ingredients:** Incl. soy flour.

**Wt/Vol., Packaging, Price:** 14 oz, 28 oz, and 30 oz can (1971).

**How Stored:** Shelf stable.

## PRICE LIST

BREAKFAST CEREALS			
Minute Wheat	12 oz.	15c	
*Kreme O'Soy Crisps	9 oz.	13c	
BEVERAGES			
*Soy-Koff (No Caffein)	12 oz.	20c	
*Kreme O'Soy Milk			
plain, liquid	15 oz.	15c	
*Kreme O'Soy Milk			
plain, liquid	29 oz.	25c	
*Kreme O'Soy Milk			
chocolate, liquid	15 oz.	15c	
*Kreme O'Soy Milk			
chocolate, liquid	29 oz.	25c	
CRACKERS			
*Thin-Things	5 oz.	12 $\frac{1}{2}$	
Whole Wheat Wafers	5 oz.	12 $\frac{1}{2}$	
Bran Wafers	6 $\frac{1}{2}$ oz.	12 $\frac{1}{2}$	
*Fruit Stix	6 $\frac{1}{2}$ oz.	15c	
*Date Stix	6 $\frac{1}{2}$ oz.	15c	
CANNED PROTEIN FOODS			
(used in the place of meat)			
*Soyburger Loaf	14 oz.	20c	
*Soyburger Loaf	30 oz.	40c	
Nut-Meat	5 oz.	10c	
Nut-Meat	14 oz.	25c	
Nut-Meat	30 oz.	50c	
*Vigorost	5 oz.	12c	
*Vigorost	14 oz.	30c	
*Vigorost	30 oz.	60c	
*Soy Cheese seasoned	5 oz.	10c	
*Soy Cheese seasoned	14 oz.	25c	
*Soy Cheese seasoned	30 oz.	50c	
*Soy Beans with Tomato	5 oz.	7c	
*Soy Beans with Tomato	14 oz.	15c	
*Soy Beans with Tomato	30 oz.	30c	
*Kreme O'Soys	14 oz.	15c	
FLOUR			
*Kreme O'Soy Flour	2 lbs.	35c	
*Kreme O'Soy Flour	5 lbs.	85c	
*(Soy Bean Foods.)			

**New Product–Documentation:** Loma Linda Food Co. Price list. 1938.

Note 1. This is the second earliest known vegetarian “burger” (with the word “Burger” or “Burgers” in the product name) made in the United States. It is also the earliest known product made by Loma Linda Foods that contains wheat gluten.

Note 2. Patricia H. Black and Ruth L. Carey. 1971. *Vegetarian Cookery*. 5 vols. This set of vegetarian cookbooks contains numerous recipes calling for “gluten burger” which is sold in 14 oz, 28 oz, and 30 oz cans.

209. **Product Name:** Soymilk, Tofu-Pimiento Spread, Okara Spread, and Gluten Cutlets.

**Manufacturer’s Name:** Miller’s Soy Foods.

**Manufacturer’s Address:** Utica, New York. Washington, DC.

**Date of Introduction:** 1938.

**Wt/Vol., Packaging, Price:** Soymik: Bottled. Gluten

products: Canned.

**New Product–Documentation:** Herbert P. Ford. 1958. *The Life Story of Dr. Harry W. Miller*. p. 131. “In 1939 Dr. Miller returned to the United States having been so thoroughly convinced of soy milk being destined to have world-wide acceptance... His son, Harry Willis Miller, Jr. had returned preceding his father and had started a small soy milk plant in Utica, New York, where he made and bottled soy milk and also made and canned some of the protein foods out of wheat gluten for which they had developed recipes. This plant was later moved to Mt. Vernon, Ohio, after they started the soybean plant at Mt. Vernon.”

Interview with Willis Miller. 1981. After he returned to the USA from Shanghai, Willis started this company, named Miller’s Soy Foods, in Utica, New York, in 1938. Later that year he moved it to Washington, D.C. and was successfully making and marketing canned soymilk, tofu used in a tofupimiento spread, okara spreads, and gluten cutlets. When Dr. Miller returned to the U.S. he suggested that he and his son go into business together. Willis liked the idea.

210. Montagné, Prosper. 1938. *Larousse gastronomique* [Larousse gastronomique]. Paris: Librairie Larousse. 1087 p. See p. 989-90. [Fre]

• **Summary:** The following are defined under “*Soja ou Soya*”: Introduction. Tofu (*fromage de soja*), soymilk, (*lait de soja*), soy sauce (*sauce ou extrait de soja*), soy meat (*viande de soja; viande végétale*). The soy meat, which resembles smoked ham, is said to be very complicated to make, requiring industrial equipment. An illustration (p. 990) shows a soybean plant, including enlarged insets of the flowers and pods.

Note: This is the earliest French-language document seen (Nov. 2014) that uses the term *viande de soja* or *viande végétale* to refer to meat alternatives. Address: France.

211. Photographs of Madison College in Madison, Tennessee. 1938? Undated.

• **Summary:** These black-and-white prints were sent to Soyfoods Center in 1983 by Ed Bisalski. Most are pasted onto heavy brown cardstock paper in a 3-ring scrapbook, which has a neat, handwritten description of each photo in black ink.

The photos are: (a) A display of Madison Foods featuring Soy-Koff (“coffee flavor without coffee effects, alkaline,” 20 cents for 25 cups), Kreme O’Soy Milk (“a pure tasty vegetable milk,” plain or chocolate, homogenized, 15 cents or 25 cents) and Kreme’O-Soy Crisps (ready-to-eat, malted soy crumbles, 13 cents or 2 for 25 cents).

(b) “Madison Foods college industry. Bread molding. specializing in the manufacture of soy bean foods—bread, crackers, cereals, flour, cheese, milk, coffee substitute, canned soy beans, meat substitutes. Sold in 48 states—Health Food Stores, Department stores, Specialty Grocers, etc.”





(c) Madison Foods plant.

(d) The 400-acre farm provides for the stock [animals], for the college kitchen, sanitarium kitchen, and campus store. A female student in the “Soy bean patch.”

**212. Product Name:** Not-Meat (Smooth-Textured Loaf for Meatless Entrees or Sandwiches or Salads).

**Manufacturer’s Name:** Madison Foods.

**Manufacturer’s Address:** Madison College, Madison, Tennessee.

**Date of Introduction:** 1939.

**Ingredients:** Whole peanut meal, soy flour, seasonings.

**Wt/Vol., Packaging, Price:** No. 2 can. 20 oz.

**How Stored:** Shelf stable.

**Nutrition:** Protein 13.4%, fat 19.2%, carbohydrates 5.4%, ash 2.1%, calories 248/100 gm.

**New Product–Documentation:** Madison Health Messenger. V. 49-2. p. 5.

Mildred Lager. 1940. Madison Health Messenger (Madison, Tennessee) 2(3):1-4. “Foods for summer health.” Not-Meat is made with unroasted peanut meal and seasoning.

Ad (2¼ by 3 inches) in *Nature’s Path* (USA). 1941. July. p. 273. “A treat without meat.” Not-Meat is one of five basic food products made and sold by Madison Foods.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 161. Lists the ingredients in “Not-Meat (Nutrition International Corporation).” They are: Peanuts, processed soybeans, yeast extract, salt, hydrolyzed vegetable protein. Note: By 1971 Nutrition International Corp. had become part of Worthington Foods. The plant at Madison had been closed in Aug. 1970.

**213. Product Name:** Stake-Lets (Meatless Meat Loaf in a Rich Meatlike Sauce) [Sliced, or Bite-Size].

**Manufacturer’s Name:** Madison Foods.

**Manufacturer’s Address:** Madison College, Madison, Tennessee.

**Date of Introduction:** 1939.

**Ingredients:** Gluten, soybeans, soy sauce, seasonings. In 1960 the ingredients were gluten, whole wheat, soy flour.

**Wt/Vol., Packaging, Price:** No. 2 can. 20 oz.

**How Stored:** Shelf stable.

**Nutrition:** Protein 18.2%, fat 4.3%, carbohydrates 2.1%, ash 0.5%, calories 120/100 gm.

**New Product–Documentation:** Ad (2¼ by 3 inches) in *Nature’s Path* (USA). 1941. July. p. 273. “A treat without meat.” Stake-Lets is one of five basic food products made and sold by Madison Foods.

Madison Health Messenger. V. 49-2. p. 5. Taylor. 1944. *The Soy Cook Book*. p. 201.

**214. Product Name:** Proast (Meatless Gluten-Based Meatloaf).

**Manufacturer’s Name:** Special Foods, Inc. Renamed Worthington Foods, Inc. in Dec. 1945.

**Manufacturer’s Address:** Worthington, Ohio.

**Date of Introduction:** 1939.

**Wt/Vol., Packaging, Price:** 8 oz, 17 oz, and 30 oz can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Wholesale price list. 1941. Oct. 1. 8 oz retails for \$0.20 and 30 oz for \$0.55. This dark gluten-based meatloaf analogue, made with wheat gluten, peanuts, and a little defatted soy grits or flakes, resembled

Battle Creek's Protose.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Proast contains 25.40% protein, 8.88% fat, and 9.28% carbohydrate. *Chopletter* (Worthington Foods, Ohio). 1960. "What you should know about Worthington Foods." April, p. 3. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label include Proast.

Note: This is the earliest known food product made by Special Foods, Inc. It is also their earliest known products that uses wheat gluten as a major ingredient or soy (soy flour) as a minor ingredient.

215. Kloss, Jethro. 1939. *Back to Eden: A book on herbal remedies for disease, and other natural methods of healing*. 1st ed. [Washington, DC]: Published by the author. vii + 667 + [25] p. Illust. Portrait. Index. 21 cm.

• **Summary:** This treasury of herbal lore and vegan cookbook (it uses no dairy products or eggs, replacing them with soy products) is one of the most creative and original sources of early soyfoods recipes. Contents: Foreword. 1. Personal experiences. 2. Soil. 3. History of medicine. 4. Fresh air and exercise. 5. Fasting. 6. Effects of devitaminized, adulterated foods on the body. 7. Fruit diet. 8. Meat-eating. 9. Foods. 10. Diet. 11. Aluminum utensils. 12. Cooking under steam pressure. 13. Disease of animals. 14. History of water cure. 15. Water. 16. Water-effects and treatment. 17. Water-its effect in sickness. 18. Baths. 19. Compresses and fomentations. 20. Massage. 21. High enemas. 22. Nursing. 23. Fruits. 24. The eliminating diet. 25. Minerals found in the body. 26. Herbs. 27. Medical trees. 28. Tonics. 29. Herbs (Their description and use in treating disease). 30. Definitions of medicinal properties of herbs. 31. Herbs indicated for specific diseases. 32. Directions for use of non-poisonous herbs. 33. Treatment of disease. 34. Food preparations of various kinds. 35. Oranges. 36. Potatoes; gathering and preserving of herbs.

The Foreword states: "This book contains tried, safe, and inexpensive remedies for the prevention of disease and sickness, remedies which are the result of my own practical experience of nearly forty years." "No matter how many germs get into the body, if the blood stream is clean and the blood corpuscles are in a healthy condition, you will be safe. Everyone comes in contact with many kinds of germs, but these organisms will not harm you or cause you sickness and death unless they have a place in which to propagate themselves." Sickness and illness are "caused by violating the laws of nature and health. "If then they would resort to simple means and follow the basic laws of health that they have been neglecting—proper diet, use of pure water, fresh air, sunshine, rest, and nature's remedies, herbs, etc., nature would restore the body to its original health." "God has provided a remedy for every disease that might afflict us."

"The fundamental principle of true healing consists of a return to natural habits of living."

Virtually all of the information on soybeans and soyfoods is in chapter 34, "Food Preparations of Various Kinds" (p. 582-633). First come two sections of text: "The nutritional value of the soybean" (p. 582-84; "Taken from an address delivered by Dr. J.A. LeClerc, before the annual meeting of the American Soybean Association. Sept. 15, 1936"). "Uses of the soybean for industrial purposes" (p. 585).

Then comes an introduction soy-related recipes (p. 585-87): "The knowledge of the value of the soybean here in America is one of the greatest things that was ever launched in the food line in the history of the nation, and at this time of great poverty [the Great Depression], want, and disease, it is the most important thing that could be given the people." "Soybean milk can be made from soybeans at home for less than two cents a quart." Soybean milk "is not only a good food, but a real medicine." It is easily digested and highly alkaline. "I have experimented with soybeans for fifteen years [since about 1924] and have produced a fine, acceptable soybean milk as well as many other soybean products." "I use soybeans in more than fifty dishes."

Then come recipes (p. 587+): Soybean cheese (fermented soybean milk, peanut butter, and tomato puree, p. 587). Soybean cream cheese (from fermented soybean milk, p. 588). Nut cheese no. 1 (fermented soybean milk, peanut butter, and soybean butter {see p. 613}, p. 588). Nut cheese no. 2 (raw peanut butter, ground oatmeal flour, water and salt [no soy], p. 589). Nut milk (made with raw peanut butter and cow's milk [no soy], p. 590). Canned soybeans (p. 592). Soybeans and rice (with sprouted soybeans). Baked beans with tomato sauce (incl. soybeans, p. 593; "Soybeans are, no doubt, the best of all beans, but the flavor is not as pleasant. This can be overcome by using various seasonings, such as tomato sauce, a little onion, and celery). Vegetable protein (wheat gluten seasoned with soy sauce, p. 597). Nut loaf (seasoned with soy sauce). Kloss' granola (with soybean milk and soybean mash [okara], p. 599). Baked rice (natural brown rice baked in soybean milk, p. 600). Soybean coffee plus 2 recipes for Cereal coffee based on rye or wheat bran [real coffee with caffeine is not included]. Soybean broth (with soybean milk and oatmeal, p. 604-05). Oatmeal broth (with soybean milk). Soybean buttermilk (fermented, p. 605-06; "Buttermilk is an excellent article of diet for everyday use, but is especially beneficial in malnutrition, tuberculosis, toxic conditions, and intestinal infections. Soybean buttermilk has the advantage of producing an alkaline effect and is more nourishing than ordinary buttermilk. It is rich in minerals and very palatable. More nourishing than yogurt buttermilk used under various names."). Soybean cheese (fermented soybean milk, raw peanut butter, and tomato puree). Soybean cottage cheese (fermented soybean milk, p. 608). Soybeans and rice (with sprouted soybeans, p.



608-09). To sprout soybeans, lentils, or grains (p. 609). Soy patties (with soybean pulp [probably ground soybeans, not okara] and soy sauce). Gluten patties (seasoned with soy sauce, p. 610). Soybean loaf. Soybean cottage cheese loaf. Soybean milk. Soybean milk no. 2 (made from “soy meal, p. 611). How to curd [soybean] milk (p. 612). Soybean jelly (soybean milk jelled with agar-agar flakes and sweetened with malt sugar). Soybean butter (made with 1 cup water, 2 tablespoons soybean flour, and 2 cups soybean oil, p. 613). Soybean cream (blend rich soybean milk and soybean oil). Soybean ice cream (made with 2 quarts rich soybean milk, 2 lbs. malt sugar, ½ pint soybean butter or soybean mayonnaise, and 1 tbsp. agar-agar). The yolk of an egg (made with soybean flour, p. 614). Pancakes (with cornmeal and soybean mash [okara]). Tomato soup (with soybean flour, soybean flour, soymilk, and/or soy sauce, Savita, or Vegex, p. 618). Cream of tomato soup (with soybean milk, p. 620). Cream of celery soup. Cream of lentil soup. Vegetable oyster soup (with rich soy milk, p. 622). Eggplant soup (with soybean milk). Cream of spinach soup. Potato soup. Soybean gravy. French toast (made with soybean bread soaked in soybean milk, p. 624). Soy oil mayonnaise (with soy oil and finely ground soy flour, p. 628). Vanilla sauce (with soybean cream, p. 632). Vegetable gelatin (with agar-agar and soybean cream dressing, p. 632). Orange jelly (with soybean cream). Strawberry jelly (with soybean cream). Rice pudding (cooked in soy cream, p. 633). Cream tapioca (with soy cream and soybean milk). Soybean bread no. 1 (with whole wheat flour, soybean mash or soybean flour, p. 648). Soybean bread no. 2. Soybean buns or cinnamon rolls (with soybean meal, p. 650). Cornmeal gems (with soybean milk, p. 651). Oatmeal or soybean gems (with soybean meal). Soybean gems (with soybean mash [okara] out of which soybean milk has been washed, p. 652). Pones (with soybean milk). Beaten biscuit (with soybean milk). Unleavened pie crust (with soybean flour or mash, p. 655). Raised pie crust (p. 656). Soybean pumpkin pie (p. 656). Fig marmalade pie (with soybean milk, p. 657). Mashed potatoes (with rich soybean milk, p. 666).

This book does not call for the use of dairy milk or eggs. Concerning cow’s milk, Kloss states (p. 75): “Cow’s milk is not suited for human consumption. Half the invalids in the world suffer from dyspepsia, and milk should not be taken. Milk causes constipation, biliousness, coated tongue, headache, and these are the symptoms of intestinal auto-intoxication. Soybean milk and nut milks are excellent substitutes, and have practically the same analysis, and the danger of disease is removed.” A recipe on page 614 uses a mixture of soybean flour and soya bean oil as a substitute for the yolk of an egg.

This book contains the same detailed information on the possible dangers of aluminum cooking utensils found in the 1935 edition.

Ads on unnumbered pages in the rear include: (1)

Dominion Herbal College, Vancouver, BC, Canada. (2) “Horta” Pure Vegetable Extract. “Of strong aromatic meat flavor, though made from leguminous materials only.” F. Behrend, Inc., New York, NY. Established 1886. (3) Old-fashioned Quaker mill. No. 4 Quaker City Mill. Ad: Enterprise No. 69, Hand Mill. A.W. Straub Co., Philadelphia, Pennsylvania. (4) Nature’s Original Food Co., Falmouth, Virginia. “Nuts, grains, fruits and vegetables are Nature’s original foods for men. Animal flesh has been substituted. If you want health, don’t use it. “Try our [canned vegetarian] meats—see the difference.” Meatose. Vegetose. To-Meta.

Note 1. This latter company was almost certainly founded and is owned by Jethro Kloss.

According to Doris Gardiner (Oct. 1990), the original book (of which she and her aunt each have copies) has a green hard cover. The first printing was probably done by a Mr. Brunck, who worked for the College Print Shop in Takoma Park, Maryland. She thinks Jethro self-published the book. He paid for the printing and sold the books himself. Jethro and his wife moved to Coalmont, Tennessee. There they lived with the Hiatt family, and Mr. Hyatt, owner of Longview Press (renamed The Message Press by 1964) became the book’s first legitimate publisher. His wife died in 1944. Jethro died in 1946 at age 83. The page numbers from the 1939 edition are unchanged in later editions.

Note 2. This is the earliest English-language document seen (Oct. 2013) that uses the term “Soybean cream cheese” to refer to soy cream cheese.

Note 3. This is the earliest English-language document seen (June 2013) that uses the term “soybean mash” to refer to okara.

Note 4. This is the earliest English-language document seen (Oct. 2013) that contains the term “Soybean cottage cheese” or that has a recipe for it. Address: Washington, DC.

216. Xiaoxiaosheng; Wang, Shizhen; Egerton, Clement C. trans. 1939. The golden lotus: A translation from the Chinese original novel, *Chin p’ing mei*. 4 vols. London: Routledge & Sons. See p. 179-80. 23 cm. \*

• **Summary:** The most food-conscious work of Ming dynasty fiction is the famous novel of sexuality and sensuality, the *Chin-p’ing mei* (first printed in 1621-27) known in Egerton’s translation as *The Golden Lotus*. For details see Hsiao-Hsiao-Sheng (Xiaoxiaosheng) (1621-27).

217. Lager, Mildred. 1940. Healthful philosophy. *House of Better Living (Newsletter, Los Angeles)* 11(49):2. Jan.

• **Summary:** New items include “Canned Soy Cheese. Soyburger. Full line of Madison Foods.”

“We carry liquefiers at four different prices: \$29.95, \$19.95, \$14.95 and “13.95.” Contains a recipe for Carrot soy milk. Ingredients: 1 cup carrot juice, add 1 tbsp. soy flour or milk powder, 1 tsp honey or plain Joyana.

“Liquefied foods have become popular with the new

## ... and here are the famous MADISON HEALTH FOODS approved by The Madison Health Messenger



**SOY-KOFF.** A delightfully satisfying beverage containing no coffee nor caffeine. Prepared the same as coffee. No jangled nerves or upset stomach. Price.....25¢

**WHEATASOY.** A high quality breakfast cereal, made of sun-ripe whole wheat and soy

Price.....10¢ and 25¢

**SOY CHEESE.** In salads, sandwiches, croquettes, omelets or soups adds a delightful zest. Many diabetics use this alkaline food, low in starch and rich in protein.

Price.....10¢ and 25¢

beans, malted and dextrinized, easily digested and alkaline. Price.....13¢

**SOY BEANS.** A rich alkaline food. A low starch food with tomato sauce ready to eat. Delicious tasting and containing rich supplies of phosphorus, calcium, copper and iron. Price....7¢ and 15¢

**SOYBURGER.** Used in place of meat for steaks, cutlets, roasts, salads. An economical, complete, protein food—easy to digest. Contains no animal products. Price .....23¢ and 46¢

**STAKE-LETS.** A gluten soy loaf sliced in tasty soy sauce. It tastes like meat but contains no meat products. A complete protein food. Price .....25¢

**NUT-MEAT.** Here is a wholesome loaf used in place of meat that will give real backbone to your meal as a protein food. A ready-to-eat treat.

**VIGOROST.** Contains no meat yet has a delicious meat flavor. Ready to eat, hot or cold. A fine protein loaf. Price.....10¢ and 25¢

**KREME O'SOY MILK.** A pure soybean milk homogenized ready to drink. A rich alkaline food. It contains the nutritive value of mothers' milk. Price.....15¢

**KREME O'SOY FLOUR.** A rich, alkaline, starch-free food with a delicious nut-like flavor. Contains vitamins A, B, D, E, and G; rich in minerals. Price.....2 lbs.—35¢

**THIN-THINGS.** A new flaky wafer for soups and sandwiches. A different one-bite size wafer made with choice wheat flour, soy bean flour, vegetable shortening and honey. Price .....12½¢

**BRAN WAFERS.** Here is bran in a tasty form. An appetizing delicious beneficial food containing vitamin B. Mildly laxative. Price .....12½¢

**WHOLE WHEAT WAFERS.** A thin crisp and flaky whole-grain wafer rich in the nourishing elements found in sun-ripe whole wheat. Blended with honey and baked, a truly delicious wafer. Price.....12½¢

### Try These Soyburger Sandwiches

Brown slices of Soyburger a half-inch thick on a griddle till well done, then place in bun or between slices of bread and spread out to cover the entire slice or bun. Place in griddle and toast. After removing from the toaster, you may add onion or a vegetable relish.

electric mixers. They are fine and a boon to the person with poor assimilation and digestion..." A number of combinations are given, all starting with fruit juice. "Soy flour or soy milk powder may be added to juice or broth for soy milk drinks." A portrait photo shows Mildred Lager.

Note 1. A section titled "Soyburgers" on p. 4 explains that the Soyburger and Canned Soy Cheese mentioned above are both made by Madison Foods of Tennessee. Separately, soy chocolate is mentioned.

Note 2. A small ad on p. 3 is for waffles: Soy wheat-wheat germ. Soy corn (contains no wheat). Address: 1207 West Sixth St., Los Angeles, California. Phone: MUtual 2085.

218. Madison Foods. 1940. Free! \$1,000.00 in valuable prizes (Ad). *Madison Health Messenger (Madison, Tennessee)* 2(3A):2. Undated.

• **Summary:** This ½-page ad contains a photo that shows the

front panel of each of 13 products made by Madison College; a brief description of each food is also given.

The text above the ad reads: "Contest closes at 12 midnight, February 15, 1940—and here are the famous Madison Health Foods approved by the Madison Messenger."

Those not mentioned in the previous issue are Wheatasoy (a breakfast cereal). Soyburger (new name for Soyburger Loaf). Stake-Lets (a gluten-soy loaf).

A price list, similar to but expanded from that in the last issue, appears on page 6. Address: Dept. HMM-1, Madison College, Tennessee.

219. *Madison Survey (Madison, Tennessee)*. 1940. Rapid growth of Madison health food production and consumption. 22(5):17-19. March 13.

• **Summary:** "When, the last of November in the year just past, a carload of health foods started for the Pacific Coast—the first shipment of that size—it seemed that a decided



step had been taken in the advancement of the health food industry. Milo Frank, Los Angeles, is jobber distributor for the South Pacific. He services 250 health stores in California. The North Pacific region, Western Canada, and Alaska are served by Western Natural Foods, Seattle [Washington].

“Coming east, we find Health Food Jobbers, Chicago [Illinois], serving metropolitan Chicago; Sherman Foods, serving metropolitan New York; and Modern Foods, Wollaston, Massachusetts, serving metropolitan Boston.”

Madison Foods’ products mentioned in this issue are: Nutmeat, Soy Beans, Soyburger, Soy Cheese, Soy-Koff, Vigorost, Wheatasoy.

Periodicals mentioned include: (1) *Health News Reporter*, winter issue, 1939-1940. (2) *Health Foods Retailing* (Chicago), edited and published by Lelord Kordel; it is a bi-monthly trade journal for the health food industry.

220. De Weese, C.W. 1940. The “vegetable cow.” *National Food Distributors’ Journal* 14(4):5-6. March. Reprinted in *Madison Health Messenger* (Madison, Tennessee) 2(3):1-3 (1940).

• **Summary:** “Suppose there were suddenly to occur a complete disappearance of all meats, milk, eggs, cheese, potatoes, wheat, and grains. Suppose further, that we were deprived of every other food known, with the exception of one vegetable. What single vegetable would you choose to live on if such an even should happen?”

The author would choose the Soy Bean. The people in the land where it originated call it the “Vegetable Cow.” He discusses industrial uses of soybeans (plastics, paint, etc.), soy bean flour, “roasted soy bean nuts,” and the many important nutrients found in soy beans.

Note: This is the earliest English-language document seen (Dec. 2012) that uses the term “soy bean nuts” or “roasted soy bean nuts” to refer to soynuts.

“Alkaline preparations are used daily by millions; perhaps they are necessary as we certainly are a nation of excess acid human beings. Most of the foods we eat form acid in the digestive process. Therefore, the alkalinity of the Soy Bean is good news and particularly so because when properly cooked they are delicious to eat in many different ways. Apparently they provide a diet that is adequate and well balanced.”

“In Washington, DC, a milk route has been established for Soy Bean milk. Soyburgers have made their appearance. Pancake flour, cereals, cheese, substitute for egg whites, flour for baking, ground meal, coffee, baked and boiled beans, and many other foods can now be had or are in the process of going on the market.”

221. Lager, Mildred. 1940. Summer foods for health. *Madison Health Messenger* (Madison, Tennessee) 2(3B):1-4. Undated.

• **Summary:** A large photo shows Miss Lager, next to a

KFAC microphone. For 6½ years she has been broadcasting over the radio four times a week on station KFAC in Los Angeles. “She is the founder of the House of Better Living, and a tireless worker for better living. Her weekly free classes draw hundreds of people for instruction in healthful cookery and healthful living.”

She writes that now is a good time “to cut down on rich foods and the acid-forming foods, using instead the alkaline-forming foods and the bulk foods for the natural eliminative effects... With a liberal intake of the alkaline-forming foods, one may be assured of the natural alkalizers which neutralize body acids and in this way assist in the protection of health... Acid wastes produce fatigue; alkaline-forming foods neutralize the acid wastes to restore the normal body tone and stamina.

“The summer diet must necessarily contain adequate complete proteins, for protein foods are necessary for cell repair and growth... A lack of protein may cause retarded growth, lack of vigor, and poor appetite... The vegetable proteins are nuts, soy beans, legumes, and in general they are found in all vegetables. The proteins of nuts and soy beans are classed as complete proteins and are therefore especially desirable. The animal proteins are acid-forming, whereas the vegetable proteins are alkaline-forming. Animal proteins are also more putrefactive than vegetable proteins. The soy bean and nuts can be used in a great many tasty ways.”

Among the many recipes for summer the following include soyfoods: Cocktails—Soy milk and carrot (“Soy milk is a fine, alkaline, soft food. Excellent for those with sore conditions of the digestive tube.”) Protein salads—Soy bean salad. Soy cheese [tofu] tomato salad. Mock shrimp salad (with Zoyburger). Entrees—Soy cheese cutlets. Zoyburger and mushroom sauce. Mock turkey legs (with Vigorost as the main ingredient). Broiled Vigorost with ripe olive sauce. Platter of cold cuts (Vigorost and Zoyburger). Hot Zoyburger sandwich. Stake-Lets (canned) for picnic dinner. Alkaline breakfast food—Wheatasoy. Alkaline beverage—Zoy-Koff (coffee substitute). Soy bean milk (Kreme O’ Soy). Complete protein foods: Zoyburger, Vigorost, Stake-Lets, Not-Meat (made with unroasted peanut meal and seasoning), Soy Cheese, and Soy Beans. A brief description, nutritional analysis, and price is given for each product. “None of the Madison Foods contain animal products.” A portrait photo shows Mildred Lager next to a KFAC radio microphone. The caption states that for 6½ years Miss Lager been broadcasting over the radio in Los Angeles. “She is the founder of the House for Better Living, and a tireless worker for better living. Her weekly free classes draw hundreds of people for instruction in healthful cookery and healthful living. Miss Lager is the author of *Food Facts*.”

Note 1. This is the earliest document seen (Oct. 2014) that mentions or gives a recipe for a soy-based meatless turkey. Vigorost, a meatless / vegetarian roast introduced by Madison Foods in 1932, used wheat gluten and tofu as its

two main ingredients.

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the word “Zoyburger,” an early, popular vegetarian burger in the United States.

Although this issue is not dated, it contains the reprint a current article published in March 1940.

222. Madison Foods. 1940. Price list [of products made by Madison Foods] (Ad). *Madison Health Messenger (Madison, Tennessee)* 2(3B):5. Undated.

• **Summary:** Breakfast cereal: Wheatasoy (9 oz).

Beverages: Zoy-Koff (No caffeine [caffeine]; 12 oz.).

Kreme O’Soy Milk (plain, liquid, 15 oz and 29 oz; chocolate, liquid, 29 oz). Crackers: Thin-Things \*\* (5 oz). Whole wheat wafers \*\* (5 oz). Bran wafers \*\* (6½ oz).

Canned protein foods (used in place of meat): Zoyburger (14 oz, 30 oz). Stake-Lets (14 oz, 30 oz). Not-Meat (5 oz, 14 oz, 30 oz). Vigorost (5 oz, 14 oz, 30 oz). Soy cheese [tofu] seasoned (5 oz, 14 oz, 30 oz). Soy Beans with Tomato (5 oz, 14 oz, 30 oz). Kreme O’Soys, plain (14 oz).

Flour: Kreme O’Soy Flour (2 lbs, 5 lbs).

Note 1. Asterisks in the printed list indicate that all products except Whole wheat wafers, bran wafers, and Not-Meat are “Soy Bean Foods.” \*\* = Wheat germ added.

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the word “Zoyburger” (or “Zoyburgers”).

Although this issue is not dated, it contains the reprint of a current article published in March 1940.

223. *Eat For Health (Rosenberg’s, San Francisco)*. 1940. The versatile soy bean: Food of a thousand uses. Spring. p. 6-9.

• **Summary:** “Man’s search for the perfect food, like his search for the Fountain of Youth, has never been entirely successful. As usual, it took the Orientals to discover the qualities of the almost-perfect one—the soy bean.” This bean, which is rich in high-quality protein, can be used to make soy flour for use in preparing “richer soups and in the baking of excellent breads; meat substitutes in the nut form are very appetizing; the oil is good in salad dressings, and the sprouted seed is a tasty vegetable.

“The Chinese were the one to introduce sprouted soy beans as a vegetable; practically everyone who has eaten chow mein knows the succulent shoots contained therein.” Soy sauce is, of course, “the standard flavoring for chow mein, imparting a salty tang. The legume is very good cooked liked lima beans [as a green vegetable], too, and is even more alkaline than the latter.

Soy milk “is richer than cow’s milk in calcium, phosphorus and iron.

“In spite of the large percentage of its fat, the soy bean does not induce obesity. Instead of being stored in the body, as are other oils and fats, soy bean oil is immediately useable

by the bodily metabolic process.” Moreover, “the soy bean has practically no starch, so those keeping a careful eye on their weight can derive the full benefits of its other qualities without worrying about gaining.

“This lack of starch is a distinct advantage to the diabetic too,” and many diabetic foods can be prepared from soy beans.

“Solidified [hydrogenated] soy oil is an excellent shortening for cakes and pastry;... Soy bean oil is also “capable of use as butter.”

When soy beans are cooked, then put through a good grinder or coarse sieve, they become “soy bean pulp,” which offers many possibilities to the venturesome cook.

“Green soy beans are a very good salad vegetable after steaming and chilling.” And “the soy bean is a delightful snack when eaten as the peanut is. Toasted, it has much the same flavor and is just as energizing.”

“Editor’s note: We carry a large variety of soya bean foods—practically everything from soya oil and flour to those delightful toasted ‘soya nuts’ that make a hit wherever served. Come in soon—we’ll be glad to show you.

Contain three “Delicious soy recipes”: Soy mock turkey (with “½ cup soy cracks” [cracked soya nuts] and “½ cup browned soya flour”). Soy bean soup (with “1 cup soy bean pulp” [ground, cooked whole soybeans]). Soy-wheat biscuits (with “½ cup soy bean flour”). Soy bean salad (with “2 cups cooked soya beans”).

A small photo shows “water-sprouting of soy beans”—four stages in the process of transforming whole dry soy beans into sprouts. Address: Rosenberg’s Original Health Food Store, 1120 Market St., San Francisco, California. Phone: MArket 3033.

224. Madison Foods. 1940. Satisfying meatless entrees (Ad). *House of Better Living (Newsletter, Los Angeles)* 11(53):4. May.

• **Summary:** “Soyburger. Stake-lets. Vigorost. Not-meat. Soy cheese [tofu]. These foods have been designed by a group of experts in the field of nutrition to adequately take the place of meat.

“Get a free copy of the *Madison Health Messenger*, for complete list of foods and recipes.” Address: Madison College, Tennessee.

225. **Product Name:** Roberts’ Soy Nut Brawn, Soy Nut Cheese.

**Manufacturer’s Name:** Roberts (F.G.) Health Food Products.

**Manufacturer’s Address:** 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.

**Date of Introduction:** 1940 May.

**Wt/Vol., Packaging, Price:** Tin-plated steel can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Article in *Nature’s Path*



to *Health (Melbourne, Australia)*. 1940. May. Article in *Nature's Path to Health (Melbourne, Australia)*. 1940. June. "Just what you have waited for! Better health foods." A large illustration (line drawing) shows the four canned products, with the Soy Nut Roast in the largest can (1 pound) and the Soy Bean & Tomato in the smallest. "Among the more recent additions to the many lines of food produced by F.G. Roberts is a line of Better Nut foods. Very shortly now this line of health foods will be available for the purchasers of Nut Foods in all the Roberts Health Food Shops, and later in other wide awake grocer shops."

Ad in *Nature's Path to Health*. 1940. July. p. 8. "Roberts' Better Nut Foods." The same line drawing described above is shown. The cheese, brawn, and roast are described briefly in non-specific terms. "Packed in three sizes: 16 oz., 8 oz., 4 oz." Ad in Aug. 1940 issue, p. 6. "Roberts' Better Nut Foods." A photo shows the cans. The same photo and a similar ad appeared in the May/June 1943 issue, p. 26, and the Oct/Nov. 1946 issue, p. 24. However in these last two issues, only Soy Nut Roast and Soy Nut Cheese are described in the ad text.

Ad in *Nature's Path to Health*. 1940. Nov/Dec. p. 30. "Roberts' Soy Nut Recipes." The same line drawing described above is shown. The following recipes are given: Quick cutlets (made with Soy Nut Roast). Tomato stew (made with Soy Nut Roast). Nutmeat mince (made with Soy Nut Roast). Roast soya nut cheese (made with Soya Nut Cheese, which is sold in ½-lb or 1-lb tins). "Supplies always available at the Roberts Health Food Shops Throughout Australia."

**226. Product Name:** Protone-Soytone-Nutone.  
**Manufacturer's Name:** Hain Health Foods.  
**Manufacturer's Address:** Los Angeles, California.  
**Date of Introduction:** 1940 June.  
**New Product–Documentation:** Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 42. "Hain's Products: Hollywood Foods (Meat Substitutes)–Protone-Soytone-Nutone. 7½ oz. can \$0.15. 14 oz. can \$25."

**227. Product Name:** Gluten Steaks.  
**Manufacturer's Name:** Loma Linda Food Co.  
**Manufacturer's Address:** Loma Linda, California.  
**Date of Introduction:** 1940 June.  
**New Product–Documentation:** Rosenberg's Original Health Food Store. 1940. Catalog of Health Foods... p. 52. "Loma Linda Foods: Vegetarian Meats. Gluten Steaks. \$0.15. \$0.35."

**228. Rosenberg's Original Health Food Store and Whole Wheat Bakery.** 1940. Catalog of health foods and manual of valuable health information. San Francisco, California. 76 p. Undated. Illust. 17 cm. Index

• **Summary:** Cover title: "Health from foods." Also on title

page: "Eat to get well. Eat to keep well." "Where good health originates." "No branch stores." Contents: About your health, by Morris Rosenberg, president. Shop by mail. Parcel post scale. Eat to get well–Eat to keep well (rules and guidelines, p. 4). Vitamin chart (for each: Functions, results of deficiency, most reliable sources, p. 5-8). Biological chemistry of foods–Minerals (p. 9-10). List of products available, by product type, with weight and price. Incl. Soy bean bread, Soy toast, Soy bean wafers, Soy cookies (p. 12). Natural brown rice. Sun-dried, unsulphured California fruits. Salted nut meats (almonds, peanuts, cashews, pecans, p. 16), Nut butters (unroasted and unsalted: Almond butter, Nut cream butter {Carque}, Peanut butter, Cocconut butter, Smucker's apple butter, Peanut oil (2 brands). Parkelp (minerals of the sea). Salt substitutes.

List of products available, by manufacturer or source, with weight and price. Incl. Battle Creek Health Products [Michigan] (p. 18-19): Beverages (SoyKee, Kaffir Tea), Gluten biscuit, Vegetable meats (Protose), Savita yeast, Psyllium seed. Cellu Dietetic Products: Canned vegetables (Soy bean oil, Soy bean spread, Soy flakes, Soy grits). Di-Mel (dietetic food products): Gluten crackers, Soy-Rina cereal (to be cooked). Alberty Food Products: Cero-Fig coffee substitute. Modern Diet Products [Gayelord Hauser], incl. Juicex (electric juicing machine), and Fletcherizer (juicers). Radiance Health Products (Los Angeles, p. 30-31). Tam Products (Joyana, the remarkable soybean health drink, plain or chocolate flavor). McCollum Laboratory Products (Soy-A Granules–Soy breakfast food). Penna Soya Products (soy foods): Tenderized whole soybeans, Toasted soy flakes, Toasted soy nut butter (8 or 16 oz), Soy malt–chocolate flavor, Creamee Soy Best (soy milk powder). Mrs. Hauser's Soya Products: Hot cake and waffle mix, Pancake and muffin mix, Soya cereal. Hain's Products (Hain Pure Food Co.): Nature's Best Foods: Assorted candy bars, Fruit juices (6 types), Vegetable juices (7), Hollywood Foods (Meat substitutes: Protone-Soytone-Nutone, SoyBean with Tomato Sauce, SoyBeans T.S. & Protone, Soya sandwich spread), Nut butters (raw–Almond, cashew, pecan). Nut butters (roasted–Almond, cashew), Olive oil (California virgin). Hain's vitamins. Alvita Products. Live Food Products (Paul C. Bragg). Books by Paul C. Bragg (*Paul C. Bragg's Personal Health Food Cook Book. Building Health and Youthfulness Nature's Way. Awaken Health and Happiness. The Art of Feminine Loveliness. Health Cocktails, The New Way to Health, Beauty and Youthfulness. The Chart of Scientific Diet*. Note: The first 4 books cost \$1.00 each. The last two cost \$0.25 and \$0.10, respectively). Loma Linda Foods (Tasty, wholesome, nutritious): Cereals (5), Soy products (Soy beans–plain, Soy beans with tomato, Soy beans with Proteena, Soy milk, Soy mince sandwich spread, Soy milk, Soy mince sandwich spread, Soy weet wafers, Fruities, Fruit wafers, date sandwiches), Vegetarian meats (Proteena {plain, smoked flavor, or mushrooms}), Nuteena,

Gluten steaks), Other choice foods (Garbanzos, Savory lentils, Wheat kernels, Savorex). Radcliffe's Famous Soya Products: Diabetic soya bars (flavors—maple, mocca, dark), Soya bon bons (light or dark), Soya candy bars, Soy milk powder, Soy milk powder—Cello, Cocoanut milk powder (8 or 16 oz), Soya malt (8 or 16 oz, 5 lb; Flavors—Nut, mocca, banana, plain chocolate), Soya beverage—coffee, Malvitose beverage (8 or 20 oz), Soya paste [pasta?] (7 or 14 oz), Soya ravioli, spaghetti, macaroni (7 or 15 oz, 2 lb), Unsweetened soya bean chocolate. Cubbison's whole wheat products. Bill Baker's flour: Lima and pancake flour, Soya and wheat flour, Lima bean cookies, Soy bean cookies. Figco instead of coffee. Carque's natural foods. Carque natural brands. Books by Carque. Therapy, Ltd. (Pasadena): Theradophilus (a pure condensed acidophilus culture in soy bean milk). Health publications (22).

Health recipes (p. 68-71): Soya cup cookies. Soya loaf with rice. Soya cup custard. Soy bean goulash. Soy bean bread. Soy flour applesauce cake. Soy bean vegetable soup. Soy macaroni, noodles, or spaghetti. Baked soy bean croquettes.

Key to calories. The four types of foods: Regulatory, body-building, energizing, heating. Index.

On the rear cover is an ad for the Juicex ("makes fresh, pure, undiluted vegetable juices"—\$49.50. A photo shows this modern-looking electric juicer. Fruits and vegetables as pushed—using a wooden pusher—into a small hopper on top. The juice runs out of a spigot into a glass) and Fletcherizer [electric blender] ("The new 1940 model has all the latest improvements in construction and appearance. It liquidizes, whips, mixes, and chops..." \$14.95). Across bottom of ad: "See these products demonstrated at our store."

Note: This 1940 date, plus other internal evidence, gives us a good estimate for the date of this undated catalog. Address: 1120 Market St., San Francisco, California. Phone: MArket 3033.

**229. Product Name:** Miller's Mien Jing. Renamed Savory Vegetable Cutlets. Renamed Miller's Vegetarian Cutlets by Sept. 1946, then Miller's Vegetarian Cutlets (Mien Jing) by Jan. 1946, and Miller's Vegetarian Gluten Cutlets by 1948.

**Manufacturer's Name:** International Nutrition Laboratory.  
**Manufacturer's Address:** Mt. Vernon, Ohio.

**Date of Introduction:** 1940 November.

**Ingredients:** Incl. wheat gluten and probably soy sauce.

**Wt/Vol., Packaging, Price:** Canned, No. 10, 30 oz. or 20 oz.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product—Documentation:** *Ohio Farmer*. 1940. Nov. 30. p. 10. "Now it's soybean milk!" At their plant in Mt. Vernon, Ohio, Dr. Miller and his sons make Mien Jing, based on the "gluten of wheat flour, to which is added fresh vegetables and soya sauce, making a nutritious food with a meat-like flavor."

International Nutrition Laboratory. 1940? "Miller's Soy Bean Foods." Undated 12-page leaflet. 4. Miller's Mien Jing: Wheat "gluten, or cereal protein, is the basic food element in Miller's Mien Jing. Mien Jing is the Oriental name meaning processed gluten. A high protein wheat flour is washed free of starch, and small slices of the remaining gluten are processed with fresh vegetables and soya sauce, making a highly nutritious food, quite meat-like in taste. This gluten food was first introduced into this country by us, and our Mien Jing, or gluten cutlets, has the genuine flavors that have popularized this food in the Orient... It requires only a little cooking to make Mien Jing into many savory dishes, such as stews, croquettes, entrees, and also Oriental dishes such as Chow Mien and Chop Suey."

Ad in *Soybean Digest*. 1942. Sept. p. 16. "Miller's Soya Products." Ad in *Soybean Digest*. 1944. Sept. p. 61. "Meet the Vegetable Cow." International Nutrition Laboratory now sells Miller's Vegetarian Cutlets in uniform slices or diced form. This popular product has a high protein value.

Ad in *Soybean Digest*. 1946. Sept. p. 79. "No meat?—Try Cutlets." A large photo shows the can of "Miller's Vegetarian Cutlets (*Mien Jing*). The front panel states: "Delicious when grilled or broiled. Protein food for meat pies, grills, chop suey." The ad text reads: "You may be one of those many folk who will consider Vegetarian Cutlets as a more satisfactory article of diet than fish, fowl, or meat. This tender meat-protein substitute is manufactured from a selected portion of the wheat [gluten], healthfully prepared and tastily flavored, providing a highly nutritious and tempting food for any meal. Cutlets are very low in starch, high in body building qualities, resemble meat in taste.

"Miller's Cutlets may be prepared and served in many ways—lightly grilled as they come from the can—dipped in egg and rolled in cracker crumbs, corn meal, or potato flour and browned—used in stews, pot pies, and chop suey. With these delicious cutlets a quick meal, balanced in protein, can readily be prepared.

"Miller's tenderized cutlets are packed in three sizes: No. 10, 30 ounce, 20 ounce. If your dealer does not have Miller's Cutlets, write for information."

Note: The Chinese name on the label probably indicates that Dr. Miller learned about this gluten-based product during his years as a physician in China, and that he was marketing it to Chinese-Americans (as well as Caucasians) in the USA.

*Soybean Blue Book*. 1948. p. 84.

Talk with Clarence Miller. 1986. The best seller at Mt. Vernon was Miller's Vegetarian Cutlets, a canned gluten entree, but they were not so profitable since they cost so much to make. 100 lb of flour yielded only 30 lb of gluten and 70 lb of starch. The latter was sold for wallpaper glue.

230. Lager, Mildred. 1940. New items not listed in our catalog. *House of Better Living (Newsletter, Los Angeles)* 12(59):4. Nov.



• **Summary:** Items are listed by category in 2 full-page columns. Bakery goods: Penna 100% soy cookies, pkg. 18¢ (Lemon, almond, vanilla and chocolate flavor). Soy orange drops, doz. 15¢. Bill Baker's 100% soy bean cookies, pkg. 10¢.

Breakfast foods: Soy grits, lb. 20¢.

Coffee substitutes: Brevy. Nuveco. Figo in bags, box 25¢. Soy Koff, regular or drip, pkg. 25¢. Kofy Sub, Dr. Jackson. Cassa Fistula Bean. Date sugar.

Figs: Black Mission. Kadota. Calimyrna.

Dulse tablets, Thompson. Cereophyl tablets or powder (powdered grass [like chlorophyll]).

Juices—unsweetened: Soy and carrot juice, 8-oz. 10¢; 16-oz. 15¢.

Kitchen equipment: Zippy juicer, \$49.50. Juice-O-Mat, \$3.29. Hollywood Liquifier, \$24.75. Note 1. This is the earliest English-language document seen (July 2006) that uses the word "Liquifier" to refer to an electric blender, or that mentions the "Hollywood Liquifier," an early brand of electric blender, or that contains the word "Hollywood" in the name of an electric blender.

Meat substitutes: Vegelona, 10¢, 25¢ can. Yum, 10¢, 25¢, 50¢ can. Gluten steak, 17¢, 27¢ can. Note 2. This is the earliest English-language document seen (Feb. 2005) that contains the term "Gluten steak."

Noodles: Pfaffman [Williamsport, Pennsylvania] soy noodles, pkg. 13¢; 2 for 25¢. Gluten noodles, pkg. 25¢. Peanut oil, unrefined.

Penna Soya Products: Toasted soy nuts, pkg. 5¢; ½-lb 20¢; 1-lb. 36¢. Tenderized soy bean, 1-lb pkg. 25¢. Rokusun soy bean, lima type, 1-lb. pkg. 25¢. Soya puffs, ½-lb. can 25¢. Soya malt, ½-lb. 23¢; 1-lb. 43¢. Soya cocoa malt, ½-lb. 23¢. Soya cocoanut, ½-lb. 23¢. Soya banana, ½-lb. 30¢. Soya milk powder, plain, 1-lb. can 25¢. Soya milk powder, sweetened, 1-lb. can 25¢. Soya roast, 15-oz. 25¢. Soya loaf, 15-oz. 25¢. Soya sauce, 4-oz. 12¢; 8-oz. 19¢; 16-oz. 35¢. Soya virgin oil, 4-oz. 15¢; 8-oz. 23¢; pint 37¢; quart 67¢; ½-gallon \$1.05; gallon \$1.95. Soya cookies, 100%, pkg. 18¢.

Salt: Bragg Sprinkle, can 50¢. Soy-B-Malt, Cubbison, 8-oz. 25¢.

231. **Product Name:** Yum (Bologna-Like Canned Meatless Loaf with Tofu).

**Manufacturer's Name:** Madison Foods.

**Manufacturer's Address:** Madison College, Madison, Tennessee.

**Date of Introduction:** 1940 November.

**Ingredients:** Soybeans, gluten, soy cheese [tofu], whole peanut meal, seasonings.

**Wt/Vol., Packaging, Price:** No. 2 can. 20 oz.

**How Stored:** Shelf stable.

**Nutrition:** Protein 19.1%, fat 11.1%, carbohydrates 11.5%, ash 2.5%, calories 221/100 gm.

**New Product–Documentation:** Ad (2¼ by 3 inches) in

*Nature's Path* (USA). 1940. Nov. p. 428. "Yum, a new food." "For years Madison Laboratories have been experimenting with this new food to make it very tasty and yet being ever careful not to season it to the point of limiting its appeal to those who like the very spicy foods... Compounded from wheat gluten, soy beans, nut meal and vegetable seasonings, this new food... is right on the front row of body-building protein foods." Gives two recipes: Yum meatless balls. Breaded Yum cutlet. "Free: the *Madison Health Messenger* with new health news, soy bean information, new recipes, charts, etc. Obtain from your health food store or write to: Madison Foods, Madison College, Tennessee."

Madison Health Messenger. V. 49-2. p. 5. Can be used hot or cold. Taylor. 1944. *The Soy Cook Book*. p. 201.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Yum contains 16.00% protein, 5.20% fat, and 11.26% carbohydrate. Not listed in the 1965 *Diet Manual*.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in "Yum (Madison)." The ingredients are now: Wheat protein [wheat gluten], processed soybean, peanuts, soya flour, rolled oats, soy sauce, vegetable oil, tomato puree, onions, yeast extract, salt, garlic, MSG, hydrolyzed vegetable protein, sage.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned product resembling cold cuts, made from wheat [protein] soy, and peanuts. It can also be used in salads or sandwiches. Now made by Worthington Foods.

232. **Product Name:** Soy Roast or Soy Loaf.

**Manufacturer's Name:** Penna Soya Products.

**Manufacturer's Address:** Williamsport, Pennsylvania.

**Date of Introduction:** 1940 November.

**Wt/Vol., Packaging, Price:** 15 oz can.

**New Product–Documentation:** House of Better Living. 1940. Nov. p. 4. 15 oz. can for \$0.25.

233. **Product Name:** Granose Protose (Formerly named Nutmeat).

**Manufacturer's Name:** Granose Foods Ltd.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1940.

**Ingredients:** Wheat protein, cashew nuts, peanuts, wheat flour, soya flour, yeast, salt, hydrolysed vegetable protein.

**New Product–Documentation:** Manufacturer's catalog. 1980. April.

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1940. It has been discontinued.

234. **Product Name:** Granose Saviand (A Meatless

Savoury).

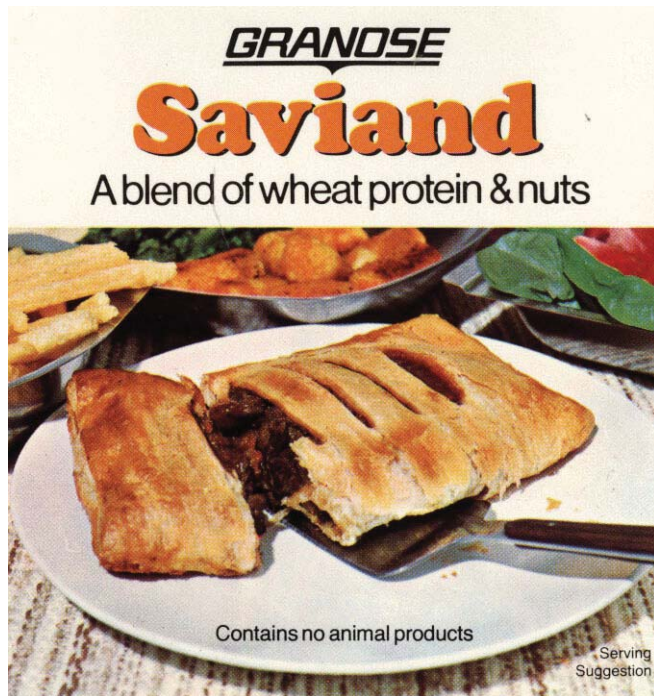
**Manufacturer's Name:** Granose Foods Ltd.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1940.

**Ingredients:** Wheat protein, cashew nuts, soya flour, yeast, salt, hydrolysed vegetable protein, onion, caramel.

**Wt/Vol., Packaging, Price:** 284 gm (10 oz) can.



**New Product–Documentation:** *The British Vegetarian*.

1960. Sept/Oct. p. 249. Granose produces Savian, containing wheat gluten, ground nuts, yeast extract, onion, and caramel.

Manufacturer's catalog. 1980. April. "A product similar to Protose but with the addition of onion flavouring."

Form filled out and Label sent by Granose Foods Ltd.

1990. June 13. States that the product, made by Granose, was introduced in 1940. Label. 1990. 8.5 by 3.75 inches. Orange, black, and yellow on white. Two color illustrations of a Savoury (like a U.S. turnover, with a crust) on a plate with a spatula underneath it. "A blend of wheat protein and nuts. Contains no animal products. Savian is a delicious savoury which is ready to serve either cold with salads or hot in pies, hot pots, etc. Slice or dice it. Ingredients: Wheat protein, water, peanuts, soya flour, yeast, salt, hydrolysed vegetable protein, onion powder, caramel. Dietary analysis upon request." This canned product is similar to Spam or Nuttolene. It is not sold in the pastry crust.

235. **Product Name:** Miller's Soya Loaf (Meat Substitute).

**Manufacturer's Name:** International Nutrition Laboratory.

**Manufacturer's Address:** Mt. Vernon, Ohio.

**Date of Introduction:** 1940.

**Ingredients:** Incl. soy pulp [okara], gluten, and seasonings.

**New Product–Documentation:** International Nutrition Laboratory. 1940? "Miller's Soya Bean Foods." Undated 12-page leaflet. 6. Miller's Soya Loaf: "Made from especially selected high protein edible soya beans, low in fat and carbohydrates. This food will be found to be a very pleasing entree that can be served as it comes from the can, or made into appetizing roasts, pot-pies, sandwiches, and other meat substitute dishes."

Ad in *Soybean Digest*. 1942. Sept. p. 16. "Miller's Soya Products."

USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 5. International Nutrition Laboratory / Miller's Soya Foods makes Soya Loaf. "Distribution scattered throughout the United States by Health Stores."

Taylor. 1944. *The Soy Cook Book*. p. 201.

236. *Mariposa*. 1940. Hollywood glamour cook book. Miami, Florida: Glamour Publications. Distributed by M. Barrows & Co. xviii + 427 p. Portrait. No index. 21 x 16 cm. [3 ref]

• **Summary:** The author presents herself as a glamour girl, who lives in Miami, Florida. She is "Your 'Mystic Pot, with herbs and spice. I charm your meals and make them nice.'" "Foreword: You must have wondered how the Movie Stars keep so glamorous, vivacious, young-looking and slender, they seem more like gods and goddesses than real people. No wonder they are fairly worshipped by the Movie Fans! This book will disclose to you the beauty secrets of the Movie Stars..." The key is a healthy diet and herbs.

Recommended foods: Whole wheat and soy bean spaghetti, La Choy Soy Sauce and La Choy Molasses Sauce, Soy bean crackers, goat's milk (not cow's milk), all seafoods, fish, poultry, rabbit, venison, lamb, frogs' legs. Foods to avoid: White bread, white flour, white sugar, white rice, spaghetti etc, made of white flour, beef, veal, pork, lard, suet, grease, sulphur dried fruits, table salt ("free running," iodized, but "bag salt" is OK), most soda fountain drinks, "pop" or any drink put up with carbonated water, gassed, dyed, or faked foods. Soy-related: "Legumes" include soy beans (p. xi). Soy honey bread (with soy bean flour and soy milk, p. 7). Soy honey rolls (p. 8). Soy corn sticks (with soy bean flour, p. 22). Soy vegetable flour sticks (p. 23). Soy waffles (p. 24). Soy [pie] crust (p. 35-36). Soy short cake (p. 52). To make soy bean milk and corn milk (from soy bean flour, p. 78-79). Soy milk and carrot juice (p. 79). Soy bean coffee (p. 83). Coffee substitutes (incl. soy, p. 85). Canapes d'amour (with soy bean bread, p. 102). To cook Soy Sea Shells or Soy Macaroni (p. 122). Soy kidney pie (p. 132). Soy macaroni or spaghetti (with soy or Savita Sauce, p. 200). Soy beans—highlights (p. 213-14). Soy baked beans (p. 214).



Proteins (incl. soy, p. 386-87).

Also discusses: Garbanza pie crust (p. 36, 212). Electric vegetable juicer (p. 68). Importance of alkaline diet (p. 68-69, 238-39, 388-91). A table (p. 101), titled "Raw nut butters," lists 12 types: "Peanut, butternut, lychees, almond, pecans, pignolia nut, pistachio nut, paradise nut, cocoanut, hazelnut, beechnuts, cashew, walnut, chestnut, Brazil nut, and sesame tahini. Note: These butters are sold at the fancy grocer's or Health Food Stores." Note: This is the earliest English-language document seen (Oct. 2014) that mentions "tahini" or "sesame tahini"—a smooth paste of sesame seeds. According to *Webster's Dictionary*, the word "tahini" comes from the Turkish *tâhin* and was first used in English in about 1899.

Carrot peanut butter canape (p. 101). Mock liverwurst. Vegetarian dinner party (p. 287).

Glamour guide (p. 360-61). Planetary foods and menus (by astrological sign, p. 277-341). Tables showing the best food sources of various vitamins and minerals (p. 365-417).

In the chapter titled "Snacks and Beverages" is a recipe (p. 76-77) for a Date and goat's milk shake, which is "better than any soda treat" and which calls for use of an "electric blender." The recipe for "Orange honey nanny shake" (p. 77) states: "For a more frothy drink, whip with electric blender..." See recipe for soymilk made from soy flour. Recommends buying foods and herbs in health food stores.

In the section titled "Recognition and gratitude" (p. 392) near the end of the book, she thanks "Henry Lindlahr, M.D.," "Otto Carqué, Mausert, M.D.," and many other lesser-known people.

Talk with Chef Akasha Richmond. 2004. June 5. Akasha has been able to find out very little about the author of this book, who she thinks self-published it. Although she lives in Florida, she talks about "glamour girls" and Hollywood. Address: 1265 S.W. 11th St., Miami, Florida.

237. White, Julius Gilbert. 1940. *Abundant health: A digest of the "Learn-how-to-be-well" lectures*. Madison College, Tennessee: Published by the author. ix + 317 p. Illust. 28 cm. [soy ref]

• **Summary:** Advocates a vegetarian diet. Note that Madison College is a Seventh-day Adventist college and sanitarium. One section, titled "The Soy Bean—The Wonder Food," introduces the many benefits of soybeans, discusses their low cost, and describes (in fairly specific terms, but without recipes), how to use soybeans in baking, as cooked or canned beans, in commercial "meat substitutes," as soybean milk (good for those with allergies to cow's milk), as cheese (tofu), as greens (soybean sprouts), or in commercial "coffee substitutes." Note: The author lived 1878-1955. Address: Madison, Tennessee.

238. International Nutrition Laboratory. 1940? *Miller's soy bean foods* (Brochure). Mt. Vernon, Ohio: International

Nutrition Laboratory. 12 panels. Each panel: 19 x 10 cm. Undated.

• **Summary:** A description (probably written by Dr. Harry W. Miller) of each of the following foods is given: 1. Miller's Soya Lac: A liquid milk packed in 13 oz. and 30 oz cans. It is available in both natural and chocolate flavors. 2. Miller's Soy-A-Malt: A spray-dried powder available in both natural and chocolate flavors, packed in 1-pound cans, which make 1 gallon of "vegetable milk." 3. Miller's Soya Curd: "This delicate protein food is made by coagulating Miller's Soya Lac with lactic acid and then blending this soft curd with tomato puree, pimento and Soya Sauce. It is a pleasing protein addition to salads, or for spreading crackers and sandwiches."

4. Miller's Mien Jing: Wheat "gluten, or cereal protein, is the basic food element in Miller's Mien Jing. Mien Jing is the Oriental name meaning processed gluten. A high protein wheat flour is washed free of starch, and small slices of the remaining gluten are processed with fresh vegetables and soya sauce, making a highly nutritious food, quite meat-like in taste. This gluten food was first introduced into this country by us, and our Mien Jing, or gluten cutlets, has the genuine flavors that have popularized this food in the Orient... It requires only a little cooking to make Mien Jing into many savory dishes, such as stews, croquettes, entrees, and also Oriental dishes such as Chow Mien and Chop Suey."

5. Miller's Soya Sauce: "Produced in South China where the finest soya sauce is made, insuring a pure and highly concentrated product. It should be used in flavoring all protein dishes where a meat-like flavor is desired." 6. Miller's Soya Loaf: "Made from especially selected high protein edible soya beans, low in fat and carbohydrates. This food will be found to be a very pleasing entree that can be served as it comes from the can, or made into appetizing roasts, pot-pies, sandwiches, and other meat substitute dishes."

7. Miller's Soya Spread: This canned product can facilitate the making of tasty and nutritious sandwiches. 8. Miller's Whole Soya Bean Flour: This flour "is not made from oil extracted 'bean cake,' but fresh selected edible soya beans are ground to produce this rich golden flour. Wheat flour is classed among the acid foods while soya bean flour is strongly alkaline... One part of Soya Flour will neutralize the acidity of four parts of wheat flour." 9. Miller's Green Soya Beans: These delicious canned green beans "are an abundant source of Vitamins A, B, and G, and a splendid source of calcium, phosphorus and iron... rich in protein, they can be served just as they come from the can. They make a splendid addition to a vegetable salad. They combine well with many of the vegetables in cooking. Surprise your family and friends by serving this new food."

10. Miller's Giant Soya Beans: These soy beans are high in protein (43.18%) and low in fat (18.7%). "Miller's

soy beans are processed so that the nutlike flavor is brought out and they are rendered entirely digestible. The eating of the soy bean creates an alkaline reserve so necessary for the healthful functioning of the body.” 11. Miller’s Soya Beans with Tomato Sauce: Edible soy beans are canned with tomato puree and malt. “This is truly a treat for the picnic lunch.”

This brochure contains 8 recipes using Miller’s products. Three panels discuss the “Dietetic advantages of the soy bean;” across the bottom is written in large letters “Alkalinize with Miller’s Soy Bean Foods.” These panels note of the soya bean: “So highly does it stand in the list of foods from the vegetable kingdom that the International Nutrition Laboratory is devoting 95% of its effort to the output of foods made from the soya bean.” Edible Soy Beans are a remarkable food, a complete protein with adequate calcium for optimum metabolism, a ready alkalizer, rich in Lecithin and Cephalin—the nerve foods, and “The only vegetable protein that is biologically able to substitute for animal protein... It is indeed unfortunate that so little interest has been aroused here in America in the culture of the so-called vegetable or edible type of soy beans... The International Nutrition Laboratory uses only these edible beans for canning and food manufacture.

“This institution now located at Mount Vernon, Ohio, first began its work in Shanghai, China, where extensive nutrition experiments were carried out in the feeding of infants, children and adults on soya milk. It operated a Soya Bean Dairy, providing daily milk distribution of plain and chocolate soya milk to thousands of persons. But as this plant was practically demolished during the recent war in the Orient, it was organized again in 1939 in Mount Vernon, Ohio as the International Nutrition Laboratory, and is producing from the edible soya bean all the valuable foods described in this folder.”

Another panel describes the “Advantages of vegetable milk.” Large letters across the bottom state: “Alkalinize with Miller’s soy bean foods.”

Note 1. This is the earliest document seen (April 2002) with the term “soy bean foods” in the title.

Note 2. This is the earliest document seen (Aug. 2013) that uses the term “Soy Lac” to refer to a soymilk. Address: Mt. Vernon, Ohio.

239. Madison Foods. 1940? Featuring Madison Foods Quartet (Leaflet). Madison, Tennessee. 1 p. Single sided. 28 cm. Undated.

• **Summary:** A photo shows cans of four products: Madison Burger—Vegetarian. Not-Meat. Cheze-O-Soy. And Dinner Morsels. Each appears to be dancing, with musical notes as its feet.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Madison Burger.” This meatless burger was apparently launched at about this time by Madison Foods. Address: Madison, Tennessee.

240. *Scotsman (Edinburgh)*. 1941. Vegetarians want cheese rationed. Feb. 22. p. 8.

• **Summary:** Yesterday a deputation of vegetarians made a plea to Lord Wolton at the Ministry of Food for the rationing of cheese and for permission to exchange their unused meat or bacon and ham for a weekly allowance of cheese.

The deputation complained that they were not receiving their quota of cheese, and that dealers were rationing cheese on their own account and apparently reserving it for customers registered with them for other foods. “On the basis of food value, they argued, cheese required less shipping space than meat. Alternative sources of proteins, especially nuts and soya beans, were also discussed.”

Note: During World War II in Britain, some foods were rationed.

241. Monahan, James. 1941. Little honorable plant. *Elks Magazine*. Feb. p. 14-17, 45-48.

• **Summary:** An overview of the soybean in America. Discusses industrial uses of soybeans as in glues, paints, varnishes, and plastics, the USDA Regional Soybean Industrial Products Laboratory at Urbana, Illinois, the very important work of William J. Morse, presently senior agronomist at the USDA Bureau of Plant Industry (Morse began work at USDA in 1907 under Charles Vancouver Piper), the use of the flakes of soybean meal in brewing to give beer more body and a sturdier, creamier “collar” of white foam, the work of Henry Ford in developing large-scale industrial uses of soybeans, soybean trading on the Chicago Board of Trade, food uses of soybeans (such as green-shelled soybeans, soybean flour, the Soyburger, and soybean bread). Contains 7 photos.

242. Grand Central Public Market. 1941. During Lenten season enjoy: Madison Foods. *Los Angeles Times*. March 7. p. A6.

• **Summary:** See next page. “Soyburger. Vigorost. Stakelets. Soy Cheese [tofu]. Nut Meat. Soy beans.

“Delicious foods that make Lent a season of real eating enjoyment... See them on display at Jones Grain Mill today!” Address: Between 3rd & 4th Streets, Broadway to Hill, Los Angeles.

243. Hain. 1941. Delicious protein dishes in Lent (Ad). *Health News (Hollywood, California)* 9(5):5. March 14.

• **Summary:** “Each of Hain’s delicious nut-meats contain almost twice the protein value of meat, without being acid-forming. Any or all of these will make Lenten dishes deliciously tempting and heartily nourishing for all appetites! Hain Protone, Soytone and Nutone, together with Soy Sandwich Spread and Hain Soy Beans, are the finest foods prepared! Nearly twice the protein value of meat is contained in these excellent foods and, unlike meat, they are not acid-



**Grand Central Public Market**  
 BETWEEN 2nd & 4th STS. — HIGHWAY TO HILL

**DURING LENTEN SEASON ENJOY**

**MADISON  
FOODS**

• **Soyburger** • **Vigorost**  
 • **Stakelets** • **Soy Cheese**  
 • **Nut Meat** • **Soy Beans**

Delicious foods that make Lent a season of real eating enjoyment. Check the above list of Madison foods and plan your menu around them. You'll find they are all healthful, delicious treats. The whole family will go for them. See them on display at Jones Grain Mill today!

forming. Hain's variety of Soy and Nut Meats offers you a never-tiring combination of rich protein foods.

"Look for the Hain label at all Health Food Stores. It's your Guarantee."

244. **Product Name:** Stakelets (Vegetarian Beefsteak).  
**Manufacturer's Name:** Madison Foods.  
**Manufacturer's Address:** Nashville Agricultural Normal Institute, Madison, Tennessee.  
**Date of Introduction:** 1941 May.  
**How Stored:** Shelf stable.  
**New Product—Documentation:** Ad in *Los Angeles Times*. 1941. March 7. p. A6. During Lenten season enjoy: Madison Foods. Includes "Stakelets."

245. Madison Foods. 1941. A treat without meat (Ad). *Nature's Path* (New York City). July. p. 273.

• **Summary:** "Steaming hot or cold, you may have delectable foods without using meat of any kind. From these five basic food [products]—Soyburger, Stake-Lets, Vigorost, Not-Meat, and Yum—dozen of tasty entrees may be served to the delight of the most fastidious guests. Duplicate your favorite meat dish... All five basic foods contain complete protein... All five of these foods are hermetically sealed in enameled cans. Prices range from 10¢ for a 5-ounce can to 50¢ for a

39-ounce can. Available at health food stores and health food departments.

"Free—new issue *Madison Health Messenger* with newest information about soy beans, recipes, etc. Copies available at health food stores." Address: Madison College, Tennessee.

246. Special Foods Incorporated. 1941. Retail order blank. Worthington, Ohio. 1 p. Catalog. Oct. 1.  
 • **Summary:** See next page. Products include: E-Z-Lax (smooth bulk and lubrication for constipation). Beta Broth (Meat-like flavor—dissolves instantly). Tastex (Yeast extract—meat-like flavor). Spread (Tasty sandwich spread). Protein foods (used in place of meat): Choplets (Cutlets in 8 oz, 17 oz, or 30 oz), Proast (Dark, in 8 oz, 16 oz, or 30 oz), Numete (Light, in 8 oz, 16 oz, or 30 oz). Soy Beans with Tomato Sauce (17 oz or 30 oz). Soy Beans, Plain (17 oz or 30 oz).

Note 1. This is the earliest document seen (Nov. 2013) concerning Worthington Foods and soy.

Note 2. Worthington was named Special Foods from its founding in 1939 until it was incorporated as "Worthington Foods, Inc." in Dec. 1945. Address: Worthington, Ohio.


247. **Product Name:** Choplets (Resembling Pork Chops).  
**Manufacturer's Name:** Special Foods. Renamed Worthington Foods, Inc. in Dec. 1945.  
**Manufacturer's Address:** Worthington, Ohio.  
**Date of Introduction:** 1941 October.  
**Ingredients:** In 1971: Wheat protein slices [wheat gluten] in broth consisting of extract of Brewer's yeast and vegetables, soy and other hydrolyzed vegetable proteins, mushroom broth, MSG, salt, dextrose, corn oil, caramel coloring.  
**Wt/Vol., Packaging, Price:** 8 oz, 17 oz, and 30 oz can. 10 oz can retails for \$2.75 (7/90, California).  
**How Stored:** Shelf stable; refrigerate after opening.



RETAIL ORDER BLANK

## SPECIAL FOODS INCORPORATED

WORTHINGTON, OHIO



Date Aug. 27/62

Ship To: Name B.S. Crandell

Street .....

City .....

State .....

TERMS: CASH WITH ORDER WE PREPAY POSTAGE ON ORDERS OF \$2.00 OR MORE

o. in case	Quantity	NAME OF PRODUCT	Each	TOTAL
<b>E-Z-LAX</b>				
(Smooth Bulk and Lubrication for Constipation)				
12		E-Z-LAX 10 oz.	1.00	
4		E-Z-LAX 3 lb.	3.50	
<b>BETA BROTH</b>				
(Meat-like Flavor—Dissolves Instantly)				
12		BETA BROTH 3 oz.	.45	
12	<u>100</u>	BETA BROTH 10 oz.	1.25	<u>7.50</u>
4		BETA BROTH 5 lb.	8.50	
<b>TASTEX</b>				
(Yeast Extract—Meat-Like Flavor)				
12		TASTEX 2 1/4 oz. (Glass Jar)	.45	
		TASTEX 5 1/2 oz. (Glass Jar)	.95	
12		TASTEX 11 oz. (Glass Jar)	1.55	
6	<u>1-50</u>	TASTEX 18 oz. (Glass Jar) <u>50¢</u>	2.40	<u>38.10</u>
<b>SPREAD</b>				
(Tasty Sandwich Spread)				
24	<u>2 doz</u>	SPREAD 10 oz. <u>Chopped Olives</u>	.25	<u>5.28</u>
12		SPREAD 30 oz.	.65	
<b>PROTEIN FOODS</b>				
(Used in the place of Meat)				
48		CHOPLETS 8 oz. (Cutlets)	.20	
24	<u>50¢</u>	CHOPLETS 17 oz. (Cutlets) <u>4.20</u>	.35	<u>21.00</u>
12		CHOPLETS 30 oz. (Cutlets)	.60	
48		PROAST 8 oz. (Dark)	.20	
24	<u>40¢</u>	PROAST 16 oz. (Dark) <u>4.20</u>	.35	<u>16.80</u>
12		PROAST 30 oz. (Dark)	.55	
48		NUMETE 8 oz. (Light)	.20	
24	<u>40¢</u>	NUMETE 16 oz. (Light) <u>4.20</u>	.35	<u>16.80</u>
12		NUMETE 30 oz. (Light)	.55	
<b>SOY BEANS</b>				
(Ready to Eat)				
24		SOY BEANS with Tomato Sauce 17 oz.	.20	
		SOY BEANS with Tomato Sauce 30 oz.	.35	
24		SOY BEANS, PLAIN 17 oz.	.18	
12		SOY BEANS, PLAIN 30 oz.	.30	
				<u>4.57</u>
				<u>110.00</u>

Customer's Signature .....

October 1, 1941 Prices subject to change without notice.



**New Product–Documentation:** Wholesale price list. 1941. Oct. 1. 10 oz retails for \$0.20 and 30 oz for \$0.60; Ad by Worthington Foods, Inc. in *Health*. 1947. Feb. p. 2. “Good foods for every occasion.” Choplets are mentioned.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Chaplets + their liquid contain 15.62% protein, 0.56% fat, and 5.40% carbohydrate. *Chopletter* (Worthington Foods, Ohio). 1960. “What you should know about Worthington Foods.” April, p. 3. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label include Choplets.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 161. Lists the ingredients in “Choplets (Worthington).”

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 175. The ingredients in “Choplets (Worthington)” are “wheat protein slices in a broth consisting of water, HVP, yeast extract, soy sauce, dextrose, L-lysine mono-hydrochloride, mushrooms, salt, corn oil, caramel color.”

Interview with James Hagle? 1983. The name Choplets was suggested by Dr. George Harding’s 11-year-old son. Choplets resembled Dr. Harry Miller’s Cutlets. They were a unique best-seller into the 1960s.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27. Ingredients are the same as those listed below.

By July 1990 the product had been reformulated to include textured soy protein concentrates.

248. *New York Times*. 1941. U.S. gives thanks for its strength in world at war. Nov. 21. p. 1, 12.

• **Summary:** The very last paragraph of this long article states: “While these thousands of turkey dinners were being relished, 125 members of the Vegetarian Society of New York sat down to a six-course meal at Schildkraut’s Vegetarian Restaurant, 4 West Twenty-eight Street. The meal consisted of spinach loaf, molded into turkey shape, with carrot legs; vitamin cocktail of sauerkraut and tomato juice; vegetable bouillon with whole wheat noodles; combination raw vegetable salad; oyster plant and whole wheat cookies.”

249. **Product Name:** Light Numete.

**Manufacturer’s Name:** Special Foods, Inc. Renamed Worthington Foods, Inc. in Dec. 1945.

**Manufacturer’s Address:** Worthington, Ohio.

**Date of Introduction:** 1941.

**Wt/Vol., Packaging, Price:** 8 oz, 17 oz, and 30 oz can. 19 oz can retails for \$2.65 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Wholesale price list. 1941. Oct. 1. 8 oz retails for \$0.20 and 30 oz for \$0.55.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. 19 oz (538 gm) can. The ingredients for Numete (“Light” is not mentioned) are now: Water, peanuts, white corn flour, soy flour, salt, monosodium glutamate, niacinimide [niacinamide], iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12.

250. Berolzheimer, Ruth. ed. 1941. *The American woman’s cook book*. New York, NY: Garden City Publishing Co., Inc. viii + 816 p. Illust. (incl. many full-page color). Index. 21 cm.

• **Summary:** The paragraph titled “Soy-beans” (p. 390) notes that of the many varieties of soy-beans grown in the USA, the yellow variety is most widely used for cooking, although black and green soy-beans are also used, and are especially good in soups. Soy-beans require longer cooking than white beans, but the cooking time can be decreased if the beans are first soaked for 12 hours. Soy-related recipes include: Baked soy-bans (2 cups yellow soy-beans plus ¼ lb fat salt pork, p. 390).

The introduction to the long section on “Vegetarian dishes” (p. 351-59) states that such dishes add variety to the diet and often reduce the food bill. “They are welcome in any household where the program of using meat only once a day is being followed.” This section contains no soy recipes, but does contain many that use peanuts or peanut butter, such as: Peanut balls. Peanut scrapple. Peanut butter cutlets. Baked peanuts. Peanut souffle. Peanut chops. Bean roast. Peanut and carrot loaf. Peanut roast. Cottage cheese and peanut loaf.

Note: This book was apparently published shortly before the USA entered World War II in December 1941. Address: Director, Culinary Arts Inst.

251. Klein, Ida. 1941. *Neuzeitliche Kueche: Fleischlose Gerichte fuer alle Verhaeltnisse* [Modern cookery: Meatless dishes for all occasions]. Hamburg, Germany: Vollmer & Bentlin. 144 p. 8 color plates. 20 cm. [Ger]

• **Summary:** Discusses vegetarianism, vegetarian cookery, and nutrition. Pages 70-72 discuss soybeans and give recipes for cooking whole soybeans (#197), and the following in which soy flour is often used in place of the traditional ingredient of animal origin: Pancakes without eggs (#198). Cakes without eggs or milk (#199). Short pastry for a tart shell (*Tortenböden*) or small pastries (*Kleingebäck*) without eggs (#200). Meatless roast made with soy flour (and Granola, #201). Patties made with soy flour (#202). Mayonnaise without egg (#203).

Page 85 has a meatless-meat recipe for “Soy-flour meat” (Sojamehl-Fleisch, #256).

Note 1. This is the earliest German-language document seen (Nov. 2014) that mentions a meat alternative, which it calls *Sojamehl-Fleisch* (Soy-flour meat).

Note 2. This is the earliest German-language document seen (Nov. 2014) that mentions a meatless burger—" Patties made with soy flour." Address: Germany.

252. Davis, Adelle. 1942. *Vitality through planned nutrition*. New York, NY: The Macmillan Co. xii + 524 p. Sept. Illust. Index. 22 cm.

• **Summary:** This book is written for young people. Soybeans and their nutritional value are discussed throughout.

"Dedicated to the high-school student who appreciates both the immediate and the future values of full health."

Of the 23 amino acids, all but 10 can be made by the body. These ten are called "essential amino acids" and must be obtained from food. Protein foods "containing all ten of the essential amino acids in generous amounts are called complete proteins, or proteins of high biologic value." "The proteins of eggs and milk have the highest value." The proteins in glandular meats (liver, kidney, etc.) rank second in value. "Proteins from nuts, soybeans, wheat, especially wheat germ, and cottonseed flour and meal are complete proteins" (p. 58-59).

"Proteins and vegetarianism. Many thousands of people in the world, particularly the Eskimos, Laplanders, and nomad tribes, eat little or no proteins from vegetable sources. Other thousands eat only vegetable proteins, because of poverty or religious scruples, such as the millions of people in India and China. Races which have a high animal-protein intake appear to have excellent physiques and virility and a capacity for endurance which far surpasses the energy and physiques of those eating only vegetable proteins.

"When the complete proteins of wheat, soybean, cottonseed, peanuts, and other nuts are eaten, and the diet is planned with utmost care, it is possible to supply the body with sufficient amounts of the essential amino acids. Some of the world's leading athletes have been vegetarians. If milk and eggs are generously added to an otherwise vegetarian diet, it can be made adequate in proteins though it is likely to be deficient in iron. There is no argument against a person's being a vegetarian, except that unless he is trained in nutrition, he is likely to become an unhealthy vegetarian." (p. 67, 71).

Many vegetable proteins, such as those in soybeans and other legumes, are not well digested unless heated (p. 69). Boys age 13-15 require 85 gm/day of protein, increasing to 100 gm/day for boys age 16-20. Adult women need 60 gm/day and adult men need 70 gm/day (p. 70).

Soybeans (and soy flour) are a good source of B-complex vitamins, including thiamin (p. 160), niacin (p. 186-87), pyridoxin [pyridoxine] (incl. soybean oil; p. 193), pantothenic acid (p. 194). Since vitamins of the B complex cannot be stored in the body, "the daily diet must be carefully

planned if full health is to be maintained." "Buy only wheat breads and cereals with 100 per cent whole grain marked on the labels. Use wheat-germ breads... and soybean bread whenever possible." Also blackstrap molasses and brewers' yeast. "Use soybeans, baked or in a loaf or patties, as meat substitutes... Cultivate a taste for liver, brain, kidney, heart and sweetbreads and use them more frequently than other types of meat (p. 208-09).

"Salted peanuts and roasted soybeans are ideal candy substitutes which build rather than destroy health. Both are excellent sources of vitamins of the B complex" (p. 210).

Wheat germ is the richest natural source of vitamin E, which is "also found in cottonseed oil, corn oil, sesame oil, soybean oil, and peanut oil" (p. 286-87). There are at least three forms of vitamin E, which are called the vitamin-E complex: alpha-, beta, and gamma-tocopherol. "Alpha-tocopherol is the most active and has been made in the laboratory."

Calcium: "Many Oriental races obtain their calcium principally from soybeans and soybean curds [tofu], which form a staple food."

Note: This is the earliest English-language document seen (April 2013) that uses the term "soybean curds" to refer to tofu.

Bones are used as a major source of calcium by Eskimos, Africans, and (formerly) American Indians. Adults should consume at least 750 mg/day of calcium, the amount found in 3 glasses of milk (p. 312-15). "Another vegetable which is rich in calcium is the soybean, a food all too little used in America. Soybean flour is fourteen times richer in calcium than refined wheat flour, and baked soybeans are many times richer in calcium than baked navy beans. Every person should learn to enjoy this highly nutritious food and make it an important part of his diet." (p. 319).

In Chapter 29, "The functions of the blood" (p. 328-30), Davis discusses the effect of acid and alkali, but in a much different way than former health food advocates. She does not advocate alkaline foods, but shows how the body keeps its fluids near neutrality, or very slightly alkaline. "Soybeans are extremely rich in iron, of which 80 per cent reaches the blood. In a mixed diet as a whole, only about 50 per cent of the iron in foods is available" (p. 340).

Iodine is necessary to prevent goiter. "Since early times, the eating of seaweed has been known to affect goiter favorably" (p. 350). Salt (sodium chloride) is essential to good health. In very hot weather and dry air, so much can be lost through perspiration that death results. "Death due to salt deficiency occurred during the first years of work at Boulder Dam... In milder forms, a lack of salt causes heat cramps or heat stroke," which is "accompanied by nausea, dizziness, general exhaustion, and muscular cramps in the legs, back, and abdomen. Without salt, the more water drunk, the worse the condition becomes." "During very hot weather salty foods such as salted peanuts, popcorn, or soybeans, salty





cheeses, or potato chips should be kept near the drinking water” (p. 367).

The section titled “Your body’s requirements” (p. 386-89) lists 8 food groups or foods that are the best sources of required nutrients. These include: “7. One serving of meat, fowl, fish, eggs, or a meat substitute such as baked navy beans or soybeans,....”

“Dried fruits should be the main candy substitute... Other health-building candy substitutes are unsweetened chocolate, salted peanuts or soybeans, chocolate-covered peanuts, and cracker jack made with black molasses” (p. 400-01).

A table (p. 484-85) gives the nutritional composition of soybeans: (1) dried, cooked; (2) dried, uncooked. Address: A.B., M.S., consulting nutritionist, Los Angeles, California.

253. International Nutrition Laboratory. 1942. Miller’s Soya Products (Ad). *Soybean Digest*. Sept. p. 16.

• **Summary:** This quarter-page black-and-white ad states: “The International Nutrition Laboratory are pioneers in soya bean processing of the choice edible varieties and of soya protein utilization in the human dietary. Our distinctive achievements are: 1. Flavor improvement. 2. Ready digestibility. 3. High protein yield. 4. Lower cost of man’s protein dietary requirements.

“Send for catalogue of Miller’s tasty soya foods including soya milk, liquid and powdered, delicious green soya beans, soya meat substitutes, such as Miller’s savory vegetable cutlets, soya loaf, sandwich spread and soya

cheese. Processed and packed by the International Nutrition Laboratory.” Address: Mt. Vernon, Ohio.

254. *Madison Health Messenger* (Madison, Tennessee). 1942. Soy bean exhibit at National Health Foods Convention. 4(4):3. Undated.

• **Summary:** ‘The World of Tomorrow in Soybeans’ was the theme of the Madison Foods exhibit at the National Health Foods Convention in New York City. A picture of this very beautiful exhibit is shown at the bottom of this page.

“Many new varieties of soybeans were shown to health food dealers from all over the United States, who saw for the first time at the National Health Foods Convention a comprehensive exhibit of various soybean products. There were small black soybeans, brown soybeans, green soybeans, yellow soybeans, of various sizes, shapes, and varieties. There were breakfast foods ready-to-eat and cooked. Other items in the exhibit consisted of soy flour, various kinds of soy oil, soy hydrogenated shortening, soy lecithin, stock feed, poultry feed, dog and cat foods; canned soybeans plain, canned soybeans in tomato sauce, meat substitutes, soy cheese, soy milk, soy albumin, soy bread, soy muffins, soy toast, soy coffee substitute, soy macaroni, soy noodles, soy sauce, linoleum, and plastics.

The exhibit was finished in an automobile lacquer with a photographic smear of soybeans covering the entire front of the exhibit around the display of sample bottles of various soybean products on the right wing of the exhibit, and the Madison Foods products on the left wing of the exhibit, the

soybean smear was finished in a sepia tone to approximate the natural color of the soybean, and the lettering on the top of the exhibit was cut-out wood, raised letters, finished in automobile lacquer. It was one of the most outstanding exhibits ever shown at a National Health Foods Convention from the standpoint of its educational value as well as its artistic layout and beautiful finish. Visitors to the exhibit were profuse in their commendatory comments of the exhibit, and E.M. Bisalski, Manager of Madison Foods, and Ulma Doyle Register, Chemist, were busy receiving visitors to the exhibit, who came from all parts of the forty-eight states to attend the National Health Foods Association Convention, Hotel McAlpin, New York City, August 26-29.

“Next year the convention will be held in Los Angeles, California, at approximately the same time.”

255. *Let's Live*. 1942. Vegetable meat balls. Dec. 30. p. 10.  
 • **Summary:** Contains a recipe for meatless meat balls, based on ground almonds and cooked egg plant [eggplant]. It is not necessary to use soybeans when making meat substitutes. Rationing is now in force in America during World War II.

256. **Product Name:** ViM-eat Soy-Nut-Loaf (Vegetarian Meat).

**Manufacturer's Name:** Butler Food Co.

**Manufacturer's Address:** P.O. Box 4, Cedar Lake, MI.

**Date of Introduction:** 1942.

**Wt/Vol., Packaging, Price:** 8- or 16-oz can.

**New Product–Documentation:** Manufacturer's catalog. 1942. In 8- or 16-oz cans. “Appeals to those who like the meat flavors. Soy-Nut-Loaf is a highly nutrient [sic] food, containing a complete protein. It can be prepared in many delicious ways: in stews, roasts, vegetable pies, hash, and sandwiches. It is also tasty just as it comes from the can.” Recipes are given: Soy-Nut Steak with onions. Macaroni with Soy-Nut-Loaf. Savory Soy-Nut-Loaf.

257. **Product Name:** ViM-eat Soy-Nut-Cheese (Vegetarian Meat).

**Manufacturer's Name:** Butler Food Co.

**Manufacturer's Address:** P.O. Box 4, Cedar Lake, MI.

**Date of Introduction:** 1942.

**Wt/Vol., Packaging, Price:** 8- or 16-oz can.

**New Product–Documentation:** Manufacturer's catalog. In 8- or 16-oz cans. “A highly nutritious food which can be used in a variety of palatable dishes. Rich in protein and fat. Easily digested.” Two recipes are given, including Soy-Nut-Cheese croquettes.

258. **Product Name:** Vegetable Chili Con Carne. Renamed Vegetarian Chili Con Carne by 1948.

**Manufacturer's Name:** International Nutrition Laboratory.

**Manufacturer's Address:** P.O. Box 388, Mt. Vernon, Ohio.

**Date of Introduction:** 1942.

**Ingredients:** Incl. wheat gluten.

**Wt/Vol., Packaging, Price:** 16 oz jar.

**New Product–Documentation:** Ad in Leaflet titled “Optimal Nutrition in Infant Feeding.” Undated. “Rich in all-vegetable protein of soya beans and wheat gluten; processed in tasty sauce. 16-oz. jars.” Soybean Blue Book. 1948. p. 82.

259. **Product Name:** Vegetable Chop Suey. Renamed Vegetarian Chop Suey by 1948.

**Manufacturer's Name:** International Nutrition Laboratory.

**Manufacturer's Address:** P.O. Box 388, Mt. Vernon, Ohio.

**Date of Introduction:** 1942.

**Ingredients:** Incl. soya beans, wheat gluten, green fresh vegetables (soy sprouts).

**Wt/Vol., Packaging, Price:** 16 oz jar.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Ad in Leaflet titled “Optimal Nutrition in Infant Feeding.” Undated. “Soya beans, wheat gluten, green fresh vegetables.”

International Nutrition Laboratory, dealer's order blank. 1946. Jan. “Chop Suey (Mein Jing) Vegetarian.” 16 oz can.

Soybean Blue Book. 1948. p. 82. Note: The word “chop suey” was first used in English in 1888.

260. **Product Name:** Breakfast Food, and Meat Substitutes.

**Manufacturer's Name:** Tastee Soy Foods.

**Manufacturer's Address:** 254 E. Girard Ave., Philadelphia, Pennsylvania.

**Date of Introduction:** 1942.

**New Product–Documentation:** *Soybean Digest*. 1941. Feb. p. 12. This company sells “edible soybeans.” USDA Bureau of Plant Industry. Div. of Forage Crops and Diseases. 1942. Firms manufacturing or handling soybean food products. p. 3. This company is listed as making or handling 15 soy products. It is not clear whether this company is a manufacturer or a handler.

Soybean Blue Book. 1947. p. 69, 71.

261. Glotzhober, Clem. 1942. Annual report (August–December). Dearborn, Michigan: Food Laboratory (Ford Motor Co.). 14 p.

• **Summary:** Research was conducted on a coffee substitute made from roasted soybeans mixed with other plants, patties made from pre-cooked soybeans, and the effects of hydrochloric acid and sodium hydroxide on the pH of solutions of “soy protein.”

The last section, titled “Hard soy cheese,” describes the author's attempt “to make a similar cheese from soy milk. Several batches of soy milk were curdled by several methods including acetic acid plus heat, and lactic acid plus pepsin, and then the curds were pressed.” The cheese was then cured for 3 months or more.

Note: This is the earliest English-language document seen (Oct. 2013) that uses the term “Hard soy cheese” to



refer to a Western-style soy cheese. Address: Food Lab.

262. Rotondi, Pietro. 1942. *Vegetarian cookery*. Los Angeles, California: Willing Publishing Co. 151 p. Recipe index. 23 cm. 2nd edition 1948 (150 p.).

• **Summary:** This book, dedicated “To Humanity,” is basically a vegan cookbook—except for the use of a little honey. It uses no dairy products or eggs, and views a raw food diet as the ideal—although many recipes call for cooking. Following the dedication is this quote: “The human body is the temple of God and as real as God himself, because He dwells in it...”

Under “Substitutions” (p. 21) the author notes that “Soy milk may be substituted for cow’s milk...” Under “For the infant” we read: “Advice to the mother—Almond milk is the most perfect and ideal food for the infant both in nutritional value and digestibility.” Soy sauce (p. 70-71, etc.), Savita, and Vegex are widely called for a seasonings. The soy-related recipes in this book seem extremely original and innovative; they include: Baked lima beans (with soy bean milk, p. 58). French-fried onions (with soy bean milk, p. 61). Peas cooked with potatoes and soy bean milk (p. 67). Whole wheat or barley chowder (with soy bean milk, p. 68). Ripe olive croquettes (with soy milk, p. 71). Vegetable hamburgers (with soy bean milk, p. 72). Carrot loaf I (with soy milk, p. 73). Tofu (fried in flour breading, p. 74). Tofu loaf (baked, p. 74). Tofu omelet (p. 74). Tofu and garbanza [garbanzo] beans (p. 75). Gluten steak (with 1 cup soy sauce, p. 75). Chop suey (with [mung] bean sprouts and soy sauce, p. 78). Savory lima patties (with soy bean bread, p. 85). Soy bean loaf (with cooked and ground soybeans, p. 85). Soy gravy (with soy milk and soy sauce, p. 87-88). Wholewheat bread and rolls (p. 89-92; many call for the use of soy milk). Tofu cake I (like a baked cheesecake with shredded coconut, lemon, and agar, but no crust, p. 99). Tofu cake II (like a cheesecake with a wholewheat or graham cracker crust, p. 99). Note: This is the earliest document seen (Oct. 2003) that mentions a tofu cheesecake, and the earliest recipe seen (Oct. 2003) for a tofu cheesecake.

“All Bran” muffins (with bran and soy milk, p. 112). Soy wheat germ muffins (with soy pastry flour, p. 113). Corn meal muffins (with soy milk, p. 113-14). Soy bean chocolate frosting (with “2 squares soy bean chocolate,” p. 116). Soy bean chocolate date pudding (with 5 oz “soy bean chocolate” and 1 tablespoon soy bean milk, p. 120). Rice pudding deluxe (with 1 quart soy milk, p. 121). Soy bean chocolate ice cream (with 1/3 pound soy bean chocolate and a pint coconut milk, p. 127). Fruit ice cream, Maple sugar candy, Maple fudge (each with soy milk, p. 129). Soy bean chocolate fudge (with 1 cup “grated soy bean chocolate” and 3 tablespoons soy milk). Peanut butter fudge (with soy milk, p. 130). Soy bean chocolate caramels (with 3 squares soy bean chocolate and ½ cup “soy milk,” p. 131).

On pages 141-43 are two charts: (1) Alkaline, acid and

neutral foods (soy beans [dried or fresh], soy bean bread, and soy bean milk are listed as having an alkaline ash, whereas flesh foods, eggs, cheese, and most nuts are listed as having an alkaline ash). (2) Vegetable protein vs. animal protein. Divides various foods that are high in protein content into vegetable and animal, then ranks them in descending order of protein content. Included in the vegetable protein are: 1. (highest) Soy bean flour 39.5%, 4. soy beans 34.0%. The highest ranked animal product is dried beef 39.2%. The average protein content of 26 vegetable foods is 25.89%, compared with 21.79% for 26 animal foods.

The author, a chiropractor, died in about 1986 in a fire at about age 92. A videotape of him has been produced by the Rotondi foundation in Los Angeles.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Vegetable hamburgers” (or “Vegetable hamburger”). Address: Los Angeles, California.

263. International Nutrition Laboratory. 1942? *Soyalac: Optimal nutrition in infant feeding*. Mt. Vernon, Ohio. 12 p. Each page 22 x 10 cm. Undated.

• **Summary:** Contents: Mothers milk simulated in Soyalac. Solves feeding problems (“While Soyalac is an ideal food for non-problem infants, it becomes tremendously important in cases of milk allergy”). Composition of Soyalac (two forms: Soyalac dry powder {22.31% protein}, and reliquified Soyalac {2.79% protein}). Preparation of baby’s feedings (always add the powder to water, not water to powder). 24 hour feeding formulas. Canned liquid Soyalac. Soyalac hypoallergenic. Laxative correction. Supplementary feeding (starting 3rd month). Soyalac benefits mothers. Quick, nourishing for children and adults. Medical supervision. The home of Soyalac (photo of large brick building at Mt. Vernon, Ohio). You can get Soyalac (“mainly through health food stores”). Miller’s high protein soya foods: 1. Soyalac All Purpose spray dried soya milk. 2. Soyalac Malt Flavor. 3. Soyalac Liquid. Soyalac Chocolate. Soyalac Infant Food—Powder (1 lb cans). Soyalac Infant Food—Liquid (20 oz cans). Miller’s Cutlets. Cutletburger. Giant Green Soya Beans. Soya Beans in Tomato Sauce. Soyaspread (“Delicious sandwich filler”). Vegetable Chili Con Carne (with soya beans and wheat gluten). Vegetable Chop Suey (with soya beans and wheat gluten). Address: Mt. Vernon, Ohio.

264. *Science News Letter*. 1943. Meat substitute: Sprouted soy beans suggested as one solution to shortage. Are high in protein, fat, minerals and vitamins. Require no ration points. 43:326. May 22.

• **Summary:** For nearly a year, Dr. C.M. McCay of the School of Nutrition at Cornell University has worked on the problem of meat substitutes with Dr. Peng Cheng Hsu, a Chinese student stranded at Cornell. They used the light-colored Seneca soybean variety, which is grown extensively

in New York by dairymen. They developed a quick and easy way of sprouting soybeans in 3-5 days. They say the big job is to familiarize Americans with this valuable food. Dr. McCay's research even led him to New York City's Chinatown to observe methods of sprouting beans in local cellars.

A program of test marketing is planned in Ithaca and McCay hopes to "extend use of sprouted soys throughout the state, particularly in New York City, to relieve the meat woes of harassed housewives."

Note. This is the earliest English-language document seen (Jan. 2013) that uses the term "sprouted soys" to refer to soy sprouts.

265. *New York Times*. 1943. Soybeans protein rich: Vegetable may substitute in food value for hamburger. May 23. Section 8. p. 6.2.

• **Summary:** "A ten-cent soyburger to replace the royal hamburger has been listed as a possible substitute for America's meatless days." In Pullman, Washington, at Washington State College, Prof. Harold P. Singleton, superintendent of the Prosser irrigation station, has been growing "green edible soybeans." The plant, which grows hardily in irrigated regions of Washington, is being studied by the college's horticulture department.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the word "soyburger" written in all lowercase letters.

266. *Atlanta Constitution (Georgia)*. 1943. New 'Soysage,' war-born food, gets preview: With soybean base, it includes peanut flour, etc. June 12. p. 5.

• **Summary:** "A substitute for sausage made of peanuts, soybeans and cottonseed will be one of the items for sampling by two groups of peanut processors and distributors meeting here June 14 and 15."

The manufacturer calls it 'a treat in place of meat' and says it's very good with eggs or hot cakes for breakfast." However the product itself, named "Soysage," looks quite like dry oatmeal.

The two groups meeting in Atlanta concurrently are the National Peanut Council (a promotional organization) and the Southeastern Peanut Association (composed mostly of peanut crushers and sellers).

The ingredients in the "Soysage" are soy flour, peanut flour, cottonseed flour, wheat bran, wheat germ, dehydrated onion, spices, yeast and sugar. It is made by a Chicago, Illinois, company. There is no danger of spoilage and the product can be easily packaged and distributed.

"Miss Modane Marchbanks, of Atlanta, executive secretary of the council, said the sausage substitute is similar to products sent abroad through lend-lease."

267. **Product Name:** Soysage (Dehydrated Mix for

Meatless Sausage Made with Soy- and Peanut- and Cottonseed Flours).

**Manufacturer's Name:** Hodson's Pantry Products. Imperial Brands Co.

**Manufacturer's Address:** 537 S. Dearborn St., Chicago, Illinois.

**Date of Introduction:** 1943 June.

**Ingredients:** Soy flour, peanut flour, cottonseed flour, wheat middlings, wheat germ, yeast, vegetable protein, seasoning.



**New Product–Documentation:** *Atlanta Constitution (Georgia)*. 1943. "New 'Soysage,' war-born food, gets preview: With soybean base, it includes peanut flour, etc." June 12. p. 5. The ingredients in the "Soysage" are soy flour, peanut flour, cottonseed flour, wheat bran, wheat germ, dehydrated onion, spices, yeast and sugar. It is made by a Chicago, Illinois, company. There is no danger of spoilage and the product can be easily packaged and distributed.

Holt, Jane. 1943. "News of food: New products made from soy beans include a flour, cooking oil and bread." *New York Times*. July 29. p. 22. The first food produced, named Soysage, is made by the Imperial Brands Company of Chicago. It comes in the form of a yellow flour that contains soy flour, peanut flour, cottonseed flour, wheat bran, wheat germ, dehydrated onion, and spices. A dry mix, it is designed to be used as a substitute for sausage. The *New York Times* kitchen developed (and printed) its own recipe for making the Soysage in place of the one on the package.

Ad in *Nature's Path* (New York City). 1944. Jan. p. 16. "Try this new modern product from Hodson's Pantry." "Farm style breakfast Soysage. A treat in place of meat. Rich in nourishing proteins. New! Just add water and cook. Delicious. Contains no meat. America's new taste thrill! Modern! In dehydrated form. Quick and easy to prepare (Three small illustrations show how, and a large illustration shows the finished sausage-like products, steaming with potatoes, on a serving platter). About 3½ times the protein of pork sausage. Economical—Always ready—No waste. A treat in place of meat—49¢." A small photo shows Walter J. Hodson, who says: "Have a Hodson's Pantry in your home."



Taylor. 1944. *The Soy Cook Book*. p. 179, 199. Cloud. 1981. *Soyfoods*. Summer. p. 40. "Very little is known about the venture, however, since the trademark was renewed for only a short time; after six years of inactivity, the product lapsed into oblivion." Note: This is the earliest commercial product seen that was called "Soysage."

268. *New York Times*. 1943. Governor is host at soy bean lunch: Party for 67 at Albany is to demonstrate value of meat substitutes. Recipes are available. June 15. p. 24.

• **Summary:** "Albany, June 14—A war-diet luncheon, dominated by the humble soy bean, was served to sixty-seven guests in the State dining room of the Executive Mansion today in an effort to convince New York's housewives that palatable and nutritious substitutes for the dwindling meat supply are available.

"The luncheon, which included soy beans in seven different forms, was served to Governor and Mrs. Dewey, members of the State Emergency Food Commission and representatives of newspapers, magazines and the radio. It was prepared by the regular mansion kitchen staff and pronounced good by the guests, who were asked to comment on the food.

"The menu consisted of apple juice, tossed green salad, soy bean sprouts and chicken soufflé, sprouted soy beans and onion, soy bean bread, assorted unrationed spreads, milk and strawberry shortcake." The use of soy beans reduced by 75% the amount of chicken needed for the soufflé.

"The soy bean bread, developed by Food Commission experts at Cornell, will be placed on the market." The recipe, printed on the luncheon menu, is given in full. H.E. Babcock, chairman of the Emergency Food Commission, noted that sprouted soy beans are practically a fresh vegetable. Two large chains, it was said, are planning to carry the sprouted beans. Unsprouted soy beans retail for 6 to 7 cents a pound.

"Governor Dewey told his guests that the State's official family has been using soy beans in increasing quantities since Jan. 1. 'We had some soy bean gingerbread the other night,' he said. 'It was excellent. We also have enjoyed soy bean muffins and breadsticks.'"

269. Ma, Roberta. 1943. Rich peas and beans: Chinese varieties may be grown here as substitutes for meat. *Washington Post*. June 27. p. X17.

• **Summary:** "In view of the shortage of meat and the need for good health in the nation, Victory gardeners may well take a tip from the Chinese and plant an abundance of peas and beans." "The most common beans used in all parts of China are soybeans (*Glycine max*) and mung beans (*Phaseolus aureus*)." One of the writer's favorites is called the yard-long bean (*Dolichos sesquipedalis* or *Vigna sinensis* var. *sesquipedalis*). Address: USDA.

270. Ma, Roberta. 1943. Rich peas and beans. Chinese

varieties which may be grown here are substitutes for meat. *New York Times*. June 27. Section 2. p. 17.2.

• **Summary:** "In view of the shortage of meat and the need for good health in the nation, Victory gardeners may well take a tip from the Chinese and plant an abundance of peas and beans... Most Chinese people eat very little meat—often only once in five to ten days—yet their general health is good because they eat so many kinds of peas and beans, which they know how to prepare in many different ways."

"The most common beans used in all parts of China are soybeans (*Glycine max*) and mung beans (*Phaseolus aureus*)." After describing how to plant and grow these beans, the author notes: "Since not all the pods ripen at the same time, the young fresh green beans may be picked for shelling and cooking while the dried beans are gathered for winter use."

271. Holt, Rackham. 1943. *George Washington Carver: An American biography*. New York, NY: Doubleday Doran & Co. 342 p. 2nd ed. 1963, 360 p. [18\* ref]

• **Summary:** This is considered by some to be the best biography of Carver. The author is a woman. There are ten entries on soy in the index of the 1963 second edition.

Dr. Carver was born a slave in Missouri, around 1864. After working his way through school by washing clothes, Carver applied for registration at the University of Iowa and received a letter of acceptance. However, when he arrived, and officials learned that he was a Negro, he was rejected. Later he attended Simpson College at Indianola, Iowa, and then Iowa State College, where he was appointed to the faculty after graduation. In 1896 Carver accepted Booker T. Washington's invitation to come to Tuskegee Institute in Alabama, where he stayed until he died. The Iowa State College of Agriculture and Mechanic Arts was already an eminent institution in 1891. "It was the seed bed from which sprouted 3 men who were to rule the agricultural destinies of the United States for 28 years.

"James G. Wilson, director of the Agricultural Station, was soon to become Secretary of Agriculture in the cabinets of McKinley, Theodore Roosevelt, and Taft; Henry Cantwell Wallace was Assistant Professor of Agriculture, later to become Secretary of Agriculture in the cabinets of Harding and Coolidge until he died in 1924. His son, Henry Agard Wallace, was to fill the same post during the first 2 administrations of Franklin D. Roosevelt." The school term had already started when George Washington Carver arrived in May.

Before the turn of the century, Carver was preaching that the South should balance its agriculture by growing peanuts and sweet potatoes. He later developed more than 300 uses for the peanut.

Shortly after arriving at Tuskegee in Oct. 1896, Prof. Carver started experimentation on various relatively new members of the legume family, which he felt could enrich

the soil and serve as valuable additions to the diets of livestock. "In 1896 there was no crimson clover anywhere in the county, nor for many counties roundabout. He planted this and the cowpea and hairy vetch. In '97 [1897] he secured a pint of velvet-bean seed which yielded fully three pecks. He experimented with the peanut, which was no more considered a farm crop than was parsley; the children liked to eat peanuts, so a few families had a few vines.

"Developing agriculture means keeping an eye out for new things. The soja pea, now known as the soybean (*Glycine soya*), the little honorable plant and the main dependence of China for its food supply, was said to have been brought back by Commodore Matthew C. Perry, but nothing had been done about it in this country. This, too, Professor Carver planted" (p. 168). He would make every effort to educate away from the one-crop system. A photo (p. 169) shows young Carver at Tuskegee.

In 1901 Carver noted the occurrence of a fungus, which he designated as *Cercospora canescens* E. & M., on soybean and several other unrelated hosts. This appears to be the earliest reported occurrence of a *Cercospora* on soybean in America." It was not recorded in the U.S. again until 1924. In 1903 Professor Carver's exhibit in the capitol drew crowds to see his dried foods and soja peas and demonstrated the value of sweet potatoes and cowpeas.

With the notable exception of Professor Carver, few people in the U.S. had heard of the soybean until 1907 when the Department of Agriculture instituted experimentation on imported plants and tried adapting it to American soils and climatic conditions. Professor Carver had already successfully tried his own hand at experimentation. He was lecturing on the soybean and the derivatives he had found—flour, meal, coffee, breakfast food, oil, milk—long before it had been picked up by Midwestern growers. He could not emphasize the soybean for industrial purposes, however, because of Southern unfamiliarity. He concentrated his efforts, therefore, on the peanut.

Concerning peanuts, page 237 notes that "Professor Carver had started publishing recipes for cooking peanuts for the table before 1913, but these were constantly being augmented, and the bulletin was in its sixth edition by 1916, carrying directions for growing and 105 ways of preparing it for human consumption." During this time he was teaching senior girls at Tuskegee Institute how to cook with peanuts. The girls served a 5-course luncheon to Booker T. Washington and nine guests—"soup, mock chicken, creamed as a vegetable, salad, bread, candy, cookies, ice cream, coffee—all from peanuts."

Pages 239-40 describes a conversation, in "God's Little Workshop," between Prof. Carver and God in which Carver asks God about the meaning of the universe, of human life, and of the peanut. Responding only to his third question, God replied that "my mind was too small to know *all* about the peanut, but He said He would give me a handful of

peanuts. And God said, 'Behold I have given you every herb bearing seed, which is upon the face of the earth... to you it shall be for meat...' Then God instructs Carver what to do with peanuts in order to unravel their mysteries and uses. Page 242 describes Carver's preparation of peanut milk. "Cream would rise upon it which could be turned into butter without souring. The cream could be removed to produce buttermilk, and from either an inexpensive, palatable, and long-lasting cheese could be manufactured; where a hundred pounds of cows' milk made ten pounds of cheese, the same amount of peanut milk made thirty-five pounds. This milk proved to be truly a lifesaver in the Belgian Congo. Cows could not be kept there because of leopards and flies, so if a mother died her baby was buried with her; there was nothing to nourish it. Missionaries fed the infants peanut milk, and they flourished."

On 22 Jan. 1921 Carver spoke at the hearings of the General Tariff Revision before the Committee of Ways and Means of the House of Representatives. Given 10 minutes to speak, he was found to be so interesting and persuasive that his time was extended to 105 minutes. He showed the Committee a bottle of peanut milk on which the cream had risen, a bottle of rich peanut milk for ice cream, plus samples of buttermilk and evaporated milk. He explained that Secretary of Agriculture Wilson had been his instructor at Iowa State College for 6 years.

William Jay Hale, a chemist, coined the term "chemurgy," which first appeared in print in 1934 in his book *The Farm Chemurgic*. "Chemi," the root from which "chemistry" was derived, originally meant the black earth of Egypt; "ergon" was the Greek word for work. Hence "chemurgy" could be defined as "chemistry at work," an implied the application of this work to the soil.

In his book *Pioneers of Plenty*, author Christy Borth called Carver the first and greatest chemurgist. Carver later became close friends with Henry Ford.

272. Holt, Jane. 1943. News of food: New products made from soy beans include a flour, cooking oil and bread. *New York Times*. July 29. p. 22.

• **Summary:** The soy bean has been called the "vegetable meat" because its protein is of such excellent quality.

The first food produced, named Soysage, is made by the Imperial Brands Company of Chicago. It comes in the form of a yellow flour that contains soy flour, peanut flour, cottonseed flour, wheat bran, wheat germ, dehydrated onion, and spices. A dry mix, it is designed to be used as a substitute for sausage. The New York Times kitchen developed (and printed) its own recipe for making the Soysage in place of the one on the package. It may also be used for breading cutlets, and two tablespoons can be added to a basic recipe for muffins or other quick breads, or to pancakes or waffles, to improve the nutritive value. It sells for about \$0.50 a package that is said to make 35 one-ounce patties. It is sold



at Lust's Health Food Store, 343 Lexington Ave., and at Kubie's Health Food Shop, 136 East 57th Street.

The 2nd product is a golden-brown loaf of bread sold under the trade name of Vita-Soya, which contains soy bean flour, and which made its debut in June at a luncheon given by Governor and Mrs. Thomas E. Dewey under the sponsorship of the New York State Emergency Food Commission. G.P. Wuest, who is both a chemist and a baker, spent about six months developing this bread, which contains about 20% soy flour. He reported that the chief difficulty lay in blending the soy flour, which is too low in gluten to provide a well-leavened loaf when used alone, with wheat flour, which has plenty of gluten. "The bread is firm, fine-grained and yellow-beige in color." Because of the high fat content of the soy flour it is said to stay fresh for at least a week. The maker claims that it contains 40% more protein than regular white bread and much less starch. It costs \$.20 a loaf and is undeniably "filling."

The 3rd item is Royal Cook, a blend of soy, corn and cottonseed oils.

273. Manners, Marian. 1943. Book gives new system of shopping: Pocket-size guide solves nutrition and ration problems. *Los Angeles Times*. Aug. 13. p. A6.

• **Summary:** This book, titled "The Flexible Buyer," by Elsie is published free by an evaporated milk company, and is available free of charge.

For example, if you are shopping for meat and it is not available, the book suggests twelve alternatives and lists the protein value of each as compared with meat. There is also a "list of foods to serve with the protein food to make up for lacking minerals and vitamins found in meat not present in the meat alternative."

Note 1. This article was published during World War II when there were meat shortages in the United States.

Note 2. This is the 2nd earliest English-language document seen (Nov. 2014) that contains the term "meat alternative" (or "meat alternatives"—with any combination of hyphens or quotation marks). Similar terms were widely used during World War I.

274. *New York Times*. 1943. Vegetable 'steak' declared at hand: And many Americans will get soybean milk shakes, says Dr. Burkholder at Yale. Meat shortage stressed. It will force us to rely on plants with high protein content, he says in radio talk. Sept. 6. p. 12.

• **Summary:** New Haven, Connecticut: The remarks of Paul R. Burkholder, Associate Professor of Plant Physiology at Yale University, were broadcast on radio station WTIC. Edible strains of soybeans can be grown in home gardens and served like baby lima beans. He also recommended bean sprouts, which the Chinese have eaten for centuries; they have a fine flavor and high nutritive value. Other "substitutes for meat" include "potent yeasts harvested from brewery

vats."

275. *Time*. 1943. Down with meat. Sept. 27. p. 70, 72.

• **Summary:** "The U.S. Department of Agriculture warned the U.S. people to prepare for big changes in their diet in 1945. Example: they will get a lot less meat, a lot more beans.

"Harvard doctors, after a two-month feeding test, announced that an active adult can get along perfectly well with no more than an ounce of meat a day."

Food scientists are working to develop supplementary and substitute foods. "For almost two years a notably thorough analysis of possible meat substitutes has been conducted by Yale Botanist Paul Rufus Burkholder. He and others have found a number which on almost every food count (protein, vitamins, calcium, carbohydrates) are as good as or better than beefsteak; even whole wheat compares well with meat."

The researchers state that soybeans rival meat in protein, cost only about one-fourth as much, and that from soybeans one may secure a great variety of foods—from milk shakes to steaks. Soybean sprouts can be grown at home "indoors in a pot or jar, they can be raised the year round from dried field soybeans, sprout in five days or less, can be cooked as quickly as a pork chop, have several times as much vitamin B complex as the bean itself, rival tomatoes in vitamin C. A crisp, tasty dish, they have been a staple of the Chinese diet for centuries."

Other good sources of protein are cottonseed, peanuts, vegetable steaks [meatless] (Already on the market are "Soyage, Stakelets, Proteena, Victory Chops"), yeast, and germs [bacteria].

276. Hauser, Gayelord. 1943. Delicious and nutritious food for the duration. *Diet Digest (Beverly Hills, California)* No. 17. p. 40-41, 62.

• **Summary:** Recipes include: Delicious baked soya beans. Soya bean loaf. Soya butter (toast whole soya beans then grind very fine. Add soya oil and a pinch of salt until the consistency of peanut butter). Soya and peanut butter patties. Soya sprouts. Soya bean milk. Soya wheat germ waffles (with soya flour). Wheat germ soya muffins (with soya flour).

The article ends: "Note: For the duration it will be wise for you to go to your health food store and secure several pounds of wholewheat germ, wholewheat pastry flour, and soya flour (preferably toasted)." Plus several supplements sold by Hauser's Modern Products in Milwaukee, Wisconsin.

Note 1. This is the earliest English-language document seen (April 2012) that clearly uses the term "soya butter" to refer to soynut butter.

Note 2. This is the earliest English-language document seen (Jan. 2013) that uses the term "soya sprouts" (or "soya sprout") to refer to these sprouts. Address: 9889 Santa Monica Blvd., Beverly Hills, California.

277. International Nutrition Laboratory. 1943. Miller's soya foods (Ad). *Soybean Digest*. Sept. p. 35.

• **Summary:** "Miller's International Nutrition Laboratory are among the largest growers of the Edible Soya bean, as also processors of high protein yielding foods from the Soya Bean. They possess both Eye and Flavor Appeal. Miller's Laboratory is a demonstration that Soya Beans are a delicious food for humans.

"Miller's Soya Foods Include:

"1. Canned liquid Soya Milk.

"2. Spray dried Soya Milk Powder (natural, malted and chocolate flavors).

"3. Superb canned Giant Green Soya Beans.

"4. Delicious meat substitutes and extenders in appearance, and taste, like bologna, veal cutlets, etc.

"Price and detailed information supplied to interested individuals, address,..."

Note: This is the earliest English-language document seen (March 2003), published in the USA by a manufacturer of soybean foods, with the term "soya foods" in the title.

Address: Box 326, Mt. Vernon, Ohio.

278. Miller, Harry W. 1943. Soybeans and the Orient. *Soybean Digest*. Sept. p. 18, 44.



• **Summary:** "It was my privilege during 23 years of residence in the Orient to travel very extensively through the provinces of China, and to acquaint myself with all eastern Asia relative to soybean production. I found that while the central and northern provinces of China including Manchuria are the principal soybean producing areas of the Orient, that soybeans are widely used by all the groups of Orientals, save

the Filipinos, and the Malays, and are universally used by the Chinese, and that wherever they emigrate in any part of the world, the one universal food of the Chinese is soybeans, and not rice, as so often claimed.

"There are millions of the Chinese who do not live in the rice producing territories. The Chinese and many of the Oriental people have come to understand by common experience rather than scientific deduction that soy protein is an essential to livelihood and cannot with safety be dispensed with from their diet. Wherever in Chinese occupied territories soil and climatic conditions are at all favorable to the production of soybeans, they will be found as one of the staple crops. However the yield in the tropical portions of China is rather small. They have depended on importing beans from Manchuria and northern China. The same is true of the South Sea Islands.

"Foundation: Much that we have learned concerning handling soybeans and preparing them into food materials we must credit to the knowledge gained through studies made and travels in the Orient, chiefly in China, Korea, and Japan. Like their handling of many other things, they have developed the soybean culture and processing up to a certain point and there they stand. We have built upon their foundation, and have carried research in the agricultural field, as also processing methods several steps farther, and have made soya food products not only better but far more digestible, and therefore nutritionally more available, and found out that the bean can be made tasty as well.

"You may ask how are the Oriental people using the soybean. There are many ways. If you were to visit the Chinese markets during the late summer and early autumn months you would be able to purchase shelled green soybeans. You would also be able to purchase the unshelled beans, that is in the pods just like you buy peas in the pod. Some people prefer to purchase them in the pods, cook them in the pods in salt water, and then squeeze out the beans and eat them from the pod. There have been no canning facilities available to the Chinese for any of their products in years past, and so the use of the green soybean is only seasonable. You might expect that since the Chinese have stone mills everywhere to grind their wheat and their corn into flour and meal that they would be grinding their soybeans into a flour. But soy flour is largely an Occidental product. It would be very difficult for you to pick up in any of the markets of China a pound of soy flour.

"Curd: The Chinese have learned through long experience that the greatest value nutritionally from the soybean is obtained through a water extraction of its protein. This milky liquid after it is strained is coagulated into a cheese [tofu]. Ninety percent and possibly even higher of the nutrition the Oriental obtains from the soybean is taken in the form of this cheese. Of course they have many ways of dealing with this soft gelatinous curd, which has a very high water content. They press it into cakes, about the thickness of



a large slice of bread. This then is placed in a brine solution or other flavored liquid, and later sliced up like we at times dice cheese. Again it is pressed into thin sheets that are about a sixteenth of an inch in thickness. These are also diced up and eaten like a relish or a salad.

“Another common product is a thin semi-transparent sheet of protein [yuba] made by a slow heating vat filled with this soya milk. A heavy scum will come to the surface, which they lift off at intervals and suspend to dry. These sheets are later on used as food wrappers. They can use these sheets which are pure protein, like we can use cellophane sheets, but instead of wrapping parcels with them they stuff them with certain vegetables, imitating the body and legs of a fowl, or the form of a fish, or they can represent almost anything in the way of an animal, and by submitting them to a little baking, give the same nice brownish hue by the use of a little oil, so you could hardly tell whether you were eating actual turkey or an artificial one.

“When you go to the market where the soybean producer delivers his finished products, you will see a great variety of foods made from soybeans. As I say, you can buy the bean curd in squares, or you can buy the patties, or you can buy the thin sheets of soya cheese, or you can buy these large semi-transparent sheets of soya protein. These in turn can be incorporated into many tasty and highly nutritious dishes, by the skill and ingenuity of the cook, and has also the likeness of meat in flavor and appearance. Naturally nutritionally we know of the high value of these proteins for a proper substitute for meat, fish, fowl, eggs, and the protein of animal milk.

“Of course the Chinese have as one of their big industries the making of oil from the soybean, and that is true of the Koreans and the Japanese. They heat the bean, grind it, and put it into wooden presses and extract the oil by driving wedges into their oil presses, bringing a tremendous pressure to bear upon the roasted beans. This oil is all used for edible purposes.

“The residue of the bean cake contains about 6 percent of oil, and has been exported in recent years to great extent. But the Chinese have in certain localities ground it up and used the bean cake meal for food, although much has been used in China and exported for fertilizer.

“The soybean is also extensively sprouted, and these sprouts are used in their vegetable food mixtures and eaten as bean sprouts.

“I shall not attempt at all to discuss the varieties of soybeans found in the Orient. I have seen almost every color, every shape and size, running from a small shot sized bean to the large jumbo sizes, such as we have in our edible list. All the beans that I have seen that come from India have been of a very small size. When we buy beans in China we go to the market and ask for soya beans. If we are not satisfied with what they have we go to another shop, and see if we can find a bean of superior size and quality. We never purchase

soybeans in China by name of any variety.

“As is well known, China and most parts of the Orient grow from two to three crops per annum on the same ground. In some areas when they harvest a rice crop they plant a soybean crop on the same soil. In other areas when they harvest a wheat crop they put in a crop of soybeans. We believe in many of our central states, and certainly this would be true of the southern portions of our central states, that it would be quite practical to harvest a crop of peas, and disk the land, and plant and harvest a crop of soybeans” (Continued).

279. Kollmorgen, Walter M. 1943. The soybean goes to college. *Tennessee Planner* 4(1):15-20. Sept/Oct.

• **Summary:** The author was invited to lunch at Madison by E.M. Bisalksi, who is in charge of the food research and production program. The menu, typical of the meatless meals served on the campus, included: Meatless meat balls (Yum), fresh soymilk, Zoy-Koff (coffee substitute), margarine (75% soybean oil), and bread (made in part from soybean flour). “It should be noted that in the above menu animal foods and animal products are completely absent, with the exception of a small portion of cream used in the Zoy-Koff... Cans of Madison Foods substitutes for milk and meat carry the words “Contains no animal products.” These food were not developed to stretch meat ration points during the war; some of them are nearly 20 years old.

Large photos on a 2-page spread show the following Madison products: Wheatasoy, Kreme O’Soy (sliced bread), Kreme O’Soy (canned soymilk), bottled soymilk, Yum, Zoyburger, Soy Cheese, Kreme O’Soy Butter Muffins, Stake-Lets, Not-Meat, Vigorost, and Zoy-Koff.

“Dr. Floyd Bralliar, Vice President of Madison College, has for years conducted experiments with soybean varieties. In this work he is closely associated with experts in the United States Department of Agriculture. Dr. Bralliar believes that Tennessee farmers can profitably devote more acreage to the soybean. He holds that canneries will do well to can more fresh soybeans...” Address: Research Director, Tennessee State Planning Commission.

280. *Washington Post*. 1943. Lowly soybean achieves new honor as inexpensive meat substitute. Nov. 12. p. B7.

• **Summary:** “Here’s a question to whet the intelligence of homemakers: What vegetable rivals meat in essential nutrients and tomatoes in vitamin C, is high in protein and fat, and contains calcium, iron, and appreciable amounts of B vitamins?”

“Give up? Well, it’s none other than the lowly soybean, now being given honors... due to experimental work by Dr. Clive McCay of the Cornell School of Nutrition and others.” Contains recipes for: Soybean dinner in one dish (with whole soybeans). Soybean loaf (with 3 cups cooked, ground soybeans).

281. *Soybean Digest*. 1943. Soybeans... and people: Some flashy new packages [for soy flour]. Nov. p. 8.



• **Summary:** Includes: Stoy Soy Flour (A.E. Staley Manufacturing Company). Durkee's Soyarich Flour and Durkee's Soya Bits (Durkee Famous Foods). G.L.F. High Fat Soybean Flour, and Toasted Soybean Flakes/Grits (Cooperative G.L.F. Farm Products, Inc.). Lauxsoy Soy Meats (I.F. Laucks, Inc.). VivaSoy (Commander Larabee Milling Co.). Pre-Cooked Soy Flour (P.D. Ridenour Co., Chicago) (PDR, Little Major). Vee-Bee Soy Flour, Muffin Mix, and Krums (Vee-Bee Co.). A photo shows most of the packaged products.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term "Soy Meats" or "Soy Meat" (with any combination of capitalization or quotation marks).

Note 2. This is the earliest document seen (Nov. 2002) concerning packaging innovations for soy products.

282. **Product Name:** Soy Protose (Meatless Potted Meat with 32% Soya).

**Manufacturer's Name:** Battle Creek Food Co.

**Manufacturer's Address:** Battle Creek, Michigan.

**Date of Introduction:** 1943.

**New Product–Documentation:** USDA War Food Administration, Food Distribution Administration. Grain Products Branch. 1943. Dec. "Soya products distribution." p. 5. The company sells Soy Protose, containing 32% soya (it is not clear in what form). Distributed through health food stores.

Taylor. 1944. *Soy Cook Book*. p. 200. *Soybean Blue Book*. 1947. p. 71.

283. **Product Name:** Loma Linda Proteina (Meat Analog).

**Manufacturer's Name:** Loma Linda Food Co.

**Manufacturer's Address:** Loma Linda, California.

**Date of Introduction:** 1943.

**New Product–Documentation:** Wholesale price list. 1943.

284. General Mills, Inc. 1943. Your share–How to prepare

appetizing, healthful meals with foods available today: 52 menus, 226 recipes, 369 hints on food buying, preparation, meal planning, and serving. Minneapolis, Minnesota. 48 p. Illust. Index. 21 cm.

• **Summary:** This booklet, with a red, white, and blue cover, developed during World War II, has a foreword by Betty Crocker (with her signature and color portrait) and the Home Service Staff of General Mills. Some foods (such as meat) are rationed and the U.S. government has established a system of "ration points." In the section on meats is a recipe for "Nutburgers (meatless)" (with pecans, p. 7).

In the section titled "Cultivating dried peas and beans" (p. 21) is the following poem: "Are you looking for proteins with point value low? / If so, the legumes you'll enjoy. / All the Navy Beans, Lima and Kidney you know, / And don't forget Pinto and Soy!..." For recipes follow, but none contains soy.

Two pie charts (p. 25) show the percentage contributions of foods to the calorie and to the protein content of the American diet: Flour and cereals (28.8% / 29.8%). Meat, fish and poultry (15.0% / 33.0%). Vegetables (8.4% / 10.0%). Milk, cheese and eggs (12.3% / 25.3%). Fats & sugars (31.3% / 0%). Fruits & nuts (4.2% / 1.9%).

Note: This is the earliest English-language document seen (Nov. 2014) that uses the word "Nutburgers" to refer to a type of meatless burgers.

Also discusses: Victory gardens (p. 40). Rationed foods: Sugar, butter, sausage, bacon, wieners, hamburgers (p. 41). On the rear cover is a large circle showing the "Basic Seven Food Groups." Address: Minneapolis, Minnesota.

285. House of David. 1943. *Vegetarian cooking*. 4th ed. Benton Harbor, Michigan: House of David. 55 p. In a 4-ring binder. 24 cm.

• **Summary:** Contents: Foods and their values. Quick breads: Biscuits, muffins, griddle cakes. Soups. Meat substitutes: Nut dishes, cheese dishes, egg dishes. Sauces for meat substitutes & vegetables. Vegetables. Salads and dressings. Cakes and gingerbreads. Cake frostings and fillings. Cookies and small cakes. Pies. Puddings and desserts. Sauces for desserts.

In the "Table of food values" (unnumbered page near front of book), "Beans, dry, soy" are mentioned.

Soy recipes include: Soybean muffins (with "1 cup soy flour," p. 11). Soybean sausage (with "2 cups cooked soybeans," p. 13).

Note: A so-called 5th edition (with the same number of pages, and the same text on the same pages) was published in 1951. Address: Benton Harbor, Michigan.

286. Holt, Jane. 1944. News of food: Soy grits are utilized in new mixture. *New York Times*. Jan. 10. p. 14.2.

• **Summary:** Once again soy bean come to the fore as Joseph Tetley & Co., Inc., introduces a mixture of soygrits, flour, dehydrated onions, and other seasonings under the trade



name Beanburger. "This powderlike preparation may be used 'as is' to make patties or it may be employed as an extender for meat in hamburgers, croquettes, loaves, etc." A 4-ounce packet retails for 9 cents at A. & P. stores in Manhattan, New York City.

Note: This is the earliest English-language document seen (Nov. 2014) that uses the word "Beanburger" to refer to a soy-based meatless burger.

287. **Product Name:** Ration Roast (Dehydrated Meat Substitute).

**Manufacturer's Name:** Hodson's Pantry Products. Imperial Brands Co.

**Manufacturer's Address:** 537 S. Dearborn St., Chicago, Illinois.

**Date of Introduction:** 1944 January.

**New Product–Documentation:** Ad in *Nature's Path* (New York City). 1944. Jan. p. 16. "Try this new modern product from Hodson's Pantry." "Ration Roast: Appetizing meatless dish—49¢."

Taylor. 1944. *The Soy Cook Book*. p. 199.

288. *Nature's Path* (New York City). 1944. Directory of health aids (Ad). Jan. p. 37-38.

• **Summary:** On page 38, column 1: "Edible soybeans. A protein food, full of vitamins, minerals, nutty flavor, easy to cook. New crop, 10 lbs. for \$1.50. Soybean flour, 5 lbs. for 75¢. 10 lbs. for \$1.30. 30 recipes included with order. Not postpaid. Frances M. Schmidt, Plainfield, Illinois."

On page 39, column 2: "Soya bean products. Dried soya beans, 10 lbs.—\$1.00. Low fat soya flour, 5 lbs.—\$0.75. High fat soya flour, used as milk powder, 4 lbs.—\$1.00. Soya flakes (Cereal), 4 lbs.—\$1.00. Soya bean oil, 1 gallon (send 40 meat points)—\$2.00. Postage not included in these prices. Also Soya Cookies, Soya Bread, Noodles, Butter, Grits, Lecithin, Coffee, Candles, Sausages, Nuts, Milk, Crackers, Sauce, etc. All made from Soya Beans, Huni Health Products, 205-207 East 87th St., New York, N.Y."

Note: The Sausages probably contain no meat, but we are not told what their ingredients are.

289. **Product Name:** Beanburger.

**Manufacturer's Name:** Tetley (Joseph) & Co.

**Date of Introduction:** 1944 January.

**Ingredients:** Incl. soy grits, flour, dehydrated onions, seasonings.

**How Stored:** Shelf stable.

**New Product–Documentation:** Holt, Jane. 1944. "News of food: Soy grits are utilized in new mixture." *New York Times*. Jan. 10. p. 14.2.

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290. Holman, Ross L. 1944. Know your soybeans. *American Mercury* 58:177-79. Feb.

• **Summary:** Used as a raw material in industry, the soybean can provide automobile bodies, steering-wheels, paints, buttons, rubber, candles, linoleum and explosives. It makes excellent wool for clothing when spun into fiber. Future uses as a plastic include: clocks, chairs, houses, fountain pens, and all the other synthetic industrial products devised by modern chemistry.

Soy flour is mixed with bread, cereals, doughnuts and cakes. "Oil extracted from the bean is made into margarine, and in its pure form has helped replace the imported oils and fats lost to us when the Japanese overran Malaya and the Netherlands' Indies." Soy sausages are 25% cheaper than those made from pork and "are an important item in our lend-lease supplies to Great Britain." Robert Boyer, Henry Ford's engineer at Highland Park, perfected a method of making soy fiber which can be manufactured into a cheaper textile than yet produced in America. It yields a wool which costs less than half as much as sheep's wool. Ford's pilot plan went into production several months ago and produces 1,000 pounds of soy fiber daily. 2 acres of land used for sheep grazing will produce 8 to 10 pounds of wool a year. The same acres planted to soybeans will produce 400 pounds of protein suitable for fiber, according to Boyer. Address: Tennessee.

291. Paddleford, Clementine. 1944. Food for conversation. *Los Angeles Times*. March 12. p. F14.

• **Summary:** "Beanburger is a meatless meat, packaged as a powder." Ingredients include "soybean grits, wheat flour, cracker meal and dehydrated onion." Just mix with water, form into patties, and fry like hamburger.

A new seasoner, called "sodium glutamate," gives a true chicken flavor. It is a by-product of processing wheat or molasses for industrial alcohol, "and is now used to improve the taste of the dehydrated stews and hashes developed to feed the liberated peoples" during World War II.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term "meatless meat" (or "meatless meats," regardless of hyphenation).

292. Butler Food Products. 1944. New foods from the wonder bean (Ad). *Soybean Digest*. Sept. p. 11.

• **Summary:** A full page ad. "Mean a greater demand for soybeans and high prices for soybean growers." "Butler's Soya Butter was developed to meet the specific need of those who have allergic reactions to dairy products and for those who wish to maintain a strictly vegetarian [vegan] diet. Only Butler's Soya Butter can fill the above specific need. Butler's Soya Butter is available only to Health Food Stores and other outlets catering to those whose diet requires specialty foods." Photos show cans of each of these five Butler products: Butler's Soya Cheese [tofu]. Butler's Vegeburger. Butler's Soya Nut-Loaf. Butler's Vegetarian Chops. Butler's Soya-Butter.

Note: This is the earliest English-language document seen (Nov. 2014) that uses the word “Vegeburger” to refer to a meatless / vegetarian burger. Address: Cedar Lake, Michigan.

293. **Product Name:** Butler’s Vegeburger.  
**Manufacturer’s Name:** Butler Food Products.  
**Manufacturer’s Address:** P.O. Box 4, Cedar Lake, Michigan.  
**Date of Introduction:** 1944 September.  
**Wt/Vol., Packaging, Price:** 1 lb can.  
**New Product–Documentation:** Ad in *Soybean Digest*. 1944. Sept. p. 11. “New Foods from the Wonder Bean.” Sold in 1-lb cans. Note: This is the earliest commercial food product seen that bears the name “Vegeburger.”

294. **Product Name:** Butler’s Vegetarian Chops.  
**Manufacturer’s Name:** Butler Food Products.  
**Manufacturer’s Address:** P.O. Box 4, Cedar Lake, Michigan.  
**Date of Introduction:** 1944 September.  
**Wt/Vol., Packaging, Price:** 1 lb can.  
**New Product–Documentation:** Ad in *Soybean Digest*. 1944. Sept. p. 11. “New Foods from the Wonder Bean.” Sold in 1-lb cans.

295. **Product Name:** Battle Creek Steaks, Battle Creek Skallops, and Meatless Wieners.  
**Manufacturer’s Name:** Battle Creek Food Co.  
**Manufacturer’s Address:** Battle Creek, Michigan.  
**Date of Introduction:** 1944 October.  
**Ingredients:** Skallops in 1971: Wheat protein [wheat gluten], water, salt.  
**New Product–Documentation:** These three meat alternatives, introduced during the early 1940s, were made from varying combinations of nuts (mainly peanuts), wheat gluten, and natural flavorings. None of them contained any soya. Worthington Foods, Inc. 1960. Oct. 15. “Battle Creek Food Company, authorized dealer price list.” “Vegetable Skallops” and “Vegetable Steaks, regular or small cuts” are listed. Note: This is the earliest commercial meat alternative seen which has a name clearly indicating that it is an alternative to fish, shellfish, or other seafood products.

Richard W. Schwarz. 1970. John Harvey Kellogg, M.D. p. 122. “The doctor’s interest in new vegetarian meatlike protein foods continued active until shortly before his death. Among some of the more popular creations later developed in his laboratories were Protose, Battle Creek Steaks, and Battle Creek Skallops. Various combinations of nuts and wheat gluten composed the principal ingredients in the imitation meats.”

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in “Skallops (Battle Creek–by

Worthington).”

Letters from Charles R. MacIvor or Hendersonville, North Carolina. 1981. March 4 and April 28. Battle Creek Steaks and Battle Creek Skallops were launched sometime before 15 Oct. 1944, as they were listed in the 1944 dealer retail price list. Neither of these products contained any soya.

Talk with Allan Buller of Worthington Foods. 1994. July 14. Battle Creek Steaks was mainly a gluten product, which was part of the product line that Worthington took over in 1960.

296. *Soybean Digest*. 1944. Grits and flakes from the industry: Loma Linda Food Co. and Vegemeats. Oct. p. 16.  
**• Summary:** The Loma Linda Food Co. is now preparing for an advertising campaign to broaden acceptance of its Vegemeats line, made of soybeans and select grains. The company will try to reach consumers first, then food processors. “Vegemeats were first introduced to consumers at the Golden Gate International Exposition” [Feb. 1939 to Sept. 1940]. The company now offers “a complete line of Vegemeats, including ‘steaks’ and ‘burger,’ as well as Vegemeats for loaves, roasts, and spreads.”

297. **Product Name:** Soy-B Prep Vegemeat (Meat Substitute or Extender).  
**Manufacturer’s Name:** Natural Health Products.  
**Manufacturer’s Address:** 143 W. 41st St., New York 18, New York.  
**Date of Introduction:** 1944.  
**New Product–Documentation:** Taylor. 1944. *The Soy Cook Book*. p. 201.

298. Hauser, Bengamin Gayelord. 1944. *Diet does it*. New York, NY: Coward-McCann, Inc. 248 p. Index. 20 cm. Rev. ed. 1951 (117 p., 28 cm), and 1952.

**• Summary:** In the preface, the author states that for 20 years he has been a pioneer in the field of scientific eating. The author does not advocate a vegetarian diet, but he does recommend use of soya beans, and consumption of plenty of vitamins and whole (unrefined) grains. For example, at the start of chapter 3 titled “Normal Nutritional Regime” is a section on “Proteins Come First.” It says: “Protein foods are of two kinds, spoken of as first class and second class proteins. The first class proteins keep the body in excellent repair. Such proteins are found in egg yolk, cheese, milk, yogurt, and glandular meats such as liver, kidney, brain, and sweetbreads. The muscle meats which we eat as roasts, chops, and steaks are also first class proteins but are less valuable to the body than glandular meats. A few vegetable foods contain first class protein: soya beans, nuts, wheat, especially wheat germ...” An active man should eat 75 gm of protein daily to maintain buoyant health. Half of the amount should be supplied from animal protein. “Recent studies have revealed that about 60% of the people in America



obtain too little protein to build full health. With the higher costs of eggs, fish, and meat, protein deficiencies of a more severe nature may be expected. For that reason you should acquaint yourself with 'the honorable soya bean' or the 'meat without bones' as it is called in the Orient. Prepared correctly as directed in the 'New Health Cookery,' Chapter 20 [sic, 21, of this book], soya beans can be delicious and fortunately contain first class protein."

Cooked soya beans are a good source of vitamin B-1 (p. 32). "Buy only whole wheat or soya bean macaroni, spaghetti, and noodles which are sold at stores specializing on health-building foods. Use brown rice rather than the white variety. Eat soya beans, baked, in "meat" loaves and patties" (p. 34).

Soy-related recipes include: Cream of soya soup (with cooked soya beans, p. 217). Soya nut croquettes (with baked soya beans mashed, p. 224). Soya bean loaf (p. 224). Soya and peanut butter patties (with cooked soya beans, p. 224). Delicious soya muffins (with soya flour, p. 228). Soya cream waffles (with soya flour, p. 229). Soya nut waffles (p. 229). Delicious soya cake (with soya flour, p. 229). Soya cookies (with soya flour, p. 230). Whole soya flour pie crust (p. 232; with "½ cup whole wheat flour and 1½ cups soya flour" etc.). Soya bean sprouts (homemade, p. 234; "They are also often used with soya bean curd and vegetables in chop suey."). Soya bean milk (homemade, p. 235). Address: Beverly Hills, California.

299. Miller, Harry W. 1944. The story of milk from the soya bean (Continued—Document part III). Mount Vernon, Ohio: International Nutrition Laboratory. 37 p. See p. 12-18.

• **Summary:** Continued. "Encouraged to Produce a Vegetable Milk: Having arrived at these conclusions which were based on extensive feeding experiments, we set about to get milk from a vegetable cow. However, my colleagues shook their heads saying, 'You might make something that looks like milk, but will it have those living properties that fit the requirements of a growing life in the form of a human individual?' But I have only to remind them that in the early days we thought of vitamins as living principles that evaded analysis, causing reactions but perishing with attempts at investigation, subsequent years have erased this argument and we can now analyze vitamins as well as manufacture them, as they have a chemical formula.

"I could easily have become discouraged in trying to bring out a substitute for animal milk because of the well established dairy business in America where sixteen per cent of United States industry flourishes, except that all the while I had in mind the people of the Orient in behalf of whom I had dedicated my life for service as a young man. Millions die annually for the lack of a suitable balanced food beverage to take the place that animal milk occupies in the American dietary, and as many more suffer lifelong weakness and ills because of faulty nutrition, especially in the early years of

life. I was also well aware that in America we have many who cannot take animal milk, either dislike it, are fearful of it, or are allergic to it, who are ill nourished for lack of a milk substitute. And even yet cow's milk is not available to all the inhabitants of the Americas.

"As I pondered over what a suitable milk food would mean to the Oriental races, where there was such a lack of that kind of food, I felt that humanity was throttled at its start. I was also aware of the dangers to health and life that lurk in the lacteal secretions of animals and the way milk is handled in dairy yielding countries. Consider also the economic food waste, in view of the enormous amount fed to animals and the little protein return. Think of what this well-processed vegetable protein would mean were it fed to the starving millions of this world. I determined to work out the problem of a vegetable milk. It occurred to me that if wool could be made direct from vegetable protein instead of feeding protein to the sheep, we could make milk without the digestive laboratory of the cow.

"I first investigated to see what had been accomplished, and discovered that two groups of child specialists, one in Baltimore, the other in Cleveland, had fed infants a gruel made from soy bean meal, and the reported results were very satisfactory. In America, all experimental feeding work was done with mixtures made from milling the soy bean into flour, although the fiber of the meal was a drawback. Yet because of the high nutritive value of soya protein and its alkalizing properties, it possessed remarkable values as reported in infant feeding by these authorities.

"We made the acquaintance of two men prominent in soy bean work of the U.S. Department of Agriculture, Dr. W.J. Morse, Chief of the Soy Bean Division of the Department of Agriculture, and Dr. J.A. LeClerc, Chief Senior Chemist of the Bureau. These men filled me with inspiration, enthusiasm and information. Throughout the succeeding years, we have had several interviews, and both of these men have made frequent visits to our Nutrition Laboratory at Mt. Vernon, Ohio.

"My preliminary studies made me aware that I would be confronted with many problems in producing from the soy bean an easily digested, tasty, wholesome milk that would meet a popular demand.

"My thirteen years spent at the nation's capital as surgeon and Medical Superintendent of the Washington Sanitarium and Hospital gave me a preliminary foundation in research methods for the years to follow in China. These years, from 1913 to 1925 were synchronous with the time of the beginning of modern dietetics. [Elmer] McCullum at Johns Hopkins University in Baltimore was neighbor to us, and he was actively pursuing the study of vitamins and their dietetic value. I was intimately acquainted with this pioneer worker and in fact at the Government Bureaus in Washington there was a great arousal on the importance of dietetics and cooking advances, to which work I had ready

access, as well as utilizing the marvelous Surgeon General's and the Congressional Library facilities, seeking the latest publications on food, processing and nutritional work.

"It was during this year I published my first book entitled, *The Way to Health*, which has enjoyed a wide circulation.

"During all these studies, my thoughts were focused on the Soy Bean, the world's great protein yielder, and how to best utilize it, and incorporate it into the American dietary as a substitute for meat, fish, milk, eggs and cheese. Early and late we were running experiments at the little food plant we erected in connection with the Washington Sanitarium and Hospital. We realized that the large things in soy bean utilization in America, as also in the Orient, remained to be worked out in the future, and that our work was the first real effort to be recorded relative to a soy bean milk suitable for infant feeding and as a complete beverage milk.

"Further Studies in China: Finally in 1925 the opportunity came for me to return to China. My employing organization, the Seventh-day Adventist Church, sent me to establish a sanitarium at Shanghai. During the early years after my return to China, my time was fully occupied with medical and surgical work and the building of the Shanghai Sanitarium and Clinic, and assisting in the establishment of numerous other medical units in different parts of the Orient. However, simultaneous with this work, my son and I began to carry forward the assembly of a soy bean plant at the Shanghai Sanitarium. My work necessitated my return to America for a brief period about every two or three years and this gave me the chance to discuss my problems with chemists as well as investigate suitable processing machinery.

"In my contacts, while traveling in China, Korea and Japan, I discovered that a milky looking solution, a water extraction of soya protein, oil and its contained vitamins and minerals, had been tried out in infant feeding in some hospitals, in some instances with satisfactory results, but for the most part with quite disappointing results.

"The method used in its manufacture in most cases was to soak the beans, grind them in a stone mill with a stream of running water and this milky solution was filtered through a cotton cloth and then boiled, sugar added, and various flavors tried out to cover the beany taste, but flavor control was not possible by the strongest essences. As I examined this milk, it was apparent that something must be done to overcome the beany taste, and I concluded the reason the people were using bean curd rather than drinking the milk from which the curd was made, was that it tasted better after it was coagulated than before. Further, it needed to be farther processed to make it more digestible, and until we could add sugar and additional oil to it, we could not have a balanced milk as is found in human milk.

"Being familiar with the process of constituting cow's milk from skim milk powder, and sweet butter, through

melting the butter, mixing it with the dissolved milk powder, and then homogenizing it, I concluded that we could do the same with this water-extracted solution from the hydrated soy bean.

"Since I knew that soy milk was a colloid liquid just the same as animal milk, and would hold a suspension of emulsified oil, I lost no time in getting a colloid mill that would do this same work, and could now constitute a liquid of any formula of protein, fat and sugar, so the resulting solution would be a colloid liquid as animal milk. Yet, I was far from having a milk that gave satisfactory results as to digestibility and could be borne by infants without too great looseness of the stools; and while you could sweeten it up so babies would take it, the older group would take a sip and turn it aside because of its bitter taste. To get rid of that beanish taste seemed far off, but to process it so that it could be more digestible, I thought was surely possible. Much work had been done at Ames, Iowa, in experimental animal feeding. Not only did these experiments show that thorough cooking under pressure of soy beans raised the availability of soy protein to 95 per cent absorption, but that weight and growth records in feeding of pigs and fowls were far superior to those of animals fed ordinary cooked beans, and thorough processing caused a disappearance of digestive disturbances."

Note. This is the earliest English-language document seen (Dec. 2013) that contains the word "beanish" or the term "beanish taste" used as the word "beany" or the term "beany taste" are used today (Continued). Address: Mt. Vernon, Ohio.

300. Miller, Harry W. 1944. The story of milk from the soya bean (Continued—Document part VI). Mount Vernon, Ohio: International Nutrition Laboratory. 37 p. See p. 30-34.

• **Summary:** Continued. "After all, protein is an important component of our clothing and many articles we commonly use. The soy bean is nature's greatest protein yielder. From 35 to 52 per cent, or almost one-half the weight of the dried soy bean, is protein. Next in value is the oil. By way of comparison with navy beans, peas, lentils and lima beans, the soy bean has 300 per cent more protein and ten times as much oil content.

"In making up our dietary requirements, we pay eight times as much for our protein as we do for carbohydrates and three times as much for protein as we do for oil. This may impress the reader with the great economic wealth in the soy bean. Nitrogen or protein is of first importance to the growth and maintenance of the human race, as well as the entire animal kingdom. While mankind has often depended on the flesh and products of animals, such as milk and eggs, for this protein supply, the animals had to basically depend on vegetables for their nitrogen. It is only vegetation. that can utilize the nitrogen of the air and inorganic sources of nitrogen and place it in accessible form for animal life. For



instance, we exhale every atom of nitrogen of the air that we inhale. None is utilized or stored in our tissues. Therefore, whether we drink animal milk, eat animal flesh, or take only vegetation, we get our edible protein solely from plant life, and there is no superiority in the animal stored protein, to that eaten by the animal and which is primarily available to the human from vegetation. So, as the sheep makes wool from the protein it eats, so the cow makes casein from the protein she eats. Unless the animal gets protein, there would be no wool or casein. But it is not necessary to use the animal digestive laboratories to make either wool or milk, for we can take the products the animal eats to make wool or milk by means of laboratory technique, and that under sanitary conditions.

“The chief and outstanding product of the International Nutrition Laboratory is soy milk, put out under the names of Soyalac and Soy-A-Malt, names having originated in the early days of our experimental work while pioneering in this field. Soy-A-Malt is put out under the registered trade mark No. 390909 U.S. Patent Offices and Soyalac registered trade mark is 389131 U.S. Patent Office.

“However, the Laboratory is concerned in making a large variety of foods from the soy bean and already has a score of such products on the market utilizing the entire bean, which is all valuable in human nutrition. Since milk has a wide variety of uses, we are making a beverage liquid Soyalac put up in tin cans, of 13 ozs. and 30 ozs. respectively. A chocolate flavored Soyalac is also put up in 13 oz. tins. A modified infant food powder, called Soyalac, is put up in one pound glass containers, which meets all the requirements of the growing infant from birth onward to the end of the nursing period, after which it is used to supplement the child’s diet. This infant food has as its chief constituent vegetable oils homogenized, a combination of sugars including dextrose, maltose and dextrin, and supplemented by vitamin A and D with calcium, phosphorus and iron added. Hundreds of babies in America and other countries with allergy, weak digestion and intestinal disturbances, are now being most satisfactorily nourished by Soyalac, a complete infant food including all known requirements for infant nutrition.

“Miller’s Soy-A-Malt is now a country-wide known beverage milk sold in either natural malt flavor or chocolate flavor and packed in one-pound, four-pound and twenty-pound containers, possessing all values of the soy bean nutritionally but without the bean flavor. Many who want a milk more nearly the animal milk flavor call for All Purpose Soyalac. This is packed in containers same as Soy-A-Malt, and can be used for cooking purposes as well as beverage the same as animal milk. Until we brought out these vegetable milks which are rapidly taking their place in the market beside cow’s milk, soya milk was chiefly demanded for certain specific diseases such as correcting acid states, intestinal upsets, and for diabetics. The composition of all

soya milk powders will be found on the labels as well as directions for using them.

“Frozen soya milk desserts and soya ice cream are now quite popular. Recipes are given for the home refrigerator.

“This little pamphlet concerns itself with the history of soya milk development rather than trying to cover the field of the International Nutrition Laboratory, for this soy food processing institution is the largest plant in the world devoting its entire efforts to human nutrition from the soy bean and for making meat substitutes. Foods that look like and taste like meat are made with high protein values. Our canned soya beans are among the most delightful and tasty vegetables. The soy bean is nature’s highest protein yielder and the International Nutrition Laboratory engages in the manufacture of these fine protein foods from the edible varieties only.

“No claims are made that soya milk has yet been developed by us to its final possibilities, but at least these twenty-five years of painstaking study and experimentation has resulted in a food second to none as an essential to strong body building and health. So much progress has been made in changing the extracted milk liquid of the soy bean used for millenniums by the people of China for making cheese [tofu] into a complete food of inviting appearance and delicious taste, with food values the equivalent of either human or animal milk that we feel rewarded for the effort and expense. Our soy milk can be made into a sour milk resembling buttermilk, it can be made into a cheese, and this cheese can be treated so as to have the appearance and flavor of meat. We have not tried to enter into the comparative values of soya milk and cow’s milk. There is much to be said regarding the value of soya milk and the story of Soya Milk would not be complete without a summary of the many virtues and nutritional values of soy food products. The soy bean, often called these days the ‘wonder bean,’ is just as wonderful as a food supplier as in the oil industry, or when used for plastics.

“The protein of the soy bean possesses all of the indispensable aminoacids [sic] and therefore is a complete dietary substitute for milk, eggs and meat, and stands as the only vegetable protein that is biologically equal to meat proteins. By our extraction process we are able to obtain 85 per cent of this edible protein in a soluble form that means that it is very readily digested. Truly, it is a wonder bean, for it does wonders in the nourishment of the well as also the sick. It is good for growth and excellent for body maintenance” (Continued). Address: Mt. Vernon, Ohio.

**301. Product Name:** Miller’s Veja Links (Meatless Wieners).

**Manufacturer’s Name:** International Nutrition Laboratory.

**Manufacturer’s Address:** Mt. Vernon, Ohio.

**Date of Introduction:** 1944?

**Ingredients:** Incl. seasoned okara or soy flour, and wheat

gluten.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Herbert P. Ford. 1958. *The Life Story of Dr. Harry W. Miller*. p. 130-31. Dr. Miller developed a “vegetarian wiener” [Veja Links] containing raw vital wheat gluten, soy flour, seasonings, and flavors. He stuffed these into wiener casings, submitted them to a smoke house and to cooking, then peeled off the casings / skins and canned the wieners. He developed these at the Mt. Vernon slaughterhouse.

In the mid-1940s Dr. Miller developed Veja Links, the world’s first meatless wiener or hot dog, made of seasoned okara and wheat gluten, packed in a sausage casing.

302. Special Foods. 1945. Institutional and restaurant order blank. Worthington, Ohio. 1 p. Catalog. Feb. 15.

• **Summary:** Products include: Beta Broth (Meat-like flavor–dissolves instantly). Tastex (Yeast extract–meat-like flavor). Protein foods (Alternates for meat): Choplets, Choplet-Burger, Proast, and Numete. Tastex food yeast (For enriching and flavoring cooked foods). Wheatlets (Delicious whole wheat cooked breakfast cereal).

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the word “Choplet-Burger,” an early, popular vegetarian burger in the United States. Address: Worthington, Ohio.

303. **Product Name:** Numete (Meatless Cold Cuts Made from Peanuts and Soy Flour).

**Manufacturer’s Name:** Special Foods, Inc. Renamed Worthington Foods, Inc. in Dec. 1945.

**Manufacturer’s Address:** Worthington, Ohio.

**Date of Introduction:** 1945 February.

**Ingredients:** In 1975: Peanuts, corn and soy flour, salt, MSG, niacin, thiamin, iron, vitamin B-6, riboflavin, vitamin B-12.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.


**New Product–Documentation:** Special Foods. Institutional and restaurant order blank. Feb. 15. *Chopletter* (Worthington Foods, Ohio). 1960. “What you should know about Worthington Foods.” April, p. 3. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label include Numete.

Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual*. 2nd ed. p. 104. Numete contains 13.10% protein, 16.90% fat, and 11.10% carbohydrate. One serving, ½-inch slice, weighs 65 gm.

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned peanut product resembling cold cuts. Can also be used in salads or sandwiches.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet*

INSTITUTIONAL AND RESTAURANT ORDER BLANK  
**SPECIAL FOODS**  
WORTHINGTON, OHIO

  
Date .....

Ship To:  
Name .....

Street .....

City ..... State .....

Quantity	NAME OF PRODUCT	Price	TOTAL
	<b>BETA BROTH</b> (Meatless Stock—Dissolves Instantly)		
	BETA BROTH 5 lb pkg.	5.67 each	
	BETA BROTH, bulk (minimum 25 lbs.)	1.00 per lb.	
	<b>TASTEX</b> (Yeast Extract—Meat-Like Flavor)		
	TASTEX, bulk (Minimum 10 lbs.)	1.25 per lb.	
	TASTEX, bulk (50 lb. drum)	.95 per lb.	
	<b>PROTEIN FOODS</b> (Alternates For Meat)		
	CHOPLETS 1 lb. 14 oz.	4.80 doz.	
	CHOPLET-BURGER <del>1 lb. 14 oz.</del>	5.60 doz.	
	PROAST 1 lb. 14 oz.	4.40 doz.	
	NUMETE 1 lb. 12 oz.	4.00 doz.	
	<b>TASTEX FOOD YEAST</b> (For enriching and flavoring cooked foods)		
	TASTEX FOOD YEAST 3 lb. pkg.	2.65 each	
	TASTEX FOOD YEAST, bulk (Minimum 25 lbs.)	.80 per lb.	
	<b>BREAKFAST FOOD</b> (Delicious Whole Wheat Cooked Cereal)		
	WHEATLETS, 1 lb. 6 oz.	3.24 18 pkgs.	

Signature .....

Feb. 15, 1946

Freight charges will be paid on orders of \$20.00 or more, net  
Prices subject to change without notice.

*Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 176. The ingredients in “Numete (Worthington)” are given.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. 19 oz (538 gm) can. The ingredients for Numete (“Light” is not mentioned) are now: Water, peanuts, white corn flour, soy flour, salt, monosodium glutamate, niacinimide [niacinamide], iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12.

304. **Product Name:** Choplet-Burger. Renamed



Chopletburger by 1960, but Choplet Burger by 1975.

**Manufacturer's Name:** Special Foods. Renamed Worthington Foods, Inc. in Dec. 1945.

**Manufacturer's Address:** Worthington, Ohio.

**Date of Introduction:** 1945 February.

**Ingredients:** In 1975: Wheat protein, oats, soy grits, dehydrated onions, HVP, yeast extract, whole wheat flour, potato meal, corn oil, soy sauce, mushrooms, dextrose, L-lysine, monohydrochloride, salt, niacin, thiamin, iron, sage extract, vitamin B-6, riboflavin, vitamin B-12.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Note: This is the second earliest known meatless “burger” (with the word “Burger” or “Burgers” in the product name) made America.

Special Foods. 1945. Wholesale price list. Feb. 15.

“Protein foods (Alternates for meat): Choplet-Burger. 1 lb. 14 oz. \$5.60 doz.”

Ad in *Health* magazine. 1947. Feb. p. 2. “Good foods for every occasion. A photo shows Choplet Burger and other early Worthington Foods’ products.

*Chopletter* (Worthington Foods, Ohio). 1960. “What you should know about Worthington Foods.” April, p. 3. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label include Choplet Burger.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Chopletburger contains 20.10% protein, 0.10% fat, and 10.99% carbohydrate. Not listed in 1965 *Diet Manual*.

Jimmie Joan Thurmon, compiler. 1969. *Adventures in vegetarian cooking: Over 200 meatless main dish recipes*. On pages 121-22 Choplet Burger, made by Worthington Foods, is listed under the category “Gluten Burgers.”

*It's Your World Vegetarian Cookbook*. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned steak or burger-like product based on wheat protein.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 175. The ingredients in “Choplet Burger (Worthington)” are listed.

Interview with James Hagle. 1983. The Choplet Burger was the company's first product and meat analog with soy as a main ingredient. Sold in 30 oz. cans it had a texture like hamburger. It could be shaped into patties and fried.

Worthington Foods. 1989. “The Tradition of Healthy Choices.” April. A photo (p. 17) shows a can of “Choplet Burger.” Though no details are given in the text, the product's famous predecessor, Choplets, are discussed in detail.

305. *Madison Survey (Madison, Tennessee)*. 1945. *Madison health foods*. 27(16):63. Aug. 29.

• **Summary:** “A letter written some weeks ago from Addis

Ababa, Ethiopia, by Mrs. Della Hansen, housekeeper in the Emperor's palace, addressed to Madison Foods, says:

“His Majesty, the Emperor of Ethiopia, has seen your advertisement in *Life and Health*, and has asked me to write requesting a sample of each of your products.”

“Samples of Zoyburger, Yum, Vigorost, Soy Cheese [tofu], Stakelets, Not Meat, and Soy Koff were sent to the Emperor via the Ethiopian minister in Washington [DC].

“Never before in the history of the food manufacturing department of Madison has there been such evident interest in foods that meet the protein needs of the family dietary.”

Note: This is the earliest document seen (Aug. 2009) concerning soybean products (canned meatlike products from Madison Foods) in Ethiopia. This document contains the earliest date seen for soybean products in Ethiopia (1945); soybeans as such had not yet been reported by that date.

306. Butler Food Products. 1945. Nutritive value of the soybean (Ad). *Soybean Digest*. Sept. p. 58.

• **Summary:** The company's main product is Butler's Soya-Butter [a non-dairy margarine made from soy oil], which contains 97.2% fat, 1.8% carbohydrates, and 1% protein. “Non Fattening: The fat of soybeans is of a particular quality and it is not stored in the body as is animal fat, therefore you may eat freely of Butler's Soya-Butter without the fear of putting on additional weight... No Contamination: There is no animal product of any kind in Butler's Soya-Butter...”

Other Butler Foods: Butler's Vegetarian Chops. Butler's Soya-Nut Loaf. Butler's Vegeburger. Butler's Meatlike. Butler's Soy-Nut-Cheese. A photo shows H.O. Butler. Address: Cedar Lake, Michigan.

307. *Madison Health Messenger (Madison, Tennessee)*. 1945. *Madison Foods–Madison College, Tennessee*. 7(1):4. Undated.

• **Summary:** A full-page photo shows the following canned products, with a brief description of each and the price: Stake-Lets (a combination of gluten and soy beans). Not-Meat (a meatless loaf for cutlets, roasts, patties, croquettes, salads, etc.). Yum (a mild Bologna flavor. Contains soy beans, wheat gluten, and seasonings). Zoyburger (excellent for sandwich spreads or served like a steak with onions). Vigoroast (a vegetable steak). Wheatasoy (an alkaline breakfast food, ready to eat. Contains rich grain malt, whole wheat, and soy-bean flour). Zoy-Koff (Prepare like coffee. No trace of caffeine. No nerve stimulants. Two grinds—regular and fine). Kremlé O'Soy (a soy milk for those allergic to cow's milk and for special diets. A liquid not concentrated). Soy Cheese (soy curd (tofu) seasoned for croquettes, salads, sandwich spreads, etc.).

A separate photo across the top of page 1 of this issue shows a ground-level view of the “Madison College Campus, Home of Madison Foods.”



**STAKE-LETS**, a combination of gluten and soy beans. They are already sliced in the can. Serve in the place of a meat portion.



**NOT-MEAT**, a meatless loaf for cutlets, roasts, patties, croquettes, salads, etc.



**YUM**, a mild bologna flavor. Contains soy beans, wheat gluten, and seasonings.



**SOY CHEESE**, Soy curd (Tofu) seasoned for croquettes, salads, sandwich spreads, etc.



**KREME O'SOY** for those allergic to cow's milk and for special diets. A liquid not concentrated.



**ZOY-KOFF**, not a trace of caffeine. No nerve stimulants. Two grinds—regular and fine. Prepare like coffee.

## Protein Sources The World's Food Problem

In the world's stupendous problem of feeding the peoples of devastated countries, "the hopeful fact," says Paul De Kruif (*The Reader's Digest*, September, 1945), "is that modern famine-fighters no longer think of food in terms of meat, milk, butter, eggs, vegetables, but rather in nutritive essentials—calories, proteins, minerals, and vitamins. Calories can come from any food. Proteins do not have to come from meat, eggs, or milk, but can be gotten from a combination of legumes and cereals."

### The Soybean—A Major Food Crop

For thousands of years the soybean has been a staple food in the Orient. Quoting further from Paul De Kruif:

"It is ten to fifteen times richer than wheat flour in minerals; five to ten times richer in the principal B vitamins; and four times richer in proteins."

"It contains protein very nearly as good as that in the best cut of beef."

Since the soybean has not been proven a complete protein, by supplementing it with milk and eggs it does become a perfect substitute for meat.

In its laboratories MADISON FOODS has developed palatable products from the soybean and other protein bases. Try them.

Madison College and Madison Sanitarium and their affiliated institutions serve a fleshless diet.

Medical staffs and dietitians recommend these substitutes for flesh food. Patients respond favorably. Meatless days do not concern the personnel.



**ZOYBURGER**, excellent for sandwich spreads or served like a steak with onions. Recipe on the can.



**VIGOROST**, a vegetable steak to be prepared like meat, also for sandwiches and salads.



**WHEATASOY**, an alkaline breakfast food, ready to eat. Contains rich grain malt, whole wheat, and soy-bean flour.

### PRICES

#### Beverages

Zoy-Koff (no caffeine).....	16 oz.	33c
Kreme O'Soy Milk.....	20 oz.	20c

#### Canned Protein Foods (Used in place of meat)

Zoyburger.....	20 oz.	35c
Stake-Lets.....	20 oz.	35c
Not-Meat.....	20 oz.	35c
Vigorost.....	20 oz.	35c
Yum.....	20 oz.	35c
Soy Cheese.....	20 oz.	35c

**MADISON FOODS — MADISON COLLEGE, TENN.**



308. *Madison Survey (Madison, Tennessee)*. 1945. Food-manufacturing industry. 27(19):76. Oct. 17.

• **Summary:** “Again Madison Foods has made a carload shipment of nearly 65,000 pounds to the Pacific Coast, to distributors in Los Angeles [California] and Seattle [Washington]. This car contained Zoy Koff, the cereal drink, 350 cases of Kreme O’Soy Milk, and 1,350 cases of the protein foods-Vigorost, Yum, Zoyburger, Not Meat, Stakelets, and Soy Cheese.”

“It is now an established fact that we are not dependant on flesh foods for the protein content of the daily rations.” After discussing an article about soybeans in *Reader’s Digest* titled “How we can help feed Europe’s hungry” (Sept. 1945, p. 50-52), the *Madison Survey* concludes: “Madison is fortunate at such a time as this to be able to manufacture and market products that are helping in the solution of the greatest food problem the world has known.”

309. Lager, Mildred. 1945. Madison College (Document part). In: Mildred Lager. 1945. *The Useful Soybean: A Plus Factor in Modern Living*. New York and London: McGraw-Hill Book Company, Inc. xii + 295 p. See p. 106-07.

• **Summary:** “There are several large and small Seventh-day Adventist food concerns in this country that manufacture a complete supply of soy products, most of which are cooked and ready to use.

“As pioneers, all these Adventist concerns have done considerable research on soybeans, and most of them employ chemists who have had firsthand experience with the beans in China. These men know the food value of the bean, what it has meant nutritionally elsewhere, and they strive to perfect formulas for well-balanced and complete vegetable protein foods to take the place of meat. Most of these concerns also manufacture soy milk, fortified to equal dairy milk in food value. Their meatlike products at first were for the use of their own people, their hospitals and institutions; but demands for vegetable protein have brought them into health-food stores and food specialty shops. Sales on these products have been steadily increasing with a rapid rise in the last 3 years, climaxed by meat and cheese rationing...”

“Perhaps the best known of the pioneer institutions is Madison College, Tennessee. It is doing an outstanding job in maintaining a self-supporting college and a sanitarium and in developing a complete line of soy products that are being sold on an international scale. Madison’s curriculum includes 27 campus industries run by the students to support the college and themselves. A 900-acre college farm is operated entirely by student labor and is also self-supporting. The student canning factory was started when the college was in its infancy, almost forty years ago; and several years of research in food chemistry have resulted in many new products built around the soybean. Madison College is largely responsible for making soybeans appetizing.

They have developed a soy milk that has received world recognition; observers have come from Africa, India, and other countries where milch cows are scarce, to study the methods of Madison’s soybean dairy. They also make soy cheese [tofu] and several meat substitutes, as well as a soybean beverage. These foods are now well distributed over the United States and some foreign countries, including South Africa.”

Note. This is the earliest English-language document seen (Aug. 2013) that uses the term “soybean beverage” to refer to soy milk. Address: Southern California.

310. Lager, Mildred. 1945. Loma Linda Foods (Document part). In: Mildred Lager. 1945. *The Useful Soybean: A Plus Factor in Modern Living*. New York and London: McGraw-Hill Book Company, Inc. xii + 295 p. See p. 107-08.

• **Summary:** “The Loma Linda Food Company of California was originally established to supply nutritious vegetarian foods to institutions and hospitals, but it soon outgrew that field. Its sales in the last 3 years has grown by leaps and bounds. The first 6 months of 1943 almost double 1942; and today the company has national distribution of a complete group of soy products including canned beans, soy milk, cheese, several meat substitutes, a soy coffeelike beverage, and soy-fortified cereals.” Address: Southern California.

311. International Nutrition Laboratory. 1946. Dealers order blank. P.O. Box 388, Mount Vernon, Ohio. 1 p. Catalog. Jan.

• **Summary:** Lists 14 Soyalac products (all-purpose in 4 sizes, malt flavor in 4 sizes, chocolate in 3 sizes, infant food, natural liquid, and chocolate liquid), Giant Green Soya Beans in 3 sizes, Giant Select Soya Beans, Soya Beans with Tomato Sauce in 2 sizes, Soya Spread, Chili Con Carne (Vegetarian; with wheat gluten, no soy), Chop Suey (Mein Jing, Vegetarian, with soy sprouts), Cutletburger (Vegetarian; with wheat gluten, no soy), and Cutlets (Vegetarian, 4 sizes, no soy). Address: Mount Vernon, Ohio.

312. *Madison Survey (Madison, Tennessee)*. 1946. Fitting students to meet life’s problems at Madison College: A training center for Christian self-supporting workers. 28(12):50-56. June 30.

• **Summary:** A good overview of Madison College (“Nashville Agricultural Normal Institute”), with 15 photos. One photo shows E.A. Sutherland, Dr. Perry Webber, and two other men (probably students) standing in a field of soybeans examining a soybean plant. The caption: “Madison’s food manufacturing plant, utilizing vegetable protein as meat alternates, is an attractive phase of the industrial program of the college. In these times of flesh food shortage, men are learning that nature grows protein foods in the open field. One of the most promising of these is the soybean.

“Madison Foods, operated on the college campus, gives





employment to students in training.”

A second photo (p. 56) shows the food manufacturing plant, apparently under construction.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “meat alternates” (or “meat alternate”—with any combination of hyphens or quotation marks).

313. Worthington Foods, Inc. 1946. Dealer order blank. Worthington, Ohio. 1 p. Catalog. Aug. 1.

• **Summary:** See next page. Products include: Mung bean sprouts. Soy beans in tomato sauce. Beta Broth. Tastex. Tastex food yeast. Protein foods (Alternates for meat): Choplets (vegetable fillets packed in savory sauce). Choplet-Burger (vegetarian ground meat with a texture like hamburger). Proast and Numete (dark or light vegetable meatloaf). Soy sauce (table). Wheatlets (Delicious whole wheat cooked breakfast cereal). A fairly detailed description of each product is given. Address: Worthington, Ohio. Phone: 2-5359.

314. Hauser, Gayelord. 1946. The Gayelord Hauser cook book: Good food, good health, good looks. New York, NY: Coward-McCann, Inc. viii + 312 p. Illust. 21 cm.

• **Summary:** This is a health food (but not a vegetarian) cookbook; it uses meats, poultry, and fish. Soy-related recipes include: Soya tomato soup (with soya flour, p. 48). Soya soup (with soya flour and soy sauce, p. 49). Soya cheese sticks (with soya grits, p. 111). Roasted soybeans (p. 115; p. 114 notes that the soybean is a first-class protein food). Cranberry soya pudding (p. with soya flour, p. 154). Caramel soya custard (with soya milk, p. 163). Rice pudding (with soya milk, p. 164). Soya ice cream (with soya milk and agar-agar, p. 167).

In the chapter on baked goods, p. 179 shows that soya flour is rich in protein, vitamin B-1, riboflavin, and niacin. And pages 180-81 give a detailed discussion of the benefits of soya flour and how to use it. Page 182 discusses gluten flour. Recipes include: Whole-wheat soya bread (p. 183). Soya nut waffles (p. 186). Soya muffins (p. 188). Steamed soya bread (p. 189). Four nutritious sandwich spreads with ½ cup soya flour (p. 191). Delicious soya cake (p. 193-94). Quick service cake (p. 195-96). Soya-flour pie crust (p. 197). Soya cookies (p. 204). Soya sand tarts (p. 206).

Fletcherizer (p. 221, a type of electric blender). Fletcherized drinks: Cream of soya milk (with soya flour, p. 222), vege-nut milk (with soya flour), almond-, pecan-, walnut-, filbert-, or cashew milk. Cream of soybean soup (p. 224).

In the chapter titled “Yogurt, brewer’s yeast, and other special foods” is a long section on soybeans and gluten (p. 237-42) including basic information on soybean oil, soya flour and grits, soy flakes, soy meats (split or coarsely ground soybeans), soybeans as a vegetable [fresh-green soybeans],

soybean milk, and soybean curd or tofu. Instructions are given for making soybean sprouts at home. Recipes include: Boiled soybean sprouts. Fried soybean sprouts. Green soybeans. Baked soybeans. Soybean milk. Soybean parsley croquettes. Soybean nut croquettes. Vanilla soya ice cream. Homemade gluten dough. Gluten steaks or chops. Address: Beverly Hills, California.

315. Worthington Foods, Inc. 1947. Good foods for every occasion (Ad). *Health* 14(2):2. Feb.

• **Summary:** Ad for Choplet Burger, Beta Broth, Soy Sauce, Soy Beans, Tastex, Choplets, Numete, Proast, Tastex food yeast. Photos show each package and ready-to-serve product. Address: Worthington, Ohio.

316. Bragg, Paul C. 1947. Paul Bragg’s health cookbook [1st ed.]. New York, NY: Alfred A. Knopf. xii + 402 + xxx p. Index. 21 cm.

• **Summary:** Contents: Section I: Flavor. 1. Flavor, the soul of food. Section II: Recipes. 2. Salads (7 types). 3. Salad dressings. 4. Soups. 5. Vegetables. 6. Meats. 7. Fish. 8. Poultry and game. 9. Vegetarian entrees and cheese dishes. 10. Eggs and egg dishes. 11. Cereals. 12. Bread, rolls, and muffins. 13. Pancakes and waffles. 14. Pies and fillings. 15. Cakes and frostings. 16. Cookies. 17. Desserts (fruit desserts, other desserts). 18. Sauces. 19. One world cookery (“Health” foods in many lands, Mexican, Creole, From France, the Near East, the Far East, etc.). 20. Candies. 21. Drink health the new way (“cocktails” made without alcohol, from fresh fruit and vegetable juices). 22. Canapés. 23. Sandwiches and fillings. 24. Canning.

Section III: Special-purpose recipes. 25. Reducing. 26. Gaining. 27. Food allergies. 28. Invalid food or bland diets. Appendixes. Herb chart. How to grow a savory herb garden. The window-box herb garden. Organic gardening: Good nutrition starts in the ground. How to make a compost pile.

Soy-related recipes: Substitutes. Soybean milk for cow’s milk. Beans and especially soybeans for meat. Whole-grain flours for white flour (p. 5). Sprouted soybean salad (p. 45). Soybean soup (with “1 cup {dry} soybeans,” p. 72). Black soybean soup (p. 72-73). Sour-cream bean soup (p. 73).

In the chapter on “Vegetables” there is a section titled “Soybeans” (p. 92-95) with this contents: Introduction (“The soybean is one of the richest of all foods in protein and in minerals, and it also makes a very delightful addition to good meals... but only in recent years have Americans and Europeans become awakened to its possibilities as a meat substitute and also its great value as a food staple”). How to make soybean sprouts. Soybean sprouts en casserole. Sprouted soybean omelet. Soybean sprouts with onions and mushrooms. Soybean recipes (“for preparing the magic soybean”). Green soybeans (in pods). Dried soybeans. Canning recipes. Soybeans used as meat substitutes. Soy milk. Soybean cheese [tofu].

**WORTHINGTON FOODS:**

Every one of the items offered under the Worthington label is guaranteed to be pure, wholesome, and of superior quality. Worthington Foods are famous for their distinctive taste appeal.

You can speak with confidence when you tell your customers, "There's nothing in Worthington Foods!"

**SOY BEANS IN TOMATO SAUCE:**

Select quality soy beans, cooked and packed in delicious tomato sauce. Serve like baked beans. Excellent for either lunches or dinners.

**BETA BROTH:**

Instant broth at its finest! Full-bodied, meat-like flavor, but meat free. Made from Brewer's yeast and vegetable extract. It's granulated to dissolve instantly. Makes an excellent gravy stock!

**TASTEX:**

Tastex makes wonderful gravy, bouillon, soup. TASTEX keeps indefinitely without refrigeration, has a definite meatlike flavor, and is made in a concentrated paste form. It's rich in the Vitamin B complex. Economical!

**TASTEX FOOD YEAST:**

Many cooked dishes, as well as pastries and baked goods, can be enriched by adding a small amount of this pleasant tasting yeast. Contains all the natural B complex as found in yeast and a 42-46% protein. Send for a sample.

**CHOPLETS:**

Delicious, high protein, vegetable fillets packed in savory sauce! Easily prepared in numerous ways and economical, too. They provide the sturdy main course which is so often lacking in vegetable plates. Recommended for meatless diets, Friday menus, Lenten dishes, vegetable plates, sandwiches. Choplets never fail to satisfy!

**CHOPLET-BURGER:**

This product answers the many calls for a vegetarian "ground meat." It's coarse in texture, like hamburger, and can be shaped into patties for frying. With the popular Choplet flavor and the convenient "burger" style, this item meets hearty approval of customers.

**PROAST AND NUMETE:**

For a delightful vegetable "meat loaf," your customers will appreciate Proast (dark) or Numete (light). Both are distinctive in flavor and rich in pure, nutritious protein. They are excellent sandwich fillers, or can be diced and used in salads.

**SOY SAUCE:**

The finest available soy sauce, packed attractively in a convenient table-size bottle.

**WHEATLETS:**

A toasted, whole wheat cereal which can be quickly cooked for a wholesome, healthful breakfast dish!

DEALER ORDER BLANK

**WORTHINGTON FOODS, INC.**

WORTHINGTON, OHIO  
TEL. 2-5359

Amount Enclosed

Ca. \_\_\_\_\_

Check \_\_\_\_\_

M. O. \_\_\_\_\_

Date \_\_\_\_\_

Your Order No. \_\_\_\_\_

SHIP TO:

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Freight charges prepaid via cheapest way on orders of \$20.00 or more. Claims for loss or damage in transit not honored without delivery receipt signed by driver indicating loss.

Name of Product	Size	No. in Case	Price per doz.	Quantity Desired	Total Cost
MUNG BEAN SPROUTS	1 lb.	12	1.92		
SOY BEANS in Tomato Sauce	1 lb. 1 oz.	12	1.92		
BETA BROTH	3 oz.	12	3.60		
BETA BROTH	10 oz.	12	10.00		
TASTEX	2 3/4 oz.	12	3.60		
TASTEX	5 1/2 oz.	12	6.80		
TASTEX	11 oz.	12	12.40		
TASTEX	18 oz.	6	19.20		
TASTEX FOOD YEAST	5 1/2 oz.	12	5.20		
TASTEX FOOD YEAST	1 lb.	12	12.00		
CHOPLETS	1 lb. 3 oz.	24	3.92		
CHOPLETS	1 lb. 12 oz.	12	5.20		
CHOPLET-BURGER	1 lb. 4 oz.	24	3.92		
CHOPLET-BURGER	1 lb. 14 oz.	12	5.60		
PROAST	1 lb. 3 oz.	24	3.36		
PROAST	1 lb. 14 oz.	12	4.40		
NUMETE	1 lb. 3 oz.	24	3.36		
NUMETE	1 lb. 12 oz.	12	4.00		
SOY SAUCE (TABLE)	4 1/2 oz.	36	1.52		
WHEATLETS (full cases only)	1 lb. 6 oz.	18	2.16		
TASTEX FOOD YEAST minimum	50 lb.		.80 lb.		
TASTEX—bulk, 50 lb. drums only			.95 lb.		
BETA BROTH—bulk, 25 lb. minimum			1.00 lb.		

Total Amount of Order \_\_\_\_\_

Dealer's Signature \_\_\_\_\_

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_



August 1, 1946

Prices subject to change without notice



Chapter 9: Vegetarian entrees and dishes. Lentil loaf with milk or soy milk. Soybean loaf (with dry soybeans and soy milk). Soybean macaroni loaf. Vegetable and soybean stew. Soy vegetable roast (with 1½ cups cooked soybeans). Vegetable hash (with soy sauce). Boston baked soybeans. Stuffed peppers with soybeans. Vegetarian sausages (with cooked soybeans). Vegetarian chop suey (with soy sauce and gluten steaks). Soybean cheese (homemade tofu made from soy milk allowed to curdle in a warm place; cut and serve with soy sauce).

Whole-wheat soy bread (with soy flour, p. 195). Soybean waffles (with soy flour, p. 212). Whole-wheat soy pie crust (with soy flour, p. 213). Canned [green vegetable] soybeans (p. 324, 336). Soybean waffles (wheatless, with soy flour, p. 369). For those with food allergies: Soy milk and Soybean cheese (see p. 95).

In this book, Bragg uses the word “aminos.” “The link between protein and body tissues is the amino acids. When the aminos enter the blood stream, they are carried to every part of the body, where they set to work repairing, rebuilding, and maintaining body tissue, building up rich red blood, and ‘conditioning’ the various organs” (p. 6).

Note 1. This is not a vegetarian cookbook; there are chapters on meats, fish, poultry and game. Throughout his life, Paul Bragg seems to have had an ambivalent feeling about eating and recommending the consumption of red meat and poultry. In his later years, fish became his favorite flesh food.

Note 2. This book contains no autobiographical information about Paul Bragg. Address: P.O. Box 428, Burbank, California.

317. *Chopletter: The Magazine of Worthington Foods News and Views*. 1948-1969. Serial/periodical. Worthington, Ohio: Worthington Foods, Inc. Vol. 1, No. 1. April 1948. Quarterly. • **Summary:** By April 1960 the circulation was about 65,000. Beneath the title on page 1 was written: “The Magazine of Worthington Foods News and Views.” Worthington bills itself as “Makers of Famous Choplets.” The editor is Opal Hoover Young. It is published quarterly. The last issue was March/April 1969. The title changed in May/June 1969 to *Tomorrow's Foods for Today's Homemaker*. Address: Worthington, Ohio.

318. **Product Name:** Tofu, aburaage, and ganmodoki. **Manufacturer's Name:** Itaya Tofu-ten (Tofu Shop). **Manufacturer's Address:** Rt. 6 Box 273, French Camp, near Stockton, California. Phone: 3-8042. **Date of Introduction:** 1948 May. **New Product–Documentation:** Entry in *Nichi Bei Times*. 1948. Evacuation-Resettlement Report. Directory of manufacturers, p. 138 (top left center). In Japanese: Itaya Tofu-ya. In English: Itaya Tofu Ya, Rt. 6, Box 273, Stockton, California. Phone: 3-8042.

Ad (1/8 page) in same *Nichi Bei Times* 1948 Report. p. 143. Lower right center. The top one-fourth of this ad is in English: Itaya Tofu Ya. Tofu, aburaage, soy beans products and vegetables. Rt. 6, Box 273, Stockton. Phone: 3-8042. In Japanese: Itaya Tofu-ya. Tofu. Aburaage. Ganmodoki. Haarei (Harry?) Itaya Toshio.

Ad (1/8 page) in *Hokubei Mainichi Year Book*. 1951, p. 310. All in Japanese: Itaya Tofu-ten. Making and selling tofu and aburaage. French camp. Mr. Harry Itaya. Phone: 3-8042. Directory entry, p. 311. Under “Grocery.” Itaya Tofu-ten, Itaya Tofu Co., Rt. 6 Box 273, Stockton. Phone: 3-8042. Note: French Camp is located about 4 miles south of the center of Stockton.

319. *New York Times*. 1948. All the ‘trimmin’s,’ with turkey absent, give vegetarians a joyous Thanksgiving. Nov. 26. p. 25, col. 6.

• **Summary:** The 17th annual Thanksgiving dinner held by the Vegetarian Society of New York was attended by about 150 members at the Farmfood Restaurant, 104 West 40th Street in New York City. The main course was “nut meat roast” accompanied by cranberry sauce and pumpkin pie. The principal speaker at the dinner was Dr. Jesse Mercer Gehman, a naturopath physician from Paterson, New Jersey, and president of the American Vegetarian Union.

Note: The first annual Thanksgiving dinner held by this society was apparently in Nov. 1932.

320. *Madison Health Messenger (Madison, Tennessee)*. 1948. Soybeans—A wonder food: Madison College works with the soybean. Fall. p. 1, 3-4.

• **Summary:** The soybean originated in China. However this “food of the ancients now seems destined to turn its antiquity into one of the most valuable foods in the modern world.

“The first actual mention in the literature of this wonder bean is recorded in Emperor Chen Nung’s *Materia Medica*, written under date 3838 B.C. In the Legendary period of China the story of bandits attacking a merchant caravan has been handed down through generations in which it is said that the miracle wonder food, soybeans, were the lifesavers of some merchants, who, being surrounded and besieged by bandits until their own provisions were exhausted, noticed a vinelike plant bearing a legume which they had never seen before from which they made flour and baked cakes. Energized therewith, they fought off the enemy until help came. So the legend goes, soybeans became the staff-of-life in the great nation of China which still ranks first in population in all the world.”

Soybean “oil is used extensively in Margarine in which it is used up to 80% in certain brands (Sure Good, sold by A. & P., and Nu-Maid, sold by Kroger).” Many brands of margarine contain 20-80% soybean oil.

Discusses the work of Henry Ford with soybeans and soyfoods. “His research staff made soybean milk and cheese,

# Chopletter

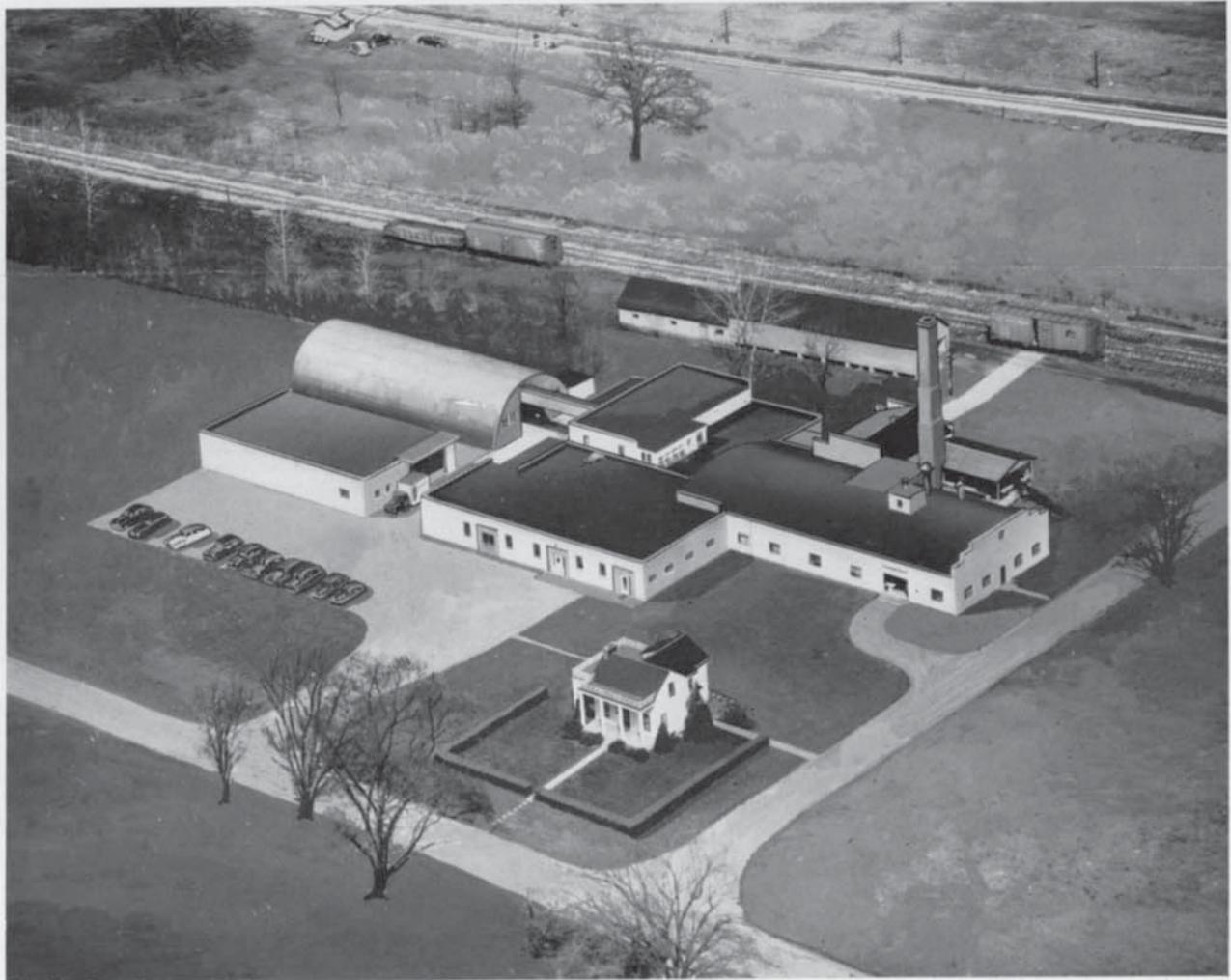
THE MAGAZINE OF **WORTHINGTON FOODS NEWS AND VIEWS**

Published by **WORTHINGTON FOODS, INC.**, Worthington, Ohio, Makers of Famous Choplets - Editor, Opal Hoover Young

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NO. 2



Aerial View of Worthington Foods Factory

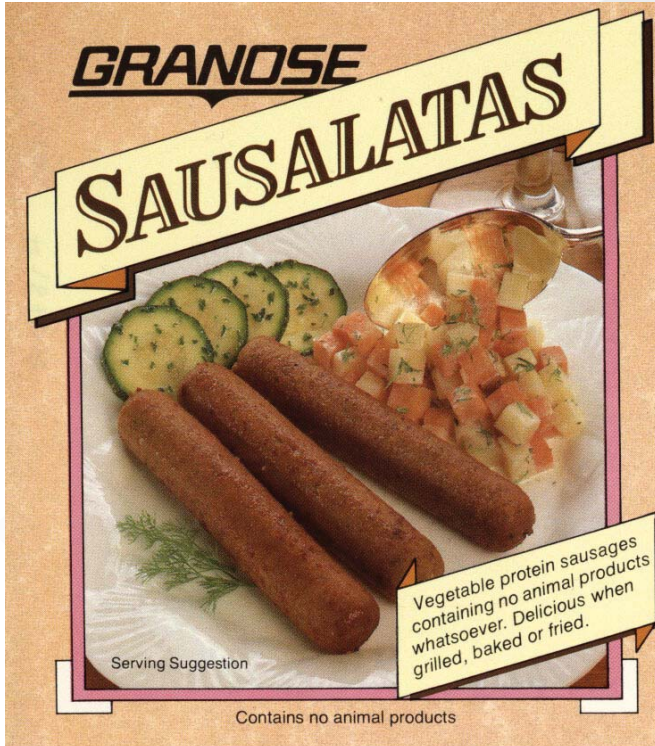


soybean-nuts, canned green soybeans, soybean sprouts, and a hundred other things.”

“With the knowledge of widespread disease in the animals used for food by man, the founders of Madison College adopted a vegetarian diet supplemented with dairy products and eggs. For over 44 years this has been strictly adhered to in the food preparation for the students, faculty, workers, and patients at its 165 bed sanitarium and hospital... For over 30 years [since 1918 or before] Madison has been growing soybeans. They have occupied a place of prominence in its menus for many years.” Then Madison began to manufacture soybean food for the public. More and large equipment was added. “In 1941 a new plant was started and today Madison Foods are produced in a fine daylight plant of modern design and construction...”

A list of Madison’s foods is given, together with the weight of the can or bag in which each is sold: Kreme O’ Soy, Zoy-Koff, Stake-Lets, Yum, Zoyburger, Vigorost, Not-Meat, Soy Cheese [Tofu].

**321. Product Name:** Granose Sausalatas (Meatless Sausages Canned in Brine) [Plain, or Smoked].  
**Manufacturer’s Name:** Granose Foods Ltd.  
**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.  
**Date of Introduction:** 1948.  
**Wt/Vol., Packaging, Price:** Can.



**New Product–Documentation:** *The British Vegetarian*. 1960. Sept/Oct. p. 249. Granose makes Sausalatas, which contain wheat protein, mixed nuts, rusk, wholemeal flour,

vegetable oils, yeast extract, onion, and seasoning.

Manufacturer’s catalog. 1980. April.

By 1980 the product had been reformulated to include textured soy flour.

**322. Product Name:** Miller’s Vegetarian Cutletburger [Regular, or Smokene Flavors].  
**Manufacturer’s Name:** International Nutrition Laboratory.  
**Manufacturer’s Address:** P.O. Box 388, Mt. Vernon, Ohio.  
**Date of Introduction:** 1948.  
**Ingredients:** Incl. wheat gluten.  
**Wt/Vol., Packaging, Price:** Can.  
**New Product–Documentation:** Soybean Blue Book. 1948. p. 84. Ad in *Soybean Digest*. 1949. Aug. “Miller’s Cutletburger for Picnics, Too!” This canned product is sold in Regular and Smokene flavors. Note: The product is gluten-based. The word “Smokene” was apparently derived from T.A. Van Gundy’s Smoein or from Loma Linda Foods’ Smokene.

**323.** Sherman, Henry Clapp. 1948. Food products. 4th ed. New York, NY: The Macmillan Co. vii + 428 p. Illust. Index. 22 cm. [400+\* ref]

• **Summary:** The author is one of America’s leading nutritionists. The dry residue of foods consists of combustible matters (organic substances) and ash (non-combustible, the “so-called mineral elements”) (p. 1). The fats are all glycerides, i.e., substances consisting of combinations of glycerol with fatty acids. As the molecular weight of fats increases, so does their boiling or melting points, while their solubility decreases. Butter is the only fat that contains all the fatty acids. Seed oils used for food include cottonseed oil, soybean oil, peanut oil, corn oil, etc. After food fat is digested and absorbed by the body, it appears in the blood in the form of “glycerides collectively called neutral fat” (p. 810).

The three basic types of proteins are: Simple proteins (albumins, globulins, glutelins, etc.), conjugated proteins (nucleoproteins, glycoproteins, phosphoproteins, lecithoproteins, etc.), and derived proteins (primary {proteans} or secondary {proteoses, peptones, peptides}) (p. 11-13).

Children from ages 3 to 13 should drink a quart of milk a day (p. 82-83). Pork is the main meat produced in America, followed by beef. Veal is mainly a by-product of the dairy industry. In the USA, veal calves must be at least 3 weeks old when slaughtered; in most parts of Europe they may be younger. The term “meat packing” derives from the “early days of the industry when farmers or local butchers cured and smoked surplus meat, packing it largely in barrels, for local use, for supplying ships, and for export trade.” This industry began in about 1830, with companies packing pork in Cincinnati, Ohio, which was the center of the corn belt.” For a full account of the history of the industry see *American*

*Livestock and Meat Industry*, by Clemens. (p. 137-39). Table 13 shows the percentage of free, bound, and total purines in different meats (p. 155).

In Chapter 9, titled “Vegetables,” the section on “legumes” (p. 233) states: “Soybean flour and related products (“soya”) constitutes in the United States a ‘new’ addition to the dry-legume food group; but one of great potential importance. As yet this important potential resource has been given but slight and slow recognition as human food by the peoples of either the United Kingdom or the United States.” Soybean flour typically contains 30-45% protein. The “chemical composition or amino-acid make-up of soybean and peanut proteins is much like that of meat proteins...” Table 26 shows the “Percentages of individual amino acids in legume proteins” including glycinin (soybean). The large increase in soybean production in the USA during World War II “has shown that our supply of mature legumes and their products as human food can readily be increased several-fold whenever this seems likely to meet the needed support of consumer demand.” In 1946 soybean flour was recognized by the Food and Drug Administration as an alternative to added wheat gluten, “gum gluten,” in macaroni products.

A major theme of this book is the “balance of acids and bases” or of “acid-forming and base-forming elements,” however it is given less space than in the 1917 edition. The base-forming elements are sodium, potassium, calcium, and magnesium (p. 76). Eggs have a “considerable preponderance of the acid-forming elements...” (p. 128). “Meats contain a decided excess of the acid-forming over the base-forming elements” (p. 156). Fruits and vegetables “render the body two important services in helping it to maintain a good intestinal hygiene and a wholesomely liberal level of alkaline reserve (or surplus of potentially base-forming mineral elements) (p. 281-82).

Oils can be classified according to the way they are pressed. Peanut oil is prepared from the less choice nuts and from the germs, which are a by-product of making peanut butter. “In the *expeller press*, the nut meats are only slightly heated in the conveyor which carries them to the press. The meats are run through rolls which crush them and release the oil from the oil cells. By this method there is produced a small quantity of high quality oil known as *cold-press* or *virgin* peanut oil which when filtered is suitable for table purposes without any drastic refining treatment. With the *hydraulic press*, the ground nuts are heated thoroughly to facilitate expulsion of the oil.” Peanut butter was first produced commercially in about 1907 (p. 293).

Chapter 12, “Edible fats and oils” notes that “peanut (arachis) oil and soya bean oil” come from the seeds of leguminous plants (p. 303). Before the war, cottonseed oil and coconut oils were the vegetable oils most use in margarine manufacture in the USA. “During the Second World War the supply of coconut oil was almost entirely

cut off, while our domestic production of peanut oil was notably increased and that of *soybean oil* was very greatly accelerated.” In fact more than 3 times as much soybean oil was used on average each year during 1943-46 as in 1937-41 (p. 312). Important edible vegetable oils in the USA are the oils of coconut, corn, cottonseed, olive, peanut, sesame seed, palm kernel, poppy seed, rape seed, soybean, and sunflower. There follows a long discussion of only two of these oils: olive oil then of cottonseed oil. The term “salad oil” when used alone is understood by law to mean olive oil. Under cottonseed oil: The two main types of expression equipment in general use in this country are the hydraulic press and the Anderson expeller. “The latter is more modern and is continuous in operation. It depends for its action on a spiral screw...” “The so-called *cold-pressed* or expeller oil differs mainly for the *hot-pressed* (hydraulic presses) oil in that the former requires longer agitation with caustic soda solution before heating in the subsequent refining operation.” Refining, wintering, and hydrogenation / hardening are then described (p. 314-16). Table 45 (p. 408) gives the thiamine content of various foods, including soybeans.

Also discusses: Peanuts, peanut butter, and peanut oil (p. 291-96, 299-301). Almonds. Margarine (p. 310-12). Shortenings (p. 317). Address: PhD, ScD, Mitchill Prof. Emeritus of Chemistry, Columbia Univ. [New York City].

324. *Soybean Digest*. 1949. Plan soy foods for use in Germany. March. p. 24-25. [3 ref]

• **Summary:** The food nutrition laboratory of Archer-Daniels-Midland Company, Minneapolis, Minnesota, is developing two new foods (tasty soybean “sausages”) based on soy flour, for use in postwar Germany. One sausage is a mixture of 50% meat and 50% soya and vegetables. The other contains no meat, only soya and vegetables.

A photo shows Geo. M. Strayer (American Soybean Assoc. Secretary-Treasurer), Dr. William Bening (a German nutritionist from Frankfurt), and R.G. Brierley (Archer-Daniels-Midland Co., Minneapolis).

325. *Madison Health Messenger (Madison, Tennessee)*. 1949. Summer foods for health. Vol. 49-2. p. 1-3. Undated.

• **Summary:** Note: This issue of the *Madison Health Messenger* is smaller than its predecessors—only 20 cm (vs. 28 cm) tall but still 6 pages. Some recipes are featured—as for Zoyburgers. New products include Yum (made from soybeans, gluten, and soy cheese [tofu]) and Bite-Size Stake-Lets (made from gluten and soybeans). A chemical analysis of 8 Madison products is given.

326. Madison Foods 1949. Madison Foods featured recipes (Leaflet). Madison College, Tennessee. 2 panels each side. Each panel: 22 x 14 cm. Undated.

• **Summary:** “For real eating pleasure—Nu-Steak—Vegetarian.” On the cover is a photo of a table setting with



**DESCRIPTION—**

**INGREDIENTS**

**ZOY-KOFF**—A coffee alternate used in place of coffee. Contains no coffee—no nerve stimulants. Two grinds—regular and fine. Prepare like coffee. Ingredients—soybeans, bran and molasses. Packed in 1-lb. paper bags.

**NU-STEAK**—An all-gluten vegetarian steak. So easily prepared. Uniform in size. Special process makes it one of the best. You will be delighted with its texture and flavor. Ingredients—Wheat gluten in tastily seasoned broth.

**MADISON BURGER**—This tender burger textured product is already a favorite with many. Can be used to form the base for so many of the Vegetarian protein dishes. Make your own Meat Balls—vegetarian—easily prepared and economical. Ingredients—processed Wheat gluten ground to burger texture, tastily seasoned.

**MOCK CHICKEN**—These all-gluten chunks with a distinct seasoning will surprise you. Can be fixed in a variety of ways—see recipes on can label. Ingredients—Wheat gluten in seasoned sauce.

**SANDWICH LOAF**—A tasty loaf, easily sliced. Ideal for sandwiches. Ingredients—Wheat gluten, garbanzos and seasoning.

**STAKE-LETS**—A combination of wheat gluten, whole wheat and soy flour prepared in meat-

like sauce. These vegetarian steaks, uniform in size, are easily prepared. Ingredients—Wheat gluten, whole wheat and soy flour and seasoning.

**CHEZE-O-SOY**—An excellent diabetic food, low in carbohydrates. Nice for sandwiches and salads. Ingredients—processed soy beans, nicely seasoned.

**NOT-MEAT**—A smooth-textured loaf. This is well liked by many. Ingredients—peanuts ground into meal, soy grits, and seasoning.

**YUM ZOYBURGER VIGOROST.** These three high-protein foods are excellent body builders. Each has its distinct flavor. A favorite with many for years. Can be prepared in many ways to simulate meat. Ingredients—Wheat gluten, processed soy beans, peanuts, garbanzos, and seasoning.

**TYPICAL ANALYSIS**

	Calories Per Ounce	Protein	Fat	Carbo- hydrates	Ash
Zoy Koff Liquid 1 6-oz. cup	.1	.08	.004	.98	.12
Zoyburger	46.0	16.1	5.9	11.7	2.5
Stake-Lets	24.0	8.4	0.6	11.2	1.7
Not-Meat	76.0	15.5	18.8	9.0	3.0
Vigorost	52.0	12.7	8.0	15.6	2.8
Yum	46.0	18.6	5.9	9.2	2.8
Chez-O-Soy	59.0	15.2	16.0	1.2	2.6
Mock Chicken	19.0	11.1	0.5	4.6	1.1
Nu-Steak	30.0	11.7	4.4	4.2	1.2
Sandwich Loaf	59.0	14.5	8.5	18.0	3.1
Madison Burger	19.0	11.1	.05	4.6	1.1

## TYPICAL ANALYSIS

	Calories Per Ounce	Protein	Fat	Carbo- hydrates	Ash
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Sandwich Loaf	59.0	14.5	8.5	18.0	3.1
Madison Burger	19.0	11.1	.05	4.6	1.1

roses in a vase, food on 3 plates, a napkin and glass. On page 2-3 are recipes for using Madison Foods, which include: Nu-Steak or Steak-Lets. Mock Chicken. Madison Burger. Not-Meat. Cheze-O-Soy (tofu). Zoyburger. On page 4 are descriptions of 11 Madison Foods Products” Zoy Koff, Nu-Steak, Madison Burge4, Mock Chicken (all gluten chunks), Sandwich Loaf, Stake-Lets, Cheze-O-Soy, Not-Meat (with peanuts ground to a meal, soy grits, and seasoning), Yum, Zoyburger, and Vigorost.

A table gives a nutritional analysis of each. Note: These are vegetarian recipes, featuring meat alternatives made by Madison Foods.

327. *Madison Health Messenger (Madison, Tennessee)*. 1949. The story of Madison Foods. Vol. 49-3. p. 1-6. Undated.



• **Summary:** “Over 45 years ago [actually in 1904] a group of educators founded an institution in Madison, Tennessee, where special study was given to healthful living. They began by operating a school on a farm. Later a sanitarium was built. And, finally, a food production department was opened, now known as Madison Foods... People who came

to the sanitarium were helped by the treatments and the plain wholesome food. However, because when they returned to their homes, they were unable to obtain some of the foods which proved helpful, many sent their orders to us for these foods. The popularity of the foods increased and now they are available in many stores throughout the 48 States.”

“In 1941 a building program was started to completely rebuild the Madison Foods plant on the original site. Modern offices, adequate storage and shipping facilities, a five story production section, complete revamping of processing equipment, and a re-arrangement of the plant were realized step by step, and now the Madison Food plant, built of concrete, blocks, and steel, with tile and plastered interior, and a building of modern design for greater efficiency, stands as a monument to the devotion of its founders and the perseverance of those who carried the torch onward.

“A character builder: As part of the vocational training program at Madison College, Madison Foods is primarily concerned with building strong physical bodies and strong minds.”

Photos show: (1) East side view of the new Madison Foods plant. (2) A can (with label) of Stake-Lets (the original gluten-soy product, a complete protein food, sold in 14, 20, and 30 oz sizes). (3) A young man standing next to a large autoclave used for cooking canned foods. (4) Four young ladies hand picking peanuts to insure quality. (5) Front view of the new Madison Foods plant ranging from 2 to 5 stories in height. (6) A can of Yum (14 oz, made with grains, legumes, and vegetables). (7) A young man operating an homogenizer that is homogenizing Kremlé O’Soy. (8) A student operating a machine that is labeling cans.

Page 5 contains a description of the various products, with their ingredients, made by Madison Foods: Zoy-Koff—an alkaline beverage used in place of coffee. Contains no coffee—no nerve stimulants. Two grinds—regular and fine. Prepare like coffee. Ingredients: Soybeans, bran, brown sugar. 1 lb bag.

Kremlé O’Soy—a rich-bodied, homogenized soy beverage. May be used in place of milk. Ingredients: Soybeans, soy oil, dextrose, calcium phosphate, sodium chloride. 20 oz cans.

Zoyburger—excellent for sandwich spread, serve like steak with onions. Ingredients: Soybeans, gluten, raw peanut meal, vegetable seasonings. 14 & 20 oz

cans.

Stake-Lets—a combination of gluten and soybeans sliced in meatlike sauce. Ingredients: Gluten, soybeans, soy sauce, seasonings. 14, 20 & 30 oz cans.

Not-Meat—a smooth-textured loaf for vegetable roasts, salads, sandwiches, etc. Ingredients: Whole peanut meal,



soybeans, and seasonings. 14 & 20 oz cans.

Vigorost—a fibrous-textured vegetable steak used like meat. Also for sandwiches, salads, etc. Ingredients: Gluten, soy cheese, whole peanut meal, seasonings. 14 & 20 oz cans.

Yum—a mild bologna-like-flavored, meatless loaf, used hot or cold. Ingredients: Soybeans, gluten, soy cheese, whole peanut meal, seasonings.

Cheze-O-Soy—a curd made from soybean milk, to be used in salads, sandwiches, spaghetti, etc. Ingredients: Coagulated soybean proteins, seasonings. 14 & 20 oz cans.

Bite-Size Stake-Lets—gluten and soy bits in rich sauce simulating stewed bits of beef in rich gravy. A choice food. 20 oz cans.

“A statement of ingredients, use and recipes is on each package and can of Madison Foods.”

328. *Soja-Briefe fuer die Deutsche Soja Vereinigung Frankfurt-Main*. 1949. Sojawurstprogramm [The soya sausage / wurst program]. No. 2. p. 38-39. Oct. [Ger]  
**• Summary:** Note: This is the 2nd earliest German-language document seen (Nov. 2014) that mentions a meat alternative, which it calls *Sojawurst* (soy sausage). Address: Frankfurt am Main, Germany.

329. **Product Name:** Malted Milk (Soy milk), and Meat Substitutes.

**Manufacturer’s Name:** Brilliant Foods (Formerly named Taste Soy Foods).

**Manufacturer’s Address:** 354 E. Girard Ave., Philadelphia, Pennsylvania.

**Date of Introduction:** 1949.

**New Product–Documentation:** Soybean Blue Book. 1949. p. 102. Not clear whether this company is a manufacturer or a handler.

330. **Product Name:** Loma Linda Nuteena (Meatless Luncheon Loaf or Cold Cuts Prepared from Raw, Ground Peanut Butter and Soy Flour).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1949.

**Ingredients:** In 1971: Water, peanut meal, 100% wheat meal, soy flour, salt, yeast extract, onion, MSG, lepine, celery extractives.

**Wt/Vol., Packaging, Price:** 19 oz (538 gm) can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** 1988: Per ½ inch slice (2.4 oz–67 gm): Calories 160, protein 8 gm, carbohydrate 5 gm, fat 12 gm, cholesterol 0 mg, sodium 120 mg, potassium 200 mg.

**New Product–Documentation:** Loma Linda University, School of Dietetics. 1949. *Lesson Outlines in Nutrition & Cookery*. 2nd ed. Mountain View, California: Pacific Press Publishing Assoc. p. 119. Gives the nutritional composition

of the product.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Nuteena contains 11.99% protein, 13.85% fat, and 11.00% carbohydrate.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 161. Lists the ingredients in “Nuteena (Loma Linda).”

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned peanut product resembling cold cuts. Can also be used in salads or sandwiches.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 176. The ingredients in “Nuteena (Loma Linda)” are “peanut meal, soy flour, corn flour, rice flour, dried yeast, salt, yeast extract, HVP, malt extract, L-lysine, DL methionine, celery extractives.” Water, raw peanut butter, soy flour, rice flour, corn flour, natural (vegetable) flavors, salt, onion powder, L-lysine, DL-methionine, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

331. **Product Name:** Loma Linda Proteena (Meatless Peanut or Gluten Loaf or Cold Cuts).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1949.

**Wt/Vol., Packaging, Price:** 20 oz (567 gm) can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Loma Linda University, School of Dietetics. 1949. *Lesson Outlines in Nutrition & Cookery*. 2nd ed. Mountain View, California: Pacific Press Publishing Assoc. p. 119. Gives the nutritional composition of the product.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Proteena contains 19.06% protein, 8.00% fat, and 29.50% carbohydrate. See also 1971 version, which contains soy flour.

Patricia H. Black and Ruth L. Carey. 1971. *Vegetarian Cookery*. 5 vols. This set of vegetarian cookbooks contains numerous recipes calling for “Proteena” which is sold in 14 oz cans.

332. **Product Name:** Vegemeat Burger (or Vegemeatburger).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1949.

**New Product–Documentation:** Loma Linda University, School of Dietetics. 1949. *Lesson Outlines in Nutrition & Cookery*. 2nd ed. Mountain View, California: Pacific Press Publishing Assoc. p. 119. Gives the nutritional composition

of the product.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Vegemeatburger contains 17.10% protein, 7% fat, and 6.50% carbohydrate. Not listed in the 1965 *Diet Manual*.

Talk with Warren Hartman, who worked for Worthington Foods since early 1946. 1992. Nov. 5. He thinks that this product was made by Loma Linda Foods.

**333. Product Name:** Vegemeat Steaks.

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1949.

**New Product–Documentation:** Loma Linda University, School of Dietetics. 1949. *Lesson Outlines in Nutrition & Cookery*. 2nd ed. Mountain View, California: Pacific Press Publishing Assoc. p. 119. Gives the nutritional composition of the product.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Vegemeat Steaks contain 13.80% protein, 7% fat, and 85.40% carbohydrate. Not listed in the 1965 *Diet Manual*.

Talk with Warren Hartman, who worked for Worthington Foods since early 1946. 1992. Nov. 5. He thinks that this product was made by Loma Linda Foods.

**334. Product Name:** Meat Substitutes.

**Manufacturer's Name:** Nutrisoy Company.

**Manufacturer's Address:** 71 Reservoir Ave., Port Jervis, New York.

**Date of Introduction:** 1949.

**New Product–Documentation:** Soybean Blue Book. 1949. p. 102.

**335. Product Name:** Soyloin Steaks (Meatless).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: 2-2539.

**Date of Introduction:** 1949.

**Ingredients:** Incl. gluten, defatted soy grits or flakes.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Wholesale price list. 1950. July 31.

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Soyloin Steaks contain 16.70% protein, 0.10% fat, and 5.95% carbohydrate. Not listed in the 1965 *Diet Manual*.

Letter from Allan Buller. 1981. Made by mixing ground gluten pieces not suitable for Choplets with defatted soy grits or flakes, then reshaping the mixture into patties. Sold in 19-oz. cans.

**336. Product Name:** Wieners (Meatless; Renamed Veja-Links in 1954).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: 2-2539.

**Date of Introduction:** 1949.

**Wt/Vol., Packaging, Price:** Canned.

**New Product–Documentation:** Wholesale price list. 1950; July 31. Letter from Allan Buller. 1981. April 29. Made of wheat gluten with soy flour or grits to complement the former's very low quality protein and to work as a filling and binding agent.

Ziamba. 1966. *Food Engineering*. May. p. 82-93. "Let soy proteins work wonders for you." Photo of package. American Soybean Assoc. 1974? "Soybeans: From America's fertile soils the world's versatile protein resource." A photo shows a can and a flat pack of Veja-Links.

**337. Loma Linda University, School of Dietetics. 1949.**

Lesson outlines in nutrition & cookery. 2nd ed. Mountain View, California; Brookfield, Illinois; Cristobal, Canal Zone; Omaha, Nebraska; Portland, Oregon: Pacific Press Publishing Assoc. 128 p. 20 cm. [13 ref]

• **Summary:** "Foreword: The purpose of this little book is to serve as a guide in the study of simple facts about nutrition and healthful cookery, primarily prepared to be used in community nutrition classes." The guidelines, in outline format, are also helpful in teaching the principles of healthful vegetarian nutrition and cookery.

Also discusses: Soybeans as a good source of high quality protein (p. 29). The meatless diet: Meat is not a nutritional necessity, disadvantages of flesh foods (animals are diseased; rich in nitrogenous waste products, which kidneys must eliminate. These act as a stimulant; poor source of most vitamins and calcium; expensive), importance of knowing how to make proper substitution when discontinuing a meat diet, protein content of average servings of some [non-flesh] foods (including soybeans) (p. 31-33). Homemade Vegex (with ½ pint soya sauce, p. 113). Protein foods (gives the composition of soybeans, p. 118). Loma Linda Foods (nutritional composition of their commercial products; Vegemeat Burger, Vegemeat Steaks, Nuteena, Proteena, Peanut butter, Vegex; p. 119). Calcium content of foods (incl. turnip greens, mustard greens, soy bean curd, kale, dry soybeans; p. 120). Iron content of foods (incl. mustard greens, soybean curd). Address: Loma Linda, California.

**338. Soja-Briefe fuer die Deutsche Soja Vereinigung**

*Frankfurt-Main*. 1950. Das Wurstprogramm [The soya wurst program]. No. 4. p. 52-53. April. [Ger]

Address: Frankfurt am Main, West Germany.

**339. Worthington Foods, Inc. 1950.** Wholesale price list and



order blank. Worthington, Ohio. 1 p. July 31.

• **Summary:** Products include: Beta Broth. Tastex. Soy sauce. Tastex food yeast. Lacto-psyllium. Protein foods (Alternates for meat): Soyloin Steaks. Meatless Wieners. Choplets. Choplet Burger. Proast. Numete. Veelets.

Worthington breading meal. Sav-Ree brown gravy. Honey bear peanut butter. Kel-jel.

Note: A wholesale price list dated 10 Dec. 1950 shows that Worthington was selling the following line of Miller's Foods products (purchased from Harry W. Miller of Mt. Vernon, Ohio): Miller's Cutlets, Miller's Cutlet Burger (regular and smoke flavors), Vegetable Stew.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term "Cutlet Burger" (or "Cutlet Burgers"). Address: Worthington, Ohio.

340. *Soybean Digest*. 1950. Soy foods from a unique college [Madison]: This little Tennessee college has long been noted for its soy foods. Nov. p. 14-15.



• **Summary:** This is the second in a series of articles by the Soya Food Research Council. Photos show: (1) "Attractive packaging of soy foods which have been pioneered by Madison College." These include: Kreme O'Soy (sliced bread), Stake-Lets, Kreme O'Soy (canned soymilk), Cheeze-O-Soy, Zoy-Koff, Yum, Not-Meat, Zoyburger, Vigorost, Kreme O'Soy Muffins. (2) Dr. E.A. Sutherland, standing, writing in a notebook. (3) A young man operating an homogenizer that is homogenizing Kreme O'Soy.

"Down in Tennessee nearly a half century ago Dr. E.A. Sutherland was obsessed with an irrepressible idea. He believed that any boy or girl willing to work for a college education should not be denied the right. He set out to achieve that end and succeeded against overwhelming odds.

"Madison College, at that time styled Nashville Agricultural Normal Institute, had only these assets: 11 students, some tumbled down buildings, and 400 acres of tired, soil-depleted land. Those acres had been bought by Dr. Sutherland and a small group of teachers with their last dollars.

"Today Madison College at Madison, Tennessee, has 400 students from 40 odd states and many foreign lands. Without endowment, as such for operating expenses, it

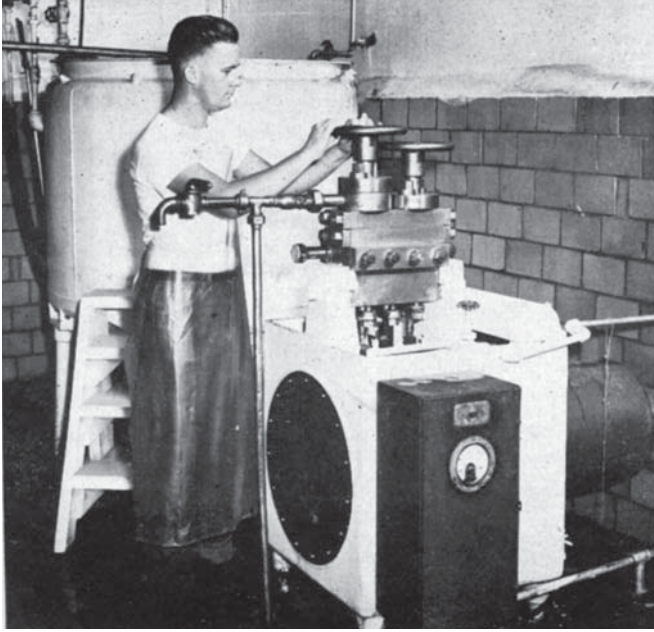


has poured almost a million dollars from its own earnings into buildings, lands and farm equipment. Down south it is referred to as 'the college with a soul.'

"Soy Spotlighted: Of course Madison College lacks some of the gay social activities and other distractions that drain time and energy of students in many big-name institutions of learning. But students at Madison enjoy life. They are a determined lot, dead set on acquiring an education. The curriculum includes a variety of campus industries, in which students cooperate to support the college and themselves. Soy has a spot-lighted place in the over-all program.

"Under the Madison plan as set up by Dr. Sutherland every student must work for at least half, and preferably all of his academic expenses. Two-thirds of the students enter the college with only the required fee of \$50. They complete a 4-year college course for a B.S. degree and may graduate with the original deposit intact. In all that time the efficient hard-working student need receive no outside help. Moreover, he will leave the college well equipped to do more than a single job.

"Before launching his experiments at Madison, busy Dr. Sutherland had been president of two colleges. At the outset his chief problem was to provide an income for the new school. This he did by farming and establishing a sanitarium. This permitted the training of health workers as well as the care of ill students. To do the job right, he discovered, he



should be fully qualified as a medical scientist. He had set a rugged course for his students—they work 5 hours and study 5 hours a day the year round—and he was even less considerate of his own schedule. On top of all other duties he studied medicine for 4 years at Vanderbilt University Medical School and the University of Tennessee Medical School and finally, at the age of 50, received his M.D. It is inspiring today to go through the Madison Rural Sanitarium and Hospital with its large staff of physicians, its patient capacity of 165 and its complete modern medical equipment. Much of the work of the institution is done by students who earn while they learn. The best hospitals snap up the graduate nurses. Many of its students have matriculated in medical schools, colleges and universities and have been awarded Baccalaureate, Masters, and Doctorate degrees.

“Of the foresighted Dr. Sutherland it has been said: ‘In any field, in any land, he would have been a great success.’

“By Student Effort: His enthusiasm and determination were infectious. That helps explain how the many college and sanitarium buildings, cottages and dormitories on the 900-acre grounds have been built with students supplying much of the brawn and brain; how the biology class grows many of its excellent specimens; how physics students have built much of their own equipment; and why there are more student applicants than can be admitted.

“Madison is justly proud of its school farm, which is as important economically as its Sanitarium, with its sprawling acres of gardens, fruit trees, vineyards, its greenhouses of flowers for hospital rooms, and its fine dairy.

“Madison is also noted for its 27 years of practical research in special foods development. This research has distinguished the institution as a unique center and pioneer of soy food development primarily intended for human use.

“Long ago it became evident that the new foods being

fashioned at Madison—where good health and strong bodies always have been a chief aim—were too useful to be confined to campus menus. Accordingly, Madison Foods was founded, and has grown steadily over the years.

“It came about in this way. Dr. Sutherland and his associates believed in a simple life. They were convinced that plain wholesome foods—such as whole wheat bread and whole grain cereals, fresh fruits and vegetables, nuts, dates, honey and soy protein—helped patients to early recovery and contributed to permanent good health. Many of these patients, after returning to their homes, ordered these foods in ever-increasing volume. Demand grew until it became necessary to put them into retail stores and now they may be purchased in all 48 states.

“Convinced long ago of the high nutritive value of soy protein, Madison food chemists experimented with more than 200 varieties of soybeans. They solved the taste factors, and went on with the creation of savory breakfast foods, bread, coffee substitutes, soy milk, various meat substitutes, and other products.

“Through measured scientific research they developed soy milk until now it is not only as economical as special formula cow’s milk but, according to the American Medical Association Journal, better for some babies. From Africa, India, and other countries where dairy cows and cattle are scarce, observers have come to study the methods of Madison’s soy milk ‘dairy’ and its ‘vegetarian slaughter house.’

“Today many authorities believe that a properly prepared dry soy milk powder would help to solve the child feeding problems in protein-starved nations of the Orient and in Latin-American countries, and research to that end is in progress.

“More Frontiers: Food scientists at Madison, dipping deeper and deeper into the protein mysteries of the soybean, are convinced that new frontiers will be pierced, and that the astonishing progress already made is but a prelude to a much greater future.

“Meantime, 85-year-old Dr. Sutherland, the man who made a dream come true, has lightened his daily load, but still carries on many duties. He is president of the Layman Foundation, member of the board of directors of Madison College and of a half dozen other rural schools in the South which he was instrumental in developing.

“In Dixieland they say ‘the college with a soul’ is but the lengthened shadow of a great man, a man with the courage to fight for an ideal.”

**341. Product Name:** Lange’s Chops.

**Manufacturer’s Name:** Lange Foods.

**Manufacturer’s Address:** Portland, Oregon.

**Date of Introduction:** 1950.

**Ingredients:** Incl. wheat gluten.

**New Product–Documentation:** Talk with Mr. Lange.



1981. This private company was in business from 1960 to 1968 in Portland, Oregon. Mr. Lange was a Seventh-day Adventist, and it was a one-man operation making Lange's Chops, Lange Breakfast Style Vegetable Links, and other gluten-based meatlike products, which contained little soy. In 1968 the food production business was sold to Cedar Lake, although it was still a wholesale food distributor in 1981. By 1971 the manufacturer of the former Lange products was "Nu Vita."

342. Bush, Maxine Conwell; Fewer, Edward Patrick. 1951. *Diet for health!* Mehoopany, Pennsylvania: Published by the authors. xi + 83 p. Portrait of the authors. 24 cm.

• **Summary:** Advocates a vegetarian diet. Pages 73-75 compare the old way of eating (to be avoided) and the new way. The old way uses flesh foods; the new way uses grains and "legumes, especially lentils and soybeans. Gluten dishes and gluten steaks. Nut loaves..." Other undesirable foods, according to the authors, are eggs, dairy products (replace them with vegetable and fruit juices made fresh in their *Liqua-Dizer*), white bread, white rice, white sugar, white flour foods, lard, strong hot spices or condiments, canned foods, alcohol. The authors also advocate proper "food combining."

Maxine Bush was born in 1907. Edward was born in 1908. Address: 1. D.C., PhD, N.D., nationwide lecturer for more than 25 years on practical psychology, physiology, pathology and nutrition, chiropractic and naturopathic philosophies; 2. D.C., PhC, N.D., national lecturer on biochemistry and nutrition, formerly Prof. of Anatomy and Physiology, Dean and Clinical Director of the Standard Chiropractic School. Both: Mehoopany, Pennsylvania.

343. Hui Manaolana Foundation (formerly Niji-no-Kai). 1951. *Japanese foods (Tested recipes)*. Honolulu, Oahu, Hawaii: International Institute, Y.W.C.A. 122 p. Illust. (some colored). Index. 24 cm.

• **Summary:** The Hui Manaolana was formerly named Niji-no-Kai and is affiliated with the International Institute of the Y.W.C.A. The book was inspired by Mrs. Isaac M. Cox (Catherine E.B. Cox), an educator and volunteer advisor to the Y.M.C.A. Almost all the recipes in this book have been submitted by members of the group, and that woman's name appears next to the recipe title. Shoyu is called for in many recipes.

Following a preface and an introduction, the recipes are organized by type. The many interesting ads related to soyfoods, scattered throughout the book, are cited elsewhere. Helpful hints (p. 12): "To prevent tofu from crumbling, soak in salted water for a while before using." On p. 15 are 4 menus each for breakfast, lunch or supper, and dinner. Soups: Chiri (Fish & tofu soup). Kenchin (Vegetable soup with tofu). Basic miso soup. Satsuma jiru (Miso soup with chicken & vegetables). Oio fish dumplings in miso soup.

Miso soup with long rice. Rice: Azuki meshi (Rice with red beans). Sekihan (Steamed azuki rice). Inari zushi (Sushi rice in aburage).

Fish and seafoods: Ebi no teriyaki (Barbecued shrimp). The sauce consists of: 3/4 cup shoyu, 1 teaspoon gourmet powder [Ajinomoto], 1/2 cup sugar, 1 teaspoon grated ginger, 1 clove garlic [crushed]. Mix well). Katsuo no miso yaki (Tuna broiled with miso sauce). Katsuo teriyaki (Broiled fresh tuna). Meat and chicken: Sukiyaki (with tofu). Pork and tofu. Tofu: Gan modoki [Ganmodoki]. Ankake tofu (Boiled tofu with thick sauce). Tofu with crab meat egg roll. Tofu tempura. Okara (Bean curd residue dish). Iri dofu. Okara nira (with aburage). Yudofu with goma [sesame] miso sauce. Fried tofu cooked in miso. Koya dofu (Frozen soybean curd cooked in shoyu).

Note 1. This is the earliest English-language document seen (April 2013) that uses the term "Koya dofu" (regardless of capitalization) to refer to dried-frozen tofu.

Note 2. This is the earliest English-language document seen (April 2013) that contains the term "Gan modoki" (regardless of hyphenation); it refers to deep-fried tofu burgers.

Vegetables: Kiriboshi and aburage. Nikomi oden with yakidofu. Cabbage with mustard & miso sauce. Shira ae–Watercress (With tofu dressing). Shira ae (Vegetable with tofu sauce). Daikon sumiso ae (Turnips in miso). Nikomi oden (Vegetables with miso). Nishime (with tofu). Nasu no shigiyaki (Fried eggplant with miso sauce). Negi–nuta (Green onions with miso sauce). Green pepper–miso yaki. Kuromame (black soybeans). Noodles: Kitsune udon (With aburage). Relishes: Konbu no tsukudani (Seasoned seaweed). Tekka miso (Fried miso with gobo). Kaibashira no tsukudani (Scallops cooked in shoyu). Shoyu turnips. Desserts: Ohagi (rice cake with bean paste and kinako). Many with kanten, azuki beans, and azuki koshi an (Sweetened bean paste).

Glossary (p. 97-98) includes: Aburage (fried bean curd). An (red bean paste). Azuki (red beans). Edamame (soybeans). Fu (gluten cake). Gourmet powder (monosodium glutamate). Kanten (gelatin made from agar-agar). Karashimiso (mustard miso). Kinako (yellow soy bean powder). Kirazu (bean curd residue). Konbu (seaweed). Kuromame (black soy beans). Miso (fermented rice and soy beans). Nori (sea weed). Okara (bean curd residue). Shira-ae (vegetables with mashed tofu). Shoyu (soy sauce). Sumiso (vinegar and miso sauce). Sushi. Tare (thick shoyu sauce). Tempura (fritters). Teriyaki (barbecue). Tofu (bean curd). Ume (pickled plum). Wakame (sea weed). Yakitofu [yakidofu, broiled or grilled tofu].

Note 3. This is the earliest English-language document seen (April 2013) that uses the term "Yakitofu" to refer to grilled tofu.

Note 4. This is the earliest English-language document seen (June 2013) that uses the term "bean curd residue" to refer to okara.

Note 5. This is the earliest English-language document seen (Nov. 2012) that uses the term “yellow soy bean powder” to refer to kinako [roasted whole soy flour]. Address: International Institute Y.W.C.A., Honolulu, Hawaii.

344. White, Julius Gilbert. 1951. *Abundant health: Expounding the Learn-how-to-be-well system of daily living*. 5th printing. Pine Mountain Valley, Georgia: Health and Character Education Institute. xix + 477 p. Illust. 24 cm. See p. 367-82. [25 ref]

• **Summary:** About vegetarianism, diet, and hygiene. Note that the author was formerly (for 11 years) head of the Lecture Bureau at Madison College, a Seventh-day Adventist college and sanitarium. A portrait photo (p. vi) shows Julius G. White.

One chapter titled “The soybean: The wonder food of the world” (p. 367-82) discusses (with some recipes) the nutritional value of soybeans, Soybean milk and the pulp left after making it, soy flour, whole soybeans, vegetable meat (meat substitutes), soybean cheese [tofu], home-made soy butter (made from 4 tablespoons each soy flour and water, 1 cup of oil, a little salt and butter color if desired), soy mayonnaise, soy acidophilus milk, soy sprouts, soy sauce, soy coffee, and soy protein substitute for egg-white.

345. Learmonth, E.M. 1952. *Soya in Britain. Soybean Digest*. Sept. p. 30-32, 42. [4 ref]

• **Summary:** “Ignorance, prejudice, and the well-known conservatism of the British public mean that the development of soya as a protein food is a long and arduous task. Nevertheless we have made some progress. The post-war production of full-fat soya has ranged around 23 million pounds per annum with a peak in 1947-48 of 31 million pounds.” All of soya produced in Britain after World War II has been full fat. Most is “debittered full-fat flour and meal though there is a small but persistent demand for enzyme-active soy flour for bread making.” An estimated 50% of the debittered product goes into baked goods (cakes, biscuits, bread), and 20% goes to grocery products (soup powders, canned goods, salad creams). Recently the government restriction on the use of soya in manufactured meat products was removed so demand is growing in this area. Smaller quantities are used in the sugar confectionery industry and in ice creams.

In the early days the soybean was acclaimed as the wonder bean, and many falsely inflated claims were made. This has hurt the soya industry. “The true merits of the soya bean are still not widely recognised.” Soya flour sells well to the bakery industry because it confers 3 types of advantages on baked goods: technical (protection against oxidative rancidity), commercial (it extends the shelf life of baked goods), and organoleptic. American bread contains much more fat and sugar than its British counterpart.

Before World War II full-fat debittered soya, made in

England, was becoming increasingly popular as a high-protein binder in sausages and butchers’ small goods. During the war, as meat became less available to sausage manufacturers, a government regulation required that every sausage had to contain 7½% of soya grits. The British soya industry was unable to produce enough grits, so large quantities were imported from the USA. “The quality of those soya grits has done more harm to the name of soya in the United Kingdom than anything in the history of the industry... What an opportunity was lost to the soya industry by the fiasco of soya grits.”

A portrait photo shows E.M. Learmonth. Address: British Soya Products, Ltd., London.

346. Miller, Harry W. 1952. Re: Infant feeding. Letter to Miss Dorothea VanGundy at 11784 Bonita Ave., Arlington, California, Dec. 14. 1 p. Typed, with signature. [1 ref]

• **Summary:** “Under separate cover I have mailed you a copy of the book ‘Infant Feeding.’ I am sure that you will be very interested in reading it through from cover to cover. It is written in very simple language and well within your vocabulary as a dietitian... It is a resume of the latest on infant feeding and familiarizes one with all of these various infants’ foods. It also makes a very ready reference book in case any questions come up.

“I plan that you will have to do with a good deal of correspondence that comes in regarding infant feeding in the future... You will gradually get familiar with our Soyolac and its use... Of course, our scope of work goes way beyond infant feeding because we are working on the feeding of the masses of people, obtaining our nutrition from vegetable sources... Yours very sincerely, H.W. Miller, M.D., Research Director, International Nutrition Research Foundation.”

Note 1. This letter is typed on the letterhead of the International Nutrition Laboratory, Inc. Above the Laboratory’s name are printed: “Miller’s Soya Foods. Soyolac–Sandwich Spread–Vegetable Cheese–Green Soya Beans–Cutletburger–Cutlets.” Above that is hand-stamped: “International Nutrition Research Foundation, P.O. Box 388, Mt. Vernon, Ohio.”

Note 2. In November 1952 Miss Dorothea Van Gundy began to work for Loma Linda Foods in Arlington, California, as a dietitian and food demonstrator. In August 1960 she was married (her first marriage) to Ed Jones, a health food salesman and distributor, who was 13 years older than she. Ed had previously been married to Mildred Lager. Address: M.D., International Nutrition Lab., Inc., P.O. Box 388, Mt. Vernon, Ohio. Phone: 1195.

347. Battle Creek Food Co. 1952. *Battle Creek Steaks: Get your proteins cheaper. Taste better than meat!! (Ad). Diet Digest (Beverly Hills, California) No. 42*. Inside front cover.

• **Summary:** This full-page black-and-white ad shows illustrations of a can of “Battle Creek ‘Steaks’—a vegetable



product,” and of a plate containing two of the steaks with a baked potato and vegetables. The text reads: “For nutrition and economy—steaks are unbeatable. New—tenderized. A tasty meat substitute. Used and recommended by the Battle Creek Sanitarium and the Miami Battle Creek Sanitarium” [Florida]. Address: Battle Creek 23, Michigan.

348. Sandborn, William Cruzan. 1953. History of the Madison Food Factory (Document part). In: W.C. Sandborn. 1953. PhD Thesis, Dep. of Education, George Peabody College for Teachers, Nashville, Tennessee. 201 p. See p. 123-27, 159. Aug. 28 cm. [1 ref]

• **Summary:** The Food Factory (formerly a “large flakefood factory” built at Edgefield, near what is now Edenwold) was purchased in 1917, dismantled, and in 1917-18 moved from Edgefield near Amqui, a nearby community, to its present location [Note: This food factory had formerly been operated by Jethro Kloss.] It began operation at Madison [Tennessee] in 1918 (p. 123; the 1918 date was verified by Elmer Bush who helped move the factory). Mr. and Mrs. Andrew Wheeler were in charge of the work, under the direction of Mrs. Druillard, who had had years of experience in other institutions. The principal foods manufactured are protein foods made from gluten, soy beans, and peanuts. “Some of the trade names today are Zoyburger, Yum, Mock Chicken, Nu-Steak, Not-Meat, Vigoroast, and Ches-O-Zoy. A cereal substitute for coffee is Zoy-Coff” [Zoy-Koff] (p. 124). The meatless protein foods serve as substitutes for meat in the diet of vegetarians. Both the College and the Sanitarium hold to a meatless diet. The College ran a successful vegetarian cafeteria in Nashville.

“Some of the men who played an important part in the later growth and development of the food factory were Joe Hansen, C.H. Dye, T.A. McFarland, Captain Calvin Bush, Edwin Bisalski, George Norris, Leslie Brooks, John Brownlee, H.M. Mathews and Frank Holland. Of this group, H.M. Mathews and John Brownlee played a very important part in experimentation and development of the foods. E.M. Bisalski was outstanding in the group as a promoter and sales-manager. It was during Mr. Bisalski’s term as manager of the Food Factory that great expansion took place. A practically new plant, with one section four stories in height, was constructed in 1941. Shortly after, the sales began to drop off, and it has never been necessary to use the new building to its capacity. The Food Factory (now known as Madison Foods) is operating, on a much smaller scale than formerly, under the management of Mr. Frank Holland. The Madison Foods Company also operates a bakery, making whole wheat and soy bread. A daily bread route is served in Nashville.

“Another type of health work carried on by the Madison School was the operation of a treatment room and vegetarian cafeteria in Nashville, Tennessee. Workers drove back and forth each day from the School to Nashville to carry on the

work. The work was started in 1917, in rented quarters. After five years, because of advancing rents, it was thought best to close down the work and build a new building on a permanent location at 151 Sixth Avenue, North. This was done at the end of the year 1922. The new location was occupied in the spring of 1923. [It opened on April 23.] A successful work was carried on in the new location for over a decade” (p. 125).

“The Food Factory was remodeled, in fact, practically a new structure was built, in 1942. The work actually started in November, 1941, and was completed in October, 1942. E.M. Bisalski was the prime mover in promoting the project, which cost between \$30,000 and \$40,000” (p. 159). Address: George Peabody College for Teachers, Nashville, Tennessee.

349. Nichols, Andrew J. 1953. The soya wurst program: A case study. Washington, DC: USDA/FAS. 17 p. Oct. 28 cm.  
• **Summary:** This is “A case study of the attempt to introduce a new food item in West Germany.”

Contents: Introduction. Development of a program. Appearance of obstacles and opposition groups. Factors in the outcome. Repercussions in the United States. Retrospect—Through the eyes of a military government officer. Lessons for the future. Future possibilities of the program.

A German law of 1887 forbade the mixing of meat and other ingredients without declaring it. Some German states had even older laws that specified what could or could not be added to meat in manufacturing sausages. During the 1930s, before World War II, Germany “had ‘bratlings,’ meatless hamburgers, which the soldiers and population had relished. They were vegetable hamburgers made from cereals, yeast, and full-fat soya flour. But by 1941 [Germany’s] soybean stocks were exhausted and the ‘bratlings’ had to be made without soya flour. The people did not like the taste of these nonsoya hamburgers and blamed their unpalatability on the soya content, not realizing that the problem was the lack of soya” [p. 14].

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “meatless hamburgers” (or “meatless hamburger”).

German consumers had their next unfortunate experience with soya during the early years of World War II, when the German army had experimented on a large scale in the use of a product made of soya flour mixed with meat. During the course of these experiments, large numbers of German men had been fed various soya-meat products, none of which they found particularly palatable.

A third negative experience had come when the Military Government and the German administration of food and agriculture tried to improve the bread supply by adding soya flour and corn meal to wheat and rye flour. This effort also ended in failure. Thus, by 1948 the word “soya” was very unpopular with many German consumers.

In the early spring of 1949 a new soya product, named

Soya Wurst, appeared on the market in Western Germany. It was the result of a project that for months had joined the efforts of the officials of the German Administration of Economics and Food, Agriculture and Forestry, and the Allied Military Government. The primary objective of the project was to correct a serious protein deficiency in the German diet. The plan was to extend meat sausage with high-quality vegetable proteins.

Five people came to play leading roles in the soya wurst program: Gwynn Garnett, F.D. Mitchell (Mr. Garnett's assistant and an Englishman), Heinrich Hensen, William Bening (head of the German Soybean Institute, and also a representative of the American Soybean Association, which was trying to increase exports of soya flour to Germany), and Karl Nerger (of Kellinghausen, near Hamburger, a leading German meat manufacturer).

At the beginning of the program 3,000 butchers were participating; a year later, in early 1950, only 100 were selling the product. In that year less than 30,000 tons of soya worst had been made and sold. By the summer of 1950 the program had completely collapsed. This program analyzes the complex reasons for its failure.

Mr. Nerger "finally succeeded in getting a proper product, which he called Soya Fleisch [Soya Meat], and this he mixed with meat to produce the soya wurst. The soya wurst could contain various amounts of Soya Fleisch, up to 90% of its composition.

"After some difficulties Mr. Nerger succeeded in developing a soya wurst of excellent quality" (p. 4).

"Best of all the new product was cheap; a pound of regular liver sausage retailed at 2.40 DM (Deutsche Marks); the soya sausage could be sold for 1.60 DM" (p. 4-5).  
Footnote: One DM is approximately 24 cents.

**350. Product Name:** The Versatile Soyabean in Tomato Sauce.

**Manufacturer's Name:** F.G. Roberts' Health Foods.

**Manufacturer's Address:** 40 Chapel St., St. Kilda (a beach-side suburb of Melbourne), Victoria, Australia.

**Date of Introduction:** 1953.

**Ingredients:** Incl. soybeans, tomato sauce or puree.

**Wt/Vol., Packaging, Price:** Tin-plated steel can.

**New Product-Documentation:** Letter from Paul Smith of Soy Products of Australia Pty. Ltd. 1981. Vincent R. Smith was a soyfoods pioneer in Australia. From 1953-54 to 1974-75 he canned soybeans in tomato sauce or puree. In 1956 he founded Soy Products of Australia Pty. Ltd.

Talk with Paul Smith. 1995. Feb. 20. The soybeans were soaked overnight, then pre-cooked in a steam-jacketed vessel. Then the cooked beans and tomato puree were put in can, the can was lidded, then the whole can was autoclaved, then labeled. Sanitarium Foods took a keen interest in this product, then copied the product from F.G. Roberts' Health Foods. Paul remembers how his company used to

supply the product to the many Sanitarium retail health food stores. His father had a little creamy white Ford panel van with green stripes on the sides. They used it to deliver their products to places like The Original Nature, the first vegetarian restaurant in Melbourne, down in the basement in Little Collins Street. The restaurant served salads and grated carrots, and fresh squeezed carrot and celery juice, and fruit juices. They also made and served vegetarian burgers.

**351. Product Name:** Loma Linda Tender Rounds (Meatless), and Tender Bits (Fish-like).

**Manufacturer's Name:** Loma Linda Food Co.

**Manufacturer's Address:** 11503 Pierce Place, Arlington, California.

**Date of Introduction:** 1953.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, brown rice, vegetable oil, oat flour, soy flour, salt, yeast extract, MSG, onion powder, flavorings, lecithin, lysine.

**Wt/Vol., Packaging, Price:** 19 oz (1 lb 3 oz) can. Retail for \$2.60 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product-Documentation:** Price list. 1953. "with soy."

Loma Linda Food Co. 1969. "Wholesale Price List."

Tender Bits are now sold in 14 oz, 20 oz, and 50 oz cans.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in "Tender Bits (Loma Linda)."

Patricia H. Black and Ruth L. Carey. 1971. *Vegetarian Cookery*. 5 vols. This set of vegetarian cookbooks contains several recipes calling for "Tender Bits" which are sold in 20 oz cans.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. Tender Bits is a canned fish-like products based on spun soy protein fiber. Note that the product had been reformulated by 1973.

**352. Product Name:** Loma Linda Linketts, Little Links, Big Franks (Meatless Hot Dogs).

**Manufacturer's Name:** Loma Linda Food Co.

**Manufacturer's Address:** 11503 Pierce Place, Arlington, California.

**Date of Introduction:** 1953.

**New Product-Documentation:** Price list. 1953. "with soy."

*Today's Food* (Loma Linda Foods, Arlington, California). 1960. Spring. p. 4. Linkettes are used in a recipe. Loma Linda Foods has recently switched from using vegetable shortening in this product to using liquid corn oil (p. 7).

By 1979 this product was reformulated with textured soy protein.

**353. Product Name:** Loma Linda Redi-Burger (Meatless Hamburger).

**Manufacturer's Name:** Loma Linda Foods.



**Manufacturer's Address:** 11503 Pierce Place, Arlington, California.

**Date of Introduction:** 1953.

**New Product–Documentation:** Price list. 1953. By 1979 this product was reformulated with textured soy protein.

354. Pohl, Frederik; Kornbluth, C.M. 1953. *The space merchants*. New York, NY: Walker and Company. 158 p. See Chap. 2, p. 16.

• **Summary:** “The Conservationists [Consies] were fair game, those wild-eyed zealots who pretended modern civilization was in some way ‘plundering’ our planet. Preposterous stuff. Science is *always* a step ahead of the failure of natural resources. After all, when real meat got scarce, we had soyburgers ready. When oil ran low, technology developed the pedicab... We wanted Venus colonized by Americans.”

Note: This is the earliest English-language document seen (Nov. 2014) that contains the word “soyburgers” (or “soyaburger”).

355. Boyer, Robert A. 1954. High protein food product and process for its preparation. *U.S. Patent* 2,682,466. June 29. 5 p. Application filed 6 May 1952. [6 ref]

• **Summary:** This landmark patent, which describes the preparation of textured meatless foods from spun vegetable protein, started the spinning of soy protein filaments. The patent begins: “This invention relates to a food product and is a continuation-in-part of my copending application, Serial No. 118,445, filed September 28, 1949. In particular it relates to synthetic meat and to methods of producing synthetically foodstuffs which will have the flavor, coloring, taste and ‘chewiness’ of meat. By the term meat I mean to include not only the meat of mammals, but also the meat of fish, fowl, shell fish and crustaceans.”

“The stumbling block up to this point has been in the reproduction of the texture and appearance of natural meat, the texture of course involving the factor of ‘chewiness.’ Vegetable chops using wheat gluten as a base have a certain amount of ‘chewiness,’ but they do not duplicate the fibrous character of meat; and they fail to give that satisfaction that comes from the breakdown in the mouth during the mastication of a piece of meat.”

“Artificial textile fibers have been made synthetically from vegetable protein such as soy beans, corn, or peanut protein, as well as from animal proteins such as casein and keratin.”

Filaments were prepared by dispersing the protein material, forcing the dispersion through a porous membrane such as a spinneret of the kind used in the production of rayon, coagulating the emerging streamlets in an acid bath, and stretching the oriented filaments to develop desired fiber strengths, each fiber commonly having an average thickness of about 20 micrometers / microns. One spinneret was

capable for forming several thousand individual filaments or fibers which are very fine and which when taken together exist as a group having an overall diameter of perhaps one-quarter inch. “If a battery of spinnerets or dies as above outlined are provided, there will be a considerable number of bundles or groups of filaments which, when assembled together, may constitute what I have hereinafter called a ‘tow’ of filaments, which tow, depending upon the number of dies or spinnerets used, may be conveniently three to four inches in diameter.”

The formed filaments are then placed in a salt solution to prevent them from dissolving. The pH of this solution is typically adjusted to be in the range of 5.6 to 6.4—the same as most meats. In this way a palatable food product can be produced without the use of binders or fats. The fibers are stretched in this salt bath using a take-away reel or godet wheel. “In practicing my invention with soy bean protein I have applied stretching tensions satisfactorily as high as 400%.” To summarize: This is a process of preparing synthetic meat by preparing a quantity of filaments of protein material, such as “filaments of soy bean protein material.” It is: “A meat-like product comprising oriented edible fibers” or “edible filaments.”

Note 1. This is the earliest document seen (June 2013) concerning the spinning of soy protein isolates to make spun soy protein fibers for food use.

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term “synthetic meat” (or “synthetic meats”—with any combination of hyphens or quotation marks). The phrase “The process of preparing synthetic meat...” is used repeatedly in this patent.

Note 3. This is the earliest English-language document seen (June 2013) that uses the word “filaments” or the term “edible filaments” to refer to edible spun soy protein fibers.

Note 4. This is the earliest English-language document seen (June 2013) that uses the word “spinneret” (or “spinnerets”) in connection with edible spun soy protein fibers.

Note 5. This is the earliest English-language document seen (June 2013) that uses the word “tow” (or “tows”) in connection with edible spun soy protein fibers. The definition of a “tow” is given above.

Note 6. This is the earliest document seen (June 2013) concerning the etymology of textured soy protein isolates. Address: Cincinnati, Ohio.

356. Worthington Foods, Inc. 1954. Wholesale price list and order blank. P.O. Box 190, Worthington, Ohio. 1 p. Nov. 15.

• **Summary:** New products include: Soyamel–soy milk. Entree (in tomato sauce or mushroom gravy). Veja-links.

Note: This is the earliest English-language document seen (Aug. 2003) that uses the term “links” or “Veja-links” to refer to meatless soy sausages. Address: Worthington, Ohio. Phone: 2-5359.

357. **Product Name:** Sanitarium Health Foods Soya Beans in Tomato Sauce.

**Manufacturer's Name:** Sanitarium Health Food Co.  
**Manufacturer's Address:** Sydney, N.S.W., Australia.  
**Date of Introduction:** 1954.

**Ingredients:** Soya beans, tomato, sucrose, salt, onion, paprika.

**Wt/Vol., Packaging, Price:** 430 gm can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Letter from Sanitarium Health Food Co. 1981. Label. 1980, undated. "A delicious protein-rich vegetable." Two recipes on label. Recipe brochure. 1981, undated. "Imagination in cooking... with Sanitarium." Photos show: Canned Soya Beans in Tomato Sauce, Vegetarian Rediburger, Bologna, Tender Bits. Label. "Delicious protein-rich vegetable." Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1954. Ingredients now read: "Soya beans, sauce, water added."

Note: This is the earliest known commercial soy product made by Sanitarium Foods in Australia.

Note: This is the English-language document seen (Nov. 2014) that contains the term "Rediburger" (or "Rediburgers").

358. **Product Name:** Meat Substitutes.

**Manufacturer's Name:** Sterner's Special Foods.  
**Manufacturer's Address:** Route 2, Birdsboro, Pennsylvania.

**Date of Introduction:** 1954.

**New Product–Documentation:** Soybean Blue Book. 1954. p. 105. "Manufacturer of meat substitutes." Soybean Blue Book. 1960. p. 89. The only manufacturer of meat substitutes listed.

359. **Product Name:** Entree [in Tomato Sauce, or Mushroom Gravy].

**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: 2-2539.

**Date of Introduction:** 1954.

**Wt/Vol., Packaging, Price:** 20 oz or 4.5 lb can.

**New Product–Documentation:** Wholesale price list. 1954. Nov. 15. Sold in 20 oz or 4.5 lb cans.

*Chopletter* (Worthington Foods, Ohio). 1960. "What you should know about Worthington Foods." April, p. 3. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label include Entree.

360. **Product Name:** Veja-Links (New name for Meatless Wieners).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: 2-2539.

**Date of Introduction:** 1954.

**Wt/Vol., Packaging, Price:** 19 oz can. Retail for \$2.70 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** *Chopletter* (Worthington Foods, Ohio). 1960. "What you should know about Worthington Foods." April, p. 3. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label include Veja Links.

Soybean Blue Book. 1965. p. 1121.

Letter from Allan Buller. 1981. April 29. Made of wheat gluten with soy flour or grits to complement the former's very low quality protein and to work as a filling and binding agent.

361. Vollmer, Marion W. 1954. Food: Health and efficiency. Lessons in nutrition and healthful food preparation. Prepared for use in Home health education classes under the direction of the Medical Dept. of the General Conference of Seventh-day Adventists. Nashville, Tennessee: Southern Publishing Assoc. 111 p. 24 cm.

• **Summary:** This Seventh-day Adventist book on vegetarian nutrition (with recipes) mentions soy in several places. To help make breakfast a hearty meal, waffles may be "reinforced with soy" (p. 19). When cooking processed breakfast cereals, "they can be made more nutritious by adding wheat germ, rice bran, soy flour, etc." Soybeans are given as the first example of a high-protein food that should be eaten daily (p. 26), and soybeans, soybean products, and gluten are listed as good sources of protein (p. 31). A table showing the protein content of common foods includes Soyalac (dry soy milk), meat substitutes (commercial gluten steaks, Proteena or dark meat substitutes, Nuteena or light-meat substitutes), and soybeans (p. 32).

The following recipes are given: Baked soybeans (p. 34). Gluten (how to prepare and serve at home, p. 35-36). Gluten, mushroom, and potato pot pie (p. 36). Holiday loaf (with Vegemeat Burger or other ground gluten, p. 37). Mushroom dressing with gluten slices (p. 37).

A second edition was published in 1964.

362. Lager, Mildred. 1955. Suggestions for the arthritic, with menus and recipes. Burbank, California: Published by the author. 46 p. Aug. No index. 20 cm. Saddle stitched.

• **Summary:** The dedication page states: "Dedicated to all arthritics—everywhere." Copyright 1938 by Mildred Lager. Seventh edition (Revised and enlarged) May 1948. Eighth edition [printing] January 1951. Ninth edition May 1952. Tenth edition August 1955.

Contents: Part I. Introduction. Types of arthritis



(inflammation of the joints; rheumatoid and osteo-arthritis). Causes of arthritis. Suggestions. Foods for the arthritic (diet can make a big difference). My own case. Juice diet. Kind of juices. How to take juices. Limited diet: Breakfast, lunch, dinner. Salisbury diet. General diet: Breakfast, lunch, dinner, dessert. Other suggestions: Heat, baths, sweats, etc., massage, digestive aids (natural laxative foods and bulky foods), supplements, vegetarian diet. Mental attitude (positive mental attitude and healthy emotions are very important). Additions August 1955 (p. 28; "It is now more than 30 years since I began my battle with arthritis... Thanks to my diet I have led a very active life. I am still on the fundamental diet because I do not know of anything better... Cortisone and ACTH have been heralded as miracle drugs. I do not believe these drugs are the solution to the problem. In many cases they have brought temporary relief...").

Part II. Menus (p. 29-31). Vegetarian menus (p. 31-32). Approximate carbohydrate content of fresh fruits. Carbohydrate content of dried fruits. Carbohydrate content of fresh vegetables. Recipes (p. 33-46).

"My own case" (p. 10-14). Note: Mildred M. Lager was born on 19 Dec. 1900 at Superior, Wisconsin, of Swedish parents, who immigrated to America. In 1925 she started her lifelong battle with arthritis. "As diet was the greatest factor in my recovery, I am going into detail about my experience." After graduating from college, she began teaching. She continued trying every possible cure for more than two years. "As a last resort, I half-heartedly turned to diet. I found, to my surprise, that when I left out starches and sweets I felt better, but I still did not realize that I must make an about face and a complete change in my eating habits. I became very interested in food, however, and read every book and article I could read on the subject... I don't know how long I would have continued in this half way stage had not my doctor bluntly told me *the truth* as he put it He said that nothing could be done and I might as well know it. By this time my elbows were locked (ankylosed)" and my wrists, hands, knees, ankles, and feet were badly affected. "I felt as if my body were nothing but 'sore joints.'"

So she started a strict diet of natural unsweetened fresh fruit juices only. She found orange, grapefruit, tomato, pineapple, and apple to be the best for her. One month later she took a teaching job in northern Michigan, arriving there in twenty degrees below zero. Within 9 months she had won her battle. There follows a list (p. 13) of six foods to avoid plus two general tips. Also, when using dried fruits, use only the unsulphured kind. "Liquified [sic] drinks: A liquefier is a blessing to any one who for some reason cannot tolerate raw green leafy vegetables" (p. 35).

By 1955 Mildred had already authored two books on soybeans and soyfoods, the first one (*The Useful Soybean*, 1945) a classic. This book contains soy in many of the menus and recipes: Soy oil for salad dressing (p. 18-19). Soybean melba toast (p. 20, 29, 31). The best sources of

vegetable protein in a vegetable diet include soybean protein (p. 27). Baked soybeans for dinner (p. 31). Cooked soy grit cereal for breakfast (p. 32). Soy melba toast with avocado for lunch (p. 32). Recipes for: Soy bread, soy melba toast, soy gluten bread (p. 37). Meat substitute dishes (p. 39-42): Cooked soybeans with soy sauce. Canned or baked soybeans (available in most markets and all health food stores). Soy loaf (with cooked soybeans and melba toast crumbles). Soy grits. Cooked soy grits. Soy vegetable hash. Soy cheese or tofu. Tofu steak. Mock fish tofu. Gluten steak. Nut butters. Almond butter. Pecan spread. Nut sauce or gravy. Cashew gravy. Almond hamburgers.

Note 1. This book advocates a vegan diet, free all animal products.

Note 2. This is the earliest English-language document seen (April 2013) that contains the term "Tofu steak." Address: Burbank, California.

363. Lager, Mildred. 1955. Nutritional news and recipes: The power of gratitude. *Let's Live* 23(11):22-23, 53. Nov.

• **Summary:** "We all have so much to be grateful for, as there is an abundance of wonder and loveliness in the world if we will but look at it. Gratitude brings both healing and comfort. Start your day with gratitude..."

Discusses nuts as food, with recipes, including: Almond breakfast with "raw almond butter." Almond milk. Peanut butter mayonnaise. Vegetables in nut gravy (with "raw or toasted cashew butter"). Almond hamburgers [meatless] (seasoned with soy sauce). Address: Los Angeles, California.

364. Adachi, Isamu. 1955. *Kinsei Nihon shokumotsushi* [Recent history of Japanese foods]. Tokyo: Takahashi Shoten. 483 p. [Jap]

• **Summary:** Soyfoods are discussed on the following pages: Tofu (p. 52-53, 68-69, 150, 178-79, 188, 190-91, 194, 196-97), fried tofu-hiryozu and ganmodoki (p. 88-deep-fried tofu burgers), fried tofu-aburage or deep-fried tofu pouches (p. 96-97, 150), black soybeans (p. 140).

Note: This is the earliest (and only) English-language document seen (Nov. 2014) that contains the word *hiryoze*; it refers to Kyoto-style deep-fried tofu balls.

365. Boyer, Robert A.; Saewert, Harold E. Assignors to Swift and Company (Chicago, Illinois). 1956. Method of preparing imitation meat products (pH control). *U.S. Patent 2,730,448*. Jan. 10. 2 p. Application filed 2 Feb. 1953. [7 ref]

• **Summary:** "The present invention relates in general to the treatment of edible protein material preparatory to forming the same into food products. This invention represents an improvement over the method disclosed and claimed in the earlier-filed application of Robert A. Boyer, Serial No. 118,445, entitled 'Synthetic Meat,' filed September 28, 1949, and now abandoned, and in the continuation-in-part thereof, Serial No. 286,447, filed May 6, 1952, now Patent No.

2,682,466.”

In “the production of synthetic meat” soy protein is formed into fibers or filaments through the use of a “spinneret.” Groups of these “protein filaments” “are formed into bundles or tows and then freed from excess liquid by squeezing or centrifuging. The bundles of filaments are then mixed with a suitable binder...” Example II starts with “A tow of soybean fibers...”

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “imitation meat” or “imitation meat products” (with any combination of quotation marks).

Note 2. This is the earliest English-language document seen (Dec. 2004) that uses the term “protein filaments” to refer to edible spun soy protein fibers.

366. Chen, Philip S.; Chen, Helen D. 1956. Soybeans for health, longevity, and economy. South Lancaster, Massachusetts: The Chemical Elements. xii + 241 p. Illust. Index. 21 cm. 2nd ed. Jan., 1962, 242 p. [24 ref]



• **Summary:** A comprehensive review of the subject. Contents: Preface, by the author (South Lancaster, Massachusetts, July 1956). Foreword, by Geo. M. Strayer, Vice-President and Secretary-Treasurer, American Soybean Association. Introduction. Part I: Nutritive value of the soybean. 1. Protein (incl. Dr. Wolfgang Tiling of Hamburg, Germany; Dr. Harry Miller). 2. Fat (incl. phosphatides, sterols and hormones). 3. Carbohydrates and caloric value. 4. Minerals. 5. Vitamins. 6. Soybeans and world population. 7. Soybeans and disease (incl. Dr. Wolfgang Tiling of Germany).

Part II: Soy products. 8. Soybean oil: Composition and properties, processing and refining, reversion, uses, phosphatides, margarine, mellorine (vegetable frozen dessert). 9. Soybean oil meal: Heat treatment, Gelsoy, Multi-purpose Food. 10. Soy flour: Uses, soy bread vs. enriched white bread. 11. Soy milk. 12. Soy cheese (or soybean curd, “aptly described by the Chinese as ‘the meat without

bones”)—incl. pressed tofu sheets and yuba). 13. Soy sauce: Preparation of kojis, brine fermentation, production yields, microorganisms are available. 14. Soybean sprouts.

Part III: Soybean culture and preservation. 15. Soybean culture: Two types of soybeans (commercial field vs. edible or vegetable varieties), inoculation, fertilizer, cultivation, harvest. 16. Preservation of soybeans: Shelling, canning, freezing, dehydration, harvesting dry mature soybeans.

Part IV: Recipes. 17. Soybeans and soybean pulp: Green or fresh soybeans, dry soybeans, soybean pulp (“prepared by pressing cooked soybeans through a coarse sieve or by grinding them in a food grinder”), recipes (incl. Soyburger, Scalloped green soybeans, and Roasted soybeans—dry roasted or deep-fried (p. 151). Describes how to make wheat gluten at home and praises monosodium glutamate for its ability to improve the flavor of recipes—though its use is called for only in the recipe for Soyburger). 18. Soy flour: Breads, cakes, cookies, pies, soups, other recipes (A recipe for Wafers, p. 180, calls for “½ cup roasted soybeans, finely chopped”).

19. Soy grits and soy flakes. 20. Soy milk. 21. Soy cheese. 22. Soybean sprouts.

Appendices: A. Soybean utilization (chart). B. Manufacturers and handlers of soy foods (Source: 1956 *Soybean Blue Book*). C. References.

Chapter 1, “Protein,” begins: “The soybean is best known for its high protein content (p. 7). It then discusses the work of Dr. Harry Miller (p. 14-15).

Chapter 15, “Soybean Culture,” describes how to grow soybeans in a garden. Pages 126-27 discuss the two types of soybeans: the commercial field type and the edible vegetable type. Five major differences between the two types are discussed (p. 126). The edible varieties are larger in size, do not yield as heavily (though they yield more heavily than snap beans or lima beans), are more prone to shatter as they near maturity in the field, are superior in flavor, texture, and ease of cooking, and some edible varieties are also superior in the manufacture of soybean flour, soybean milk, roasted beans and other products. Table 31 (p. 130) lists eleven varieties of edible soybeans: Very early—Giant Green. Early—Bansei, Fuji. Midseason—Hokkaido, Jogun, Willomi. Late: Illington, Imperial, Funk Delicious, Emperor, Higan. Commercial—Illini.

Chapter 16, “Preservation of Soybeans,” describes how to preserve “green soybeans” by canning, freezing, and dehydration.

Photos show: (1) A sack of Lincoln soybeans (facing p. 1). (2) Soybean plants, showing pods and leaves (p. 3 and 4). (3) A beam balance with a small amount of soy flour balancing many animal products. “The protein value of soy flour: 1 lb. of soy flour contains protein values equal to 2 lbs. beef, or 34 eggs, or 6 quarts milk.” Source: Health and Character Education Institute (p. 6). A similar photo (p. 24) states: “1 lb of soy flour contains food calories equal to 3½ lbs beef, or 3 quarts milk, or 29 eggs. (4) Two views of a



child. Left, suffering from marasmus. Right, after six months on a soy milk diet. Courtesy Dr. Wolfgang Tiling (p. 62). (5) A machine at the Northern Utilization Research Branch of USDA treating soybean oil with alkali (p. 72). (6) The distribution of MPF [Multi-Purpose Food] to starving Indian children (p. 91; Courtesy Meals for Millions Foundation). (7) Quaker City No. F4 grinding mill (p. 102; Courtesy Straub Co., 4059 Ridge Ave., Philadelphia, Pennsylvania). (8) Early soy cheese (tofu) production in the United States (p. 108; perhaps at Madison Foods). (9) The Northern Utilization Research Branch, Agricultural Research Service, USDA—shows outside of the huge building (p. 113). (10) How to grow soy sprouts in a glass jar at home (p. 119). (11) Well nodulated soybean roots (p. 129; Courtesy The Nitragin Co.). (12) Baked soybeans in a crock (p. 144). (13) Soy flour used in numerous baked products (p. 159; Courtesy ADM). (14) Griddle cakes [pancakes] made with soy flour brown quickly (p. 173). (15) Soy peanut butter cookies (incl. peanut butter and soy flour; p. 185). (16) Soy grits in a glass jar (p. 198). (17) Freshly-cooked crisp soybean sprouts in a raw vegetable salad (p. 219).

Note 1. The first printing of this book (1956) was dedicated “To Li Yu Ying and William J. Morse, *The Soybean Champions of the Eastern and Western Hemispheres*,” but by the second printing (April 1957) the dedication had changed “To William J. Morse and Harry W. Miller, *The Soybean and Soy Milk Champions of Our Time*.”

The publisher of this third printing was unable to sell all the books printed, so Chen apparently arranged for a company named “Outdoor Pictures” (Box 1326, Escondido, California) to sell them. On the title page, Outdoor Pictures pasted their name and address over that of “The Chemical Elements.”

Note 2. According to the *National Union Catalog*, Philip Stanley Chen was born in 1903. The rear cover states that he was born in China and is now a naturalized U.S. citizen. He is a graduate of Emmanuel Missionary College [in Berrien Springs, Michigan] and Michigan State University. Before writing this, his first book on diet, health, or soybeans, he wrote several books on chemistry: (1) *The Chloro Derivatives of m-cresol*. 1933. Easton, Pennsylvania: Mack Printing Co. 7 p. (Abstract of his PhD thesis, Michigan State College of Agriculture and Applied Science); (2) *The Chemical Elements, Rev. ed.* 1948. South Lancaster, Massachusetts: Chemical Elements (fold chart). (3) *500 Syntan Patent Abstracts, 1911-1950*. 1950. South Lancaster, Massachusetts: Chemical Elements. 125 leaves. (4) *Syntans and Newer Methods of Tanning*. 1950. South Lancaster, Massachusetts: Chemical Elements. 128 p.

In 1962 Chen wrote *A New Look at God*, published by Chemical Elements (288 p.). Address: 1. Prof. of Chemistry, Atlantic Union College, South Lancaster, Massachusetts; 2. National Science Foundation Fellow, Cornell Univ.

367. Shefferman, Maurice. 1956. *Foods for longer living*. New York, NY: Whittier Books, Inc. 181 p. No index. 22 cm. • **Summary:** This is a book about diet and nutrition by one of the founders (in New York City) of Balanced Foods, the major health food distributor. Although it contains few original ideas, it helped to introduce soybeans as a healthy food, and meatless meals, during the late 1950s.

Contents: Preface. 1. Living a balanced life. 2. How well nourished are we? 3. Who gets our best food? 4. Your bloodstream is your lifeline. 5. Vim, vigor and vitamins. 6. A vitamin primer. 7. Minerals in your diet. 8. Cook, spare those nutrients. 9. Natural seasonings. 10. Fresh juices are staple foods. 11. The five basic foods. 12. Everybody needs more vitamin C. 13. Overweight—Our national health problem. 14. Don’t live on your nerves! 15. Are you tired? 16. Relax and invite your health. 17. “Having a wonderful time!” 18. Your summer diet. 19. Design for winter living. 20. Recipes.

Shefferman wrote this book so it “would make sense to a lot of people who have a very hazy idea that right food has any direct relationship to their health.” The “eating habits of the average American family, or individual, are not good.” Many foods “have been depleted of much of their valuable nutrients; we eat too much,” too many hot and highly spiced foods, and too much meat. The “vegetarians eat entirely too much starchy foods and are usually, as a result, on an unbalanced diet. As a nation we have retrogressed from the days when our forbears lived on natural, live, whole foods.” “I believe that my viewpoint on ‘natural’ foods will find ready acceptance by intelligent people who are genuinely interested in helping themselves to maintain sound health all the days of their life” (Preface, p. 5).

Also discusses: The growing interest in the practice of organic gardening in the USA (p. 25). “Acid conditions of the soil are as unhealthy as acidity in the human system” (p. 26). “Under ideal conditions we can obtain all the vitamins and minerals we need through natural foods and correct eating.” Yet today our soils are depleted of minerals and excessive processing further reduces the nutritional value of our foods (p. 35).

The human body is composed of about 66% oxygen, 18% carbon, 10% hydrogen, 2% nitrogen, and the remaining 4-5% is made up of minerals and trace elements. “Under ideal conditions, a perfect diet which includes the four main minerals—calcium, phosphorus, iron, and iodine—in abundance, will furnish all the other trace elements in sufficient amounts. The lesser minerals are sodium, potassium, magnesium, manganese, chlorine, and sulphur (p. 38, 52). Soy beans are a good source of thiamin (vitamin B-1, p. 42), riboflavin (B-2, p. 43), folic acid (p. 46), and choline (p. 46).

There “is always the possibility of getting too much of the proteins in the diet, especially proteins of meat, and that is one of the best reasons in the world why all persons should change over to meatless meals as often as possible. Now this

is not an appeal for the reader to become a vegetarian, for it is the writer's firm belief that meat and fish foods are vitally necessary to complete the diet. On the other hand, it is an appeal to meat eaters not to eat an excess of animal foods, for this may throw too much of a burden upon the system... Among the better known protein foods are soy beans, dried beans, lentils, nuts, cheese, eggs, milk, mushrooms... All of these are less costly than animal foods and certain varieties of fish and other sea foods" (p. 61).

Brown rice is an excellent food. It was used in an 1897 experiment "which was to mark a high point in modern nutritional history." It proved that beri-beri could be cured by substituting whole rice for polished rice (p. 62-63). One of the best sources of lecithin in the soy bean. Its benefits are discussed. Realize that "proteins of all kinds are being made from this alkaline-producing soy bean..." It cultivation has been promoted by the USDA, thereby making it a major crop. Soy beans are discussed at length. "The protein of soy beans is used in meat replacement dishes," Soy cheese [tofu] and "soy bean drinks" [soy milk] are good protein sources. For lunch, use "soy sandwich spreads" and "soy bean and wheat germ bread..." The main body of your meatless dinners can be made up of various combinations, including "soy bean loaf, "gluten steak," "green soy beans," "whole wheat or soy bean macaroni or spaghetti, or eggs "on soya toast." Use soya flour as a binder or serve baked soy beans with tomato sauce (p. 64-67).

Natural seasonings include "soy seasonings and natural herbs and spices." Use herb teas and herbs in cookery (p. 68-69). The five basic foods are blackstrap molasses, brewer's yeast, skim milk powder, wheat germ, and yogourt. They are "wonder foods" (p. 81). The Metropolitan Life Insurance Company's ideal weight chart shows, for example, that a man 6 feet tall should weigh 152-164 lb (small frame), 161-173 lb (medium frame), or 169-185 lb (large frame) (p. 97).

Shorter working days and modern labor-savings devices have transformed most Americans into a new "leisure" class (p. 108). Scientific experiments by Dr. Fisher at Yale University [New Haven, Connecticut] have shown that a meatless diet can provide sufficient protein for the body's needs. "Vegetable proteins such as almonds and soybeans are excellent protein foods. Soybean products supply essential amino acids without creating the toxic end-products of the meat diet. The residue from the digestion of meats is acid and toxic forming. Vegetable proteins leave a neutral or alkaline ash. Vegetable entrees are wonderful meat replacements for the summer menu. A savory vegetable steak or roast is just as hearty, just as satisfying as meat and a good deal easier on the digestive system. The deliciously rich flavor of meat substitutes is particularly appealing when appetites need tempting during the summer months" (p. 125-26).

People with a definite allergy to cow's milk—as is quite common among children and adults—"can use soy bean milk or goat's milk." Soy bean milk is "an excellent substitute

for milk products of animal origin. Crushed soy beans have been used as a source of milk by the Chinese for centuries. Soy milk is approximately the same chemical composition as dairy milk. It resembles cow's milk in consistency and appearance, and its calcium content is about equal to human milk. For infant feeding, in cases of special diets, digestive ailments and malnutrition, soy milk has proven highly beneficial. Soy bean milk is definitely alkaline and easily digested. The soy curd prepared from the milk is eaten as a soft, cottage-cheese-like food" (p. 128).

"Far too many individuals eat too much starch and not enough of the fresh fruit and vegetables." The "one man who should know better—the strict vegetarian—is often the worst offender" (p. 129). Recipes (p. 135-81) include: Soy casserole (meatless main dish, with cooked soy beans, p. 134). Cheese-bean casserole roast (p. 139). Baked soy beans (p. 151). Soy bean salad (with 2 cups "drained green canned soy beans," p. 158).

368. Dudman, Ruth K. Assignor to Swift & Company (Chicago, Illinois). 1957. Method of making high-protein food products [Meat analogs]. *U.S. Patent 2,785,069*. March 12. 2 p. Application filed 5 Oct. 1953. [1 ref]

• **Summary:** Describes the preparation of a meat substitute made from protein filaments which are fused using heat alone. One object of this invention is "to provide a method for preparing food products from man-made, edible protein fibers without the use of extraneous binders." An additional object is "to utilize the protein fibers themselves as the binding agent..." In this invention, "edible, man-made protein fibers" are subjected to the action of heat alone, causing them to fuse.

The author considers this process superior to the Boyer process. "Example 2. Soybean fibers... with a pH of 5.2 and a salt concentration of 3%, were squeezed to remove excess moisture. One hundred grams of these fibers were shaped into a 1 inch diameter bundle and placed on a rack in an uncovered pan in a 185°F oven. Fusion required 2 hours of heating at this temperature. A similar run in a 240°F oven required 1 hour of heating to produce fusion."

369. Worthington Foods, Inc. 1957. Wholesale price list and order blank. P.O. Box 190, Worthington, Ohio. 1 p. April 1.

• **Summary:** New products include: Soyamel (soy milk; Instant or instant malt). Soy milk (powdered or regular). Fry-Sticks. Ground wheat gluten. MC (Sliced Miller's Cutlets). MC Ground (Miller's Cutletburger). VP (Vegetable Protein). Sweet dill pickles. Address: Worthington, Ohio. Phone: Tuxedo 5-5359.

370. Anson, Mortimer Louis; Pader, Morton. Assignors to Lever Brothers Company (New York, NY; a corporation of Maine). 1957. Method of making protein food products and the resulting product. *U.S. Patent 2,813,025*. Nov. 12. 5 p.



Application filed 14 May 1954. [5 ref]

• **Summary:** This is a continuation of U.S. Patent No. 2,739,923. “The present invention relates to protein food products which resemble meat and meat products from the standpoint of taste, texture, general appearance and nutritional value and to a method of making such products.” The process involves the use of a chewy gel binder (made from either peanut or soya meal) with protein filaments.

“A process of making simulated meat or simulated meat products from animal and vegetable proteins which are capable of being formed into filaments... has been proposed in British Patent No. 699,692.” An “aqueous alkaline protein solution is spun or extruded” to create “protein filaments.”

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “simulated meat” (or “simulated meats”) or “simulated meat products” (with any combination of quotation marks).

Note 2: This is the earliest English-language document seen (March 2009) that uses the word “spun” in connection with soy protein food ingredients created by spinning. Address: 1. New York, NY; 2. West Englewood, New Jersey.

371. Anson, Mortimer Louis; Pader, Morton. Assignors to Lever Brothers Company (New York, New York; a corporation of Maine). 1957. Protein food product. *U.S. Patent* 2,813,024. Nov. 12. 3 p. Application filed 14 May 1954. [5 ref]

• **Summary:** “This application is a continuation-in-part of our co-pending application Serial No. 304,844, filed August 16, 1952.” “The present invention is directed especially to a protein food product which simulates the potted meat products or spreads such as deviled ham and meat paste which are commonly sold in food stores, and to a process for the preparation of such products... We have discovered that products very similar in nutritive value, taste, and texture to the ordinary meat spreads can be made from relatively inexpensive proteins isolated from such plentiful sources as the soybean and the peanut. For the manufacture of such products, the present invention is particularly concerned with the utilization of gel precursors.” Heating converts the gel precursor into a chewy protein gel. The first step in preparing the gel precursor is to either isolate soybean protein from soybean meal or to purchase a good quality edible isolated soy protein. It should be noted that soy protein as it exists in soy meal contains a gel inhibitor of unknown composition which sometimes interfered with the gelation of isolated soy protein.

The final product resembling a meat spread, but made with soybean protein, is in a flavorful binder. Peanut protein can also be used. Note: Cogan et al. 1968 cite this when describing how isolated soy protein is made. Address: 1. New York, New York; 2. West Englewood, New Jersey.

372. *Science Digest*. 1957. Meatless hamburger. Nov. p. 94.

• **Summary:** According to a patent issued to M.L. Anson of New York City, and assigned by him to Lever Brothers Co. of New York, “meatless hamburgers, meatless meat-loaves, and meatless luncheon meats” can be made from soybeans and wheat. “The synthetic meat is a mixture of a chewy protein gel obtained from the oilseed of either soybeans or peanuts and a dough made of wheat or rye flour. To this blended mixture is added flavoring and coloring materials.”

373. **Product Name:** Compro (Canned Meatless Meat with Tofu).

**Manufacturer’s Name:** Madison Foods.

**Manufacturer’s Address:** Madison College, Madison, Tennessee.

**Date of Introduction:** 1957.

**Ingredients:** Wheat gluten tofu, seasonings.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Letter from Sam Yoshimura. 1981. March 19.

374. **Product Name:** Fry-Sticks (Like Chicken Drumsticks; Spelled Fry Sticks by 1971).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: Tuxedo 5-5359.

**Date of Introduction:** 1957.

**Ingredients:** In 1971: Wheat protein [wheat gluten], soya, potato meal, powdered whole eggs, hydrolyzed vegetable proteins, dehydrated onion and garlic, plant extractive flavorings, MSG, salt, water.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Wholesale price list. 1957. April 1. Sold in 12 oz and 4 lb 12 oz cans. No description of the product is given.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 163. Lists the ingredients in “Fry Sticks (Worthington).” This is an institutional product.

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned chicken drumstick-like product based on spun soy protein fiber.

375. Zerfing, Sally D. 1957. Sally’s recipes. Glendale, California: Published by the author. vi + 221 p. Illust. No index. 25 cm.

• **Summary:** A remarkable vegetarian cookbook with a Christian message and references to many Biblical passages. It would be vegan, except for the use of honey. The author is a devout Christian and is probably a Seventh-day Adventist since (1) Ellen G. White is quoted on several pages (p. 2, 214-17, etc.), (2) it contains so many soy recipes at a

relatively early date, and (3) it mentions some brands of soy products (e.g. Madison Health Food Company's Cheze-O-Soy = tofu) made by Adventist companies. Page 14 has a short section on soy oil and page 14 a long section on soy beans, including soy milk. Soy-related recipes include: Soy beans (p. 44). Soy paste (with soy milk powder, p. 50). Soy-whole wheat noodles (with soy flour, p. 62). All purpose soy milk no. 1, no. 2, and no. 4 (made with El Molino Soya Milk Powder, p. 66-67). All purpose soy bean milk no. 3 (made from whole soy beans). Hot carob drink (with soy milk, p. 66). Almond milk. Cashew nut milk. Sesame milk (p. 67). "Liquefy together: 1 cup sesame seeds and 2 cups water. Then strain the milk through a fine cloth; squeeze to get out all the milk. Then liquefy with a little honey, salt, oil, or liquid lecithin").

Note: This is the earliest English-language document seen (Aug. 2013) that contains the term "sesame milk"—or a recipe for making it at home.

Scrambled tofu (with Chef Bonneaus Aminotone, p. 73). French toast (with soy milk, p. 73). No. 2 health burgers (with tofu, p. 79). Scrambled tofu sandwich (p. 80). Creamed tofu and nut spread. Soy cream and olive sandwich on Boston bread (with soy creamed cheese, p. 80). Cheze-O-Soy sandwich (p. 81). Sesame tahini cheese spread (with Sally's Soy Mayonnaise, p. 81). For other tahini recipes, see p. 82 and 111. For other sesame seed recipes: Sesame cream cheese (p. 82). Sesame salad dressing (p. 85). Sesame wheat germ candy (p. 148).

Soy creamed cheese (p. 82). Soy mayonnaise. Thousand island dressing (with soy mayonnaise, p. 83). Cucumbers with tofu cream dressing (p. 90). Homemade tofu cottage cheese (p. 91). Tofu cottage cheese (p. 91). Tofu vegetable jello-salad (p. 92). Tofu and rice croquettes (p. 100). Soy and rice patties (with ground soybeans, p. 101). Soy and eggplant patties (with ground soybeans, p. 101). Tartar sauce (with Sally's Soy Mayonnaise, p. 104). Baked macaroni and soy cheese (with tofu). Cheze-O-Soy and millet hash. Baked soy beans (p. 104). Soy and millet loaf (p. 105). Thanksgiving loaf—Wheat, tofu and nut combination (p. 107). Cheze-O-Soy patties (p. 108). Spanish-style scrambled tofu (p. 115).

Note: This is the earliest document seen (Feb. 2012) that contains the term "Scrambled tofu" or that contains a recipe for "Scrambled tofu." The book actually gives 3 recipes for scrambled tofu (pages 73, 80, and 115).

Ravioli (noodles made with soy flour and filling made with Cheze-O-Soy, p. 116). Bean sprout entree (with Cheze-O-Soy, p. 117). Scalloped corn (with tofu). Tofu Chick Pea Foo Young (p. 117). Wonder of the sea loaf (baked, with tofu, p. 118). Chew mein vegetarian style (with soy sprouts, p. 119). Tofu and Sally's homemade tofu (p. 118-19; curded with lemon juice and sea salt). Homemade soy cheese (made with El Molino Soya Powder, p. 119). Tofu gravy (p. 120). Non-dairy ice creams (p. 149-53; most recipes call for 2 tablespoons El Molino soya milk powder). Banana split,

Maple nut sundae, Fruit Sundae (each topped with "soy whipped cream," p. 151).

Note 1. We are unable to find a recipe or definition for "soy whipped cream" anywhere in this book.

Note 2. This is the earliest English-language document seen (Oct. 2013) that contains the term "soy whipped cream" (regardless of capitalization).

Date shake (with "2 cups soy milk No. 3 or No. 1," p. 152). Carob soy malt (with "2 cups all purpose soy milk No. 3," p. 152). Ice cream pie (topped with soy whipped cream, p. 153). Carob-wheat germ banana shake (with soy milk, p. 153). Soy pie crust (with "¼ cup stirred soy flour," p. 154). Pineapple soy cheese pie (with "1¼ cups tofu and "¼ cup soy milk powder," p. 156). Baby's soybean formula (p. 196). Composition of ¼ cup soy powder (p. 196). Tofu for babies (p. 200).

Chapter 18, "Grandma's remedies" is about fasting, including "A week or fourteen day fast" (p. 204). A large portrait photo on the front cover shows Sally Zerfing. Address: 24629 N. Arch St., Newhall, California.

376. **Product Name:** [GranoVita Cutlets].

**Foreign Name:** GranoVita Phag-Schnitten.

**Manufacturer's Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.

**Date of Introduction:** 1958.

**Wt/Vol., Packaging, Price:** 270 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product—Documentation:** Form filled out and Label sent by DE-VAU-GE. 1990. June 11. Note: This is the earliest document seen (Oct. 2004) concerning DE-VAU-GE and soy. This is the earliest known commercial soy product made by DE-VAU-GE.

377. **Product Name:** Sanitarium Health Foods Vegecuts (Vegetarian Steaklets).

**Manufacturer's Name:** Sanitarium Health Food Co.

**Manufacturer's Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1958.

**Ingredients:** Wheat protein, casein, soya beans, peanuts, cornflour, Marmite, onion powder, salt, monosodium glutamate, sucrose, curry.

**Wt/Vol., Packaging, Price:** 1 lb can.

**How Stored:** Shelf stable.

**New Product—Documentation:** Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. "Vegetable Protein—Ideal for grills, casseroles, stews, salads." Recipes for Vegecuts Ambrosia and Sukiyaki.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1958.



Note: This is the earliest soy product seen that uses casein as an ingredient.

378. **Product Name:** Sanitarium Health Foods Vegetarian Sausages.

**Manufacturer's Name:** Sanitarium Health Food Co.

**Manufacturer's Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1958.

**Ingredients:** Wheat protein, peanuts, tomato, soya beans, Weet-Bix, dried yeast, Marmite, herbs, cloves.

**Wt/Vol., Packaging, Price:** 430 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color.

Photo shows frankfurter-like sausages on a bed of rice.

“Vegetable Protein” Recipes for Sweet & Sour Sausages and Sesame Veg-Sticks.

Letter and Label sent by Sanitarium Health Food Co.

1990. June 25. Gives product introduction date as 1958.

379. Circle, S.J.; Johnson, D.W. 1958. Edible isolated soybean protein. In: A.M. Altschul, ed. 1958. *Processed Plant Protein Foodstuffs*. New York: Academic Press. xv + 955 p. See p. 399-418. Chap. 15. [93 ref]

• **Summary:** Contents: Introduction. Isolated soy protein compared to soy flour. Availability and forms of edible soy protein isolate: Soy protein and soy proteinate, modified forms of soy protein isolate, partial isolates of soy protein and by-products. Properties of unmodified isolated soy protein: Methods of dispersing protein and proteinate, viscosity behavior—effect of high temperature, flavor. Nutritional value of edible isolated soybean protein: Nutritional value for human beings and animals (isolated soy protein, soybean oil meal, soybean milk, soybean curd, and Oriental products), amino acid composition, supplementation (mutual supplementation, isolated soy protein as a source of lysine). Food uses of edible isolated soy protein: Dairy-type products (including recipes for All-vegetable coffee “cream,” All-vegetable whipped topping, All-vegetable “cream cheese,” Non-milk chocolate frozen dessert [ice cream], All-vegetable high-protein chocolate drink, All-vegetable high-protein non-starch chocolate pudding) meat-type products (including recipes for All-vegetable “meat loaf,” and All-vegetable “frankfurters”), baked and cooked products based on dough, cereal-type products, macaroni-type products, oriental-type foods, specialty foods, confections and preserves, coatings, feed uses, modified soybean protein products, summary and conclusions. Address: The Glidden Co., Chicago, Illinois.

380. Ford, Herbert P. 1958. The life story of Dr. Harry W. Miller. Unpublished manuscript. 169 p. Unpublished manuscript. 28 cm.

• **Summary:** This manuscript is the slightly edited second draft of the transcript of a single 7-8 hour interview that Mr. Ford did with Dr. Miller in 1958 in Chicago. According to Mr. Ford, Dr. Miller later gave a copy of the manuscript to Raymond S. Moore PhD, a Seventh-day Adventist educator, with the understanding that Moore would use it as the basis for a book. The book, titled *China Doctor*, was published in 1961. Dr. Miller was not very happy with the way the book turned out.

Pages 122-35 give a much more detailed account and history of Dr. Miller's work with soy milk, tofu, yuba, other soyfoods, meatlike products, and wheat gluten than is found in the finished book, *China Doctor*.

Concerning wheat gluten: Dr. Miller's company in Mt. Vernon, Ohio, International Nutrition Laboratory, “had protein foods in which they used wheat gluten and made meat patties and various kinds of stews, sprouted the green soybeans and made a chili with them and wheat gluten.” They also developed a vegetarian wiener [Veja Links] containing raw vital wheat gluten, soy flour, seasonings, and flavors. They stuffed these into wiener casings, submitted them to a smoke house and to cooking, then peeled off the casings/skins and canned the wieners. He developed these at the Mt. Vernon slaughterhouse.

“Soy milk manufacture in the U.S.A. (p. 131). In 1939 Dr. Miller returned to the United States having been so thoroughly convinced that soy milk was destined to have world-wide acceptance... His son, Harry Willis Miller, Jr. had returned preceding his father and had started a small soy milk plant in Utica, New York, where he made and bottled soy milk and also made and canned some of the protein foods out of wheat gluten for which they had developed recipes. This plant was later moved to Mt. Vernon, Ohio, after they started the soybean plant at Mt. Vernon. The plant was rather small at first as their capital was very limited. They had to build up the food plant out of his surgery earnings. As these products were mostly for export, the firm was called the International Nutrition Laboratory. It was called International because they didn't think of having any particular market for soy milk in the United States but anticipated making and packing soy powder which they could ship over to China, Japan, Korea, and other fields. Since the United States is a dairy country, they just thought they would have all kinds of difficulty getting it introduced over in America. They gave their attention largely in the early part of the work to making some products that went over quite well, which could be sold locally such as meat patties—vegaburgers. They would take the wheat flour, wash the starch from it, and make gluten patties. They actually built up a very fine product that was netting them earnings. The earnings of that, together with Dr. Miller's medical and surgery fees, to finally get together a spray dryer which they built with the aid of the know-how assistance of the Rogers Company, who sold these spray dryers... and through this home-made outfit they daily spray

dried considerable powdered soy milk and placed it on the market. They made some ice cream mixes and they shipped out in barrels to the Philippines soy milk powder and also shipped consignments of the powder to Shanghai where they had formerly introduced a soy milk to the Shanghai Settlement. Thus they kept soy milk going up until the time of the world war in 1941 which cut them off from shipping to the Orient.”

Note: This is the earliest document seen (Jan. 2014) concerning soy milk in international trade (for imported or export).

In the United States they found “an interest on the part of doctors in feeding babies that were covered with various kinds of rashes which they called atopic dermatitis. Many of these babies had asthma, diarrhea, projectal vomiting, nervous irritability and were unhappy babies, all because of the allergy to cow’s milk formula.” Doctors began to realize that babies with allergies and other sicknesses responded well to soybean milk; the market soon increased. Eggs and milk are the chief causes of allergy, but some vegetable proteins like wheat, corn, and some legumes also cause allergic reactions in some cases. Then doctors began to ask for evidence that the milk was safe. They suggested that it be submitted to the American Medical Association [AMA]. So at once Dr. Miller contacted Dr. Earl Baxter, Professor of Pediatrics at the Ohio State University Medical School, and he agreed to conduct some feeding experiments with soy milk. These studies showed that “babies could be nourished as well on soy milk.” In Tokyo, Dr. Choei Ishibashi (later president of the Japan Medical Society) also did meticulous feeding tests with infants, using the powdered soy milk Dr. Miller had sent after World War II. Over a period of many months, he compared the blood, measurement, and growth records of babies fed soy milk with those fed animal milk [cow’s milk]. Then Dr. Miller took the results of the studies in Japan and at Ohio State and submitted them to the Council on Food and Nutrition of the American Medical Association. The Council has 15 members, the very best scientists on food and nutrition. “They examined the [soy] milk, examined the claims for it, looked over the research, and then gave the seal of approval which was placed on every can of soymilk thereafter.”

“Now that they had this seal of approval, they went to medical conventions and canvassed the doctors; the sale of soy milk grew very rapidly.” The plant began to get larger; it made great demands and there were many details to look after. These facts and his lack of capital to carry on this work adequately made Dr. Miller realize that he must do one of two things. He must either organize a corporation, issue stock, and enlarge the company greatly, or he must dispose of the plant and give his time and attention to research.

During this time, Dr. Miller received valuable help from the U.S. Department of Agriculture [USDA]. Dr. J.A. LeClerc (Senior Chemist, Agricultural Chemical Research

Division) and Mr. L.H. Bailey, who investigated the use of “soybean milk in making breads” and made the results and analyses available to Dr. Miller. “Thus they got themselves very well established in this country as having a milk for people who did get along with cow’s milk.”

However the secretary of the AMA told Dr. Miller that he should not claim or advertise that his soy milk was a good alternative to cow’s milk for all babies, but only “for those babies who do not do well on cow’s milk.” However he added: “If you can take care of babies that cow’s milk does not take care of, there is no reason why you could not take care of the other babies that cow’s milk does agree with too.” This was his diplomatic way of counseling them not to make unfriendly comparisons with cow’s in a dairy country—even if those claims are valid. By following his advice, Dr. Miller was able to work well with the dairy industry without any conflicts.

The Loma Linda Food Company in California showed an interest in acquiring Dr. Miller’s company in Ohio. “They had been making some soy milk in the liquid form, but they were interested in getting an Eastern branch.” So in 1950 they purchased the [soy] milk plant in Mt. Vernon and have been operating since that time. This took a great burden off Dr. Miller’s shoulders and left him free to do medical and nutritional research work. “It was then decided to start the International Nutrition Research Foundation and Dr. Miller was asked to be the Director of this Foundation. He placed a larger part of the purchase price of the factory into this Foundation, which would be devoted to food research only. From the day this research institution was started it has attracted a great deal of attention from all parts of the world; among those interested parties has been the World Health Organization of the United Nations. They came to the conclusion that soy milk had great possibilities in countries of low economic conditions where they could not afford to buy imported [cow’s] milk,” and in protein-deficient countries. They came to Mt. Vernon to investigate both the soy milk plant and the experimental research. Dr. Miller educated them on the many benefits of using protein from soybeans instead of from animals. As a result, the United Nations constructed a large soy milk plant in Djojakarta [Jogjakarta / Yogyakarta] Indonesia. It was built with the advice of Dr. S.S. De (who has headquarters in Bangkok, Thailand) and the support of the Government of Indonesia, FAO, UNICEF, and WHO.

381. Motoyama, Tekishu. 1958. *Inshoku jiten* [Encyclopedia of food and drink]. Tokyo: Heibonsha. 604 p. Illust. 27 cm. [Jap]

• **Summary:** Includes listings for the following soy-related terms: Aburage (deep-fried tofu pouches), aemono (Japanese-style salads), agedashi-dofu, daizu (soybeans), dengaku, fu (wheat gluten; but the term “seitan” is not listed in this book), ganmodoki (tofu burgers), gisei-dofu, goma-



dofu (sesame tofu), goma-miso (sesame miso), inari-zushi, iri-dofu (scrambled tofu), kenchin-jiru, miso, namemiso, natto, oboro-dofu (soymilk curds), oden (stew), okara, shirae (tofu salad), shoyu, sukiyaki, tekka, teriyaki, tofu, tonyu (soymilk), tsuto-dofu, unohana (okara), yakimiso (broiled miso), yuba.

Separate entries, with detailed information, are given for some of the above words or terms.

382. Granose Foods Ltd. 1959. Fine foods for physical fitness (Ad). *British Vegetarian*. Jan/Feb. p. xi.

• **Summary:** This half-page black and white ad shows packages of the following: In cans: Meatless Steaks, Saviand, Nuttolene, Sausaltas. In glass bottles: Yex (Yeast Extract), Kwic-Bru, Peanut Butter. In paperboard cartons: Rolls (starch reduced), Sunnybisk (breakfast cereal), Granobisk. Address: Stanborough Park, Watford, Hertfordshire.

383. Frank, S.S.; Circle, S.J. 1959. The use of isolated soybean protein for non-meat, simulated sausage products Frankfurter and bologna types. *Food Technology* 13(6):307-13. June. [35 ref]

• **Summary:** Discusses products processed under various conditions. Contents: Introduction. Simulated meat products. Frankfurter and bologna characteristics. Materials and methods. Results. Discussion. Photos show the effect of the following variables on the appearance of the cross section of 6 cooked soy protein "frankfurters": (1) pH. (2) Fat content. (3) Water content. (4) Cooking temperature. (5) Protein particle size.

Note: While doing pioneering work on edible soy protein isolates (Promine) at the Glidden Co., shortly before Glidden's Chemurgy Div. was sold to Central Soya, Sidney Circle hired Steve Frank, who had a MSc degree in food technology from Cornell University, New York, to help him develop new food applications using Promine. Frank stayed with Central Soya for only about 1 year before leaving to work for Campbell Soup Co., where he worked for many years. Campbell sent him to work at one of their subsidiaries in Australia for a while. Address: Chemurgy Div., Research & Development Lab., Central Soya Company, Inc., Chicago 39, Illinois.

384. Battle Creek Food Company. 1959. Eastern authorized dealer price list. Battle Creek, Michigan. 1 p. Sept. 1.

• **Summary:** Products of interest on the list include the following; those followed by an asterisk (\*) contain soya: Soya Flakes\* (5 oz). Veg. Burger, Prime (20 oz or #10). Nuttose (10 or 20 oz). Protose (10, 20, or 28 oz). Vegetable Skallops (10, 20, or 28 oz, or #10). Vegetable Steaks (10, 20, or 28 oz, or #10). Vegetable Steaks, small cuts (20 oz or #10). Vegetable Steak, low sodium (20 oz). Gluten Flour (5 lb or 100 lb). Malted Nuts (14 oz or 5 lb). Savita (3, 7, or 14 oz, 8½ lb or 50 lb). Savita Soup Cubes (10 cubes). Soy

Beans\* (15½). Soy Flour\* (2 or 5 lb). Brewers Yeast (10 oz). Lacto Dextrin (16 oz, or 4 lb). Address: Battle Creek, Michigan.

385. *Soybean Digest*. 1959. Central Soya Co. marks 25 years of progress. Dec. p. 14-15.

• **Summary:** Gives a brief history of the company, but focuses on Promine, the company's new "commercial isolated soya food protein. The opening of the new Promine plant Oct. 27 [at 1825 N. Laramie in Chicago, Illinois] marked the latest milestone in the 25-year story of progress by Central Soya since it was founded in 1934. Officials of the company are very optimistic about their new product and the possibilities of uses are unlimited. Dr. Edwin Meyer, chemurgy research director, stated, "If we could convert the entire [U.S.] soybean crop into Promine it would supply our nation with enough protein for one year to maintain our present high protein diets."

Dale W. McMillen founded Central Soya in the midst of the depression when he was age 54. "Mr. Mac" will soon celebrate his 80th birthday. Today Central Soya ranks 81st in gross sales and 4th in sales per employee among America's 500 largest industrial corporations.

"Examples of present-day foods being improved by the addition of Promine include many baby foods, cereals, bakery products, confections, pressure dispensed whipped toppings, many types of prepared meats, and other high protein foods." At the ceremony opening the new plant, samples of an "all vegetable 'Hot Dog' were dispensed" to visitors.

Central Soya researchers were the first "to developed the commercial isolation of a food grade soya protein in 1949." Their first commercial isolated soya protein product was "Alpha" protein, launched in 1937, for use as an adhesive in pigment coated paper by the paper industry. New edible soy flours include Soyafuff, Soyalose, and Soyarich. Spraysoy, Prosein, and Prosoy have been developed for industrial use in plywood glue, wallpaper coating, and in light duty abrasives. Lecithin is used in margarine as an anti-spattering ingredient. A granular type RG Lecithin is being used as an aid in lowering blood cholesterol.

Photos show: (1) An aerial view of the Chemurgy Division of Central Soya Co. in Chicago, including the recently completed Promine plant. (2) Promine being filled into 50 lb bags labeled "Promine D Edible Isolated Soya Protein." (3) American Soybean Association's president Carle G. Simcox and Central Soya's founder Dale W. McMillen shake hands at the opening of the firm's Promine plant on Oct. 27 in Chicago. (4-6) Small portraits of Dale W. McMillen, Harold W. McMillen, and Edwin W. Meyer.

Note: This is the earliest document seen (Feb. 2002) that contains the term "food grade" in connection with soy.

386. **Product Name:** Veelets.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, Ohio. Phone: 2-2539.

**Date of Introduction:** 1959.

**New Product–Documentation:** *Chopletter* (Worthington Foods, Ohio). 1960. “What you should know about Worthington Foods.” April, p. 3. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label include Veelets.

Note: This is the earliest known commercial meat alternative product that bears a Kosher label as having been Kosher certified.

387. Egami, Tomi. 1959. Typical Japanese cooking. 1st ed. Translated by V.A. McKenzie Skillman. Tokyo: Shibata Publishing Co. Ltd. Exclusive distributors: Japan Publications Trading Co., Ltd (Tokyo). [viii] + 146 p. Illust. (incl. color photos by Yoshikatsu Saeki). Index. 27 cm.

• **Summary:** Foods marked with an asterisk (\*) are exported from Japan to the USA. Many recipes include “soy sauce” and monosodium glutamate (Ajinomoto). Soy related recipes include: Aburage \* (“fried soy bean curd”—4 recipes). Broiled soy bean curd [*yakidofu*] (3 recipes). Sukiyaki, Yasainabe, Osechi). Chu-miso paste \* (“made from soy beans, salt and rice malt [koji], seasoning for miso soup”—2 recipes). Ganmodoki \* (“fried soy bean curd and vegetables”—Nikomi oden). Nama-age (“half fried soy bean curd”—Boiled vegetables).

Note: This is the earliest English-language document seen (April 2013) that contains the term “fried soy bean curd” or the term “half fried soy bean curd.”

Okara (“soy bean curd leftovers”—Yoshino sushi). Red miso paste \* (“made from soy beans, salt and rice malt [koji], seasoning for miso soup”—2 recipes). Soy bean (3 recipes). Soy bean curd \* (14 recipes, incl. Gizeidofu / Gisei-dofu, p. 39). Soy bean powder \* [kinako] (2 recipes; Kinakomochi, Kushi dango). Soy sauce (“Kikkoman”). White miso paste (“made from soy bean, salt and rice malt [koji], seasoning for miso soup”—2 recipes). Worcestershire sauce (Skewer nibblers).

Other interesting recipes include: Amazake. Azuki-sarashian (“red bean powder”—7 recipes). Black sesame seed (in Sekihan). Mochi rice. Red bean [azuki] (Sekihan). Rice cake (“made of mochi rice”). Seaweeds (kanten / agar-agar, kombu / konbu, nori / green laver & purple laver, wakame). White sesame seed. Yamaimo (“Japanese yam”). Tomi Egami was born in 1899. Address: [Japan].

388. Thompson, Edna. 1959. The yoga cook book. New York, NY: Philosophical Library. 156 p. Index. 19 cm.

• **Summary:** The Yoga diet, as presented here, is not vegetarian. This book contains recipes for meat (liver, heart), fish, and shellfish. “Yogans” are said to eat at least some

food each day which carries the life principle (fresh, raw food), to prefer whole foods in modest amounts, to avoid inert demineralized foods (such as white flour and white sugar), and alcohol. Yoga is not a religious movement; its followers practice self discipline in eating, without fasting. The rear dust jacket states: “This book banishes the idea that the modern Yogin as an ascetic with caveman dietary habits.” The true Yogin regards his food as sacred and has heightened powers.

Soy-related recipes include: Soybean soup (p. 18). Shoyu sauce (soy sauce, p. 26). “Auxin” salad (freshly sprouted mung beans sprinkled with soy oil, etc., p. 48). Eggs foo yung (with bean sprouts, water chestnuts, green onion, celery, 4 beaten eggs, salt to taste. “Brown desired size patties of the mixture in soy oil.” Serve with a brown sauce made with cornstarch, soy sauce, monosodium glutamate, sugar, and salt. p. 58-59). Vegetable sukuyaki (with Tofu {bean curd} and shoyu sauce, p. 65). Soyburgers (with mashed cooked soybeans, p. 66). Vegetable chop suey (with soy oil, bean sprouts, and soy sauce, p. 68). Korean soybean noodles (made with soybean flour, p. 72). Soy spoon bread (with soy flour and soy oil, p. 97-98). Making soy bean cheese (tofu, coagulated with vinegar, p. 104). Yoga puddings and desserts (white flour is replaced by soy flour and lard is replaced by soy oil, p. 114). Chinese sweet soy beans (p. 122). Manchurian soy bean milk drinks (p. 136).

Also discusses: Japan yokan cakes (with red beans [azuki], p. 116-17). Oat peanut butter wafers (p. 123). Red bean cake (Korea, with red kidney beans [azuki], p. 131-32).

389. *Chopletter* (Worthington Foods, Ohio). 1960. What you should know about Worthington Foods. 13(2):3. April.

• **Summary:** Worthington makes both liquid and powdered Soyamel. Soy-based Kreem Chee has exactly the same fat (36.9%) and protein (9.0%) content as dairy cream cheese. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label are Choplets, Choplet Burger, Vegetarian Burger, Proast, Numete, Sandwich Spread, Soyamel, Veelets, Veja Links, VP, and Entree.

New and improved Vegetarian Patties are now available. A product named New Vegetable Burger is also available.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “Vegetarian Burger” (or “Vegetarian Burgers”), or the term “Vegetable Burger” (or “Vegetable Burgers”).

Note 2. This is the earliest document seen (Jan. 2009) that uses the word “Kosher” or the word “Pareve” in connection with meat alternatives or with soy products. Address: Worthington, Ohio.

390. **Product Name:** Vegetarian Burger.

**Manufacturer's Name:** Worthington Foods, Inc.



**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1960 April.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, yeast extract, salt, soy sauce, Brewer's yeast, MSG, seasonings, algin, caramel color.

**Wt/Vol., Packaging, Price:** 20 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** *Chopletter* (Worthington Foods, Ohio). 1960. "What you should know about Worthington Foods." April, p. 3. The Kosher certification on 11 Worthington products has been in effect since 1 July 1959. These products are both Kosher and Pareve (neutral). Foods bearing the Kosher label include Vegetarian Burger.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in "Vegetarian Burger (Worthington)."

Ad in Whole Foods. 1983. Sept. p. 45. in 20 oz. cans. This product and Vegetable Skallops are being promoted as "Salt Shakers." Both are available in versions with and without salt and MSG. For the hypertensive and sodium-conscious. A black-and-white photo shows the can and label. The text reads: "Contains no meat. A vegetable protein product. No added salt or MSG."

Worthington Yesterday and Today. 1984. p. 11. Nutrition Action Healthletter. 1987. Oct. p. 13. Critical treatment of this product which contains 790 mg of sodium vs. only 65 mg for lean beef. Much of the sodium comes from MSG. The "no salt added" label is highly misleading though technically legal. It also contains caramel coloring. Thus it is not necessarily more healthful than beef.

391. **Product Name:** Loma Linda Dinner Cuts (Meatless Cutlets) [With Salt, or with No Salt Added].

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Arlington, CA 92505.

**Date of Introduction:** 1960 May.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, soy sauce, yeast extract, salt, MSG, dextrose, powdered onion, celery and parsley extracts.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 2 dinner cuts (3.5 oz–100 gm): Calories 110, protein 21 gm, carbohydrate 4 gm, fat 1 gm, cholesterol 0 mg, sodium 30 mg, potassium 75 mg.

**New Product–Documentation:** *Today's Food* (Loma Linda Foods, Arlington, California). 1960. Spring. p. 4. *Today's Food*. 1964. Autumn. p. 7. 20 oz. can retails for \$0.74, serves 5, and provides 65 gm of protein; Ad. 1981, undated. "Try improved Dinner Cuts. It's no longer a tough choice. Let's face it, our old Dinner Cuts—as delicious as they were—took a lot of chewing. We took a lot of kidding... Dip in batter and wheat germ and brown in a skillet."



Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual*. 2nd ed. p. 104. Dinner Cuts contain 18.79% protein, 1.00% fat, and 3.49% carbohydrate. One serving, 1 patty, weighs 125 gm.

Loma Linda Food Co. 1969. "Wholesale Price List." Dinner Cuts are now sold in 14 oz, 19 oz, 28 oz, and 48 oz cans. A version with no salt added is sold in 20 oz cans.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 161. Lists the ingredients in "Dinner Cuts (Loma Linda)."

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned steak or burger-like product based on wheat protein.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 175. The ingredients in "Dinner Cuts (Loma Linda)" are "wheat protein, soy sauce, yeast extract, MSG, salt, powdered onion, L-lysine, dextrose, celery, parsley extract."

Label sent by Loma Linda Foods. 1988. Oct. 5. The ingredients are now, for "No salt added": Wheat gluten, water, oat flour, wheat flour, soy protein isolate, caramel color. Broth: Water, natural (vegetable) flavors, onion powder, mono potassium glutamate, dextrose, L-lysine, spice. This product was introduced in 1963.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

392. Van Gundy, Dorothea. 1960. Man-sized meals in mere minutes... for homemakers in a hurry! *Today's Food* (Loma Linda Foods, Arlington, California) 5(1):4-6. Spring.

• **Summary:** Commercial food products made by Loma Linda Foods include: Vegemeats (with gluten). Vegeburger. Dinner Cuts. Loma Linda Green Soy Beans. Linketts. More information about these products is given on pages 3 and

7 of this 8-page magazine. A photo shows Dorothea Van Gundy. Address: Dietitian, International Nutrition Research Foundation, 11503 Pierce Place, Arlington, California.

393. Worthington Foods, Inc. 1960. Battle Creek Food Company, authorized dealer price list. Worthington, Ohio. 1 p. Oct. 15.

• **Summary:** See next page. Battle Creek Food Company in Battle Creek, Michigan, is now a division of Worthington Foods, Inc. in Worthington, Ohio. Products of special interest on the list include the following; those followed by an asterisk (\*) contain soya: Veg. Burger, Prime. Nuttose. Protose. Vegetable Skallops. Vegetable Steaks, regular or small cuts. Gluten Flour. Malted Nuts. Savita. Savita Soup Cubes. Soy Flour\*. Brewers Yeast Powder. Lacto Dextrin. Address: Worthington, Ohio.

394. *British Vegetarian*. 1960. Vegetarian foods. Sept/Oct. p. 248-49.

• **Summary:** The main protein foods used by vegetarians are nuts, cheese and pulses. In addition, all Health Food Stores sell a wide variety of tinned nutmeats, including the following:

Granose Foods Ltd. makes: Nuttolene (peanuts and cashew nuts). Sausalene (wheat protein, mixed nuts, etc.). Saviand (Wheat gluten, ground nuts, etc.). Meatless steaks (wheat gluten, etc.). Savoury Pudding (wheat protein, wheatmeal flour, groundnuts, etc.). Nutmeat (wheat gluten, cashew nuts, wheat flour, etc.). Sausalatas (wheat protein, mixed nuts, etc.). Soya Beans (soya beans, tomato puree, brown sugar, vegetable shortening, onion, yeast extract, wholemeal flour, seasoning). Peanut Butter. Cashew Nut Cream. Granose was founded in 1898 under the name International Health Association Ltd. and is now at Stanborough Park, Watford. Note: This is the earliest document seen (July 2000) concerning the work of Granose Foods Ltd. with soya beans.

Mapleton's Nut Food Co. Ltd. makes: Maplemeat (cashew nuts, wheat risk, etc.). Savormix and Frittermix (incl. groundnuts); these are in packets for making savouries. They also make numerous tinned nutmeats, plus a wide range of nut and soya butters [probably margarines], savoury spreads and pastes, nut creams, fruit and Dundee cakes. Mapleton's was started in 1897 by the two Mapleton brothers who were processing cracked nuts in a large house on Dolphin Street, Manchester. By 1907 Mapleton's had become a public limited company and occupied a mill at Wardle, Lancashire, later moving to Garston, near Liverpool. The company opened a second factory in Hamburg, Germany, which flourished until 1914, when it was confiscated. A fire gutted the their Garston mills in 1932 but in 1933 the factory and offices were rebuilt.

Many tons of organically grown produce are grown in the UK and overseas using compost.

395. **Product Name:** Vegetable Steaks.

**Manufacturer's Name:** Battle Creek Food Co.

**Manufacturer's Address:** Battle Creek, Michigan.

**Date of Introduction:** 1960.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, yeast extract, salt, flavorings, MSG, caramel color.

**Wt/Vol., Packaging, Price:** 20 oz can. Retails for \$2.70 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in "Vegetable Steaks (Battle Creek–by Worthington)." Note: Worthington Foods acquired Battle Creek Food Co. in 1960.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned steak or burger-like product based on wheat protein.

Worthington Yesterday and Today. 1984. p. 11.

396. **Product Name:** Loma Linda Vegeburger (Canned Meatless Hamburger). Later renamed VegeBurger or Vege-Burger.

**Manufacturer's Name:** Loma Linda Foods.

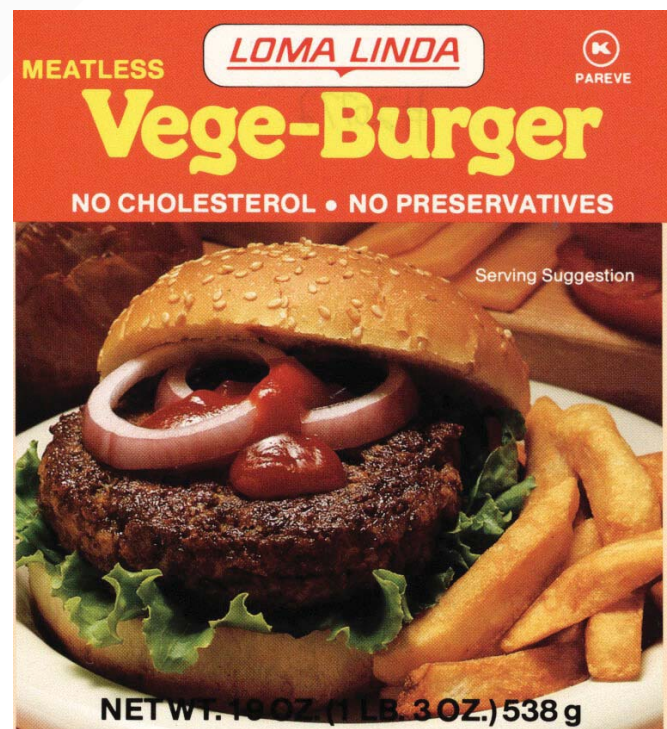
**Manufacturer's Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1960.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** *Today's Food* (Loma Linda Foods, Arlington, California). 1960. Spring. p. 4-5. "Loma







# THE BATTLE CREEK FOOD COMPANY

DIVISION OF WORTHINGTON FOODS, INC.

BATTLE CREEK, MICHIGAN

WORTHINGTON, OHIO



## AUTHORIZED DEALER PRICE LIST

October 15, 1960

SHIP TO \_\_\_\_\_ SOLD TO \_\_\_\_\_ DATE \_\_\_\_\_

STREET \_\_\_\_\_ City & State \_\_\_\_\_ STREET \_\_\_\_\_ City & State \_\_\_\_\_

Quantity	Description	Pack & Size	Suggest. Minimum Price	Dealer Price	Totals	Quantity	Description	Pack & Size	Suggest. Minimum Price	Dealer Price	Totals
cs.	Burger, Veg., Prime	24/20 oz.	.60	11.96		cs.					
cs.	Burger, Veg., Prime	6/#10	...	12.90		cs.					
cs.	Nuttose	24/10 oz.	.39	7.90		cs.					
cs.	Nuttose	24/20 oz.	.72	14.28		cs.					
cs.	Nuttose	12/28 oz.	.92	9.20		cs.					
cs.	Protose	24/10 oz.	.38	7.44		cs.					
cs.	Protose	24/20 oz.	.65	12.96		cs.	Acidone Tablets	12/100's	.99	7.20	
cs.	Protose	12/28 oz.	.87	8.64		cs.	Acidone Tablets	12/600's	3.79	27.36	
cs.	Skallops, Vegetable	24/10 oz.	.32	6.40		cs.	Brewers Yeast Powder	12/10 oz.	1.35	10.80	
cs.	Skallops, Vegetable	24/20 oz.	.58	11.48		cs.	Brewers Yeast Tablets	12/100's	1.65	12.00	
cs.	Skallops, Vegetable	12/28 oz.	.75	7.44		cs.	Brewers Yeast Tablets	12/300's	4.45	32.25	
cs.	Skallops, Vegetable	6/#10	...	12.30		cs.	Ferrin. Unswt.	6/pint	1.79	6.48	
cs.	Steaks, Vegetable	24/10 oz.	.32	6.40		cs.	Lacto Dextrin	12/12 oz.	1.10	8.64	
cs.	Steaks, Vegetable	24/20 oz.	.58	11.48		cs.	Lacto Dextrin	4/4 lb.	4.96	11.90	
cs.	Steaks, Vegetable	12/28 oz.	.75	7.44		cs.	Laxo	12/4 oz.	1.39	10.08	
cs.	Steaks, Vegetable	6/#10	...	12.30		cs.	LD-Lax	12/10 oz.	1.66	12.00	
cs.	Steaks, Vegetable Small Cuts	24/20 oz.	.54	10.64		cs.	LD-Lax	4/3 lb.	6.99	16.80	
cs.	Steaks, Vegetable Small Cuts	6/#10	...	11.40		* cs.	Natural Mutli-Vit. & Mineral Tablets	.....	...	...	
cs.						cs.	Psyllium Seed Blond	12/11 oz.	.84	6.72	
cs.						cs.	Sugarless Sweetener	24/1½ oz.	.45	7.20	
cs.						cs.	Sugarless Sweetener	12/14 oz.	1.99	15.96	
cs.	Gluten Flour	6/5 lb.	2.99	12.42		cs.					
cs.	Gluten Flour	1/100 lb.	...	29.00		cs.					
* cs.	Kaffir "Tea"	.....	...	...		cs.					
cs.	Malted Nuts	12/14 oz.	1.38	11.28		cs.					
cs.	Malted Nuts	4/5 lb.	7.07	19.20		cs.					
cs.	Savita	24/3 oz.	.60	9.60		cs.					
cs.	Savita	12/7 oz.	1.19	9.60		cs.					
cs.	Savita	12/14 oz.	2.25	18.12		cs.					
cs.	Savita Soup Cubes	12/10's	.39	3.24		cs.					
cs.	Soy Flour	6/2 lb.	.89	3.66		cs.					
cs.	Soy Flour	4/5 lb.	2.11	5.76		SECOND COLUMN TOTAL					
* cs.	Wheat Germ Natural	.....	...	...		FIRST COLUMN TOTAL					
TOTAL						GRAND TOTAL					

SALESMAN	Cash	c.o.d.	Chg.

BUYER

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

\* Not available till later date.

Linda Vegeburger.”

Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Vegeburger contains 17.75% protein, 0.92% fat, and 4.08% carbohydrate. See also reformulated 1971 version that contains textured soy protein.

Loma Linda Food Co. 1969. “Wholesale Price List.” Vegeburger is now sold in 14 oz, 20 oz, 30 oz, and 51 oz cans. A version with no salt added is sold in 20 oz cans.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the word “Vege-Burger” (or “Vege-Burgers”).

**397. Product Name:** Loma Linda Vegelona (Meatless Bologna-like Loaf).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1960.

**Ingredients:** Wheat gluten, water, dried yeast, corn oil, salt, soy flour, vegetable mono- and di-glycerides, caramel color, natural (vegetable) flavors, oat flour, onion powder, L-lysine, wheat flour, artificial colors, soy protein isolate, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per ½ inch slice (2.4 oz–67 gm): Calories 100, protein 18 gm, carbohydrate 6 gm, fat 1 gm, cholesterol 0 mg, sodium 210 mg, potassium 100 mg.



**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Vegelona contains 25.38% protein, 5.45% fat, and 7.22% carbohydrate.

Loma Linda Food Co. 1969. “Wholesale Price List.” Vegelona is now sold in 14 oz, 20 oz, and 30 oz cans.

It’s Your World Vegetarian Cookbook. 1973. Glendale,

California: Seventh-Day Adventist Church. p. 118. This is a canned bologna-like product.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1963.

**398. Product Name:** Cho-Pats.

**Manufacturer’s Name:** Madison Foods.

**Manufacturer’s Address:** Madison, Tennessee.

**Date of Introduction:** 1960.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Cho-Pats contain 16.50% protein, 0.10% fat, and 6.22% carbohydrate.

Talk with Warren Hartman, who worked for Worthington Foods since early 1946. 1992. Nov. 5. He thinks that this product was made by Madison Foods.

**399. Product Name:** Chic-Ketts (Meatless Chicken).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: Tuxedo 5-5359.

**Date of Introduction:** 1960.

**How Stored:** Frozen.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Chic-Ketts contain 18.45% protein, 0.21% fat, and 6.70% carbohydrate.

By 1973 this product was reformulated to contain textured soy protein concentrate and isolate.

Note: This is the earliest commercial meat alternative seen which has a name clearly indicating that it is an alternative to chicken or poultry.

**400. Product Name:** Cutlets.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Road, Worthington, OH 43085. Phone: 800-628-3003.

**Date of Introduction:** 1960.

**Ingredients:** In 1971: Wheat protein [wheat gluten], extract of Brewer’s yeast, hydrolyzed vegetable proteins, MSG, salt, caramel coloring, water to process.

**Wt/Vol., Packaging, Price:** 50 oz (1417 gm) can. Retail for \$6.25 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Cutlets plus their liquid contain 15.50% protein, 0.62% fat, and 4.94% carbohydrate. Not listed in the 1965 *Diet Manual*.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 161. Lists the ingredients in “Cutlets (Worthington).”

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 175. The ingredients in “Cutlets (Worthington)” are “wheat protein, yeast extract, HVP, soy sauce, mushrooms, MSG, salt, lysine, dextrose, corn oil.”



Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

By 1990 this product had been reformulated with textured soy protein concentrates.

**401. Product Name:** Cutlets in Gravy.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Road, Worthington, OH 43085. Phone: 800-628-3003.

**Date of Introduction:** 1960.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Cutlets in gravy contain 14.37% protein, 3.68% fat, and 8.34% carbohydrate. Not listed in 1965 *Diet Manual*.

**402. Product Name:** Vegelinks (Meatless).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: Tuxedo 5-5359.

**Date of Introduction:** 1960.

**Ingredients:** In 1971: Soy protein (Fibrotein spun soy protein fibers), oats, corn oil, vegetable shortening, [egg] albumin, salt, corn syrup solids, soy sauce, vegetable gum, hydrolyzed vegetable protein, flavorings, U.S. certified color, water.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1960. *Diet Manual*. 1st ed. p. 95. Vegelinks and its liquid contain 22.10% protein, 10.70% fat, and 9.19% carbohydrate. The manufacturer's name is not given.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in "Vegelinks (Worthington)." This is an institutional product.

Note: This is the earliest English-language document seen (Aug. 2003) that uses the term "Vegelinks" to refer to meatless soy sausages.

**403. Joya, Mock.** 1960. *Things Japanese*. Tokyo: Tokyo News Service, Ltd. [vi] + 782 + xlv p. Index. 21 cm.

• **Summary:** In Chapter 7, titled "Food, 'Sake' and Tobacco" (p. 275-331) the following may be of interest: Asakusa-nori (includes shoyu), azuki (incl. soybeans, tofu, miso, shoyu, natto), bento and kashi, cattle, chameshi, chawan-mushi ("somewhat similar to Western custards." Make katsuobushi {shaved dried bonito} soup stock, cool, pour into individual *chawan-mushi* bowls {each has a cover}. Mix in an equal quantity of beaten eggs. Add additional flavoring ingredients, cover, and steam until set. "One of the few Japanese dishes that resemble Western dishes in taste").

Chazuke, cooking (incl. sukiyaki and tempura), daikon (incl. miso), drinking cups and customs, eel-eating day (eels are broiled, steamed, then put in a specially prepared shoyu

and broiled again), ginnan (ginkgo nuts), gobo (burdock, incl. miso soup and shoyu), gohan (boiled rice), kabayaki (eel), kamaboko, kashi (confections and sugar), katsuo-bushi (incl. shoyu), kawara-senbei (incl. miso), konnyaku (its shredded form, called shirataki, is used in sukiyaki), manju, matsutake mushrooms (widely used in sukiyaki in the fall), menrui (noodles, incl. soba, udon, shoyu), mikan (mandarin oranges), misoshiru (miso soup, incl. tofu, shoyu, tekka-miso, tai-miso, yuzu-miso, wakame), mochi, mochi-tsuki (pounding), myoga (*Zingiber mioga*), oden (with tofu, miso, and shoyu), one-sided fish, red rice (*sekihan*, made with azuki = red beans), ringo (apples), sakana (fish, incl. shoyu and tofu), sake drinking, sake eating, sashimi (incl. shoyu and mirin), satsuma-imo, seaweeds (sea vegetables), shinchu (new tea), shoyu (Japanese-style soy sauce; per capita consumption is nearly 4 gallons a year), snake eaters, soba (incl. shoyu), souvenir cakes, sugar, suimono (clear soup, incl. miso and shoyu), sukiyaki (incl. tofu and shoyu), sushi (incl. Inari-zushi made with fried tofu), sweets in season, tea varieties, tea water, tempura (incl. sesame oil and shoyu), tobacco tradition, tofu (incl. bitter/nigari, yaki-dofu, aburage, ganmodoki, Koya-dofu, fried tofu, hiyayakko, sukiyaki, dengaku, miso, miso-shiru, shoyu), tokoroten (kanten, tengusa), tsukemono (pickles, incl. miso), umeboshi, wasabi (incl. shoyu), yasai (vegetables), yokan, and yonaki-soba. Note: Different types of yokan (yōkan, a paste made of azuki beans and sugar) include: mizu-yokan (soft azuki-bean jelly) and mushi-yokan (steamed yokan). Yokan-iro is a liver or rusty color.

Other subjects related to soy: Home cures (p. 66-67, for burns, apply the white of an egg or shoyu). Setsubun (p. 119, incl. mame-maki or throwing roasted soybeans). Brother mountains (p. 192, the most loved one, Fudo-iwa, was fed azuki or red beans but the unloved Gongen-yama was fed soya beans). Fox messengers (p. 207-08, aburage or fried tofu). Kuyo (p. 373-74, incl. hari-kuyo or mass for broken needles—but tofu is not mentioned). Azuki (p. 276-77). Red rice (*sekihan*, p. 303). Lunar calendar (p. 400, setsubun and bean throwing). Bamboo (p. 410, incl. bamboo shoots served with shoyu). Hi-no-kami (p. 474, incl. amazake). Sacred rice (p. 504, incl. setsubun and throwing roasted soybeans). Shoulder-chipped Jizo (p. 517, concerns the stone statue of Jozo at the Kiunji Temple, Tozaki-machi, Bunkyo-ku, Tokyo, and foxes and a tofu shop). Inari-san (p. 616-17, Inari-sushi and aburage). Address: Japan.

**404. Seventh-day Adventist Dietetic Assoc.** 1960. *Diet manual*. 1st ed. Main Office: 1720 Brooklyn Ave.. Los Angeles 13, California. 106 leaves. 22 cm.

• **Summary:** The title page reads: "Prepared by the Department of Dietary Service, White Memorial Hospital, College of Medical Evangelists, in cooperation with the Seventh-day Adventist Dietetic Association" (SDADA). It was published and distributed by the SDADA. Editions



published after 1971 (later listed as 1970, i.e. 1975, 1978, 1982, 1990) were prepared by the SDADA.

A comprehensive loose-leaf handbook for the planning, selection, and coordination of vegetarian diets. Although this book is undated, subsequent editions give the publication date as 1960.

Table VI, titled “Protein, fat, and carbohydrate composition of some meat alternates” (p. 95), lists 27 product names alphabetically. Most (perhaps all; the names of the manufacturers are not given) are made by Seventh-day Adventist food companies, especially Loma Linda Foods and Worthington Foods. These products are: Chic-Ketts, Cho-Pats, Choplets—liquid, Chopletburger, Cutlets—liquid, Cutlets in Gravy, Garbanzos, Nuteena, Nutmeat, Proast, Proteena, Protose, Sandwich Spread, Soyloin Steaks, Soybeans—green, Steaklets—liquid, Vegebunger, Vegechee, Vegecuts, Vegelinks—liquid, Vegelona, Vegemeatburger, Vegemeat Steaks, Vegetable Cheese, New Wieners—liquid, Yum, Zoyburger.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Chopletburger” (or “Chopletburgers”). Address: California.

405. Madison Foods. 1960? Everybody loves Madison Foods: Recipes. Madison, Tennessee. 32 p. Undated. 10 x 15 cm.

• **Summary:** Contents: The story of Madison Foods (a division of the famous Madison College located near Nashville, Tennessee). Tasty, healthful Madison foods (listing and photo). Vegetarian vs. meat diet. Vegetable

fats vs. animal fats. Vegetable proteins vs. animal proteins. Nutritional analyses of Madison Foods products. List and description of Madison Foods. Recipes (at least one for each product; a photo accompanies each).

This little (6 by 4 inch) booklet focuses on the various innovative Madison Foods vegetarian products, which are packed in 14 oz, 19 oz, and No. 10 cans. The undated booklet was published after Jan. 1960, since page 6 cites an article from *Nutrition Reviews* published that month.

Madison’s products are: Cheze-O-Soy (tofu), Com-Pro (“Madison Foods’ latest and best.” No ingredients given), Dinner Morsels (all-gluten, resembling chicken), Kreme-O-Soy, Madison Burger, Madison Links, Soy beans in tomato sauce, Not Meat (with peanuts and soybeans), Meatless Nu-Steak (all-gluten), Soyburger, Meatless Stake-Lets (with wheat gluten, whole wheat, and soy flour in a meatlike sauce), Vigorost, Yum, and Zoy-Koff (1 lb bags). Coming soon: Madison Links (hot dogs; photo shown).

Photos on the last two pages show: A student operating a canning machine. Madison Links on half-buns on a tray. The Madison Food factory. Dr. A. Perry Webber, food consultant, with Madison’s products.

Note 1. This is the earliest English-language document seen (Aug. 2003) that uses the term “Madison Links” to refer to meatless soy hot dogs or sausages.

Note 2. This is the earliest document seen (Jan. 2013) that mentions “Com-Pro” or “Madison Links”—protein foods made by Madison Foods. Address: Madison, Tennessee.

406. Diser, Gleason M. comp. 1961. Glossary of soybean



terms. *Soybean Blue Book*. p. 61-64.

• **Summary:** This is the earliest known glossary with this title in the *Soybean Blue Book*. However in the first *Blue Book* (1947, p. 17-19) there was a somewhat similar section titled “Terminology: Definitions and product descriptions for the soybean industry.”

The following terms are defined in this glossary: Soybean(s), soybean processor, soybean processing (solvent extraction, mechanical pressing, hydraulic pressing), soybean oil, crude soybean oil, edible crude soybean oil, refined soybean oil, edible refined soybean oil, hydrogenated soybean oil, degummed soybean oil, winterized oil, technical grade refined soybean oil, soybean fatty acids, soybean soapstock, acidulated soybean soapstock, soybean lecithin, break material, sludge.

Soybean products: Ground soybeans, soybean hay meal, soybean flakes, 44% protein soybean oil meal, dehulled soybean flakes, 50% protein solvent extracted soybean oil meal, soybean proteins, soy flour, soy grits, soybean oil meal, defatted soy flour, low-fat soy flour, high-fat soy flour, full-fat soy flour, lecithinated soy flour, protein, isolated protein, toasting. Oriental soy foods: Soy sauce (shoyu), soy milk, miso, frozen tofu, aburaage, kinako, namaage, ganmodoki, tempeh, natto, yuba, moyashi (soybean sprouts). Address: Archer-Daniels-Midland Co., Minneapolis, Minnesota.

407. Worthington Foods, Inc. 1961. Wholesale price list—order blank. Worthington, Ohio. 1 p. May 1.

• **Summary:** New products in the Worthington Foods line include: Barbie Sue. Patties. Big Pat. Safflower oil. Kreem-chee (natural white or pimiento). Ripe green olives. Chili.

Worthington now owns the Battle Creek line of foods including: Burger, Veg. Prime. Nuttose. Protose. Vegetable Skallops. Vegetable Steaks. Gluten Flour. Kaffir “Tea.” Malted Nuts. Savita. Savita soup cubes. Soy flour. Natural wheat germ. Acidone tablets. Brewer’s yeast. Lacto dextrin. Laxo. LD-Lax. Psyllium seed blond. Sugarless sweetener.

Worthington now has warehouses in Portland, Oregon, and San Leandro, California (near Oakland). Address: Worthington, Ohio. Phone: Tuxedo 5-5359.

408. *Today’s Food (Loma Linda Foods, Arlington, California)*. 1961. [Commercial food products made by Loma Linda Foods]. 6(2):5-6, 8. Summer.

• **Summary:** Loma Linda food products include: Smoke. Savorex. Vegeburger. Nuteena.

Also mentioned as generic names are: Soy mayonnaise, and soy milk. Address: 11503 Pierce Place, Arlington, California.

409. **Product Name:** Patties.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: Tuxedo 5-5359.

**Date of Introduction:** 1961.

**New Product—Documentation:** Wholesale price list. May 1.

410. Hunter, Beatrice Trum. 1961. *The natural foods cookbook*. New York, NY: Simon and Schuster, and Pyramid Books. xvi + 296 p. Index. 22 cm. Pyramid Books pocketbook ed. published in 1967.

• **Summary:** This very early and important natural foods cookbook contains more than 2,000 recipes. The Introduction is written by Dr. Clive M. McCay, Professor of Nutrition, Cornell University, New York, and Dr. Jeanette B. McCay, nutritionist. The pages numbers are those in the original 1961 hardcover edition. The author calls tofu “soy cheese” and uses it in many recipes, including mashed in a recipe for “soy cheese sherbet” (p. 204). This book is not vegetarian (some recipes call for beef, chicken, fish, etc.), but was quite influential in the early days of the U.S. natural foods movement.

Soy-related recipes include: Soy spreads (p. 14-15): Soy flour spread. Soybean spread (in blender). Soy cheese [tofu] spread. Soy butter (made from soy flour, regular or roasted, and oil). Smoothies (p. 26-29). Soybean-cheese salad (p. 35). Soybean-vegetable salad. Soybean molded salad. Soy butter dressing (with soy butter, p. 41). Soy cheese dressing. Eggless mayonnaise (with soy flour). Soybean soup (p. 49). Cream of soy soup (with soybeans in blender). Soy-vegetable soup (with soy milk in blender, p. 54). Soy noodles (with soy flour, p. 59). Green soybeans in pods (p. 70). Steamed green soybeans. Soy grits stuffing (for fowl, p. 127). Homemade soy cheese (also known as soybean curd or *tofu*; from soy milk or soy flour, p. 137).

Soybeans (p. 142-44): Basic soybean filler. Broiled soyburgers. Soybean ring (in blender). Baked soybean croquettes. Soybean casserole. Baked soybeans. Soybean-lentil loaf. Stewed soybeans. Soybean soufflé. Soybean squares. Roasted soybeans (dry-roasted). Leftover soybeans. Soy-oatmeal porridge (with soy grits, p. 162). Soy-cornmeal porridge. Soy sprouts (p. 163). Soy breads (p. 179-80): Kneaded soy-wholewheat bread. No-knead soy-wholewheat bread. Soy spoon bread. Unraised soy biscuits (p. 184). Soy-gluten popovers (p. 189). All-soy pancakes (p. 192). Soy waffles (p. 195). Soy cheese sherbet (with tofu, honey, vanilla, and nutmeg, p. 204). Soy cookies (p. 238). Flourless soy cookies. Soy-wholewheat cookies. Soy-cheese piecrust (with soy flour). Spiced soybean pie (with boiled, pureed soybeans, p. 250).

The section titled “Smoothies” (p. 26-29) contains the following recipes (those followed by an asterisk { \* } contain dairy products and no soy unless stated in recipe name; the directions for all recipes in this section is “Blend all ingredients”): Homemade soybean milk (from whole soybeans, or from soy flour). Spiced soy milk. Soy-fig shake (with soy milk). Milk-soy smoothie (with soy flour)\*.

Almond milk. Peanut milk. Cashew milk. Milk-wholewheat shake\*. Orange-coconut milk\*. Coconut milk. Milk fruit shrub\*. Strawberry smoothie.\* Apricot shake\*. Anise milk\*. Milk smoothie\*. Fruit milk shake\*. Banana smoothie\*. Lemon egg nog\*. Honey egg nog\*. Carob milk\*. Carob smoothie. The recipes followed by an asterisk contain 2-4 cups cow's milk and no soy. Note 1. This is the earliest document seen (July 2013) that mentions "smoothie" or "smoothies" in connection with soy. All of the 22 recipes in the category titled "Smoothies" contain some kind of milk (either cow's milk or milk made from a seed-soy milk, almond milk, peanut milk, cashew milk, coconut milk, anise milk). About half of the smoothies contain fruits or fruit juices (orange juice, fresh berries, strawberries). None of the smoothies contain ice cream, frozen yogurt, or any other frozen dessert or frozen food. Therefore a smoothie seems to be like a milk shake but without the ice cream.

The recipe for "Milk-Soy Smoothie" (p. 27) reads: 4 cups milk. ½ cup soy flour. 4 tablespoons molasses. 2 eggs, raw. ½ teaspoon pure vanilla extract. 3 tablespoons nutritional yeast. Blend all ingredients. Serves 4-6.

The section titled "Nut butters (p. 29-30) gives a recipe for homemade peanut butter with "Variations: Homemade nut butter may be made from raw almonds, filberts, pignolias, walnuts (English and black), cashews, Brazil nuts, etc. Most of these nuts have enough oil so that no extra oil need be added." On p. 30 is a recipe for "Homemade peanut-sunflower seed butter."

By the time of the 19th printing, in Jan. 1974, this book had sold over one million copies.

Note 2. This is the earliest document or book seen (Dec. 2001) after 1960 with the term "natural foods" in the title.

Note 3. An advertisement for this book appeared in the July 1965 issue of *Natural Food and Farming* (p. 40). Address: White Mountains, New Hampshire [by July 1965: Hillsboro, NH 03244].

411. Montagné, Prosper. 1961. *Larousse gastronomique: The encyclopedia of food, wine & cookery*. New York, NY: Crown Publishers, Inc. 1101 p. See p. 925. Illust. Index. 26 cm. [Eng]

• **Summary:** The following are defined under "Soya Bean. *Soja*" (p. 925): Introduction. The soya bean is "the richest and cheapest source of vegetable protein." 1. Soya bean curd. *Fromage de soja*. Gives a completely inaccurate and useless description of how to make tofu at home. 2. Soya meat. *Viande de soja*. This "vegetarian meat," which resembles cooked ham, is said to be too complicated to make at home, but requires industrial equipment. 3. Soya milk. *Lait de soja*. 4. Soya sauce or extract. *Sauce, Extrait de soja*.

Note: This English-language edition is a translation from the original 1938 French-language edition by Nina Froud, Patience Gray, Maud Murdoch, and Barbara Macrae Taylor. Address: France.

412. *Chopletter (Worthington Foods, Ohio)*. 1962. A new concept in foods. 15(3):1, 3. July.

• **Summary:** "A new concept in protein foods has recently been announced by Worthington Foods. After years of research involving a unique process in the spinning of protein fibers, the Company has been successful in producing a food product with a texture and nutritional quality that are new and revolutionary. The new product is called *Fibrotein*, a name coined to identify the product and suggest its important qualities." Fibrotein is spun soy protein fibers, made under a patented process.

"Worthington Foods has already been successful in utilizing Fibrotein to make vegetarian protein foods that resemble fried chicken, white meat of turkey, roast beef, and various other kinds of meats. Several of these products are already on the market. Others are to be introduced during the next few months."

"As a direct result of the development of fibrotein, and new line of *Entrees* has been introduced by Worthington Foods. A line of canned vegetarian proteins is also being developed to be marketed under the trade name *Soyameat*. All of these products contain the basic ingredient of *Fibrotein*."

"The enthusiasm of customers who have already tried Worthington *Minute Entrees* and Worthington *Soyameat* indicates a bright future for this type of food.

A photo titled "Three New Fibrotein Products by Worthington" shows: (1) Sliced Whitemeat Style (Worthington Minute Entrees–Frozen; paperboard box); (2) Fried Chicken Style (Worthington Minute Entrees–Frozen; paperboard box); (3) Worthington Soyameat–Fried Chicken Style (9½ oz can).

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the word "Soyameat" (with any combination of capitalization or quotation marks).

Note 2. This is the earliest document seen (Nov. 2010) that contains the word "Fibrotein" which is Worthington's registered trademark used to refer to spun soy protein fibers. Address: Worthington, Ohio.

413. **Product Name:** Worthington Minute Entrees–Fried Chicken Style (Meatless Chicken–Frozen).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, Ohio.

**Date of Introduction:** 1962 July.

**Ingredients:** Incl. Fibrotein spun soy protein fibers.

**Wt/Vol., Packaging, Price:** 6 oz. paperboard box. Or 15 lb.

**How Stored:** Frozen.

**New Product–Documentation:** *Chopletter (Worthington Foods, Worthington, Ohio)*. 1962. July. p. 1, 3. "A new concept in foods." This product, made with Fibrotein [spun soy protein fibers], is already on the market. A photo shows



the product.” Note: This is the earliest commercial soy product seen (one of three chicken alternatives introduced this month) in which Fibroprotein is used as an ingredient.

Wholesale price list. 1962. Oct. 1. Sold in 6 oz. portions (24 per case for \$9.90, or 15 lb bulk for \$1.25/lb). Note: No mention is made on this sheet of spun soy protein fibers.

George D. Kyd. 1963. *Food Processing*. May. p. 123-26. “Edible soy protein fibers promise new family of foods.” The author, an employee of Ralston Purina Co., states that this product, which contains Textured Edi Pro (spun soy protein fibers made by Ralston Purina) is already on the market. Page 126 describes the product as “frozen fried-chicken style Minute Entree.” These “are new but already fast-selling products, distributed largely through health food stores.” No photo of the package is shown.

Note: This is one of the world’s first three food products to contain a modern textured soy protein product.

**414. Product Name:** Worthington Minute Entrees–Sliced Whitemeat Style (Meatless Chicken White Meat–Frozen).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, Ohio.

**Date of Introduction:** 1962 July.

**Ingredients:** Incl. Fibroprotein spun soy protein fibers.

**Wt/Vol., Packaging, Price:** 6 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Chopletter (Worthington Foods, Worthington, Ohio). 1962. July. p. 1, 3. “A new concept in foods.” This product, made with Fibroprotein [spun soy protein fibers], is already on the market. A photo shows the product.”

Wholesale price list. 1962. Oct. 1. Sold in 6 oz. portions (24 per case for \$9.90 or bulk rolls, frozen, for \$1.25/lb). Rolls weigh approximately 8 lb. each and a packed 6 rolls per box. Note: No mention is made on this sheet of spun soy protein fibers.

George D. Kyd. 1963. *Food Processing*. May. p. 123-26. “Edible soy protein fibers promise new family of foods.” The author, an employee of Ralston Purina Co., states that this product, which contains Textured Edi Pro (spun soy protein fibers made by Ralston Purina) is already on the market. A photo shows the package—a thin paperboard box about 8 by 10 by 3/4 inch thick. The label states: “New frozen food concept. Serve hot or cold. Contains no meat.” A photo shows three meatlike slices on a plate. These “are new but already fast-selling products, distributed largely through health food stores.”

Soybean Blue Book. 1965. p. 112. “White Meat Style.”

Note: This is one of the world’s first three food products to contain a modern textured soy protein product.

**415. Product Name:** Soyameat–Fried Chicken Style (Canned).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, Ohio.

**Date of Introduction:** 1962 July.

**Ingredients:** In 1965: Specially processed soybean protein (Fibroprotein), corn oil, [egg] albumen, isolated soybean protein, salt, monosodium glutamate, vegetable gum, starch, hydrolyzed vegetable proteins, seasonings.

**Wt/Vol., Packaging, Price:** 9½ oz can. After 1965: 13 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Chopletter (Worthington Foods, Worthington, Ohio). 1962. July. p. 1, 3. “A new concept in foods.” This product, made with Fibroprotein [spun soy protein fibers], is already on the market. A photo shows the product.”

George D. Kyd. 1963. *Food Processing*. May. p. 123-26. “Edible soy protein fibers promise new family of foods.” The author, an employee of Ralston Purina Co., states that this product, which contains Textured Edi Pro (spun soy protein fibers made by Ralston Purina) is already on the market. A photo shows the can. The label states: “Worthington Soyameat. Vegetarian. 9¼ ozs. avd.” A photo, above the photo of the can, shows chunks of the chicken-like product on a plate. The caption below this photo reads: “Fried-chicken style shown above has realistic texture; it came from the can shown below.” These “are new but already fast-selling products, distributed largely through health food stores.”

Soybean Blue Book. 1963. p. 98. Wholesale price list. 1966. Dec. 1. Hartman. 1966. *Food Technology*. 20(1):39-40. “Vegetarian protein foods.” “The first textured soybean protein fiber product marketed in the U.S. is Worthington’s frozen ‘Fri-Chik,’ an extruded formulation simulating a small fried portion of white chicken meat. This same formulation was next canned in a light gravy and called ‘Soyameat–Fried Chicken Style,’ and was also later marketed as frozen and canned ‘White-Chik’ in large rolls for slicing, dicing, etc. The approximate analysis of these simulated chicken products: protein 20-26%, fat 18-25%, and carbohydrate 2-3%.”

Ziamba. 1966. *Food Engineering*. May. p. 82-93. “Let soy proteins work wonders for you.” Photo of 6 cans.

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118.

“Soyameat–Fried Chicken-like flavor” is a canned chicken-like product based on spun soy protein fiber.

Note: This is one of the world’s first three food products to contain a modern textured soy protein product.

Label sent by Dr. Walter Wolf. 2000. July. Since the first ingredient is Fibroprotein (spun soy protein fibers), this label is probably from about 1965. Red, dark blue, and light blue on white. A small color photo shows two pieces surrounded by sprigs of parsley on a blue dish. “Vegetarian. The quick

and easy dish with a chicken-like flavor and texture. A new concept in foods.”

416. Worthington Foods, Inc. 1962. Frozen foods wholesale price list–order blank. Worthington, Ohio. 1 p. Oct. 1.

• **Summary:** Only two frozen products are available: Minute Entree–Fried Chicken Style (24 x 6 oz, or 15 lb). Sliced Whitemeat Style (24 x 6 oz or 8 lb rolls). Address: Worthington, Ohio. Phone: 885-5359.

417. *Soybean Digest*. 1962. New ADM research center. Dec. p. 24.

• **Summary:** “A promising area for Archer Daniels Midland Co. research is the fabrication of new foods from pure vegetable protein, said ADM vice president Dr. James C. Konen in an address at the dedication of ADM’s new Thomas L. Daniels Research Center at Bloomington, Minnesota, Oct. 31.

“‘Ground beef’ that looks and tastes like the real thing but is made from the soybean already is being test marketed, Dr. Konen said. In the laboratory, ADM has gone even further and turned out ‘baked ham’ and ‘turkey breast’ from soy protein.”

A photo shows the new center which has more than 100 laboratories, offices, and conference rooms, and facilities for 260 scientists, engineers and technicians.

418. **Product Name:** Madison Burger.

**Manufacturer’s Name:** Madison Foods.

**Manufacturer’s Address:** Madison College, Madison, Tennessee.

**Date of Introduction:** 1962.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual*. 2nd ed. p. 104. Madison Burger contains 11.08% protein, 0.47% fat, and 4.67% carbohydrate. One serving, ½-inch slice, weighs 76 gm.

Letter from Sam Yoshimura. 1981. Feb. 20.

419. **Product Name:** [Seitan].

**Foreign Name:** Seitan.

**Manufacturer’s Name:** Marushima Shoyu K.K.

**Manufacturer’s Address:** Kamigata-dori Ko 881, Uchiyumi-cho, Shodo-gun, Kagawa-ken, Japan.

**Date of Introduction:** 1962.

**Wt/Vol., Packaging, Price:** 3.5 oz jar.

**How Stored:** Shelf stable.

**New Product–Documentation:** Note: This is the world’s earliest known commercial seitan product. It was first imported to the USA by Erewhon Trading Co. in 1969.

Talk with Aveline Kushi. 1992. April 9. The first seitan imported to America was made by Marushima Shoyu Co. on Shodoshima in Japan. George Ohsawa went to visit the company, talked with Mr. Mokutani (who is still the chairman, and a close friend of the Kushis, and a great

admirer of Ohsawa), and showed him how to make it. Marushima began to make seitan commercially in the late 1960s. It was imported to America by Muso Shokuhin at about the same time the first miso and shoyu were imported. She thinks it came in small jars, and was so salty that she used it as a seasoning in place of soy sauce in stews (such as soybean stews) or cooked it with vegetables; this cooking made it softer. This seitan probably started to be imported to America in about 1969.

Letter (fax) from Yuko Okada of Muso Co. Ltd., Japan. 1992. July 2. “I remember the term ‘seitan’ since I was a kid; it was probably coined by George Ohsawa. *Sei* means ‘is’ and *tan* is the first character in the Japanese term *tanpaku*, which means ‘protein.’ So *seitan* means something like ‘right protein substitute.’ Marushima Shoyu Co. developed seitan commercially in Japan and Muso has carried their seitan since Feb. 1966 when we started. We shipped seitan to Erewhon on a regular basis from 1968. [Note: Kotzsch. 1984, Dec. *East West Journal* p. 14-21 states that Muso began to export foods in 1969.] We also exported it to Chico-San [in the USA]. In Europe, we exported seitan to Paris, France.” This seitan went to Institut Tenryu, which had a little macrobiotic food shop in Paris run by Madame Françoise Riviere. The first seitan Muso exported to Australia went to Spiral Foods.

Muso Shokuhin. Pure Heart–Muso general catalogue. 1990 July. p. 41. A color photo shows a 180-gm jar of Seitan. The product name is written in English (i.e., in roman letters). Under that, it is written smaller in katakana. Above the company name and address is written: “Sakurazawa Nyoichi shido” which means, “Made under the guidance of George Ohsawa.”

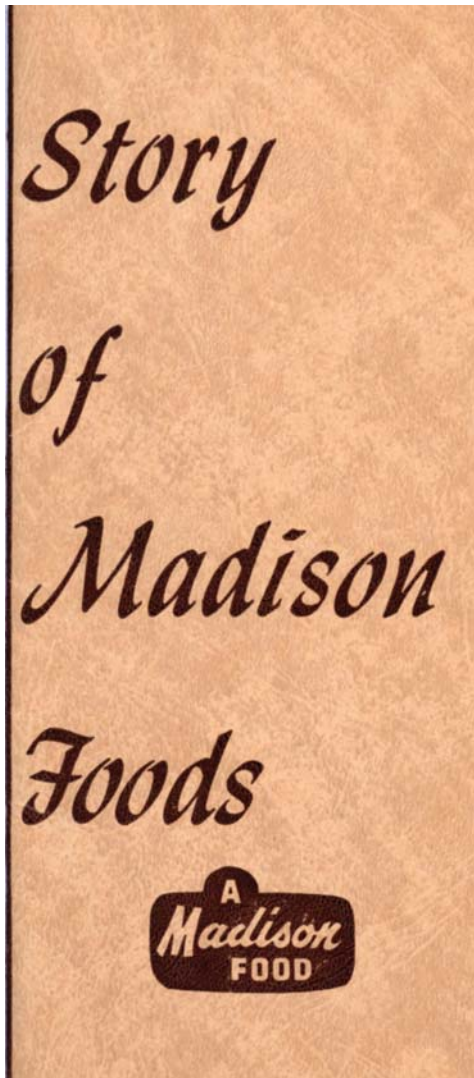
Talk with Mr. Kiyoshi Mokutani, president of Marushima Shoyu K.K. in Japan. 1992. July 12. “The invention and development of seitan in Japan.” He invented seitan in 1961-62 and took a sample to George Ohsawa, who coined the term “seitan” upon seeing it. Commercial production began in 1962. For details, see interview.

420. Madison Foods. 1962? The story of Madison Foods. Madison, Tennessee. 17 p. Undated. 22 x 10 cm.

• **Summary:** Contents: The early history of Madison and the story of Madison Foods. Early pioneers (with photo taken in about 1909 including W.C. White, Ellen G. White, Mr. and Mrs. Edson White, P.T. Magan, Mother Druillard, and E.A. Sutherland). Industries. Madison hospital offers you. Tasty, healthful Madison Foods: High in proteins (cans of the following are shown): Cheze-O-Soy, Com-Pro, Dinner Morsels, Kreme-O-Soy, Madison Burger, Madison Links, Not Meat, Soy Beans in Tomato Sauce, Nu-Steaks, Stakelets, Soyburger, Yum, Vigorost, Zoy-Koff.

The home of Madison Foods. Dr. Claxton (former U.S. Commissioner of Education) says. Dr. P.A. Webber. Madison College is vegetarian. Madison meat alternates for





all. Kreme-O-Soy (a new double-strength milk-like canned beverage).

J.B. Craw (with photo), manager of Madison Foods, says: "New life has come to Madison Foods! The expansion program is moving forward. In fact, the entire food factory is being remodeled; new equipment is steadily and carefully being installed, and new products manufactured.

"Kreme-O-Soy, double strength liquid, is now on the market. It is an entirely New soy milk, an entirely New Formula... in a little while we will have a powdered soy milk.

"We are glad to have H. Willis Miller, Jr., the son of H.W. Miller (China Doctor) with us. Willis is doing a wonderful job of engineering in the placing and manufacturing of newly designed equipment to fit our special need for the new products that will be coming out one by one. We will soon have a modern plant of which we can be very proud."

Other new products: Madison Links, Com-Pro. A message from the president: Ralph M. Davidson (with photo).

Note: He was president of Madison College from 1961 to 1963).

President Davidson notes: "Madison Foods, an integral part of the college educational program accomplishes a three-fold mission. First, the food factory furnishes remunerative work for students to earn their way in school. Secondly, it provides a laboratory where the student may learn to do useful work with his hands, thus giving him a balance to his educational program. Thirdly, the successfully operated food factory will bring in means to subsidize the educational and instructional departments of the college."

Other photos show (see next page): (1) The Madison Foods factory. (2) Various other school buildings. (3) E.A. Sutherland. (4) Ellen G. White. (5) Students making foods in the food factory. (6) Dr. Perry Webber with many canned Madison Foods. (7) Four close-ups of a can of Kreme-O-Soy. (8) Group photo: Sam Yoshimura (production manager), P.A. Webber (PhD, consultant in chemistry and nutrition), J.B. Craw (manager), Dr. Harry W. Miller (the China Doctor), and Frank Miller (sales dept.). Address: Madison, Tennessee.

421. Kyd, George H. 1963. Edible soy-protein fibers promise new family of foods. *Food Processing (Chicago)* 24(5):122-26, 138. May.

• **Summary:** "Products amazingly like meat such as the ham-like product shown below and the chicken-style products shown on page 124 can be fabricated from protein fibers shown opposite" (in a full-page photo), magnified slightly more than two times. Ralston Purina now makes "Textured Edi Pro," an edible spun soy protein fiber made from "an isolated edible soy protein that is almost pure protein. It contains no fat."

Page 124 has the heading: "Is the web of spun soy-protein fibers first of the modern superfoods? Meat-like production. These Textured Edi Pro foods—already on the market—look, taste, and chew amazingly like the meat item they so closely resemble, yet they may have a fat content as low as a fraction of one per cent, and a protein content of almost any level desired." Photos show packages and labels of Chicken Style Roll (Minute Entrees, refrigerated roll), Worthington Soyameat Fried-Chicken Style (canned), Worthington Sliced Whitemeat Style (Frozen Minute Entrees). Shown without a package or label are a ham-shaped, ham-like product [Wham].

Page 126 states: "Tons of the textured product [Textured Edi Pro] each week go into the following products made by Worthington Foods: canned 'Soyameat': refrigerated Chicken-Style Roll; frozen fried-chicken style Minute Entree; and frozen chicken whitemeat style Minute Entree. These products resemble chicken meat in taste and texture. They are new but already fast-selling products, distributed largely through health food stores."

"The edible soy protein work is being carried on under the direction of Dr. H.L. Wilcke, Purina Research Vice





President, and D.B. Walker, Vice President in charge of the Soybean Division. Two nationally known scientists who have pioneered soy development have performed much of the development work. They are Robert A. Boyer and Francis E. Calvert. Both at one time were associated with Henry Ford, and, through him, with Thomas A. Edison.

“The work has been coordinated under supervision of W.E. Tjossem, Manager of Purina’s Special Soy Products Department, and W.B. Brew, Manager of Special Products Research. Ralston Purina is the largest manufacturer of animal rations, and one of the principal processors of soybeans in this country [USA]. Textured Edi Pro and Edi Pro are developments of Ralston Purina Company, Checkerboard Square, St. Louis 2, Missouri.”

“Fifty million people in the U.S... are not able to eat the meat of animal or fowl some or all of the time by reason of their religions, restrictions of their doctors, or by personal preferences. For these many millions who for one reason or another cannot eat meats, the Textured Edi Pro meat-like products will supplement the supply of food items which they approximate... The versatility and adaptability of these new edible soy products make them ‘the most exciting and most promising group of new foods of this decade,’ says Purina vice president D. B. Walker. ‘They are so characteristic of present health theories that they are likely to establish themselves in diets of the future. And the meat-like products will find an eager market among those 50 million who can’t eat real meat.’”

Note: This is the earliest English-language document seen (March 2009) that mentions Textured Edi Pro, made from spun soy protein fiber. Address: Ralston Purina Co., St. Louis, Missouri.

**422. Product Name:** Chicken Style Roll–Worthington Minute Entrees (Meatless; Resembles White Chicken Meat).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085.

**Date of Introduction:** 1963 May.

**Ingredients:** 1990: Textured vegetable protein (soy protein isolate and concentrate), egg whites, soybean and/or corn oil, salt, flavorings (hydrolyzed vegetable protein, onion powder, turmeric, spice extractives), monosodium glutamate, carrageenan, niacinamide, iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), artificial color, vitamin B-2 (riboflavin), vitamin B-12.

**How Stored:** Frozen.

**New Product–Documentation:** George D. Kyd. 1963. *Food Processing*. May. p. 123-26. “Edible soy protein fibers promise new family of foods.” The author, an employee of Ralston Purina Co., states that this product, which contains Textured Edi Pro (spun soy protein fibers made by Ralston Purina) is already on the market. A photo shows

the product—a cylindrical roll about 2½ inches in diameter and 10 inches long. The label states: “Chicken Style Roll–Worthington Minute Entrees.” One end of the roll has been sliced, slivered, and diced. Page 126 describes the product as “refrigerated Chicken-Style Roll.” These “are new but already fast-selling products, distributed largely through health food stores.”

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. Chicken Roll is a frozen product based on spun soy protein fiber. Each roll weighs 72 oz.

Manufacturer’s catalog. 1984, undated. Frozen Products. Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

423. Rosenvold, Doris; Rosenvold, Lloyd. 1963. Rx recipes: A guide to healthful food preparation. Montrose, Colorado: Rosenvold Publications. Citadel Agencies, P.O. Box 135, Fairfield, Washington 99012. vii + 186 p. No index. 23 cm. Spiral bound.

• **Summary:** This vegan cookbook contains no foods from animal sources except honey. It was developed primarily to help patients with food allergies and cardio-vascular problems. Soy milk, soy flour, soy grits, and [whole dry] soy beans are used extensively throughout the book.

Chapter 9, “Milk and Cream Substitutes,” gives recipes for pecan milk, unsweetened walnut milk, almond cream, coconut milk, homemade soybean milk, Loma Linda Soyagen (powdered), cashew cream, cashew milk, and walnut milk.

Chapter 11, “Entrees,” contains recipes for: Creamed soy beans. Green soy beans. Supreme loaf (with Vegeburger plus Yeastex or Savita). Walnut roast (with rich soy milk). Scrambled “eggs” with Smokene (and soy cheese/To-fu). Scrambled “eggs” with chives (with soy cheese [tofu] and soy milk). To-fu with mushrooms. Baked rice and cheese (with to-fu). Scrambled “eggs” plain (with soy cheese [To-fu] and rich soy milk). Soy beans (boiled). Soy bean croquette (with “2 c. soy bean puree”). Soy bean loaf (with “2 c. mashed cooked soy beans”). Soy bean patties (with “1 c. soy cheese” [tofu]). Baked soy beans.

Chapter 19, “Foreign Dishes,” contains a recipe for “How to make to-fu” (using Loma Linda Soyagen powder, curded with lemon juice), plus two tofu recipes. The companion volume to this book is titled *Nutrition for Life*.

**424. Product Name:** Prosage (Meatless Sausage Based on Spun Soy Protein Fibers) [Links, Patties, or Roll].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1963 October.

**Ingredients:** In 1971: Water, wheat protein [wheat gluten],

soya protein, corn oil, albumin [egg protein], dextrose, salt, hydrolyzed vegetable protein, MSG, vegetable gum, flavorings.

**How Stored:** Frozen.

**New Product–Documentation:** Soybean Blue Book. 1965. p. 112. “Prosage.” Buller & Klis. 1965. *Food Processing*. 26(9):115-17, 120. Sept. “Spun Soy Protein Foods Get Supermarket Sales Test.” Prosage, a meatless sausage resembling pork sausage, is made with spun soy protein fibers. A photo shows a man rolling a rack of Prosage into a room for quick freezing. “A 1½ ounce of Prosage can be fried without any loss in size or weight, as contrasted with 30 to 40 per cent shrinkage of pork sausage.”

Ziamba. 1966. *Food Engineering*. May. p. 82-93. “Let soy proteins work wonders for you.” Photo of package.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 163. Lists the ingredients in “Prosage (Worthington).” This is an institutional product.

Ad (½ page) in *Better Nutrition*. 1974. Dec. p. 43. “New meatless Prosage Links.” A photo shows the package.

Manufacturer’s catalog. 1984, undated. Frozen Products. Label reads: “Vegetable Protein Food. Artificial Sausage Flavor.” Spot in *Soybean Digest*. 1970. April. p. 9. “50% less calories and 75% less fat in Prosage.” The product is being test marketed in Columbus, Ohio and South Bend, Indiana.

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a frozen sausage-like product based on spun soy protein fiber.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 176. The ingredients in “Prosage, frozen (Worthington)” are “wheat protein, corn oil, soy protein concentrate, oats, albumen [egg protein], corn syrup solids, artificial flavors, soy protein, yeast extract, salt, HVP, malt extract, vegetable gum, sucrose, caramel coloring, niacin, thiamin, iron, vitamin B-6, riboflavin, vitamin B-12.”

Worthington Foods. 1989. “The Tradition of Healthy Foods” (50th anniversary booklet). p. 21-22. Worthington’s first products made with spun soy protein fibers were White Chik, Beeflike, Prosage, Stripples, and Holiday Roast (with a plastic wishbone). All were hits and sales took off. These products were sold frozen. In “October 1963 a series of television, radio and newspaper advertisements featuring the new frozen foods was introduced.”

Color photo of package in *Linda McCartney’s Home Cooking*. 1990. p. 18.

Talk with Ron McDermott of Worthington Foods. 1992. Oct. 23. In 1968-70 Worthington developed a new generation of products containing wheat gluten; the first of these was Prosage (rhymes with “Sausage”). For the first time, fresh (not dried) wheat gluten was combined with spun soy protein fibers and textured soy protein concentrates to give improved texture, flavor, and nutritional value (through

protein complementarity). Later the spun soy protein fiber was removed but the textured concentrate remained. Miles Laboratories, which bought Worthington in March 1970, did a lot of further development on Worthington’s products; Breakfast Links, Breakfast Patties, etc. Morningstar Farms Breakfast Patties, a meatless sausage, which are an improved version of Prosage, were introduced to the mass market in 1974, still featuring the gluten-soy combination.

425. **Product Name:** White-Chik (Meatless Chicken Based on Spun Soy Protein Fibers–Frozen).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085.

**Date of Introduction:** 1963 October.

**Ingredients:** Specially processed soybean protein (Fibrotein), corn oil, [egg] albumen, isolated soy protein, salt, monosodium glutamate, vegetable gum, trisodium phosphate, seasonings.

**Wt/Vol., Packaging, Price:** Paperboard box or canned.

**How Stored:** Frozen.

**Nutrition:** Protein 20-26%, fat 18-25%, carbohydrate 2-3%.

**New Product–Documentation:** Buller & Klis. 1965. *Food Processing*. 26(9):115-17, 120. Sept. “Spun Soy Protein Foods Get Supermarket Sales Test.” “White-Chik” is “simulated white meat chicken” based on spun soy protein fiber. A photo shows the thin paperboard box in which it is sold, frozen.

Hartman. 1966. *Food Technology*. 20(1):39-40. “Vegetarian protein foods.”

“The first textured soybean protein fiber product marketed in the U.S. is Worthington’s frozen ‘Fri-Chik,’ an extruded formulation simulating a small fried portion of white chicken meat. This same formulation was next canned in a light gravy and called ‘Soyameat–Fried Chicken Style,’ and was also later marketed as frozen and canned ‘White-Chik’ in large rolls for slicing, dicing, etc. The approximate analysis of these simulated chicken products: protein 20-26%, fat 18-25%, and carbohydrate 2-3%.”

Ziamba. 1966. *Food Engineering*. May. p. 82-93. “Let soy proteins work wonders for you.” Photo of box.

Worthington Foods. 1989. “The Tradition of Healthy Foods” (50th anniversary booklet). p. 21-22. Worthington’s first products made with spun soy protein fibers were White Chik, Beeflike, Prosage, Stripples, and Holiday Roast (with a plastic wishbone). All were hits and sales took off. These products were sold frozen. In “October 1963 a series of television, radio and newspaper advertisements featuring the new frozen foods was introduced.”

Talk with Dick Leiss, Director of R&D at Worthington Foods. 1993. June 30. This was an early product that contained spun soy protein fiber but was not deep fried. The un-fried product was sold in 2 forms: A large frozen roll (3-4 lb) or slices of it canned in a light broth.



Label (undated) sent by Dr. Walter Wolf. 2000. July. Since the first ingredient is Fibroprotein (spun soy protein fibers), this package is probably from about 1965. Red and white on dark blue. A large color photo on the front panel shows slices of White-Chik served with a few vegetables on a serving dish. On the front panel: “Minute main courses. Foods for 4. New frozen food concept. Contains no meat. Like white meat? Yes ma’m!”

**426. Product Name:** Soya Meat–Beef Like, or–Chicken Like (Based on Spun Soy Protein Fibers).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085.

**Date of Introduction:** 1963 October.

**Ingredients:** Incl. spun soy protein fibers.

**How Stored:** Frozen.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual. 2nd ed.* p. 104. Soya Meat–Beef like and Chicken each contain 17.23% protein, 13.61% fat, and 6.37% carbohydrate. One serving, 1 slice, weighs 35 or 36 gm, respectively.

Soybean Blue Book. 1965. p. 112. “Canned and frozen soyameats, white meat style, fried chicken style, prime, prime-smoked and chipped, prosage, saucettes, wham, and veja-links.”

Worthington Foods. 1989. “The Tradition of Healthy Foods” (50th anniversary booklet). p. 21-22. Worthington’s first products made with spun soy protein fibers were White Chik, Beeflike, Prosage, Stripples, and Holiday Roast (with a plastic wishbone). All were hits and sales took off. These products were sold frozen. In “October 1963 a series of television, radio and newspaper advertisements featuring the new frozen foods was introduced.”

**427. Product Name:** Loma Linda Sandwich Spread (Meatless).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1963.

**Ingredients:** In 1975: Minced olives, peanut meal, legumes, tomato puree, soy flour, flaked 100% wheat meal, bell peppers, soy sauce, yeast extract, salt, MSG, onion, flavoring.

**Wt/Vol., Packaging, Price:** 14 oz (397 gm) can. Retail for \$2.40 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual. 2nd ed.* p. 104. Sandwich Spread contains 12.90% protein, 16.50% fat, and 7.4% carbohydrate. One serving is 3 tablespoons.

Loma Linda Food Co. 1969. “Wholesale Price List.” L.L. Sandwich Spread is now sold in 4.75 oz and 14 oz cans.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 176. The ingredients in “Sandwich Spread (Loma Linda)” are given.

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. The ingredients are now: Water, olives, peanut butter, garbanzos, tomato puree, soy flour, red peppers, natural (vegetable) flavors, salt, dextrose, onion powder, caramel color, vitamins [niacinamide, D-calcium pantothenate, thiamine (vitamin B-1), vitamin B-6, riboflavin (vitamin B-2), vitamin B-12], spices. Label printed Sept. 1989.

**428. Product Name:** Loma Linda Little Links (Meatless Frankfurters).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce Place, Riverside, CA 92515.

**Date of Introduction:** 1963.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, vegetable oil, brown rice, defatted wheat germ, dried yeast, soy protein, salt, potato flour, onion powder, MSG, lecithin, caramel color, hydrolyzed vegetable protein, garlic powder, lepine, seasonings.

**Wt/Vol., Packaging, Price:** 14 oz can.

**How Stored:** Shelf stable; refrigerate after opening.



**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual. 2nd ed.* p. 104. Little Links contain 16.60% protein, 12.17% fat, and 5.82% carbohydrate. One serving, 2 links, weigh 47 gm.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan. 3rd ed.* p. 161. Lists the ingredients in “Little Links (Loma Linda).”

Note: This is the earliest English-language document seen (Aug. 2003) that uses the term “Loma Linda Little Links” to refer to meatless soy hot dogs.

**429. Product Name:** Loma Linda Linketts (Meatless Frankfurters). Renamed Linketts by 1965.

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA

92515.

**Date of Introduction:** 1963.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, vegetable oil, dried yeast, salt, soy flour, MSG, caramel, onion powder, lysine, garlic, U.S. certified color, seasonings.

**Wt/Vol., Packaging, Price:** 20 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** 1988: Per 2 links (2.6 oz–74 gm): Calories 150, protein 15 gm, carbohydrate 5 gm, fat 8 gm, cholesterol 0 mg, sodium 340 mg, potassium 75 mg.



**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual, 2nd ed.* p. 104. Linketts contain 18.70% protein, 10.38% fat, and 5.70% carbohydrate. One serving, 1 link, weighs 42 gm.

Note: This is the earliest English-language document seen (Aug. 2003) that uses the term “Loma Linda Linkettes” to refer to meatless soy hot dogs.

Loma Linda Food Co. 1969. “Wholesale Price List.” Linketts are now sold in 13 oz and 20 oz cans. Big Franks are sold in 20 oz cans. And Little Links are sold in 14 oz cans.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan.* 3rd ed. p. 161. Lists the ingredients in “Linketts (Loma Linda).”

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned frankfurter-type product.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan.* 4th ed. p. 175. The ingredients in “Linketts (Loma Linda)” are “Wheat protein [wheat gluten], soy oil, dried yeast, salt, HVP, soy protein concentrate, flavoring, defatted soy flour, mono- and diglycerides of vegetable origin, lecithin, L-lysine, onion powder, caramel, artificial color, garlic powder, hickory smoke flavor.”

Recipe booklet. 1979.

Label sent by Loma Linda Foods. 1988. Oct. 5.

Ingredients for Linketts are now: Wheat gluten, corn oil, water, dried yeast, soy protein concentrate, artificial and natural (vegetable) flavors, soy flour, vegetable mono- and di-glycerides, soy lecithin, L-lysine, onion powder, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin). Broth: Water, salt. This product was introduced in 1982. A less sophisticated version of this product with the same name was introduced in 1953.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan.* 7th ed. Appendix A.6-27.

**430. Product Name:** Loma Linda Stew-Pac (Meatless Stew).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1963.

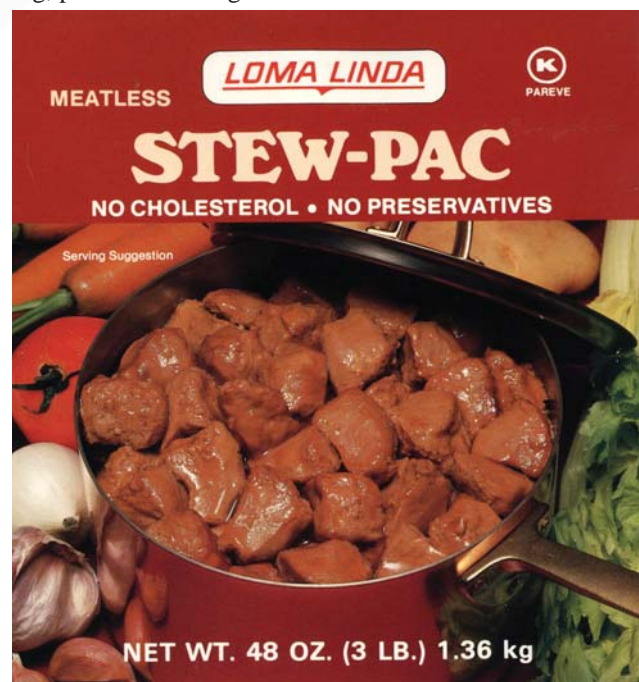
**Ingredients:** Wheat gluten, corn oil, water, oat flour, soy protein concentrate, dried yeast, onion powder, soy lecithin, caramel color, natural (vegetable) flavors, L-lysine, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin.)

Stew broth: Water, natural (vegetable) flavors, salt, dextrose, L-lysine, onion powder.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 2 oz (57 gm): Calories 70, protein 10 gm, carbohydrate 4 gm, fat 2 gm, cholesterol 0 mg, sodium 220 mg, potassium 60 mg.





**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1963.

**431. Product Name:** Loma Linda Redi-Burger (Meatless Hamburger).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

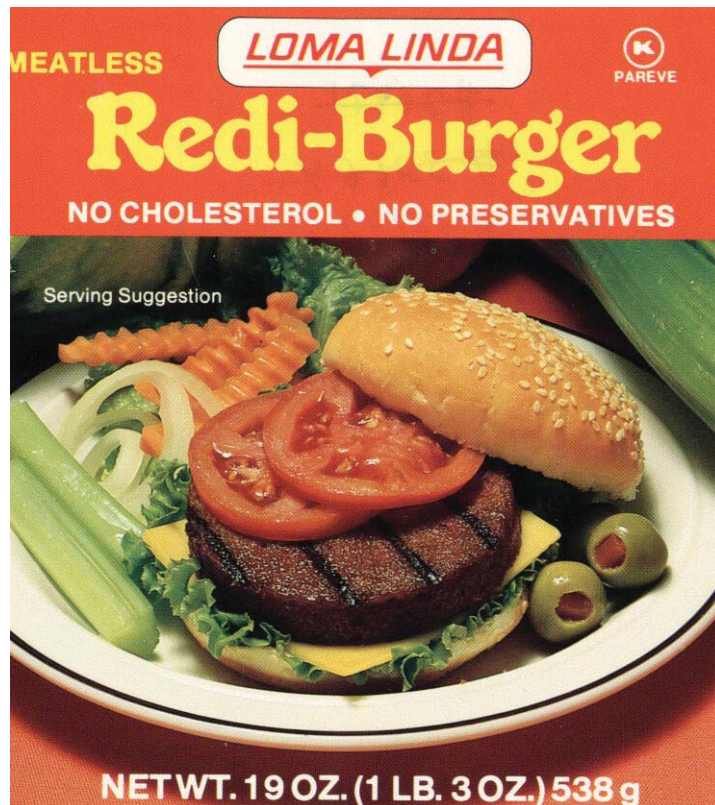
**Date of Introduction:** 1963.

**Ingredients:** Wheat protein [wheat gluten], soy oil, defatted wheat germ, yeast extract, brown rice, soy flour, salt, potato flour, onion powder, MSG, lecithin, caramel color, HVP, garlic powder, L-lysine, flavoring.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per ½ inch slice (2.4 oz–68 gm): Calories 130, protein 14 gm, carbohydrate 5 gm, fat 6 gm, cholesterol 0 mg, sodium 370 mg, potassium 120 mg.



**New Product–Documentation:** A less sophisticated version of this product was first introduced in 1953. Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual*. 2nd ed. p. 104. Redi-Burger contains 21.80% protein, 12.20% fat, and 8.58% carbohydrate. One serving, ½-inch slice, weighs 75 gm.

Loma Linda Food Co. 1969. “Wholesale Price List.” Redi-Burger is now sold in 19 oz cans.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 176. The

ingredients in “Redi-Burger (Loma Linda)” are given.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1963. A less sophisticated version of the same product with the same name was introduced in 1953. The ingredients are now: “Wheat gluten, corn oil, water, wheat germ, rice flour, dried yeast, soy flour, natural (vegetable) flavors, potato flakes, onion powder, oat flour, caramel color, salt, soy lecithin, wheat flour, garlic powder, L-lysine, soy protein isolate, spice, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).”

**432. Machida, Yoshiro.** 1963. Daizu tanpaku sooseeji seizô-hô [Production of a soy protein sausage]. *Japanese Patent* 319,141. [Jap]\*

**433. Tanaka, Heihachi; Nicholas, Betty.** 1963. The pleasures of Japanese cooking. Englewood Cliffs, New Jersey: Prentice Hall, Inc. viii + 247 p. Illust. Index. 22 cm.

• **Summary:** Contents: Introduction. 1. A chat about Japanese food: Seasonings and flavorings, table settings and utensils, kitchen utensils, etiquette, cooking and serving a Japanese meal. 2. Appetizers. 3. Soups. 4. Broiled dishes. 5. Steamed dishes. 6. Saucepan foods. 7. Fried foods. 8. Salads. 9. Vegetables. 10. Rice and noodle dishes. 11. Thirst-quenchers. 12. Desserts. 13. Festival foods. Glossary [of Japanese foods and utensils]. List of retail outlets for Japanese food products (national chains and alphabetically by state in the USA).

The book begins (p. 1): “To many Westerners, the cuisine of Japan consists almost entirely of *sukiyaki*, *tempura*, rice and soy sauce. Nothing could be further from the truth.”

Vegetables “are harvested at the height of their season,” when tender and full of flavor, then cooked lightly and used (for example) “as an ingredient in *misoshiru* (thick soup [miso soup]) or pickled” (p. 3).

“If one were to single out the most important vegetable cultivated in Japan it would be the soybean. For this legume,... is such a versatile food that it is served in some manner at practically every Japanese meal.

“In the hilly interior of the country where fish is scarce, or in the vegetarian menus of the Buddhists, soybeans are called the ‘fish of the field’ and relied upon as a valuable source of protein. A favored way of preparing the green soybean is simply to boil and hull it. Dried soybeans are ground [sic, soaked before grinding], soaked in water, cooked and mashed, sieved through silk, and finally cooked again to produce bean curd or *tofu*.

“Steamed and fermented beans become *natto*. *Miso*, a bean paste made by boiling soybeans, mashing them, adding wheat ferment [sic] and salt and allowing this mixture to ferment for several months, lends itself to use in countless dishes. *Moyashi*, the tender young sprouts of the soybean, are

cultivated on indoor racks to conserve precious space in the fields.” In a few days, a single cup of soybeans will produce 3-4 pounds of succulent sprouts (p. 3-4).

“Queen of Japanese seasonings is *shoyu* or soy sauce, a dark, red-brown, thirst-provoking liquid made from wheat or barley, soybeans, salt and water. *Shoyu* is loved by the Japanese for its piquant flavor and its use is so extensive that almost no dish is conceivable without it.” A brief history of *shoyu* and its forerunner, *hishio*, and the process for making *shoyu* are given. *Shoyu* “mash is allowed to ferment and mature naturally for a full eighteen months when it is pressed and the sauce obtained pasteurized to become refined *shoyu*.”

“Another multi-purpose seasoning and foodstuff is *miso*, a paste made from fermented rice and soybeans.” Most *miso* “lasts for years without spoiling or deteriorating. There are two types of *miso*—red and white. Both are widely used in Japan but western palates seem to prefer the white type. Both are highly nutritious and are used in literally hundreds of ways: as a seasoning, a main dish and the basis of many hearty, potage-type soups” (p. 5-6).

“For centuries [sic] Japanese cooks have used a dashi of *aji-no-moto*, a seaweed or vegetable protein derivative, to intensify the natural flavors of the foods they cooked. Translated, *aji-no-moto* means ‘essence of taste’ (it is often referred to as taste powder) because the minute white crystals heighten the inherent flavors of foods,... but lending no flavor of their own” (p. 6).

Yakimono are broiled foods. “Flavor broiling includes *yakitori* (broiled chicken), *teriyaki* (fish marinated in a sauce containing *shoyu* and then broiled),... Miso-broiling is used for such vegetables as eggplant as well as for fish or meat” (p. 13).

“Inasmuch as *shoyu*, or soy sauce, is such an all-important seasoning and is called for in almost every Japanese recipe, it should be noted that the use of genuine *shoyu* is quite essential. Most other soy sauces, while excellent for other types of cuisine, really don’t do justice to Japanese cooking” (p. 19). Also discusses wasabi, sesame seeds, sesame oil, katsuobushi, konbu, sake, and various mushrooms (p. 20-22).

“*Tofu*, or soybean curd, is such a versatile foodstuff—it may be boiled, fried, steamed, sautéed or marinated—that it is included as an ingredient in many recipes in this cookbook. Fresh *tofu* is sold in cakes; refrigerated, it will keep about one week. It is also available in cans and, while the processed product is not quite as tender as the fresh, it does make a satisfactory substitute. The consistence of *tofu* resembles thick custard and it should be handled carefully to avoid breaking and crumbling. Western taste buds seem to find *tofu* bland and a bit flavorless, but when deftly sauced it is very delicious—and also nutritious. Note: *tofu* must not be overcooked or it will toughen and develop a rubbery texture” (p. 24).

Recipes include: Norimaki-Sushi (with nori, *shoyu*,

and sashimi). Tiny teriyaki (ingredients: 2 pounds beef tenderloin, 1 cup *shoyu*, 3/4 cup water, 1/2 cup mirin, 3/4 cup honey, 1 clove garlic, crushed, and 1 one-inch piece fresh gingerroot, grated; p. 46). Liver tsukudani (with *shoyu*; p. 55). Fish and tofu stew (p. 69). Oyster miso (p. 71). Vegetable and noodle miso (p. 72). Shrimp or prawn miso (p. 73).

Chapter 4 is titled “Broiled foods.” “... almost all cooking in Japan is done over a charcoal fire,...” “Without a doubt, the most popular of all broiled dishes with the Japanese people is *yakitori*, or broiled chicken... Almost as popular as *yakitori* is *teriyaki*, usually fish marinated in a *shoyu* sauce, arranged on long skewers, and then broiled over charcoal. *Teriyaki* means ‘glaze broiled’—*teri* meaning ‘shiny’ and *yaki* ‘broiled’ or ‘roasted.’ Actually any meat may be *teriyaki*,” but all have in common “the marinade of *shoyu*, sake, and sugar” (p. 75-76). Recipes include: Salmon teriyaki. Shrimp teriyaki. Stuffed beef teriyaki (p. 88-90). *Shoyu* marinade basting sauce (p. 93). Sukiyaki (with tofu and *shoyu*; p. 110). Tempura sauce (with *shoyu*, p. 121). Fried tofu with sauce (p. 127). Pickled seaweed (with konbu and *shoyu*, p. 140). Sesame-*shoyu* dressing (p. 151). Vegetables with *tofu* sauce (p. 154). Cabbage with mustard-*miso* sauce (p. 157). Eggplant with *miso* sauce (p. 164). Azuki meshi (red beans and rice; p. 181). Domburi soboro (with *tofu*; p. 182-83). “Red bean paste (sweetened).” Ingredients: “2 cups red beans (azuki). 2 cups sugar. 2 teaspoons salt.” (p. 203.) Also called “sweetened red bean paste” (p. 200; Jap. *azuki an*; p. 200-203). Yokan (with “1 1/2 cups strained red bean paste”—*koshi-an*; p. 204). Hikishamanju (Bean jam buns with strained red bean paste; p. 207). Shiruko (Red bean soup [azuki] with rice cakes {mochi}; p. 209). Zoni (Rice cake soup, with mochi; p. 215-16). Sweetened soybeans (for New Year’s, p. 217-18).

The glossary includes abura-age, azuki (“red beans”), azuki-an (“red bean paste”), daizu (soybean), ganmodoki, kanten, konbu, konnyaku, miso (aka miso, shiro miso), misoshiru, mochi, mochigome, mochiko, nori, shiru-miso, *shoyu*, teriyaki, *tofu*, wakame, yakidofu.

Note: This is the earliest English-language document seen (March 2006) that uses the term “sweetened red bean paste” to refer to sweet azuki bean paste [*azuki-an*] or that uses the term “strained red bean paste” to refer to strained azuki bean paste [*koshi-an*]. Address: 1. Head Chef, Japanese Cuisine, Japan Airlines.

**434. Product Name:** Pro-Dell Protein Loaf: A Ham Flavored Protein Food (Meatless & Ready to Use).

**Manufacturer’s Name:** Brown’s Frosted Foods.

**Manufacturer’s Address:** Philadelphia, Pennsylvania.

**Date of Introduction:** 1964 January.

**Ingredients:** Soy bean protein (spun soy protein isolate), dried egg white, skim milk powder, sugar, hydrolyzed vegetable protein, dried yeast, salt, water, carrageenan,



vegetable mono and diglycerides, monosodium glutamate, sodium phosphate, artificial coloring and flavoring, propylparaben (added as a preservative).

**How Stored:** Refrigerated.

**New Product–Documentation:** *Quick Frozen Foods*. 1964. “Protein controlled simulated meat concept opens unlimited frozen potential: Food of tomorrow, today.” Jan. A black-and-white photo shows two large loaves of the refrigerated product based on spun soy protein fiber, which is produced under a license from Ralston Purina Co. The Label is clearly visible but the list of ingredients is not legible. However the article lists the product’s ingredients.

435. *Quick Frozen Foods*. 1964. Protein controlled simulated meat concept opens unlimited frozen potential: Food of tomorrow, today. 26(6):79-82. Jan.

• **Summary:** A whole array of new simulated meats are made from edible soy protein, in the form of spun soy protein fibers, as the basic ingredient. Two companies are presently marketing these new foods: Worthington Foods, Inc., Worthington, Ohio, and Brown’s Frosted Foods, Inc., Philadelphia, Pennsylvania. A table lists nine “Major advantages of soy protein ‘meat.’”

Worthington has registered the trademark “Fibrotein” to identify its edible soy fibers, which are produced thanks to the aid of a “revolutionary, scientific breakthrough which has converted the soy bean into a magic wonder-bean capable of playing a number of profitable roles.” Worthington’s president James L. Hagle discusses the nutritional and economic advantages of his company’s new foods. Allan R. Buller, general manager, describes how Fibrotein is made using a viscous liquid of soy protein that is “extruded under pressure through platinum spinnerettes having holes 1/4000th of an inch in diameter.” The resulting fine filaments of protein are “formed into a ‘tow’ which can be cut, twisted, chopped, or rolled into various forms for use in foods.”

Note: This is the earliest English-language document seen (March 2009) that uses the word “spinnerettes” (or “spinnerette”) in connection with edible spun soy protein fibers.

Mr. Buller’s firm has been successful in using Fibrotein to make frozen vegetarian foods that resemble fried chicken (Fri-Chik, 8 oz carton), white turkey meat (White-Chik, 8 oz carton), roast beef slices (Prime, 8 oz carton), and ham (Wham). Worthington has entered the frozen field with a new line of vegetarian foods it calls “Minute Entrees.” Worthington also makes Prosage (like sausage) packed in 1 pound casings.

Worthington is also making seven frozen foods for the institutional market, including chicken style rolls (8 lb roll), chicken sliced or diced white meat (5 lb packages), and fried chicken style (1¼ oz portions). The firm also makes a canned line under the brand “Soyameat.”

Photos show: (1) Prime, smoked and chipped, in a 4 oz

transparent pouch. (2) A Chicken Style Roll next to a deli slicer. (3) An 8 oz carton of Fri-Chik. (4) An 8 oz carton of Prime. (5) A roll of Prosage.

436. **Product Name:** Prime (Slices), Prime-Smoked and Chipped (Meatless Meats).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1964 January.

**Ingredients:** Fibrotein (soybean protein), water, corn oil, vegetable shortening, [egg] albumen, hydrolyzed vegetable protein, salt, caramel coloring, monosodium glutamate, flavorings, U.S. certified color.

**Wt/Vol., Packaging, Price:** 8 oz. Paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** *Quick Frozen Foods*. 1964. “Protein controlled simulated meat concept opens unlimited frozen potential: Food of tomorrow, today.” Jan. Fibrotein is the basic ingredient in Worthington’s new “Meat-like but meat-free foods.” A photo shows a package of “Prime” identical to that sent by Dr. Wolf in July 2000.

Soybean Blue Book. 1965. p. 112.

Buller & Klis. 1965. *Food Processing*. 26(9):115-17, 120. Sept. “Spun Soy Protein Foods Get Supermarket Sales Test.” A photo shows the thin paperboard box in which Prime is sold, frozen, and a plastic bag in which it is sold in granular form.

Ziamba. 1966. *Food Engineering*. May. p. 82-93. “Let soy proteins work wonders for you.” Photo.

Label (undated) for Prime (slices), Beef flavor sent by Dr. Walter Wolf. 2000. July. Since the first ingredient is Fibrotein (spun soy protein fibers), this package is probably from about 1964. Red and white on dark blue. A large color photo on the front panel shows the slices served with a few vegetables on a white serving dish. On the front panel: “Minute main courses. Foods for 4. New frozen food concept. Contains no meat. Like beef? Yes ma’ m!”

437. Madison Foods. Div. of Worthington Foods, Inc. 1964. Wholesale price list–order blank. Worthington, Ohio 43085. 1 p. July 1.

• **Summary:** Products in Madison Foods line (now owned by Worthington Foods) include: Cheze-O-Soy [canned tofu]. Com-Pro. Dinner Morsels. Madison Burger. Not Meat (plain or tomato). Nu-Steaks. Stake-Lets. Vigorost. Yum. Zoyburger. Kreme-O-Soy [canned soymilk]. Soy Beans (Boston). Zoy-Koff (regular, or fine grind).

Worthington now has warehouses in Portland, Oregon; Oakland, California (actually San Leandro); Washington, DC; and Madison, Tennessee. Address: Worthington, Ohio. Phone: 614-885-9511.

438. Jones, Dorothea Van Gundy. 1964. Quick ‘n easy dishes

for picnics or patio. *Today's Food (Loma Linda Foods, Riverside, California)* 9(2):7-8. Summer.



• **Summary:** Loma Linda ingredients in the recipes (p. 7) include: Vegeburger. Kidney Beans. Linketts. Garbanzos. Boston Style Baked Soybeans. Smokene. Soyagen milk. A photo (p. 8) shows nutritionist Dorothea Van Gundy Jones standing by a table.

439. Edwardy, Fredrik W. 1964. The food fit for the Gods [soybeans]. *Today's Food (Loma Linda Foods, Riverside, California)* 9(3):3,7. Autumn. [1 ref]

• **Summary:** Begins with a fanciful account of the early history of the soybean in China. "A fundamental rule in farming was to count the number of persons in the family and plant 5 acres of soybeans for each person."

"The father of our Nutritionist Dorothea Jones, T.A. Van Gundy, became interested in the nutritional value of soybeans while attending the World's Fair in San Francisco in 1915, where he saw them featured in an Oriental exhibit. So far as we know, he became the first person on the Pacific Coast to develop a line of commercial foods from the wonder bean. Soybean foods were virtually unknown at this time, and it took courage and perseverance to put them across."

Loma Linda Foods at present manufactures some twenty-five products which incorporate the use of the soybean in their ingredients—most of them providing a most economical means of adding more protein to the diet." These products include: Loma Linda RediBurger (19 oz can, 6 servings and 116 gm protein, costs \$0.72; a blend of soy and other vegetable proteins). Loma Linda Dinner Cuts (20 oz can, 5 servings and 65 gm of protein, costs \$0.74).

Note: The Panama Pacific International Exposition took place in San Francisco in 1915. Scores of documents were written about it and an official catalog describing it was published.

440. **Product Name:** Loma Linda VegeBits.

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce Place, Riverside, CA 92505.

**Date of Introduction:** 1964.

**New Product—Documentation:** *Today's Food*. 1964. Note: According to the Soybean Blue Book and to *Today's Food*, the name of the city in which Loma Linda Foods was located was Arlington, California, before 1964 and Riverside, California, after 1964.

Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual*. 2nd ed. p. 104. Vegebites contains 14.60% protein, 8.31% fat, and 5.95% carbohydrate. One serving, 5 bits, weighs 70 gm.

441. **Product Name:** Loma Linda RediBurger.

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1964.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product—Documentation:** *Today's Food*. 1964.

Autumn. p. 7. A 19 oz. can of Rediburger retails for \$0.72, serves 6, and provides 116 gm of protein.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned steak or burger-like product based on wheat protein.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term "Rediburger" (or "Rediburgers").

442. **Product Name:** Nabisco Chicken Fry and Fish Fry (Breading).

**Manufacturer's Name:** National Biscuit Co. (Renamed Nabisco in about 1972).

**Manufacturer's Address:** 425 Park Ave., New York, New York.

**Date of Introduction:** 1964.

**New Product—Documentation:** Soybean Blue Book. 1964. p. 111.

443. **Product Name:** Vigorost. Renamed Vigoroast by 1965.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1964.

**Ingredients:** Wheat gluten, firm tofu and/or okara, whole peanut meal, seasonings.



**Wt/Vol., Packaging, Price:** 14 and 20 oz cans.

**How Stored:** Shelf stable.

**Nutrition:** Protein 19.4%, fat 8.6%, carbohydrates 12.3%, ash 2.1%.

**New Product–Documentation:** Madison Foods. Division of Worthington Foods, Inc. 1964. July 1. Wholesale price list–order blank. Lists Vigorost.

Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual. 2nd ed.* p. 104. Vigoroast [sic, Vigorost] contains 12.70% protein, 8.00% fat, and 15.60% carbohydrate. One serving, ½-inch slice, weighs 80 gm.

444. Schwarz, Richard William. 1964. John Harvey Kellogg: American Health Reformer. PhD thesis in modern history, University of Michigan. vi + 504 p. 23 cm. [234 + 1,308 footnotes]

• **Summary:** This is one of the finest examples of recent Adventist scholarship. John Harvey Kellogg was born on 26 Feb. 1852 in rural Tyrone Township, Livingston County, Michigan. His parents were John Preston Kellogg and Ann Stanley, his second wife. His birth was spaced almost midway between those of his seven half- and eight full brothers and sisters. Contents: Preface. 1. The making of a health reformer. 2. “What manner of man.” 3. Biologic Living: The Kellogg “Gospel of Health.” 4. Kellogg and the Battle Creek Sanitarium. 5. Lecturer, author, publisher. 6. Surgeon and inventor. 7. His brother’s keeper. 8. Kellogg’s break with the Adventist church. 9. Food manufacturer and eugenist. 10. Concluding years. Bibliography: Primary sources (Manuscript collections, books by John Harvey Kellogg, articles by John Harvey Kellogg, newspapers and periodicals, official reports and records, interviews, other primary sources, secondary sources).

Concerning the invention of peanut butter: (p. 283–84): “Another important item in the modern American diet first introduced by Dr. Kellogg was peanut butter. Shortly after 1890, John Harvey had a quantity of roasted peanuts ground up into a paste for use by patients who had difficulty in masticating nuts well enough to digest them properly. Later the doctor decided that roasting caused the fat content of the nuts to begin to decompose and that this irritated the digestive organs. From that time forward Sanitarium peanut butter was made from nuts which had been steam-cooked rather than roasted. Kellogg devised a variety of other nut butters which he claimed were ‘sweeter, more palatable, and more digestible’ than regular butter. He directed that these nut butters be used as shortening in the preparation of all baked goods produced at the Sanitarium. John Harvey made no attempt to control through patents the production of either peanut butter or any of his other nut butters. He announced that he believed that these were products that ‘the world ought to have; let everybody that wants it have it, and make the best use of it.’” Address: Univ. of Michigan.

445. Vollmer, Marion W. 1964. Food: Health and efficiency. Lessons in nutrition and healthful food preparation. Revised ed. Nashville, Tennessee: Southern Publishing Association. 136 p. 23 cm.

• **Summary:** In this Seventh-day Adventist vegetarian cookbook, soy-related recipes include: Farmer soy breakfast hash (with Proteena, p. 34). Granola (with soy flour, p. 34). Bit o’ soy waffles (with soy flour, p. 35). Cashew milk (p. 52). Soy nut milk (with soy milk powder, almonds & cashews, p. 52). Baked soybeans (with cooked whole soybean, p. 62). Gluten—how to prepare and serve it (incl. Gluten stroganoff, gluten cheeseburgers, 64–67). Soy cheese—how to make and serve it (tofu made from full fat soy flour and curded with lemon juice, p. 67–68). Soy cheese loaf (with tofu, p. 69). Soy cheese croquettes (with tofu, p. 69). A note on p. 69 states: “Tofu is fresh soybean curd. Sold in blocks under water in Oriental and some other markets. Canned soy cheese called Vegechee, Cheez-o-Soy, etc., may be substituted.” Note: An earlier edition was published in 1954.

446. Buller, Allan R.; Klis, John B. 1965. Spun soy protein foods get supermarket sales test: Duplicating meat fibers, protein value. Improved meat substitutes, recently established in health food stores, win chain-store distribution. *Food Processing (Chicago)* 26(9):115–17, 120. Sept.

• **Summary:** “Health food stores have been the traditional outlets for meat-alternate products, but Worthington Foods, Inc. Worthington, Ohio, has taken the initial steps toward moving these products into general distribution.

“Using spun soy protein fiber as the basic ingredient, Worthington Foods has developed a full line of products that look, taste, and chew like chicken, pork and beef products. Test marketing of two items is being done in three chains in Columbus, Ohio—Alber’s, Big Bear, and Kroger. The two spun soy protein foods, Wham, a ham-like product, and White-Chik, simulated white meat chicken, are both being well received by consumers in these marketing tests... Use of the fibers in foods is subject to a patent owned by Ralston Purina Company. In Columbus, both Wham and White-Chik are priced at \$0.69 for an 8-oz package. New foreign distribution, principally in Norway and Sweden, has already added some volume.”

A large photo bears the caption “Worthington’s line of spun soy protein meat-like products are packed in canned, frozen, and dehydrated forms.” Frozen products in thin paperboard boxes include White-Chik, Fri-Chik, Prime, and Wham. Canned moist products include Veja-Links, Soyameat (many flavors), Saucettes. Meat Loaf Mix is a dry canned product. Prime is in a plastic pouch.

A newspaper ad for frozen Wham stresses the product’s low fat content (“65% less fat than cured ham”), convenience, and the fact that it contains no meat.” A photo shows a rack of meatless Prosaage, which resembles a pork

sausage made by Worthington, ready for quick freezing. Prosage does not shrink when fried.

“Edible spun soy protein fibers, sold under the trademark Fibrotein, are supplied in fresh frozen and dehydrated forms to the food processing industry by Worthington Foods, Inc., 900 Proprietors Rd., Worthington, Ohio 43085. The company also supplies imitation meats made from Fibrotein in fresh, frozen and dehydrated forms. The imitation meats are available in slices, cubes, chips, granules, round rolls, square logs and in other shapes and sizes.”

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “imitation meats” (with any combination of quotation marks). Address: 1. General Manager, Worthington Foods, Inc; 2. Assoc. Editor.

447. **Product Name:** Wham (Meatless Ham) [Slices, or Rolls].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1965 September.

**Ingredients:** In 1965: Specially processed soybean protein (Fibrotein), corn oil, egg albumen, hydrolyzed vegetable proteins, salt, lactose, brown sugar, monosodium glutamate, vegetable gum, flavorings, U.S. certified color. In 1971: Soybean protein, corn oil, albumin [egg protein], hydrolyzed vegetable protein, corn syrup solids, salt, MSG, flavorings, U.S. certified color.

**Wt/Vol., Packaging, Price:** 8 oz paperboard box or can.

**How Stored:** Frozen or canned (Sept. 1965).

**New Product–Documentation:** Soybean Blue Book. 1965. p. 112. Buller & Klis. 1965. Food Processing. 26(9):115-17, 120. Sept. “Spun Soy Protein Foods Get Supermarket Sales Test.” Wham, a ham-like product, is made with spun soy protein fiber. A photo shows the thin paperboard box in which Wham is sold, frozen, and the large can in which it is sold in canned form. An ad announces that Wham contains 65% less fat than cured ham. “What a menu-maker for Lent and meatless days.”

Ziamba. 1966. Food Engineering. May. p. 82-93. “Let soy proteins work wonders for you.”

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in “Wham (Worthington).” This is an institutional product.

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned or frozen product based on spun soy protein fiber. The frozen slices are available in 8 oz. or 24 oz. sizes.

Photo. Manufacturer’s catalog. 1984, undated. Frozen Products.

Label (undated) for “New Wham imitation ham” sent by Dr. Walter Wolf. 2000. July. Since the first ingredient is Fibrotein (spun soy protein fibers), this package is probably

from about 1965. Red and white on dark blue. A large color photo on the front panel shows slices of Wham served a white serving dish surrounded by sliced pineapple rounds with a red cherry at the center of each. On the front panel: “Contains no meat. 65% less fat than cured ham.”

448. **Product Name:** Veja-Links (Made with Spun Soy Protein Fibers—Canned or Frozen).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: 614-885-9511.

**Date of Introduction:** 1965 September.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Canned or frozen.

**New Product–Documentation:** Buller & Klis. 1965. Food Processing. 26(9):115-17, 120. Sept. “Spun Soy Protein Foods Get Supermarket Sales Test.” Photos show: (1) The can in which Veja-Links are sold; the caption says that they contain spun soy protein fibers. (2) Two women packing

Contains No Meat WORTHINGTON Contains No Meat

**Veja-Links®**  
Vegetable Protein Links  
Artificial Frankfurter Flavor

Serving Suggestion

NET WT. 19 OZ. (1 LB. 3 OZ.) 10 LINKS

**Veja-Links®**

Veja-Links are pre-cooked, rich in nutritious vegetable protein and contain no meat, animal fat, or preservatives.

Great in casseroles, baked beans, hors d'oeuvres, too. WRITE FOR FREE RECIPES.

**HEAT & SERVE.** Heat Veja-Links in the liquid provided for a quick and delicious meatless “hot dog”. Or, sauté at medium heat in a little vegetable oil. To broil or grill, coat each link generously with vegetable oil first.

**WORTHINGTON**

NUTRITION INFORMATION PER SERVING	
SERVING SIZE	2 LINKS (62 g)
SERVINGS PER CONTAINER	5
CALORIES	130
PROTEIN	6 g
CARBOHYDRATE	4 g
FAT	10 g
PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCE (U.S. RDA)	
PROTEIN	10
VITAMIN A	*
VITAMIN C	*
THIAMINE	10
RIBOFLAVIN	8
NIACIN	10
CALCIUM	2
IRON	4
VITAMIN B <sub>6</sub>	4
VITAMIN B <sub>12</sub>	30

\*CONTAINS LESS THAN 2% OF THE U.S. RDA OF THESE NUTRIENTS.

Kosher and Pareve

INGREDIENTS: LINKS—EGG WHITES, TEXTURED SPUN SOY ISOLATE, SOYBEAN AND/OR CORN OIL, PARTIALLY HYDROGENATED SOYBEAN AND COCONUT OIL, WHEAT GLUTEN, FLAVORINGS (HYDROLYZED VEGETABLE PROTEIN, MONOSODIUM GLUTAMATE, SPICES, NATURAL SMOKE FLAVOR, DISODIUM GUANYLATE, DISODIUM INOSINATE, PAPRIKA, GARLIC POWDER, SPICE OILS AND EXTRACTS), CORN SYRUP SOLIDS, SALT, GAT FLOUR, CARRAGEENAN, YEAST, SODIUM ALGINATE, ARTIFICIAL COLORS, NIACINAMIDE, VITAMIN B<sub>1</sub> (THIAMINE MONONITRATE), VITAMIN B<sub>6</sub> (PYRIDOXINE HYDROCHLORIDE), VITAMIN B<sub>12</sub> (RIBOFLAVIN), VITAMIN B<sub>12</sub>, IRON (AS FERROUS SULFATE).

SAUCE—WATER, FLAVORINGS (HYDROLYZED VEGETABLE PROTEIN, NATURAL SMOKE FLAVOR, MONOSODIUM GLUTAMATE, DISODIUM GUANYLATE, DISODIUM INOSINATE), SALT, ARTIFICIAL COLORS.

WORTHINGTON FOODS  
DIVISION OF MILES LABORATORIES, INC.  
WORTHINGTON, OHIO 43085 U.S.A.

16300 24003



Veja-Links into cans. The caption states that these meatless frankfurters are packed in both canned and frozen forms.

Hartman, Ziemba. 1966. *Food Engineering*. May. p. 82-93. "Let soy proteins work wonders for you." A photo shows the package.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. Veja-Links is a canned frankfurter-type product.

American Soybean Assoc. 1974? "Soybeans: From America's fertile soils the world's versatile protein resource." A photo shows the can.

**449. Product Name:** Skippy Peanut Butter with Smoky Crisps (or Bits).

**Manufacturer's Name:** Corn Products Co., Best Foods Div.

**Manufacturer's Address:** -

**Date of Introduction:** 1965 October.

**New Product-Documentation:** National Provisioner. 1965. Oct. 9. p. 17. "New foods from spun protein." "Smoky Bits' simulating bacon are being test marketed in peanut butter."

Odell. 1966. *Cornell Hotel and Restaurant Administration Quarterly*. Aug. p. 24 "Meat analogues: A new food concept." A product closely similar to General Mills' Smoky Chips "is being supplied to the Best Foods Division of Corn Products as 'Smoky Crisps' for inclusion in a new version of Skippy Peanut Butter."

Wall Street Journal. 1969. Oct. 2. p. 1. "Meatless 'meats.'" "One of the first products to use analogs, Skippy Peanut Butter with Smoky Crisps (simulated 'bacon' bits), was dropped last year after little more than a year in test markets."

**450. Product Name:** Bac\*O's (Meatless Fried Bacon Bits from Spun Soy Protein Fiber).

**Manufacturer's Name:** General Mills, Inc.

**Manufacturer's Address:** Minneapolis, Minnesota.

**Date of Introduction:** 1965 December.

**Wt/Vol., Packaging, Price:** Frozen or dried (3.25 oz jar).

**New Product-Documentation:** Ziemba. 1966. *Food Engineering*. 38(4):58-60. April. "Create new foods with textured soy proteins." General Mills is test marketing this product as Bacon Bits (as garnish or condiment) in Bac-O-Chips for the institutional trade and Bac\*Os under the Betty Crocker consumer label. GMI has registered these textured meat analogs under the name Bontrae. They are made from spun soy protein fibers. "These spun monofibrils are then blended with supplementary ingredients (fats, egg solids, sugars, etc.), binders, flavors, and colors. They are then cooked (to heat-set) and shipped frozen (55 to 60% moisture) or dried (2% moisture). A.D. Odell is manager of the GMI Isolated Protein Program. A photo shows the label of a jar of Betty Crocker Bac\*Os. "New. Net wt. 3.25 oz. Say 'BAY-kôz. Crispy bits with a flavor like smoke-cured bacon. High

in vegetable protein."

Ziemba. 1966. *Food Engineering*. May. p. 82-91. "Let soy proteins work wonders for you." *Business Week*. 1966. July 23. p. 82-87. "Soybeans move up on the menu."

David Sanford. 1968. *New Republic*. May 18. p. 13-15. "Unfoods: Do you know what you're eating?" Indicates that test marketing of Bac\*Os in Denver, Buffalo, and Sacramento began in about Dec. 1966 and that they are about to be advertised nationally. The label now reads "Bac\*Os-Crispy Bontrae bits with a flavor like bacon." They are made with spun soy protein isolate fibers.

*Soybean Digest Blue Book*. 1969. p. 114, 112. Bac\*O's are made from spun soy protein fiber. Company is at 9000 Plymouth Ave. N., Minneapolis, Minnesota 55427. Head office at 9200 Wayzata Blvd., Minneapolis. American Soybean Assoc. 1974? "Soybeans: From America's fertile soils the world's versatile protein resource." A photo shows the jar.

Talk with Pam Becker of General Mills in Minneapolis (Phone: 612-540-2470). 1989. Dec. 13. She reads from an undated internal company publication compiled by the Consumer Relations Dept. and titled "Consumer Foods Products Information." This product was introduced to test markets in December 1965. The introduction was the result of extensive R&D work which began in the late 1950s. Foreseeing the future problem of increased worldwide malnutrition, General Foods acquired a patent license for a process then only in the initial stages of development to spin soy protein fibers (like the techniques used for Nylon or Rayon) into a fibrous material similar in form and consistency to meat. The fibers were combined with such binding ingredients as egg albumen and wheat gluten with oils, flavors, and dyes to produce a high protein food. After considerable consumer research, the decision was made to first market isolated soy protein in the form of bacon (Bac\*O's). Bacon was a popular food with consumers but was considered to be expensive and often a nuisance to prepare. In Dec. 1965 Bac\*O's was test marketed in Buffalo and Syracuse (New York), Sacramento, Stockton, and Fresno (California), and Denver (Colorado). It was extremely convenient, required no cooking or refrigeration, and there was no waste. It contained 67% more protein, 42% less fat, and 19% fewer calories than bacon. It contained no animal or meat fat and was kosher. 1 tablespoon (¼ oz.) contained 35 calories, 2 gm of fat, 3.6 gm of protein and no cholesterol. It was sold in glass jars. A variety of recipes were developed with the crispy vegetable protein bits including egg dishes, salads, and sandwiches. It was expanded out of test market to all areas but the West Coast in 1968, and it became available nationally in Dec. 1969.

In 1983 Bac\*O's was reformulated to improve flavor and color. It had a less salty, milder, and less smoky flavor. In March 1985 Bac\*O Bits were introduced nationally. They were smaller sized pieces which could be used as a more

subtle seasoning.

Dawson Foods bought the Bontrae spinning line, plus exclusive rights to General Mills soy isolate and patented spinning technology, equipment, and frozen spun products marketed to food processors and institutional customers. Central Soya got a long term leasing and licensing agreement for exclusive rights to General Mills' patented steam textured vegetable protein technology, equipment, and products to market to institutional customers and food processors. The company archivist, who knows history well, is Jean Toll (X-2679).

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 174. The ingredients in "BacO's (General Mills)" are soy protein, vegetable oil, salt, HVP, sugar, dried egg white, artificial flavor, artificial color.

**451. Product Name:** Prime Vegetable Burger. Renamed Prime Vegetarian Burger by 1971.

**Manufacturer's Name:** Battle Creek Foods. A Div. of Worthington Foods.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: 614-885-9511.

**Date of Introduction:** 1965.

**Ingredients:** Wheat protein [wheat gluten], water, yeast extract, salt, soy sauce, Brewer's yeast, MSG, seasonings, algin, caramel color.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual*. 2nd ed. p. 104. Prime Vegetable Burger contains 15.60% protein, 0.20% fat, and 3.70% carbohydrate. One serving, ½-inch slice, weighs 66 gm.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 161. Lists the ingredients in "Prime Vegetarian Burger (Battle Creek)."

**452. Product Name:** Loma Linda Dinner Rounds.

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1965.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, vegetable oil, soy flour, oat flour, dried yeast, salt, onion powder, MSG, dextrose, lecithin, caramel.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual*. 2nd ed. p. 104. Dinner Rounds contain 15.91% protein, 8.95% fat, and 6.26% carbohydrate. One serving, 1 patty, weighs 40 gm.

Loma Linda Food Co. 1969. "Wholesale Price List." Dinner Rounds are now sold in 20 oz cans.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet*

*Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 161. Lists the ingredients in "Dinner Rounds (Loma Linda)."

**453. Product Name:** Soya Bean Luncheon Loaf, and Savoury Roast (Meat Substitutes).

**Manufacturer's Name:** Soy Products of Australia Pty. Ltd.

**Manufacturer's Address:** 69 Power Road, Bayswater, VIC 3153, Australia. Phone: 729-1738.

**Date of Introduction:** 1965.

**Ingredients:** Incl. soybeans, tomato sauce or puree.

**Wt/Vol., Packaging, Price:** Tin-plated steel can.

**New Product–Documentation:** Letter from Paul Smith of Soy Products of Australia Pty. Ltd. 1981. Vincent R. Smith was a soyfoods pioneer in Australia. Between 1965 and 1974-75 Mr. Smith developed and manufactured two soyabean meat substitutes—Soya Bean Luncheon Loaf, and Savoury Roast—for Bellevue Health Supplies, as part of his product range within F.A. Robert's Health Foods Proprietary Ltd. This latter company has since been absorbed within Soy Products of Australia Pty. Ltd.

**454. Product Name:** Saucettes (Meatless Sausage-like Links).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1965.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, corn oil, soya protein (Fibrotein spun soy protein fibers), albumin [egg protein], dextrose, salt, hydrolyzed vegetable protein, MSG, seaweed extractive, flavorings, U.S. certified color.

**Wt/Vol., Packaging, Price:** 19 oz can. Retail for \$2.85 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Note: This product was originally introduced by Battle Creek Food Co. in about 1936. Buller & Klis. 1965. *Food Processing*. 26(9):115-17, 120. Sept. "Spun Soy Protein Foods Get Supermarket Sales Test." A photo shows the small can in which Saucettes are sold. A caption states that the product contains spun soy protein fibers. Soybean Blue Book. 1965. p. 112. Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in "Saucettes (Worthington)." This is an institutional product.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned frankfurter type product based on spun soy protein fiber.

Shurtleff & Aoyagi. 1983. *History of Worthington Foods*. p. 11.

**455. Product Name:** Fri-Chik (Meatless Chicken Based on Spun Soy Protein Fibers—Frozen).



**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1965.

**Ingredients:** Water, textured soy protein isolate, egg whites, soybean and/or corn oil, flavorings (hydrolyzed vegetable protein, onion, turmeric, spice extractives, disodium guanylate, disodium inosinate), modified corn starch, salt, monosodium glutamate, carrageenan, niacinimide [niacinamide], iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), artificial color, vitamin B-2 (riboflavin), vitamin B-12.

**Wt/Vol., Packaging, Price:** 25 oz can. Retail for \$4.89 (12/80). 12.5 oz can retails for \$2.35 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.



Chicken Style,' and was also later marketed as frozen and canned 'White-Chik' in large rolls for slicing, dicing, etc. The approximate analysis of these simulated chicken products: protein 20-26%, fat 18-25%, and carbohydrate 2-3%."

Ziemba. 1966. Food Engineering. May. p. 82-93. "Let soy proteins work wonders for you." Photo of box. Consumer Reports. 1980. June. p. 357-65. The protein PER is 2.60. Sensory comments: Too moist. Perceived as chickenlike or spongelike.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27. Contains no cholesterol. Certified Kosher/Pareve. Shelf life is approximately 3 years under proper storage conditions.

**New Product–Documentation:** Buller & Klis. 1965. Food Processing. 26(9):115-17, 120. Sept. "Spun Soy Protein Foods Get Supermarket Sales Test." A photo shows the thin paperboard box in which Fri-Chik is sold, frozen.

Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual*. 2nd ed. p. 104. Frozen Fri-Chik contains 25.61% protein, 25.06% fat, and 2.04% carbohydrate. One serving, 2 pieces, weighs 84 gm.

Hartman. 1966. Food Technology. 20(1):39-40. "Vegetarian protein foods." "The first textured soybean protein fiber product marketed in the U.S. is Worthington's frozen 'Fri-Chik,' an extruded formulation simulating a small fried portion of white chicken meat. This same formulation was next canned in a light gravy and called 'Soyameat–Fried

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. 12.5 oz can. The main ingredients are now: Textured vegetable protein (soy protein isolate and concentrate), egg whites, soybean oil, corn oil, natural and artificial flavors from non-meat sources, salt, dextrose, vegetable gum, onion, turmeric, celery, niacin, iron, etc.

Talk with Dick Leiss, Director of R&D at Worthington Foods. 1993. June 30. This was an early product that contained spun soy protein fiber and was deep fat fried.

**456. Product Name:** Vegetable Skallops (Regular, or Without Added Salt or MSG).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1965.

**Ingredients:** Regular: Skallops: Textured vegetable protein (Wheat gluten, soy protein concentrate). Broth: Water, salt, monosodium glutamate, L-lysine hydrochloride (an essential amino acid).

**Wt/Vol., Packaging, Price:** 20 oz (567 gm) can. Regular retails for \$2.60, and "No salt or MSG" retails for \$2.70 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.



**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual. 2nd ed.* p. 104. Vegetable Skallops contain 16.80% protein, 0.60% fat, and 10.70% carbohydrate. One serving, 3 pieces, weighs 62 gm.

*It's Your World Vegetarian Cookbook.* 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned fish-like product based on spun soy protein fiber.

Ad in *Whole Foods.* 1983. Sept. p. 45. in 20 oz. cans. This product and Vegetarian Burger are being promoted as "Salt Shakers." Both are available in versions with and without salt and MSG. For the hypertensive and sodium-conscious. A black-and-white photo shows the can and label. The text reads: "Contains no meat. A vegetable protein product. No added salt or MSG."

Products with Labels purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. The

regular flavor is red, white, yellow, and blue. The "No added salt or MSG" is blue, black, and yellow on white.

Soyfoods Center Product Evaluation. 1992. Feb. 16. This product is delicious when prepared as follows: Drain, break large pieces into smaller ones, dust in wheat flour, dip in beaten egg, dust in Japanese bread crumbs (which are made without sugar, and are bigger and flatter than their Western counterparts), then deep fry. Serve with Japanese-style Tonkatsu sauce or tartar sauce.

Talk with Dick Leiss of Worthington Foods. 1993. July 30. This was an old Battle Creek Foods product. Dick is quite sure that it never contained spun soy protein fibers. It was also based on gluten.

457. **Product Name:** Big Pat.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: 614-885-9511.

**Date of Introduction:** 1965.

**Ingredients:** In 1971: Wheat protein [wheat gluten], mushrooms, dehydrated onion, pecan meal, salt, rolled oats, soy grits, sunflower seeds, MSG, garlic powder, hydrolyzed vegetable protein, starch, corn oil, natural extractive flavorings.

**New Product–Documentation:**

Seventh-day Adventist Dietetic Assoc. 1965. *Diet Manual. 2nd ed.* p. 104.

Big Pat contains 21.80% protein, 8.00% fat, and 16.60% carbohydrate. A serving, 1 Pat, is 64 gm.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan.* 3rd ed. p. 160.

Lists the ingredients in "Big Pat (Worthington)."

458. Brandemuhl, William. 1965. Soybean utilization in Japan: Figures (Document part). San Francisco, California. xxii + 478 p. Unpublished manuscript. 28 cm. [189 ref]

• **Summary:** 1. Black soybeans from Japan's Tanba region and American Harosoy soybeans. 2. Soybeans growing on a dike. 3. Soybean plants drying on rack. 4. Soybean plants drying just prior to harvesting. 5. Soybean plants drying just prior to harvesting. 6. Soybean harvester. 7. Depodding rack and pod filled stalk. 8. Depodding soybeans. 9. Entrance to the Red Chinese Trade Fair held in Tokyo, during April, 1964. 10. One of the agricultural exhibits at the Chinese Trade Fair (corn and soybeans). 11. Soybeans and soybean plants exhibited at the Chinese Trade Fair. 12. Soybeans and other bean products that Red China is capable of exporting



(exhibition at the Red Chinese Trade Fair). 13. Soybeans on display at retail store. 14. Soybeans on display at retail store. 15. Barge unloading of soybeans at oil mill. 16. Barge unloading of soybeans at oil mill. 17 Soybean tank receiver at oil mill. 18. Multi-spout soybean feeder at barge side. 19. An oil gift assortment.

20. Selling oil at a small oil retail shop. 21. Dispensing oil. 22. Selection of oil at oil retail shop (notice birds in cage at right). 23. Vegetable oil displayed with petroleum products. 24. Vegetable oil displayed with petroleum products. 25. Bottling facilities at oil wholesaler's. 26. Bottling facilities at oil wholesaler's. 27. Prepackaged oil products displayed at wholesaler's. 28. Seafood fried in soybean oil. 29. Selling soybean oil fried products. 30. Temperature controlled fryer. 31. At a chicken farm. 32. Handling 20 kilograms bags of chicken feed. 33. Soybean meal on top of other components of mixed feed prior to hand mixing. 34. Bag fastener for mixed feeds packed at wholesaler. 35. Fermenting agent for bakery (contains equal quantities of soybean flour, yeast, and water). 36. Silk worms eating mulberry leaves. 37. Silk worms eating soybean protein mixed with mulberry leaves. 38. Tofu. 39. Soybean grinder.

40. Soybean grinder. 41. Soybean grinder. 42. Open pit live steam cooker. 43. Open pit wood-stoked cooker. 44. Okara tank and press. 45. Outdated okara press. 46. Tonyu [soymilk] receiving tanks (precipitation tanks). 47. Removing water from precipitating curd. 48. Pressing tofu with stone weights. 49. Yakidofu. 50. Yakidofu being dipped into a shaping box. 51. Mechanical press for pressing yakidofu. 52. Cutting yakidofu. 53. Roasting yakidofu. 54. Kinugoshi tofu. 55. Aburaage. 56. Aburaage prior to being deep fried. 57. Frying sushiage, a product similar to aburaage. 58. Frying aburaage. 59. Hiroso: left front; atsuaage: right front; sushiage: left rear; aburaage: center rear.

Note 1. This is the earliest English-language document seen (April 2013) that uses the word "Hiroso" to refer to Kyoto-style deep-fried tofu treasure balls.

Note 2. This is the earliest English-language document seen (April 2013) contains the word *atsuaage* or the word *sushiage*; they refers to types of deep-fried tofu.

60. Okara for use as cattle feed. 61. Okara for food use. 62. Overall view of production portion of tofu plant. 63. Tofu peddler. 64. Tofu on display. 65. Bagged tofu. 66. Miso-shiru soup. 67. Dengaku (yakidofu covered with miso and placed over low heat). 68. Aburaage formed as a bag with rice inside. 69. Yudofu, Japan's most famous but not often eaten tofu dish. 70. Yudofu. 71. Miso. 72. Fermentation starting material (rice inoculated with bacteria). 73. The first step in making home miso. 74. Mashing soybeans for home miso. 75. Rice koji being used for home produced miso. 76. Salt being added to soybean and koji for the making of home miso. 77. Mixing home miso components. 78. Mixing home

miso components. 79. Freshly made home miso.

80. Home miso after one year natural fermentation. 81. Koji maker. 82. Koji filled boxes. 83. Autoclave for steaming soybeans. 84. Koji mixed with salt. 85. Wooden vat for miso fermentation. 86. Weights for pressing miso. 87. Removing miso from fermentation vat. 88. Mixing and grinding miso. 89. Degraining [grinding] miso. 90. Miso on display. 91. Miso packing and sealing instrument. 92. Packing miso in a plastic bag. 93. Beef and rice miso preserver. 94. Seafood and rice miso preserver. 95. Receiving soybean meal at shoyu factory. 96. Saline solution for shoyu production. 97. Fermenting moromi. 98. Equipment used for bubbling moromi. 99. Temperature control of moromi.

100. New moromi. 101. Moromi which has fermented nearly one year. 102. Hydraulic press for pressing moromi. 103. Running moromi into filter cloth. 104. Filter cloth containing moromi. 105. Raw shoyu storage tank. 106. Open press for previously pressed moromi. 107. Opening moromi filter cloth. 108. Removing shoyu kasu (shoyu presscake) from filter cloth. 109. Bagging shoyu kasu for sale as cattle food. 110. Quick method shoyu kasu. 111. Shoyu sterilization instrument. 113. Shoyu bottler. 114. Bottling shoyu by hand. 115. High speed labeling. 116. Hand labeling. 117. Preparing sauce for shipment. 118. Shoyu cold sauce. 119. Filling plastic bottles with shoyu for use in box lunches.

120. Broiled chicken coated with shoyu. 121. Fish marinated in shoyu. 122. Fish baked with shoyu. 123. Grilled eels basted with shoyu. 124. Daitokuji natto (look like raisins spread on a sheet of paper).

125. Cooker for steaming soybeans for natto. 126. Pressurized container for inoculating soybeans. 127. Inoculating soybeans for natto. 128. Traditional method of packing natto. 129. Traditional method of packing natto. 130. Incubation rack and traditional packages of natto. 131. Packaging inoculated soybeans prior to incubation. 132. Packaging inoculated soybeans prior to incubation. 133. Inoculated soybeans in recently introduced containers. 134. Natto incubation room. 135. Natto on display at egg shop. 136. Overall view of frozen tofu factory. 137. Precipitation containers for frozen tofu tonyu. 138. Smoothing frozen tofu curd. 139. Frozen tofu curd flowing into shaping box.

140. Shaping box for frozen tofu curd equipped with sheet metal guide. 141. Removing formed frozen tofu curd from sink. 142. Cutting formed curd into freezing size. 143. Sized curd in -20°C freezer. 144. Sized curd in -5°C degree freezer. 145. Defrosting frozen tofu. 146. Removing frozen tofu curd from centrifuge. 147. Inspecting frozen tofu curd for dryness. 148. Drying frozen tofu. 149. Grinding frozen tofu into marketable size. 150. Packing frozen tofu. 151. Frozen tofu on display. 152. Cooked frozen tofu displayed in food shop. 153. Cooked frozen tofu mixed with vegetables. 154. Packing kinako. 155. Kinako on display. 156. Covering

pounded rice cake [mochi] with kinako. 157. Yuba. 158. Yuba hanging on rack above tonyu tank. 159. Lifting yuba from tonyu tank.

160. Fresh yuba. 161. Rolling fresh yuba into marketable form. 162. Combining fresh yuba with vegetables. 163. Rolling dry yuba. 164. Yuba on display. 165. Shoyu vats at tsukudani factory. 166. Tsukudani cooker. 167. Cooling tsukudani. 168. Nimame being marketed. 169. Nimame with shoyu and shrimp. 170. Nimame with shrimp. 171. Selling nimame. 172. Nimame as served. 173. Hamanatto. 174. Sun drying Hamanatto. 175. Close-up of sun-dried Hamanatto. 176. Pressing Hamanatto. 177. Grading Hamanatto. 178. Hamanatto on display. 179. Edamame.

180. Sprouting soybeans. 181. Sprouting soybean covered with straw. 182. Close-up of sprouting soybeans. 183. Sprouting soybeans. 184. Wetting down sprouting soybeans. 185. Soybean sprouts. 186. Mapped sprouts [Note 2. "Mappe" is not a Japanese word; mappe beans are imported from Burma]. 187. Soybean roasting oven. 188. Roasting soybeans. 189. Soybeans and seaweed. 190. Black soybeans in pounded rice cake [mochi].

Map of Japan. Address: San Francisco, California.

459. Brandemuhl, William. 1965. Tofu (including Aburaage and related products): History, use of soybeans, manufacture (Document part). In: William Brandemuhl. 1965. Soybean Utilization in Japan. San Francisco, California. xxii + 478 p. See p. 137-201, Unpublished manuscript. 28 cm. [18 ref]

• **Summary:** "History: Tofu, the coagulated protein and fat of ground cooked soybeans (see Figure 38) according to an ancient Chinese book was invented by a philosopher, prince *Hamintze* of the Han dynasty, while another source attributes the invention of Tofu to another Chinese philosopher *Whai Nain Tze*. Manufacture was supposedly begun in China in 164 B.C. during Emperor *Hwai Wen's* reign by *Liu an*, duke of *Hwai an*. *Liu an* was a good friend of the Buddhists monks so it is believed he started manufacturing Tofu, so as to give them a somewhat more varying diet. Tofu come to Japan (probably through Korea) for the first time during the Toyotomi period (880 years ago). Although not completely documented, Buddhist priests probably were the transmitting agents as the priests used Tofu long before it was in general use.

"Use of soybeans: Throughout Japanese history domestic soybeans were used to make Tofu, however Chinese soybeans began to be used after trade began between Japan and China. During and at the end of World War II all soybeans were in short supply, however in the early fifties U.S. soybeans began to be used for Tofu. This use developed so that now Tofu accounts for the largest Japanese food use of U.S. soybeans. The Tofu makers would use domestic soybeans if they were not too expensive however. Some makers still use a certain percentage of domestic beans although such practice is becoming less popular. More

often used are U.S. specialty beans such as Illinois, Indiana, Ohio, Hawkeye, or select No. 2 ordinary even though such soybeans are higher priced than regular soybeans. Chinese soybeans are again starting to be used for Aburaage although because of custom U.S. soybeans are not likely to be replaced in the foreseeable future. The existence of over 60,000 Tofu makers consuming over 200,000 MT of soybean per year with each maker consuming between 15-300 kilograms per day presents somewhat of a problem regarding soybean purchasing. Each particular maker is too small to purchase directly from anyone but the smallest wholesaler where the price of soybeans is too high for efficient operation. The Japanese people are association minded with the Tofu makers being no exception. The Tofu makers authorize their local association to purchase soybeans in large lots for future distribution to individual makers. The Tofu makers do not especially like to purchase through the association as the association charges for handling, however the makers have a desire to support the association so accept purchasing through it. The association deals with the importer, crusher, and large wholesaler, selecting whichever seller will give the best terms.

"The numerous Tofu makers that do not belong to the association (about 1/6) as well as members whose association does not purchase usually work out an arrangement with the smaller wholesalers. Soybeans are delivered to the maker by truck with the maker receiving material for a number of weeks each time he receives. The shipment is kept in bag form until the day before use.

"Manufacture—Regular Tofu (white Tofu): The manufacturing procedure described below is for the most used type of Tofu, 'Shirodofu' (white Tofu) as is seen in Figure 38. Other related products such as Yakidofu, Kinugoshi dofu, Aburaage, Hiroso, and others are processed in much the same way. Additional or different methods of processing these latter products are described in respective sections.

"The process of making Tofu consists of ten steps, that is, soaking, cooking, filtering, coagulating or precipitating, shaping, pressing, submerging [in water], cutting, and again submerging.

"Soaking: Depending upon season of year, 5-15 hours before processing, clean whole soybeans are put in containers of any size but most used are metal drums, wooden barrels or 20 liter tins. Water is added to the container until the soybeans in the container are completely submerged. Although length of soaking is not such a strict factor, generally soybeans are soaked 10-14 hours in winter and 5-10 hours in summer. Soybeans soaking in any one container should be of uniform size as soaking would not be even. Because of their small size, U.S. soybean are soaked for less time than Hokkaido soybeans. In winter Hokkaido soybeans may require as much as five additional hours of soaking. There seems to be to guides besides experience that



indicate when soaking is sufficient, that is, the appearance of bubbles rising to the surface of the water and the whiteness of them inside of the soybeans.

“Grinding: Tofu processing usually begins at 3:00-5:00 in the morning so that the final product may be ready for use during that day. Processing is initiated by the removing of unabsorbed water from the containers. After that between five and eight kilograms of the soaked soybeans are put into an electric powered grinder of the types shown in Figures 39, 40, and 41. The type of grinder pictured in Figure 39 is the most popular. Water is run into the grinder’s intake container and the grinder is started. After ground as small as possible the soybeans in the form of thick white cream (see bottom of Figure 41) enter a container positioned at the outlet of the grinder. The cream could be called more paste-like than a liquid although it flows. If it cannot water is added. If the cream is too thin, the residue after filtering will contain too much of the protein. For a batch of approximately seven kilograms of soaked soybeans the volume of creamy substance should be around 54 liters.

“Cooking: The type of cooker used depends upon the economic situation of the maker. Two of three types of cookers commonly used are shown in Figure 42 and 43. Although, wood (Figure 43) or oil stoked cookers are used, use of a steam boiler is slowly replacing all other methods. Either a small steam pressure cooker or a live steam open pit steam cooker (Figure 42) might be used if the factory has a steam boiler. To indicate that making Tofu is a cottage type industry very often makers with steam boilers will use same for heating their bath. The ground soybeans and water are usually drawn into the cookers by negative pressure but this procedure may also be done manually. Such is necessary if the maker does not have a steam boiler. After the cream is pulled into the cooker, water is added to the container to collect the residue remaining on the container’s surface. This thin solution is also drawn into the cooker. Cooking lasts about four or five minutes or until pressure reaches approximately 10-12 pounds per square inch or the equivalent of it if another type of cooker is used. Cooking is very important for removing distasteful flavor, protein, causing good or bad cohesiveness and water holding capacity, although it is done without gauges, meters, or time control by the experienced Tofu maker. As an indication of the time of operation the cooking of 35-40 different batches may be completed by 6:00 a.m.

“Filtering: After cooking, a valve is opened. This valve is connected to a 1½ inch diameter pipe which bends upward so that it is positioned over a container usually around 24 inches square and made of metal although wood and tile are also used. A tile tank is shown in Figure 44. At the end of the pipe a coarse nylon bag is attached. The opening of the outlet valve with pressure still fed to the cooker causes the cooked material to be forced through the looped pipe and into the nylon bag filter. Steam flow is then terminated then started

again to force out what remains in the cooker.

“At some factories gravity may be used to remove the material from the cooker and such also might be accomplished by hand. The tank which the bag rests in also has an outlet at its bottom so the liquid (called Tonyu [soymilk]) which can readily pass through the coarse filter makes its way by pipe to a container. The temperature of this material is 100°C when it leaves the cooker, however it drops to 80°C by the time it reaches the container. The material that does not flow through the nylon filter is called Okara. As soon as all the material is forced out of the cooker and what liquid there is flows to the precipitating container a quantity of cold water (15-20 liters) stored in a tank above the container is dumped upon the nylon filter dropping the temperature of the Okara to 60°C so that as much protein as possible can be removed. At some places this water may run directly into the cooker after the initial liquid was forced out.

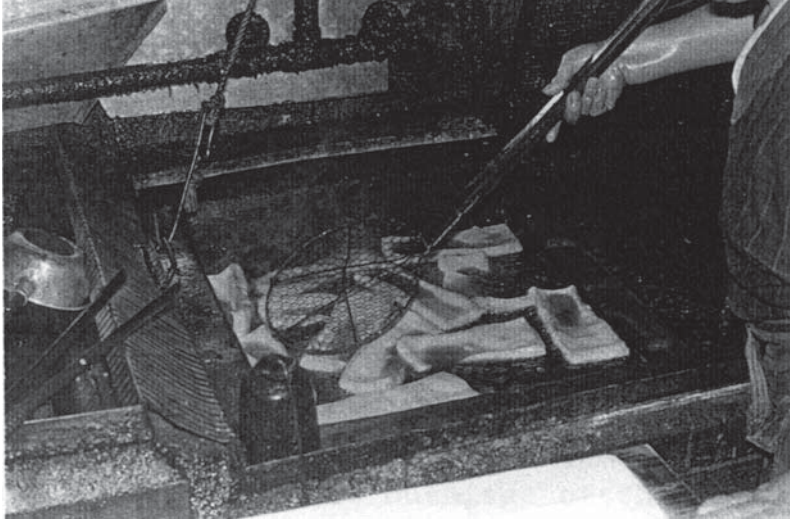
Note 1. The author and his wife, Tomoko, did most of their tofu research in Kyoto. Companies they visited and observed in the spring of 1963 (listed alphabetically) were: Hamano Tofu Co., Hamamoto Tofu Co., Namikawa Tofu Co., Ryo Tofu Co., Shimamoto Tofu, and Uno Tofu. They also learned much from the Tofu-Aburaage Association (Kyoto). And they visited and observed Sasanoyuki Tofu Restaurant (Tokyo, 11 June 1963).

Note 2. The word *Shirodofu* is occasionally (but rarely) used to distinguish “white tofu” from non-white tofu (such as deep-fried tofu, grilled tofu, dried-frozen tofu, etc.). This is the earliest English-language document seen (April 2013) that contains the word *Shirodofu*. (Continued). Address: San Francisco, California.

460. Brandemuhl, William. 1965. Tofu (including Aburaage and related products): Frying Aburaage, Atsuage, Hiroso / Ganmodoki, Okara, Soybean Milk (Continued—Document part IV). In: William Brandemuhl. 1965. Soybean Utilization in Japan. San Francisco, California. xxii + 478 p. See p. 137-201, Unpublished manuscript. 28 cm. [18 ref]

• **Summary:** (Continued). “Frying Aburaage: Aburaage is usually fried in rapeseed oil with soybean oil being occasionally used. Frying is accomplished in two stages as Figure 56 indicates. The containers used to fry are usually housed with bricks and heated by oil and blower although wood is sometimes used. A wood stoked fryer has the disadvantage of uncontrollable temperature. The oil containers are provided with hoods but as seen in Figure 57 cleanliness is difficult to maintain.

“The number of double oil containers varies with the size of the maker with a slightly larger than average maker processing about 1,000 Aburaage at a frying rate of about 120-150 per hour so at least two vats are needed. Each of the double containers are about 28 inches square and 2½ inches deep. Although it seems that the containers are completely separated by a partition actually a three millimeter space



exists between the bottom of the oil vat and the partition so that a certain amount of oil circulates between the two vats.

“Although most vats are as pictured in Figure 57 some have slanting sides for easier insertion of the raw Aburaage and conservation of oil. To insure even frying on both sides of the Aburaage as well as to increase speed of frying one of the two vats used for frying the same Aburaage has a wire mesh rack that is constructed to fit inside the vat. Such mesh is hinged to the container at the rear so by suitable attached wire or rope, the mesh can be easily controlled. A weight is put on the mesh so that the buoyancy of the frying Aburaage will not raise the mesh and defeat its purpose. In addition to the above equipment three hand utensils are used for frying Aburaage, one is a dipper (seen in foreground of Figure 57), for pouring oil over the Aburaage, another is a wire mesh spatula about 10 inches in diameter (see Figure 58) used to turn and individually press certain Aburaage, and the third is a long metal forceps for removing the Aburaage from the oil. Although equipment is supposedly cleaned everyday the oil in use is unusually dark although clean oil usually stored in a tank above the working area delivers large quantities of oil quite often.

“Given the above equipment Aburaage are fried in the following fashion. About 12 Aburaage are taken by hand four at a time from the trays shown in Figure 56 and inserted into the number one vat of oil. The oil in this vat has a temperature of around 100°C. Immediately upon insertion the Aburaage sink to the bottom of the oil. Two and one half minutes later they rise to the surface and at that time another batch of Aburaage are inserted in the same vat but the latter do not interfere with the frying of the first batch because they sink. As soon as the first batch rises they are turned and selectively pressed with the wire mesh spatula and the dipper mentioned above is used to pour oil from vat number two at 180-210°C onto the uncooked side of the Aburaage. About five minutes after insertion the Aburaage are transferred to vat number two and pressed under the surface of the oil with

the hinged wire mesh and weight. About three to four minutes later the golden brown Aburaage are removed with the metal forceps and placed on a slanting wire rack adjacent to the number two vat. The length of frying time varies with the temperature of oil that each maker might use so that generalizations cannot be made, however each maker attempts to produce the largest Aburaage possible given the size of raw Aburaage used. If frying is successful the Aburaage will first become very puffed and then collapse having then a skin-like surface. The void space may then be used after suitable cutting for holding rice, one of the most popular ways to prepare Aburaage. The 1.8 liters of oil that are absorbed into 100 Aburaage make the protein rich Aburaage very rich in oil also. One reason why the use of meal has been successful for Aburaage is that oil absent from raw Aburaage is replaced in great part by frying.

“After excess oil has dripped from the Aburaage on the wire tray, they are removed and placed on another wire tray and stored in a wooden rack until marketed. The form the 240 gram Aburaage takes is as shown in the center rear of Figure 59.

“Sushiage is made using exactly the same materials and procedures as Aburaage except that Sushiage is less than one half the size of Aburaage as can be seen when comparing both in Figure 59 and Figure 57 (Sushiage) with Figure 58 (Aburaage). Length of frying Sushiage has to be compensated so that total frying time is usually less than eight minutes.

“The Japanese people delight in consuming a slice of raw fish set upon a small ball of rice but since fish is expensive a quantity of rice packed inside a split Sushiage often acts as an inexpensive substitute.

“Atsuage (see right front, Figure 59) may best be described as being two different products although marketed as the same. Standard Tofu which cannot be sold on the day it is processed is on the next day cut into triangular pieces one inch thick with legs about two and one half or three inches long. This product when fried only in the hot oil vat for a short time is called Atsuage. Since it is small it can easily be used when a piece of Aburaage is too large for the required use. Demand for Atsuage is usually higher than what can be made from the varying quantity material remaining each day so Atsuage also has to be made from regular batches of Aburaage resulting in products of two different qualities but not distinguished as such. A little known fact is that Tofu makers make nearly as much profit on cutting old regular Tofu into four pieces, frying, and selling as Atsuage as they do on selling regular Tofu.

“Hiroso (also called Ganmodoki) is pictured in Figure 59 on the left front. It is composed of old regular Tofu, old Yakidofu (after the roasted surface is removed), the



trimmings obtained when cutting Aburaage products, a shredded vegetable (usually carrots), ground yam, and sesame seeds. The first three materials are put into a cotton bag and pressed with a stone or the mechanical press if it is free so that a great portion of the water is removed.

“After removing the material from the press, the shredded carrots, ground yam, and sesame seeds (the sesame seeds may also be placed in the top of the material after formed) are mixed together by hand. Then the paste-like material is shaped into balls the size of one scoop of ice cream. In fact an ice cream scoop is sometimes used for shaping; otherwise it is done by hand. The balls are then put in the low temperature oil vat and allowed to remain submerged for a short while, then transferred to the high temperature oil (180-200°C) and fried until golden brown. Hiroso is more often used by poor people than other Aburaage products but not limited to same.

“Okara, as mentioned before, is the residue of the various filterings [sic] of the raw Tonyu. It is usually sold to dairy farms for feed at \$.01 (four yen) a kilogram. Figure 60 shows a farm owned truck with Okara from a number of Tofu shops located in the farm’s milk market. Not all Okara is fed to cows however, as it is also a popular food for rabbits, and Tofu delivery people also carry it for selling as dog food. Although for cleaning purpose other commercial products have replaced Okara, it can be used as a floor and hand cleaner. A small amount is also sold for human food (see Figure 61) with very poor people accounting for most of the food use.

“Soybean milk: Although other places in Asia use soybean milk with large and small scale factories producing same for a milk deficient population, in Japan soybean milk is not significantly consumed, although one modern factory is producing a similar product, however initiation of production is too recent to tell if this product will be successful. The Tonyu of Tofu production would seemingly be marketed but it is not because of the availability of fresh milk. Such was not the case up to about 25 years ago when nearly every Tofu shop sold Tonyu for direct human consumption and even for enriching other food products such as bakery goods.

“The Tofu factory: Figure 62 shows the production area of a Tofu factory employing six persons and producing the following amount of Tofu per day:

“Products. Pieces  
 “Regular Tofu 560  
 “Yakidofu 150  
 “Aburaage 1,200  
 “Sushiage 2,700  
 “Atsuage 400

“This factory is much larger than average yet for the above Production only 140-200 kilograms of soybeans are used. It might be imagined that to employ six people, hand work is the rule rather than the exception” (Continued).

Address: San Francisco, California.

461. Brandemuhl, William. 1965. Tofu (including Aburaage and related products): The Tofu factory, marketing Tofu, preservation (Continued—Document part V). In: William Brandemuhl. 1965. Soybean Utilization in Japan. San Francisco, California. xxii + 478 p. See p. 137-201, Unpublished manuscript. 28 cm. [18 ref]

• **Summary:** (Continued). Although all members of the family help the business in some way, labor cost is not yet so high (Tofu worker receive \$60-75 per month live in salary) and the Tofu industry makes use of much inexpensive equipment. With the development and rapid expansion of food and other industries, Tofu production is becoming far behind with respect to modern methods so cost of production is increasing, forcing many Tofu makers into bankruptcy. The number of Tofu makers is decreasing in still another way and that is at present the sons of Tofu makers observe that making Tofu is not a desirable job, either prestige or condition wise, so are refusing to assume ownership of the shop at the suitable time.

“This creates somewhat of an advantage for the young people who do enter the business as the older men running their own business can neither maintain quantity of production as they increase in age or handle young employees to maintain same so the young producer can slowly increase his sales by capturing the local market from an old maker. Also young aggressive makers are in a much better profit position as the profit margin seems to be high but more volume than a few bushels a day is needed to insure a comfortable financial position.

“Although Tofu makers as a whole believe that modernization and automation cannot be accomplished with Tofu in the form it is because of its distribution, a few individual makers are making real progress, such as frying Aburaage while it continuously moves through an oil container on a stainless steel conveyor.

“Unfortunately as with many traditional industries in Japan, old methods are adhered to as if they were part of the maker. This is fact is partly true but such makers are going to suffer the most when innovation is finally realized. A traditional industry in Japan is bound by a great number of customs and rules that are not written but not bound as yet to scientific measuring, weighing, testing, and providing adequate sanitation, even though there is one government inspection per year. The latter seems to be especially important as Japan’s large modern industries are showcases of sanitation but yet people do not have concern when they are handed a piece of Aburaage with the same hand that a moment before connected a fuel oil pipe to the boiler.

“Marketing tofu products: For Tofu products these are five chief sales places or ways of selling:

- “(1) Directly at the shop
- “(2) By Tofu peddlers (carrying particular sounding

horns to announce their presence and pulling carts by hand or bicycle as seen in Figure 63)

“(3) Maker owned sales outlets in market places

“(4) At shops in and outside of markets where other foods are also sold (see Figure 64)

“(5) To institutions, school, and factories

“Because of the nature of Tofu, its manufacture is not conducted in the manufacturing section of a city or village but rather in an area of dense population. This indicates the lack of zoning laws that Japanese citizens live with but such is necessary for the Tofu maker. So located, the housewives of the immediate area stop at the Tofu shop on their way home from shopping for other foods, or as is the case in the morning, go directly from their home and buy Tofu, to put in the every day soup, *Miso-shiru*. Most often the housewife carries a pan to carry the wet Tofu, but at present a machine which seals plastic around an order for about \$.006 (0.5 yen) is becoming popular. This machine is becoming used for a great number of foods although \$.006 is still a high cost for packing Tofu.

“If a particular shop is small the owner himself may take care of peddling Tofu door to door. If somewhat larger his employees will do same and if in the wholesale class, independent peddlers will buy and sell for themselves. The independent peddler can buy Tofu from the wholesaler for \$.041 (15 yen) and sell it for \$.056 (20 yen) so can make more money counting other related products than he could working in a factory. There is no equivalent of the Tofu peddler in the U.S. except possibly the milk deliverer but the Tofu man may pass each area three times a day and deals personally with his consumers although always maintaining the status of a peddler. More progressive Tofu makers may own one or more shops in a market place and have one or two employees handle his entire line. This type of venture probably earns the greatest amount of money for the maker as more people can be contacted with less effort and time. Unfortunately there are so few market places in relation to the number of Tofu makers in any particular area.

“The Tofu wholesaler and even retailer sells Tofu at wholesale prices to many shops such as the one pictured in Figure 64. This type of sale is not so profitable for the maker or for the end seller as volume is so small and delivery must be every day. As the number of markets increase this type of seller will decrease in number.

“Sales to hospitals, schools, and factories offer volume outlets but since such sales are so competitive, custom necessitates discounting, so profit is not large although demand is somewhat predictable. Many of the firms that only wholesale Tofu aim for this market. Food sales to factories assume an unusual proportion compared with counterpart industries in the U.S. because as job fringe benefits, dormitories, breakfast, lunch, and dinner are often provided. The quality of such benefits is somewhat debatable but it is sure that Tofu products are used so that less meat need be.

“Preservation: One of the greatest disadvantages of Tofu is that it cannot be stored for a great length of time. By test if regular Tofu is kept in water that is under 5°C it lasts for one week, if stored in 10°C water it will last two days. If stored in water above 15°C it will only last for one day and except for certain winter days the latter is the most real case so every day delivery is necessary. Aburaage is easier to market especially in winter as it lasts about one week however in summer it lasts the same as regular Tofu. Besides taste, preservation is the only other major problem confronting the automation of the Tofu industry. Quantitative production could most likely be achieved but distribution would have to be conducted in the same way so increased delivery cost would most likely outweigh the costs of local production that is now prevalent. The only solution seems to be what numerous places have tried without success and that is for many small makers in one area to combine, incorporate, and construct an automated factory with each of the combined members assuming a directorship. Delivery is still within the area covered by the makers acting separately while economies of scale are achieved because of size and such a method is probably the only way that capital could be raised. Outside investors including most banks do not consider the prospects of the Tofu industry favorably so will not invest. An individual maker even if successful does not have but a small part of the money necessary for constructing and operating an automated factory. One problem that constantly exists wherever these combines are formed is that the individual maker after having decided all business matters himself for many years cannot adjust to group decision making by the corporate board. This problem has until the present caused the combines to fail

“Price: The price of Tofu has been increasing but it is still a low cost item on the food budget. Regular Tofu sells for \$.06 (20 yen), production costs approximately \$.03 (11 yen) with the wholesale price at \$.042 (15 yen). This would seem to indicate that the makers who own outlets have quite wide profit margin while those that only wholesale have to operate on a much narrower margin. Such wholesalers producing around 560 regular Tofu per day would only earn \$6.23 (2,240 yen) with quite a large amount of capital investment given the Tofu industry. Yakidofu although taking less time to produce has to be handled more (roasting) sells at the wholesale and retail level at the same price as regular Tofu. Yakidofu also contains less water. It is unsure why the makers make such sacrifice but probably demand for Tofu would decrease if that type was not available at the same price as Shiradofu [Shirodofu?]. Housewives could not substitute regular Tofu in the place of Yakidofu so they might very well substitute a completely different product. One of the 24 pieces of Kinugoshi contained in the Kinugoshi tank sells for \$0.44 (16 yen). Aburaage retails at \$.056 (20 yen) but because of the oil used in frying, cost of production is \$.033 (12 yen) in contrast to \$.03 (11 yen) for regular Tofu.



This is compensated for by the fact that Aburaage lasts longer than regular Tofu so there is less waste. Both Hiroso and Atsuage wholesale for \$.014 (5 yen) and retail for \$.019 (7 yen).

“As mentioned previously profit margin appears to be adequate (considering all products over 35 percent) however volume is a real problem” (Continued).

Table 16 (p. 189) gives the chemical composition of tofu and aburaage (per 100 grams). Table 17 (p. 190) gives the quantity of soybeans and soybean meal used in Japan for making tofu and aburaage products (1956-1963, year starting April 1). The amount of whole soybeans used increased from 143,800 metric tons (tonnes) in 1956 to 285,100 tonnes in 1963. The amount of [defatted] soybean meal used increased from 3,200 tonnes in 1956 to 65,000 tonnes in 1963.

Address: San Francisco, California.

462. Brandemuhl, William. 1965. Tofu (including Aburaage and related products): Recently developed Tofu products, Tofu as a food, concluding remarks (Continued—Document part VI). In: William Brandemuhl. 1965. Soybean Utilization in Japan. San Francisco, California. xxii + 478 p. See p. 137-201, Unpublished manuscript. 28 cm. [18 ref]

• **Summary:** (Continued). Recently two revolutionary Tofu products were developed improving some of the defects of Tofu in its present form. The first product (bagged Tofu; see Figure 65) is more akin to regular Tofu in that it can easily be made in the ordinary Tofu shop if a few additional pieces of equipment are procured. This equipment is now available commercially so most makers that are interested purchase it. Tonyu is prepared in the same way as for regular Tofu and then stored in drums without being precipitated. It is then put into a machine that delivers a certain quantity of Tonyu at 20-25°C into a plastic bag along with a small quantity of precipitating agent. The bag is then bound by wire with a manually operated machine or bound by hand with a multi-looped rubber band. With this process the Tonyu plus calcium sulfate is compressed into a tight round cylinder so that only a few air bubbles remain. Then a large number of the bags are put in a barrel of water heated with live steam and cooked for 30 minutes at a temperature slightly under boiling which precipitates the Tonyu into curd. The finished product is a very smooth round shaped piece of Tofu 250 grams in weight which need not be stored in water and lasts one week without deterioration. Such a product might retail for \$.069 (25 yen), wholesale for \$.05 (18 yen) and costs about \$.044 (16 yen) to make. If too much calcium sulfate is added the curd separates from the water and if too little the Tonyu does not solidify, however an element of standardization can be effected in making this product even in the small shop.

“Another product called “Proton” is very similar as an end product although a soybean meal processed specifically for Tofu is used to make the Tonyu and factories producing

Proton operate on a automated mass production scale. Proton has most of the advantages of bag Tofu and many additional ones.

“Both of these products are experiencing only a small degree of success however as the tradition based Tofu industry is not supporting such products to any great extent, especially Proton which potentially could put many small Tofu makers out of business. In addition the taste of both bagged Tofu and Proton is supposedly inferior to regular Tofu and consumers greatly hesitate accepting a round shaped piece of Tofu in place of the usual rectangular one. In recent years Japan has increasingly accepted completely new products, however when such product is a substitute for a traditional one such new product only slowly gains acceptance. All of the above factors inhibit the growth of the enterprising firms that are developing new Tofu products, ones that with slight modification will become the future Tofu of Japan.

Tofu as a food: One might say that Tofu products can be used in nearly all Japanese food dishes although a few uses account for most of Tofu consumption. Both regular Tofu and Aburaage are used more than any other way in the every day breakfast soup Miso-shiru (see Figure 66) a dish that has Miso as a base with Tofu, Aburaage, and vegetables also contained.

“Nearly all Yakidofu is used in that famous Japanese dish Sukiyaki. Although it may occasionally be used as shown in Figure 67, that is, covered with Miso and placed over low heat for an item called Dengaku. Besides Miso-shiru, Aburaage in its various forms is eaten with rice shaped as shown in Figure 68 or in the same way that raw fish is eaten with rice. Another important way in which Aburaage products are used is as a protein source for the many types of noodle soups that exist in Japan. Aburaage is particularly suited for a 100 percent wheat noodle called Udon.

“A very famous regular Tofu dish (Yudofu) originated in a Buddhist temple and is now also often eaten at home. A large casserole dish is filled with water, heated (very often over charcoal in temples) while a sheet of dried sea tangle [konbu] clings to the bottom inside surface and a jar of Shoyu-based sauce standing upright in the center of the container (see Figure 69). A few minutes is all that required to cook Tofu (Tofu should not be overcooked as it becomes porous) after which it is put into a small bowl of the sauce which contains Shoyu, green onions, and ginger (see Figure 70). A small number of restaurants specialize in preparing only Tofu but although all quite famous by preparing 60 dishes made from Tofu. Such places are not common dining places as when served as an only food Tofu becomes boring even for the Japanese. Such traditional restaurants may be reserved two to three weeks in advance because of their uniqueness. Japanese housewives sometimes use the near tasteless Tofu as an extender putting it into meatballs, hamburgers, or scrambled eggs, while the fish sausage

companies use Tofu as a fish extender for cheaper fish sausages.

“Kinugoshi is the only kind of Tofu which is usually eaten without cooking as it is served from ice water into a dish which contains Shoyu, ginger, and possibly green onions.

“The above indicated a great variety of uses for the easily digested Tofu products. In addition, Tofu or Aburaage may be used as the main ingredient of many other dishes as in the examples below,

“Tofu:

“Tofu pudding

“Whale meat rolled in Tofu

“Tofu and vegetables boiled with tomato sauce

“Tofu dumplings and meat,

“Tofu hamburgers

“Tofu vegetable soup

“Tofu salad

“Aburaage:

“Okara stuffed Aburaage

“Fried Hiroso with vegetables

“Concluding comments: Tofu the product that has survived hundreds of years of Japanese history is now experiencing somewhat of a crisis as Japan’s economy and most industries are expanding at a rate that is without equal. Per capita demand for Tofu is decreasing so if population increase was not causing absolute quantity consumed to increase soybeans would slowly decline in importance as the chief soybean food. Japan’s population growth has been quite high but efforts have been undertaken to stabilize growth so even Tofu may feel the effects.

“Tofu being such a well known food never had to be advertised, but recently to compete with the heavily advertised western type foods Tofu producers have had to. For a small Tofu maker, advertising is impossible so the local association is used but its economic situation is not the best either so advertisement assumes a completely different form than the advertisement of the large food companies. The latter most often uses expensive television spots while it is doubtful whether Tofu has ever been advertised on television. Instead the Tofu association may solicit funds from their raw material suppliers (large companies) to publish a small pamphlet for distribution by the maker in proportion to his share of production relative to total production of all members. This is generally true however the large makers will support such advertisement even if the smaller maker is favored.

“Another method of advertising is to engage a temple to create a festival honoring an aspect of Tofu. This results in free newspaper space as most always such festivals are covered by a feature writer (a number are sure to be invited). How effective each advertisement is a debatable question but it is sure that such efforts will not eliminate the increasing need for modernization and rational business decisions.

If such is not achieved economic factors will cause much suffering among thousands of Tofu makers. Tofu making can no longer remain the family business it is when a large productive unit such as a few that do exist successfully and efficiently produce if originally founded in a correct way. Progress may have been long in coming for the Tofu industry but the climb has started. The question that remain however is whether most Tofu makers will join.” Address: San Francisco, California.

463. Seventh-day Adventist Dietetic Assoc. 1965. Diet manual, utilizing a vegetarian diet plan. Revised edition. Loma Linda, California: Seventh-day Adventist Dietetic Assoc.

• **Summary:** The title page reads: “Prepared by the Department of Dietary Service, White Memorial Medical Center, Los Angeles, California. In cooperation with the Seventh-day Adventist Dietetic Association” (SDADA). Revised Edition, edited by Phyllis Acosta, M.S., Ardis Beckner, M.S., Esther Lee, M.S., Darlene Manullang, M.S., Martha Miller, M.S., and Elizabeth Wenz. It was published and distributed by the SDADA. All subsequent editions (1971 (later listed as 1970), 1975, 1978, 1982, 1990) were prepared by the SDADA.

A comprehensive loose-leaf handbook for the planning, selection, and coordination of vegetarian diets.

Table VI, titled “Protein, fat, and carbohydrate composition of some meat alternates” (p. 104), lists 39 product names alphabetically. Most (perhaps all; the names of the manufacturers are not given) are made by Seventh-day Adventist food companies, especially Loma Linda Foods, Worthington Foods, and Madison Foods. These products are: Big Pat, Burger, Chic-ketts, Chili, Cho-Pats, Choplets, Com-Pro, Dinner Cuts, Dinner Rounds, Entree, Frozen Fri-chic, Linketts, Little Links, Meatless Nu-steak, Madison Burger Miller’s Main Course, Numete, Nuteena, Nut Meat, Prime Vegetable Burger, Proast, Proteena, Protose, Redi-Burger, Sandwich Spread, Soya Meat–Beef Like, Soya Meat–Chicken-like, Vegebites, Vegeburger, Vegechee, Vegecuts, Vegecona, Vegetable Skallops, Vegetable Steaks, Vegetarian Patties, Vegetarian Products, Vega-Links, Vigoroast, Zoyburger.

Note: This is the earliest English-language document seen (Nov. 2014) that uses the term “Soya Meat” to refer to a meatless meatlike product made from soy. Address: Main Office, Box 75, Loma Linda, California.

464. Sweet-Escott, Bickham. 1965. Baker Street irregular. London: Methuen & Co., Ltd. 278 p. See Chap. 7, p. 200. Index. 23 cm.

• **Summary:** This is a book personal account of five years (from April 1940) the author spent in the S.O.E. (Special Operations Executive), a secret British paramilitary organization organized to fight World War II. The



organization's headquarters was at No. 64 Baker Street from Nov. 1940 until the end of the war. In Jan. 1943 the author traveled from Cairo (Egypt) to various North African Airports (such as Casablanca, Fez, Rabat, and Marrakesh [all later in Morocco]), then finally to London, where he enjoyed being home again.

"By the middle of February [1943] I was back once more in Cairo with an even wider knowledge of North African cities and an unrivalled experience of the various methods of cooking that unspeakable dish, the soya link, the staple diet of the British in the Mediterranean campaign."

Note: This is the earliest English-language document seen (Aug. 2003) that uses the term "soya link" to refer to a soy sausage. Address: [England].

465. Worthington Foods, Inc. 1965? A food plan for fitness (Leaflet). Worthington, Ohio. 2 p. Undated. Front and back. 28 cm.

• **Summary:** This glossy color leaflet contains a "Daily food guide for growth, energy, maintenance and resistance." It recommends a vegetarian diet containing: 4 or more servings daily of fruits and vegetables. 3 or more servings daily from the milk and cheese group (incl. Soyamel—A Powdered Soy Milk). 2 or more servings daily of protein foods (incl. many canned or frozen Worthington products). 4 or more servings daily of breads and cereals. Limited servings daily of "Plus foods" such as oils and fats, sweets, desserts, etc.

On the back panel is a description of the vitamins and minerals needed in a healthy diet. Color photos show: Prime, White-Chik, Big Pats, Soyameat, Chili, Choplets, Veja-Links, Entrée, Prosage. Address: 900 Proprietors Rd., Worthington, Ohio 43085.

466. Worthington Foods, Inc. 1965? Recipes: Delight the family with Worthington... "Foods of the future" today! (Brochure). Worthington, Ohio. 12 panels. Undated. Each panel: 21 x 10 cm.

• **Summary:** On the cover of this brochure, printed with dark blue ink on white, is a woman holding up an oval serving plate on which are round sliced meat-like products. The Worthington products called for in these recipes and shown in these photos are all made with Fibrotein, which Worthington's registered trademark used to refer to spun soy protein fibers. Photos shows five cans of Soyameat in Fried Chicken Style, Sliced Chicken Style with Gravy, Diced Chicken Style, Beef Style Slices with Gravy, and Diced Beef Style. They also show three frozen products in cartons: White-Chik, Fri-Chik, and Wham (like ham). Prime—Smoked & Chipped is in a plastic pouch, and Prosage is in a 1 lb sausage-shaped chub pack. Recipes are given for each. On the back panel is information about these products and Fibrotein, which is produced under U.S. Patent No. 2,682,466. Address: 900 Proprietors Rd., Worthington, Ohio 43085.

467. Worthington Foods, Inc. 1965? Typical analyses—New Fibrotein products (Leaflet). Worthington, Ohio. 2 p. Undated. Front and back. 14 x 22 cm.

• **Summary:** This is a table, printed with black ink on glossy white paper, with 3 holes punched along one of the long sides. For each product is given the nutritional composition: Product name, serving size and weight of one portion, slice, link, etc., protein, fat, carbohydrate, ash, fiber, moisture, iron, calcium, sodium, calories, diabetic exchange list values.

Side 1: Worthington frozen products: Fri Chik, White Chik (roll), White Chik (diced), Prime (roll & sliced), Prosage, Veja Links, Wham (like ham).

Side 2: Worthington canned products—Soyameat label: Fried Chicken Style, Diced Chicken Style, Sliced Chicken Style, Beef Style with gravy, Veja Links.

Dehydrated product: Meat Loaf Mix. Address: 900 Proprietors Rd., Worthington, Ohio.

468. Hartman, Warren E. 1966. Vegetarian protein foods. *Food Technology* 20(1):39-40. Jan.

• **Summary:** "Early Worthington products bore the mark and influence of John Harvey Kellogg and the Seventh-Day Adventists. In 1866 the Adventists established the forerunner of the Battle Creek Sanitarium and the Battle Creek Food Company, in Michigan. Continuous experimentation with materials and methods to provide a wholesome palatable non-flesh diet led to the invention of breakfast cereals, peanut butter, cereal coffee substitutes, and decaffeinated coffee. It is not generally realized that these products, now a regular part of the diet of both meat-eaters and vegetarians, emanated from the vegetarian habits of the early Adventists."

"Until recently, the majority of the U.S. population was totally unaware of the so-called vegetarian protein food products, and the food industry gave them little more than passing attention. Undoubtedly, the greatest contribution to the present technology and status of vegetarian protein foods was that of Robert A. Boyer and his method of processing edible protein, first by solubilizing and then utilizing textile spinning techniques to orient the molecules in continuous filaments. Convinced of a future for vegetarian protein foods, Worthington obtained a license in 1957 under the Boyer patent..."

"In 1960, Worthington acquired Battle Creek Food Company, pioneer of the vegetarian protein foods industry. And in line with its modernization and diversification policy, Worthington has recently acquired Nutrition International Corporation and its subsidiary, Madison Foods, Tennessee. Prime interest focused on 'Infa-soy,' Nutrition International's highly palatable hypoallergenic liquid soy formula for infants. Another important addition to the Worthington complex is the new Research and Development Center..."

"The first textured soybean protein fiber product marketed in the U.S. is Worthington's frozen 'Fri-Chik,'

an extruded formulation simulating a small fried portion of white chicken meat. This same formulation was next canned in a light gravy and called ‘Soyameat–Fried Chicken Style,’ and was also later marketed as frozen and canned ‘White-Chik’ in large rolls for slicing, dicing, etc. The approximate analysis of these simulated chicken products: protein 20-26%, fat 18-25%, and carbohydrate 2-3%.”

Note: This is the earliest English-language document seen (Dec. 2004) that uses the term “soybean protein fiber” to refer to edible spun soy protein fiber. Address: Worthington Foods, Inc., Worthington, Ohio.

469. Ziemba, John V. 1966. Create new foods with textured soy proteins. *Food Engineering* 38(4):58-60. April.

• **Summary:** The subtitle reads: “Spending big money on meats in formulation of new products? Then consider using meat analogs which have texture and flavor resembling regular meats—beef, ham, bacon, chicken, seafood.”

Discusses Bac\*Os and Bontrae. Textured soy proteins recently developed by General Mills, Inc. (GMI) are already being used commercially as a “Smoky Crisp” ingredient in Corn Products’ Best Foods Div. Skippy peanut spread. General Mills is test marketing them as Bacon Bits (as garnish or condiment) in Bac-O-Chips for the institutional trade and Bac\*Os under the Betty Crocker consumer label. These products are “textured meat analogs, which GMI has registered under the name Bontrae.” They are made from spun soy protein fibers. “These spun monofibrils are then blended with supplementary ingredients (fats, egg solids, sugars, etc.), binders, flavors, and colors. They are then cooked (to heat-set) and shipped frozen (55 to 60% moisture) or dried (2% moisture). A.D. Odell is manager of the GMI Isolated Protein Program.

Label are shown for a jar of Bac\*Os and a jar of Skippy Peanut Butter with Smoky Crisps.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the word “analog” (or “analog”) or the term “meat analogs” (or “meat analog”).

Note 2. This is the earliest document seen (Oct. 2001) that mentions “Bontrae,” General Mills’ new line of textured soy protein products based on spun soy protein fibers. Address: Senior Assoc. Editor, Food Engineering magazine, Chicago.

470. **Product Name:** Bontrae (Meat Analogs Based on Spun Soy Protein Fibers) [421-01 Ground Beef Analog, 637-00 Diced Ham Analog, or 837-00 Diced Poultry Analog].

**Manufacturer’s Name:** General Mills, Inc.

**Manufacturer’s Address:** Minneapolis, MN 55427.

**Date of Introduction:** 1966 May.

**Wt/Vol., Packaging, Price:** Costs 1/3 to 2/3 the cost of the corresponding cooked meat.

**Nutrition:** 40% spun protein fibers, 10% protein binding system, 20% fat, 30% flavors, colors, and supplemental

nutrients.

**New Product–Documentation:** Ziemba. 1966. Food Engineering. May. p. 82-91. “Let soy proteins work wonders for you.” Ziemba 1966. Food Engineering. 38(4):58-60. “Create New Foods With Textured Soy Proteins.” Thulin and Kuramoto. 1967. Food Technology. Feb. p. 64-67. “Bontrae: A New Meat-Like Ingredient for Convenience Foods.”

471. Tawa, Andre. 1966. Soy oil to help meet UAR demand. *Soybean Digest*. May. p. 80-81.

• **Summary:** SCA has maintained its showcase in Cairo and participated at the Cairo Third Industrial Fair. The SCA “theme was ‘Soy products serve UAR industry.’ The fair was visited by over 1 million people and the Council “stand was seen by 150,000 inquirers, some of whom tasted ‘taamia’ (beanburgers) fried in soy oil. The fair was so successful that it was extended 30 days.”

The Egyptian poultry industry is expected to consume 4,000 tons of soybean meal in 1966, increasing to 10,000 tons in 1967.

Photos show: (1) Andre Tawa. (2) The Soybean Council stand during the winter of 1966. “‘Taamia’ (beanburgers) made with soybeans fried in soybean oil were much appreciated.” Address: Director for UAR, Soybean Council of America.

472. Ziemba, John V. 1966. Let soy proteins work wonders for you. *Food Engineering* 38(5):82-84, 87-90, 93. May.

• **Summary:** The subtitle reads: “With far better quality and functional properties, soy proteins are finding ever-increasing uses in foods. You can ‘engineer’ new foods or improve your current products—at more profit, too.”

Contents: Introduction to soy proteins—flours, concentrates, and isolates. Soy flours and grits. Who’s supplying what. Benefits in quality, cost. Values of soy concentrates. Varieties of concentrates. Highest protein: Isolates. Soy proteins added to egg albumen. Versatility of isolates. Foams and gels. Fiber technique emerges: Worthington’s accomplishments (“First textured soy protein fiber product marketed as Worthington’s frozen Fri-Chik—an extruded formulation simulating a fried portion of white chicken meat”), problems ahead. Texturizing in other ways.

“New process techniques have been ‘engineered’ into making soy proteins better so far as quality and function are concerned... Last year about 250 to 300 million lb of soy flours and grits went into formulating food products. About 7 million lb of concentrates and 9 million lb of isolates were used. Present estimates indicate that flours and grits are increasing at a 5% per year rate, concentrates and isolates at about 10% each.” Who supplies what? Soy flours and grits: ADM, Central Soya, Crest Products, Staley. Soy protein concentrates: ADM, Central Soya, Crest, Griffith, Gunther Products, Ranell Labs., Swift & Co. Isolated Soy Proteins: Central Soya, Crest, Gunther, Ralston Purina. Spun isolate



fibers: ADM, General Mills, Ralston Purina, Worthington Foods. Textured Soy Proteins (extruded grit-type): ADM, H.B. Taylor.

“Archer Daniels Midland is currently researching with a patent-applied-for extrusion process. Product (about 50% protein) can be shaped into many fibrous, textured forms—chips, chunks, flakes, slabs, wafers, or puffs. But whole meat-resembling pieces can’t be formed.

“Company’s selling product-development lots in various sizes, shapes and flavors. Customers are planning or test-marketing ADM’s ‘fabricated protein’ in stews, chili, and casserole products. Potential market for chunky, ground or snack-type products is likely to be much greater than the one for simulated whole meats.” Note: This is the earliest document seen (Sept. 2003) that mentions textured soy flour or grits produced by an extrusion process—later widely known by its ADM trademark as TVP.

“Worthington’s simulated meats made from spun soy protein fibers (Fibrotein) come in cubes, slices, chips, granules, rolls, square logs, or other shapes and sizes. They are in fresh, frozen, or dehydrated forms” (p. 93).

Photos show: (1) Soy protein fibers, plus chunks and cubes made from fibers. The caption reads: “Simulated meats can be ‘engineered’ readily from soy protein fiber shown in the center of these General Mills products.” At lower left, going clockwise: ‘bacon’ chips, ‘beef’ granules, ‘chicken,’ ‘beef’ chunks, ‘ham,’ and ‘seafood.’ (2) Many of Worthington Foods’ packaged meatless foods made from textured soy protein fiber; they are canned, frozen, smoked, diced, sliced, or formed into rolls or sausages. (3) Spun soy protein fiber coming out of a spinnerette head (in a glass beaker). (4) Joseph Rakosky operating an electrophoresis apparatus at USDA’s Northern Regional Laboratory (NRRL, in Peoria, Illinois). (5) Edible soy protein foam on a meringue pie, developed by USDA at NRRL. (6) A.K. Smith watching Tokuji Watanabe making “tofu cake” by an improved process at NRRL. Address: Senior Assoc. Editor, Food Engineering magazine, Chicago.

473. *Time*. 1966. Commotion in the bean pit. 88:77-78. July 8.

• **Summary:** The soybean is now “the hottest item in the seething U.S. commodities market. Last week futures for soybeans, soybean oil and soybean meal set seasonal records after a month of wild trading.” Prices tripled during the month.

“Introduced to the U.S. from Asia in 1804, the soybean did not become a significant agricultural product until World War II cut off normal U.S. imports of fats and oil. From a crop of 193 million bu. in 1945, output rose to 843.7 million bu., worth nearly \$2.5 billion last fall. Soybeans are the U.S.’s most valuable agricultural export, ranking ahead of wheat and corn...

“Worthington Foods Inc. takes edible soybean

fiber produced by Ralston Purina, turns it into meatless frankfurters, roast beef and fried chicken, sells them to Seventh-day Adventists and vegetarians. Archer-Daniels-Midland Co. is testing a soy beverage to be sold in powder form, and Central Soya has developed an ice cream-like frozen dessert made of soybeans.

“What interests researchers the most about the soybean is its high protein content (up to 50%), and this month Central Soya will begin mass production of Promine, an isolated soybean protein, at a new Chicago plant. Promine binds and emulsifies pulverized meats, such as sausages, meat loaf and bologna.”

474. *Business Week*. 1966. Soybeans move up on the menu. July 23. p. 82, 84, 87.

• **Summary:** “General Mills, under its Betty Crocker Red Spoon trademark (A.D. Odell in charge), is test marketing the first of a series of projected foods spun out of a protein isolated from soy. Called Bac\*Os, it is designed as a condiment and looks and tastes like lean, crumbled, cooked bacon. Priced at \$0.69 for 3.25 ounces, the jar is equal to 1 lb of cooked bacon.” Corn Products’ (CPC) Best Foods Div. is marketing Skippy peanut butter containing the product. “Thomas J. Lipton, Inc., a Unilever subsidiary, recently launched four dried gourmet main dish meals including beef stroganoff and chicken la scala. Lipton has patented a process to use isolated soy protein (ISP) as a binder for dried meats... Ralston Purina has developed a series of spun soy protein foods resembling ham, chicken, and turkey out of ISP. It is selling its spun ISP base, Edi-Pro, to Worthington Foods Inc. Worthington has developed its own line of chicken and ham-like products for sale to religious groups.

“Central Soya makes an isolated soy protein binder called Promine, which goes into sausage and other processed meats. Sales of the binder at \$0.35/lb—twice the cost of the binder it is replacing—are so promising that production will be doubled to 2.5 million lb monthly when a new plant opens in Chicago next month... In addition the company this fall hopes to start exporting a frozen soy dessert to tropical countries with no dairy industries.” General Mills, Ralston, ADM, Central Soya, and Worthington combined spend some \$4 million annually on research. Half of this sum is going into basic research and half into product development. ADM recently shipped 3 million lb of a new protein rich soy beverage to Latin America and the East Asia under a USDA program.

475. *Cornell Hotel and Restaurant Administration Quarterly*. 1966. Man-made “meat.” Why? 7:19-20. Aug.

• **Summary:** The article begins: “Why should U.S. scientists develop meat-like products from vegetable protein? And will meat-eating countries accept this food? American scientists are developing simulated meats from soybean and other oilseed proteins to help alleviate the world’s protein

shortage... These protein ‘meats,’ however, can upgrade the diet of countries with high meat prices, protein shortages, and religious taboos against meat-eating as in southern India.”

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Man-made ‘meat’” (or “meats,” with any combination of quotation marks or hyphens). Address: Cornell Univ.

476. Odell, A.D. 1966. Meat analogues: A new food concept. *Cornell Hotel and Restaurant Administration Quarterly* 7:20-24. Aug.

• **Summary:** “Despite spectacular increases in food production, the stupendous growth in total world population spells drastic food shortages ahead.” Food science is focusing efforts on the development of new solutions to the food dilemma. The conversion of “feedstuffs by animals into meat is often less than, and seldom better than, 10 percent.” We can shorten the food chain by developing new man-made protein sources. “One such candidate is the new class of textured, high-protein foods which has been made possible by the application of textile technology to the purified proteins which may be extracted and isolated from soybean meal, for example.”

“The name Bontrae has been coined for General Mills’ spun specialties.” A diagram shows how Bontrae granules, cubes, bits, and slices are made from “protein spinning dope” by spinning to give “protein fibrils.” Photos show: (1) A “tow” or “tissue” of “16,000 individual, endless monofilaments, spun from soy protein through a spinneret with holes of 0.003 inch diameter” [by General Mills]. (2-4). Smoky Chips (a soy product tasting like crisp bacon), ham, chicken, and fish analogs, Sloppy Joe, etc. A product closely similar to General Mills’ Smoky Chips “is being supplied to the Best Foods Division of Corn Products as ‘Smoky Crisps’ for inclusion in a new version of Skippy Peanut Butter.”

“The Isolated Protein Program of General Mills represents a major research effort involving nearly fifty people, which is dedicated to the above objectives. Although currently still in the research phase, various Bontrae items are now emerging into the commercial test market. Full scale commercialization, if warranted, will probably not be achieved before early 1968. Other commercial firms, notably Ralston-Purina Company and Worthington Foods, are engaged in similar programs.”

Note 1. This is the earliest English-language document seen (Nov. 2014) that uses the term “meat analogues” (or “meat analogs”) in the title.

Note 2. This is the earliest English-language document seen (Dec. 2004) that uses the word “monofilaments” to refer to edible spun soy protein fibers. Address: PhD, Manager, Isolated Protein Program, General Mills, Inc., Minneapolis, Minnesota.

477. *British Vegetarian*. 1966. “Soya Steaks.” Sept/Oct. p. 411. [1 ref]

• **Summary:** This article is excerpted from *SCATS Sentinel, Journal of the Southern Counties Agriculture Trading Society*, June 1966.

A recent technical report from Trouw & Co., N.V., of Amsterdam, states that products resembling steaks, chickens, and ham are now being made from soya, using spun soy protein fibers. In the USA, General Mills, Ralston Purina Co., and Worthington Foods (Ohio) are working on spinning, and in England Unilever is reported to be interested. Worthington Foods has developed a full line of products that look, taste, and chew like chicken, beef, and pork products. Wham is a ham-like product and White Chic is simulated chicken. A photo shows a label of Worthington Soyameat Salisbury Steak Style.

478. Worthington Foods, Inc. 1966. Dealer wholesale price list—order blank. Worthington, Ohio 43085. 1 p. Dec. 1. 36 cm.

• **Summary:** New products in the Worthington Foods line include: Soyameat [or Soya-Meat] (Fried chicken, sliced chicken, diced chicken, sliced beef, diced beef, Salisbury steak). Bakon Yeast.

Worthington now owns the Madison Foods line of products including: Cheze-O-Soy, Dinner Morsels. Madison Burger, Not Meat (Regular or tomato). Nu-steaks. Yum. Zoy burger. Kreme-O-Soy. Infasoy.

Worthington now has warehouses in Battle Creek, Michigan; Dallas, Texas; Denver, Colorado; Los Angeles, California; Madison, Tennessee; South Lancaster, Massachusetts; Oakland, California (actually San Leandro); Portland, Oregon; Washington, DC. Address: Worthington, Ohio. Phone: 614-885-9511.

479. **Product Name:** Loma Linda Chili Beans (Meatless with Pinto Beans and Soy Protein).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1966.

**Ingredients:** Water, pinto beans, tomato puree, textured soy granules, corn oil, salt, paprika, spice, natural (vegetable) flavor, wheat flour, onion powder, sugar, monosodium glutamate, garlic powder, soy lecithin.

**Wt/Vol., Packaging, Price:** 15 oz or 48 oz cans.

**How Stored:** Shelf stable.

**New Product—Documentation:** Manufacturer’s catalog. 1987, undated. “Meatless chili with a zesty flavor. Made of pinto beans and tasty soy protein. Heat and serve.”

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1966.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix



A.6-27.

**480. Product Name:** Loma Linda Big Franks (Meatless Hot Dogs).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1966.

**Ingredients:** In 1971: Wheat protein [wheat gluten], vegetable oil, water, dried yeast, wheat germ, garlic, paprika, soy flour, MSG, onion, flavorings, caramel and U.S. certified color.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per one frank (1.8 oz–51 gm): Calories 100, protein 10 gm, carbohydrate 4 gm, fat 5 gm, cholesterol 0 mg, sodium 220 mg, potassium 75 mg.

has been added.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1966. The ingredients are now: Wheat gluten, corn oil, water, dried yeast, soy protein concentrate, artificial and natural (vegetable) flavors, wheat germ, soy flour, onion, vegetable mono- and di-glycerides, garlic powder, salt, soy lecithin, caramel color, L-lysine, paprika, artificial color, spice, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin). Broth: Water, salt.

A less sophisticated version of this product with the same name was introduced in 1953.

**481. Product Name:** Soyameat (Meatless Meats) [Fried Chick, Sliced Chick Style, Diced Chick Style, Sliced Beef, Diced Beef Style, or Salisbury Steak].

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1966.

**Ingredients:** Beef: Slices: Textured soy protein isolate, egg whites, soybean oil, wheat flour, partially hydrogenated soybean and cottonseed oil, yeast extract, flavorings (hydrolyzed vegetable protein, monosodium glutamate, onion powder, artificial flavor), caramel color, corn syrup solids, salt, dextrose, niacinamide, iron (as ferrous sulfate), artificial color, vitamin B-1 (thiamine mononitrate), disodium guanylate, disodium inosinate, vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12. Broth: Water, modified corn starch, soybean oil, yeast extract, flour, flavorings (onion powder, celery extract), dextrose, caramel color.

**Wt/Vol., Packaging, Price:** 13 oz can. Sliced Beef Style (13 oz) retails for \$2.20. Sliced Chick (13 oz) retails for

\$2.30. Diced Chick (13 oz) retails for \$2.45 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening. Or, Frozen.

**Nutrition:** Per 2 slices (56 gm drained): Calories 90, protein 8 gm, carbohydrate 4 gm, fat 5 gm, cholesterol 0 mg, sodium 290 mg, potassium 45 mg.

**New Product–Documentation:** Soybean Blue Book. 1965. p. 112. "Canned and frozen soyameats, white meat style, fried chicken style, prime, prime-smoked and chipped, prosage, saucettes, wham, and veja-links." Worthington



**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 160. Lists the ingredients in "Big Franks (Loma Linda Foods)."

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned frankfurter-type product.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 174. Lists the ingredients in "Big Franks (Loma Linda)." Lysine

Wholesale price list. 1966. Dec. 1.

W. Hartman. 1966. *Food Technology*. 20(1):39-40. "Vegetarian protein foods." The first textured soy protein fiber marketed in the U.S. was frozen "Fri-Chik." "This same formulation was next canned in a light gravy and called "Soyameat–Fried Chicken Style," as was also later marketed as frozen and canned "White Chik" in large rolls for slicing, dicing, etc."

Ziamba. 1966. *Food Engineering*. May. p. 82-93. "Let soy proteins work wonders for you." Photo of 6 cans.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 163. Lists the ingredients in "Diced Beef Style Soyameat (Worthington)." This is an institutional product. The ingredients are now: Water, soybean protein (Fibrotein), vegetable shortening, corn oil, albumin [egg protein], yeast extract, hydrolyzed vegetable proteins, salt, flavorings, caramel color, MSG, starch, U.S. certified color.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. "Soyameat–Salisbury Steak-like flavor" and "Soyameat–slices with beef-like flavor" are canned beef-like products based on spun soy protein fiber.

Product with Label purchased at Adventist Book Center, Pleasant Hills, California. 1990. July 8. Sliced Chicken is now called Sliced Chik, Diced Chicken is called Diced Chik, and Sliced Beef is called Sliced Soyameat–Sliced Beef Style. The main ingredients for Diced Chik are now: Textured vegetable protein (soy protein isolate and concentrate), egg whites, water, soybean oil, natural and artificial flavors from non-meat sources, modified food starch, salt, vegetable gum, onion, turmeric, celery, niacin, iron, etc.

482. **Product Name:** Salisbury Steak.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1966.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, textured soybean protein, vegetable shortening, oats, albumin [egg protein], yeast extract, hydrolyzed vegetable protein, plant extractives, flavorings, caramel color, MSG, vegetable gum, U.S. certified color.

**How Stored:** Frozen (in 1975).

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 163. Lists the ingredients in "Salisbury Steak (Worthington)." This is an institutional product.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 176. The ingredients in "Salisbury Steak, frozen (Worthington)" are "wheat protein [gluten] and soy protein, Fibrotein [spun soy protein fiber], corn oil, vegetable shortening, albumin [egg protein], mushrooms, modified corn starch, yeast extract,

artificial flavorings, salt, HVP, caramel color, MSG, dextrose, vegetable gum, wheat and soy flours, sucrose, niacin, U.S. certified food color, iron, thiamin, vitamin B-6, pantothenic acid, riboflavin, vitamin B-12."

483. **Product Name:** Soyameat–Beef Style with Gravy.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1966.

**Ingredients:** In 1971: Water, soybean protein, vegetable shortening, albumin [egg protein], yeast extract, hydrolyzed vegetable proteins, salt, plant extractive flavorings, caramel color, monosodium glutamate, starch, U.S. certified color.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in "Soyameat–Beef Style with Gravy." This is an institutional product.

484. **Product Name:** Soyameat Diced Chick Style.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1966.

**Ingredients:** In 1971: Water, textured soybean protein [Fibrotein spun soy protein fiber], corn oil, albumin [egg protein], soybean protein, salt, monosodium glutamate, vegetable gum, starch, hydrolyzed vegetable proteins, flavorings.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in "Soyameat Diced Chick Style (Worthington)." This is an institutional product.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 174. The ingredients in "Chick Style, canned plain (Worthington)" are: Fibrotein [textured soy protein fiber], corn oil, egg white solids, HVP, starch, soy protein, salt, seasoning, MSG, carrageenan, certified color.

485. **Product Name:** Soyameat Fried Chick.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1966.

**Ingredients:** In 1971: Water, textured soybean protein [Fibrotein spun soy protein fiber], corn oil, egg albumin, soybean protein, salt, MSG, vegetable gum, starch, hydrolyzed vegetable proteins, flavorings.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian*



*Diet Plan*. 3rd ed. p. 164. Lists the ingredients in “Soyameat Fried Chick (Worthington).” This is an institutional product.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 174. The ingredients in “Chick Style, fried (Worthington)” are “Fibrotein [textured soy protein fiber], corn oil, egg white solids, HVP, modified corn starch, soy protein, salt, MSG, artificial flavoring, carrageenan, niacinamide, thiamin, iron, vitamin B-6, U.S. certified color, riboflavin, vitamin B-12.”

**486. Product Name:** Soyameat Sliced Chick Style.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1966.

**Ingredients:** In 1971: Soybean protein [spun soy protein fiber], corn oil, albumin [egg protein], isolated soybean protein, salt, MSG, vegetable gum, hydrolyzed vegetable protein, seasonings.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in “Soyameat Sliced Chick Style (Worthington).” This is an institutional product.

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. “Soyameat–Sliced Chicken-like flavor” is a canned chicken-like product based on spun soy protein fiber.

**487. Product Name:** Chickettes (Meatless Chicken).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1966?

**Ingredients:** Incl. tofu, gluten, seasonings.

**New Product–Documentation:** Chickettes are based on Sam’s Chicken (developed by Sam Yoshimura), which was made from tofu, gluten and seasonings. Worthington substituted soy protein for the tofu.

**488. Fischer, R.W. 1967.** The use of soy in food products. *Soybean Digest*. May. p. 29, 31-32, 35-36, 38.

• **Summary:** An excellent overview, with considerable history. Contents: Introduction. Grisly hand of hunger. Soybean oil. Oriental soy foods. Soy flour and grits (with a good history of Berczeller, A.E. Staley, Shellabarger, Allied Mills, J.R. Short Milling Co. and Wytase). Isolates and concentrates. The war years (during and immediately after World War II, soy flour and grits come to be widely disliked). New products and know-how.

“Oriental soy foods:... In the Orient soybeans have, for centuries, played an important part in human diets as soy

milk for infants, shoyu, or soy sauce as we call it, miso, tofu, tempeh, kinako, natto, yuba, etc.”

“Isolates and concentrates: In the mid-1930’s processes for further refining the protein factors of soy began to appear. The first 70% soy protein concentrate was turned out by Mead Johnson Co. using the Bonato process of sulfur dioxide and sulfurous acid extraction, but was discontinued for lack of adequate markets for the product. In 1936 the Glidden Co. began working on the production of an isolated protein [90-100% protein] from extracted soy flakes for industrial uses. Glidden, as a major manufacturer of resin, wanted the isolate as a stabilizer for the resin used in sizing paper to provide wet strength. By 1939 Glidden was producing an enzyme hydrolyzed isolated protein to be used with egg albumen for its whipping capacity in producing food toppings... Over the years soy protein isolates have found their greatest application in the industrial field, particularly as paper coatings for high gloss products.”

A photo shows cans of Worthington Choplets, Soyameat (3 varieties), and Numete—all made from spun soy protein fibers. Address: Soypro International Inc.

**489. Odell, Arthur D. 1967.** Meat analogues from modified vegetable tissues. *USDA Agricultural Research Service*. ARS-71-35. p. 163-69. May. Proceedings of International Conference on Soybean Protein Foods. Held 17-19 Oct. 1966 at Peoria, Illinois. [7 ref]

• **Summary:** Discusses work on spun soy protein fibers (“protein monofilaments”) and meatlike products made therefrom. This program has been underway at General Mills for 4 years. Gives a detailed description of the process and equipment used to produce the bundles of fibrils, or “tows.” Bontrae is the registered trademark of General Mills, Inc. for spun protein food. A bacon analog named Bac\*Os is discussed and shown in a photo. There are also photos showing analogs of a diced ham, chicken, seafood, sloppy joe, and hamburger. A typical finished product contains (on a dry weight basis) 60% protein, 20% fat, 17% carbohydrate, and 3% ash. Roughly 1/3 to 2/3 of the finished product (on a dry weight basis) is spun protein fibers. “The balance is composed of vegetable or animal fats or both, flavors, supplemental nutrients such as vitamins and minerals, an all-important thermo-setting binding system [such as egg albumin], and other edible materials almost at the whim of the fabricator.” Address: Central Research Labs., General Mills, Minneapolis, Minnesota.

**490. Horton, Yvonne. 1967.** Soybean products: Candid consumer. *Christian Science Monitor*. July 6. p. 10.

• **Summary:** Increasingly sophisticated edible plant proteins are now available to American consumers, after getting their start in institutions.

Synthetic bacon bits, named Bac-Os, made by General Mills, Inc. from isolated soy protein under the trade name

Bontrae, resemble crisp fried pieces of lean bacon without fat. They are being test marketed in Buffalo and Syracuse, New York; in Sacramento and Stockton, California; and in Denver, Colorado.

Before being test marketed at retail outlets, Bac-Os were used for salads on Eastern Airlines flights and for bacon, lettuce and tomato sandwiches in restaurant chains, university dining halls, etc.

Another high-protein product made from Soybeans by General Mills is Modern Protein Food (MPF), also called Multi-Purpose Food; it is recommended by the maker for stocking fallout shelters, for stretching food budgets, and for vegetarian or other special (religious) diets.

Many other food manufacturers are doing research on “vegetable protein products.” Archer Daniels Midland Co. of Minneapolis [Minnesota] makes TVP (Textured Vegetable Protein), which contains no waste, less than 1% fat, and can be cooked in many ways. Other companies involved in the field are Central Soya Co., Ralston Purina Co., Swift and Co., and Worthington Foods. Address: Home economics writer, Christian Science Monitor.

491. Chico-San Inc. 1967. Chico-San Inc.—Unique foods: Retail price list. P.O. Box 1004, Chico, California. 2 p. July 15. 35 cm.

• **Summary:** See next page. This single-sheet catalog and price list, printed front and back with dark brown ink on pink paper (8½ by 14 inches), begins:

“Dear retail customer: We encourage you to buy Chico-San products through your local health food store. When you buy directly from Chico-San you must add shipping costs to the cost of food.” Includes the following interesting items. Those followed by an asterisk (\*) are marked “OEI” meaning “Our Exclusive Import.

Specialties: Rice cakes, buckwheat cakes, millet cakes, wheat cakes, roasted rice, rice crackers\*. Condiments: Tekka [miso], Tamari soy sauce\*, soybean puree (miso)\*, sesame salt, sesame spread, sesame butter, kuzu arrowroot\*, salt plums, salt, sesame oil. Crude salt (1 lb to 10 lb). Cereals: Rice cream. Rice: Brown short grain (2 lb to 100 lb). Sesame seeds: White-brown. Black. Beverages: Ohsawa twig tea\*, 16 herb tea\*, Grain beverage—Koko, Grain beverage—Yano, Lotus root tea\*, green tea. Noodles. Beans: Azuki red\* (\$1.72/lb), Imported red, black beans [soy] (\$1.37/lb).

Note 1. This is the earliest English-language document seen (March 2009) that uses the term “Soybean Puree” to refer to miso. During the next decade, many macrobiotic publications referred to miso as a “Soybean puree.”

Sea vegetables: Shredded hijiki, kombu\*, wakame—curly\*, nori—thin sheet, kanten—sea veg gelatin. Dried foods: Lotus root, shrimp, dried fish, small fish—chirimen, tazukuri, shaved bonito [sic, bonito], dried radish [daikon], gourd strips [kampyo, kanpyo], mushrooms. Grain: Barley, buckwheat groats, corn meal, cracked wheat, millet, oat

groats & oat meal, rolled oats, rye, wheat—hard red. Flour: One from each grain. Tooth powder jar. Cosmetics. Utensils.

Note 2. This is the earliest document seen (March 2006) that mentions Chico-San. It is also the earliest known Chico-San catalog and price list, and the earliest known Chico-San catalog and price that mentions “Rice cakes.”

Note 3. This is the earliest document seen (Sept. 2002) concerning the use of miso in second generation products (tekka).

Note 4. This is the earliest English-language document seen (Dec. 2006) that uses the term “salt plums” to refer umeboshi salt plums.

Note 5. This is the earliest English-language document seen (Nov. 2014) that mentions seitan, which it calls “seitan.” The entry for “Seitan” (actually misspelled as “Sietan”) is different from all other entries in this catalog, since no weight, no price, and no explanation is given—as if Chico-San has ordered the product, but it has not yet arrived. Moreover, no “OEI” (“Our exclusive import”) appears after the word “Sietan.” Address: P.O. Box 1004, Chico, California.

492. **Product Name:** [Soymee (Meatlike Soy Protein Product) {Renamed Soymea then back to Soymee in 1970s}].

**Foreign Name:** Soymea.

**Manufacturer’s Name:** Nisshin Oil Mills Ltd. (Nisshin Seiyu).

**Manufacturer’s Address:** Shinkawa 2-2, Chuo-ku, Tokyo, Japan.

**Date of Introduction:** 1967.

**New Product—Documentation:** “Nisshin: The new soybean protein food (red, yellow & white leaflet). 1990.4 p. See p. 3. “1967—”Soymee was first manufactured and commercial production began.” Note: It is fiber-type soybean protein.

*Soybean Digest*. 1968. March. p. 7. “Meatlike product produced in Japan.” The product was named “Soymee” at this time. *Soybean Digest*. 1969. June. p. 44. “Nisshin Oil Co. markets Soymea, leads in manufacture of vegetable protein in Japan.” *Soybean Digest Blue Book*. 1970. p. 108. “Soymea.” *Soya Bluebook*. 1981. p. 63. It is now called “Soymee Soy Protein.” Also 1982. p. 67; 1984. p. 60.

493. **Product Name:** [Nutana Beeflike Slices, and Chickenlike Slices].

**Manufacturer’s Name:** Nutana Helsekost.

**Manufacturer’s Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.

**Date of Introduction:** 1967.

**New Product—Documentation:** Manufacturer’s catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. John. 1981. Adventist Food Industries: Recent Developments. Spectrum. Feb. Interview with Eric Howse. 1981. Feb. In 1981





# CHICO-SAN INC. - Unique Foods

P.O. Box 1004 • Chico, California

## RETAIL PRICE LIST

Dear Retail Customer:

We encourage you to buy Chico-San products through your local health food store. When you buy directly from Chico-San you must add shipping costs to the cost of food. Of course to meet your needs in areas where we have no retail outlets or where retail outlets are not meeting your needs properly, we want to bring you the service you deserve. We shall be pleased to send you the names of local retailers of Chico-San products. We are seeking the best means to serve you.

Items marked OEI - OUR EXCLUSIVE IMPORT - Through rigorous inspection, we can attest to the purity of these foods organic grains and complete absence of all chemical additives.

### SPECIALTIES

Rice Cakes	4	oz	.54	
Buckwheat Cakes	4	oz	.54	
Millet Cakes	4	oz	.54	
Wheat Cakes	4	oz	.54	
Case	@ .49		11.76	

Roasted Rice	2	oz	.18	
	4	oz	.33	
	8	oz	.54	
	1	lb	.96	

Roasted Pumpkin Seeds	1	oz	.28	
	2	oz	.50	
	4	oz	.91	
	8	oz	1.73	
	1	lb	3.35	

Rice Cracker OEI	2-3/4	oz	.54	
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### CONDIMENTS

Tekka OEI	3-1/2	oz	3.04	
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Tamari Soy Sauce OEI	8	oz	.75	96
	pint		1.35	150
	quart		2.35	268

Soybean Puree OEI (Miso)	8 oz	Cont.	.81	92
	16 oz	"	1.43	159
	2 lb	Bag	2.24	250
	5 lb	"	5.42	570

Sesame Salt	2 oz	jar	.37	
	4 oz	"	.57	
	8 oz	"	.96	
	8 oz	Bag	.72	
	16 oz	"	1.28	

Sesame Spread	4 oz		.60	73
	8oz		1.14	126

Sesame Butter	4 oz		.57	
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### CEREALS

Rice Cream	1 lb	.61	
	2 lb	1.10	
	5 lb	2.65	
	10 lb	5.30	

Blended Cereal	1 lb	.88	
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Instant Cereal	12 oz	.36	
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### RICE

Brown Short Grain	1 lb	.35	
	2 lb	.66	
	5 lb	1.55	
	10 lb	2.80	
	25 lb	6.25	
	50 lb	11.50	
	100 lb	21.00	

Rice Flour	2 lb	.70	
	5 lb	1.65	

### SESAME SEEDS

White - Brown OEI	8 oz	.55	
	1 lb	.98	

Black OEI	8 oz	.74	
	1 lb	1.36	

### BEVERAGES

Ohsawa Twig Tea OEI	8 oz	1.90	205
16 Herb Tea OEI	2 pkt	.51	54
	8 pkt	1.82	186

Grain Beverage - Koko	8 oz	.49	
	1 lb	.85	

Grain Beverage - Yano	8 oz	.64	
	1 lb	1.27	

Nutana was doing the most advanced work with soy of any Adventist food company outside the U.S. They started in the early 1960s importing spun protein fibers (SPF) from the U.S. Now they import soy fibers spun by DE-VAU-GE in Germany and use them to make a range of meat analogs. Labels in Danish, Dutch, and Finnish.

Note: This is the earliest known commercial soy product made in Denmark.

**494. Product Name:** Village Soyburger (later renamed Village Soy Patties).

**Manufacturer's Name:** Village Manufacturing Co.

**Manufacturer's Address:** Berkeley, California.

**Date of Introduction:** 1967.

**Ingredients:** Whole soybeans, brown rice, carrots, oats, seasonings.

**Wt/Vol., Packaging, Price:** 3.25 oz patties, sold in packs of four.

**How Stored:** Frozen.

**New Product–Documentation:** See next page. Label and story in *Living Lightly* catalog, ca. 1982. "It all started in Berkeley, California, in 1967, when a student at the University of California majoring in dietetics, mixed together the ingredients, constituting the first 'Village soyburger.' They were first sold at a sandwich stand just outside the campus."

Letter from Somari Das of *Communities* magazine, Route 1, Box 191, Oroville, California 95965. 1975 or 1976. June 26. "Yes, we are *very* interested in learning to prepare tofu & miso on a community scale. We are a group of 12 adults and 3 children on 20 acres in Northern California. We have two cottage industries, one of them being a *soyburger* business, so we are pretty familiar by now with the marvelous soybean. We use miso and tamari to make our soyburgers and they are very tasty. At home, we eat a lot of tofu and miso soup, but we buy these products from local distributors rather than produce them ourselves. I am a student of Oriental medicine and feel like my education would be greatly enhanced by learning to prepare these traditional foods at home.—Om Tao, Somari Das."

Talk with Mara Devine. 1988. April 7. The business was started by two women. A collective she belonged to bought the business from these two women in the early 1970s and did it until 1973, when they sold the business. It was made with cooked soybeans (not tofu) pressure cooked with miso. They would run them thru a Hobart grinder then mix in oats as a binder, carrots, maybe onions or garlic powder, then put it through a patty machine. The patties were then frozen. They were not fried; most people fried or baked them at home. The company also made a Frozen Rice-Patti. Their plant was in Oroville, across the street from the high school. The product is still being made, probably in Oroville. Mara now runs her own company named Soy Devine (which see).

495. Berg, Sally; Berg, Lucian. 1967. *New food for all palates: A vegetarian cook book*. London: Victor Gollancz Ltd. 192 p. 23 cm. [10 ref]

• **Summary:** The glossary of ingredients (p. 17) discusses soy sauce and recommends Kikkoman for dipping. Page 85 gives a recipe for watercress cooked in soy sauce.

Gluten is mentioned repeatedly. Granose Meatless Steaks are made of wheat gluten (p. 15-16). Klops, a typical Russian-Jewish savoury, can easily be prepared with a can of wheat gluten (meatless steaks; p. 62-63). There are also gluten recipes for: Fried gluten and eggs (p. 80). Homemade gluten. Breaded gluten sweet and sour. Breaded gluten pineapple. Cold breaded gluten (p. 85-87; all in the chapter on China). Curried gluten (p. 109; India). Burgers (p. 116-17; America). Protein sources (p. 178). Address: England.

496. Loma Linda University, School of Medicine, Women's Auxiliary to the Alumni Association. 1967. *An apple a day: Vegetarian cookery by doctors' wives*. Pasadena, California: Typecraft Inc. & WAAA. 296 p. 23 cm. Recipe index.

• **Summary:** A Seventh-day Adventist lacto-ovo vegetarian cookbook. Soy-related recipes include: Tofu loaf (p. 51). Soy cheese scallops (with tofu, p. 54). Soyameat–vegetable loaf (with 1 lb. Soyameat Chicken Style, p. 95; many recipes on pages 95-103 use Soyameat, which comes in 13 oz cans or frozen, and is made by Worthington Foods). Roasted soybeans (Nepalese, p. 258). Soy cheese roast (Korean, with tofu, p. 268). Chop Chai #1 (Korean mixed vegetables with 2 cups soy bean threads, p. 269). Pineapple soy chicken curry (Polynesian, with Chicken Style Soyameat, p. 274). Polynesian soya meat with cling peaches (with Chicken Style Soyameat, p. 274). Address: Loma Linda Univ., School of Medicine, Los Angeles, California.

497. Stegner, Wallace Earle. 1967. *All the little live things*. New York, NY: Viking Press. 345 p. 22 cm.

• **Summary:** A disquieting and keenly observed novel about the engulfing chaos of the 1960s and early 1970s. The hero (Joe Allston) and his wife (both Easterners in their sixties) retire to California in search of peace after the death of their wayward son. Their little paradise in Los Altos Hills (which looks like Eden) "is invaded by various parasites, including a neighbor with a bulldozer bent on 'development.' Jim Peck, a bearded young cultist, builds a treehouse on their property [across the creek] and starts a University of the Free Mind, complete with yoga, marijuana, and free-wheeling sex. Most damaging of all, it is invaded by Marian Catlin, and attractive young wife and mother, affirming all the hope and love that the Allstons believe in..." (inside front dust jacket).

This book is about: "The cult of youth, the Hippie Revolution, and the excruciating conflict between the generations." Joe Allston represents the square older generation and Jim Peck the Hippie; their antagonism is presented in the most irreconcilable terms. If there is an



# VILLAGE

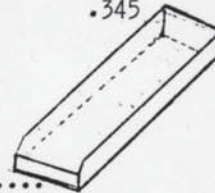


It all started at Berkeley California in 1967, when a student at the university majoring in dietics, mixed together the ingredients, constituting the first "Village soyburger". They were first sold at a sandwich stand just outside the campus and later moved from a very very small business, to a very small business, supplying a few retail health food stores. Our family purchased the business in 1976, and have seen steady growth ever since, supplying various distributors throughout California, Oregon, and Washington state. Our goal is to supply a superior nutritional product, at a reasonable price.

PRODUCT DESCRIPTION.

Whole soybeans cooked to perfection, fine quality Lundberg brown rice steamed until fluffy, fresh carrots shredded tender and juicy, mixed with oats and seasonings, and processed into perfectly portioned 3.25oz. patties, stacked in units of four, and frozen for either INSTITUTIONAL, or packaged in the familiar blue, with gold "village people" logo, for distribution to retail outlets.

<u>ITEM</u>	<u>STYLE</u>	<u>CASE/PACK</u>	<u>CASE/WEIGHT</u>	<u>CASE/DIMENSIONS</u>	<u>CUBE(ft)</u>
Soy-patties	pkgd.	12 13oz.	10 lbs.	10X10X5 inches	.345
Soy-Institutional		48 patties	10 lbs.	10X10X5 inches	.345



FREE 18x6.5x4.5 inch display box available at your request....

LIVING LIGHTLY · DIST BY PACIFIC TRADING · PO. BOX 40429 · SAN FRANCISCO · CA 94110 · PHONE (415) 282-2515

Contains No Meat

**NEW!**

**WORTHINGTON**

**Prime Stakes™**

A VEGETABLE PROTEIN FOOD

NET WT. 13 OZ.

Serving Suggestion

SERVE LIKE SWISS STEAK

**NUTRITION INFORMATION**

PER SERVING	
SERVING SIZE	1 PIECE, 80 gm
SERVINGS PER CONTAINER	4
CALORIES	160
PROTEIN	10 gm
CARBOHYDRATE	4 gm
FAT	11 gm

PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES (U.S. RDA)

PROTEIN	15	NIACIN	8
VITAMIN A	*	CALCIUM	*
VITAMIN C	*	IRON	2
THIAMINE	10	VITAMIN B <sub>6</sub>	*
RIBOFLAVIN	2	VITAMIN B <sub>12</sub>	15

\*CONTAINS LESS THAN 2% OF THE U.S. RDA OF THESE NUTRIENTS.

**CONTAINS:** WATER, TEXTURED VEGETABLE PROTEIN (SOY CONCENTRATE AND ISOLATE, WHEAT GLUTEN), EGG WHITES, SOYBEAN AND/OR CORN OIL, FLAVORINGS (HYDROLYZED VEGETABLE PROTEIN, ONION, TURMERIC, SPICE, SALT, EXTRACTIVES OF CELERY & SPICE), POTATOES, PARTIALLY HYDROGENATED SOYBEAN AND COTTONSEED OIL, MODIFIED CORN STARCH, SODIUM CASEINATE, OAT FLOUR, WHEAT FLOUR, MODIFIED TAPIOCA STARCH, YEAST EXTRACT, CARAMEL COLOR, CARRAGEENAN, NIACINAMIDE, IRON (AS FERROUS SULFATE), VITAMIN B<sub>1</sub> (THIAMINE MONONITRATE), VITAMIN B<sub>6</sub> (PYRIDOXINE HYDROCHLORIDE), VITAMIN B<sub>2</sub> (RIBOFLAVIN), VITAMIN B<sub>12</sub>.

**Prime Stakes™**

These savory slices are pre-cooked, rich in nutritious vegetable protein and contain no meat, meat derivatives or preservatives.

**JUST HEAT AND SERVE** for a delicious main course or sandwich in minutes. WRITE FOR FREE RECIPES.

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Division of Miles Laboratories, Inc.  
Worthington, Ohio 43085, U.S.A.

Barcode: 14500123623

answer, a way of bridging the chasm between them, “it is in Marian Catlin’s openness to all experience and her affection for all life” (rear dust jacket).

One very interesting scene (p. 102-20), an evening party at the Catlins with invitations, is set around a barbecue in the California spring. The Allstons are there, as is Jim Peck, who sets forth his philosophy of life and worldview—which he considers sane and virtuous. He is an apostle, not of modernity, but of alienation, with his wild hair, wild beard and wild eyes. Joseph Allston says: “If he can stand me, I can stand him.” Jim advocates a healthy vegetarian diet and the philosophy behind it (including a protest against the hypocrisies of eating meat). “All the largest and strongest animals were vegetarian. He himself wanted to be absolutely *harmless*. He believed in ahimsa, nonviolence, harmlessness.”

He wanted to keep his mind crystal clear and expand its boundaries, and to expand his consciousness. He was writing a book about himself and his experiments. He did yoga. They asked him about “organically grown vegetables,” the use of natural manure, and avoidance of chemical sprays. He smiled. Was “there a health store in town where they sold soybean steaks and blackstrap molasses,…” He didn’t know. What hypocrisy to try to make honest soybeans taste like sirloin. Better to hold to simplicity. John opens another beer and Debby has a second soft drink. The men were hesitant to talk with him. All this “self-realization business, a mongrel

cross between Socrates on the examined life and the Buddha on contemplation... that would begin in Huxley’s *Doors of Perception* and end in Leary’s LSD cult. There would be a lot of Zen passivism scrambled with a sanyasi withdrawal...”

John Allston wonders: “Could I stand to see human feelings and noble ideals come half-baked from the oven?” Jim Peck, no doubt “would have a smiling sneer for people who took aspirin and denounced drugs, and for incipient alcoholics who objected to other ways of getting high.” But John mostly conjectured; he rarely asked. In fact, much of the above is conjectured by the straight men (as they drink beer), rather than actually said by Peck.

A photo on the inside rear dust jacket shows Wallace Stegner, who is currently “a professor of English at Stanford University and head of the Creative Writing Center there.” A brief biography is given. Address: California.

**498. Product Name:** Prime Stakes: A Vegetable Protein Product.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Road, Worthington, OH 43085. Phone: 800-628-3003.

**Date of Introduction:** 1967?

**Ingredients:** Textured vegetable protein (soy protein concentrate and isolate, wheat gluten), egg whites, soybean and/or corn oil, flavorings (hydrolyzed vegetable protein, onion, turmeric, spice, salt, extractives of celery



& spice), potatoes, partially hydrogenated soybean and cottonseed oil, modified corn starch, oat flour, wheat flour, modified tapioca starch, yeast extract, caramel color, onion, carrageenan, niacinimide [niacinamide], iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12.

**Wt/Vol., Packaging, Price:** 13 oz (368 gm) can. Retail for \$2.35 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1980. Sept. 11.

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19.

499. *Food Product Development*. 1968. Legal developments: Identity proposals for vegetable protein herald future control of fabricated entrees. 1(6):10. Dec/Jan.

• **Summary:** Two innocent looking documents appeared in the *Federal Register* of 13 Oct. 1967 concerning the establishment of an identity for fabricated foods developed in the future. “General Mills has petitioned the FDA to establish an identity for a new class of foods” based on spun soy protein fibers to be called *Bontrae*. This “fibrous, textured food, prepared from soy protein isolate.” Part of the proposed identity “defines the process of preparing this filamented food product by a form of extrusion (spinning). General Mills is offering to relinquish its trade mark registration for the name if its proposal is accepted.

In the second proposal, Archer-Daniels-Midland Co. calls for an identity standard for the ingredient “textured vegetable protein” made from one or more proteinaceous materials. Labeling standards are similar in each proposal.

According to the introduction, the FDA would like to establish a single standard for what appears to be two unique classes of food materials. The FDA has seized Bac\*Os, believing the product must be labelled “imitation bacon.” Yet such as name could deceive the consumer, who might think this product need not be cooked or fried like natural bacon.

Another key aspect of the proposal hinges on whether the identity of a product depends on its chemical and physical properties alone, or whether biological considerations should apply. Comments are requested by FDA.

500. *Soybean Digest*. 1968. Meatlike product produced in Japan. March. p. 7.

• **Summary:** “Successful development of a meatlike product from soy protein on a commercial basis was recently announced by Nisshin Oil Mills Ltd., Tokyo, Japan. The new product, marketed as Soy mee [it may have been later renamed Soy mee], is the first of its kind to be commercialized in Japan...

“Soy mee will be sold initially to meat processors for manufacture of hamlike and sausage-like products or for mixing with beef and pork for processing.”

501. Sanford, David. 1968. Unfoods: Do you know what you’re eating? *New Republic* 158(2):13-15. May 18.

• **Summary:** Discusses (critically) the meat-like products made by Thomas J. Lipton Co., Loma Linda Foods, Worthington Foods, and General Mills (Bac\*Os). “Swift & Co. markets a soy larded chili, salisbury steaks, canned meat loaf and sloppy joes to restaurants, which call them pretty much what they like.

“The transforming of soy protein into edibles involves, in the case of Worthington Foods, General Mills and Ralston Purina a process licensed by Robert Boyer, an inventor and protégé of Henry Ford.” Note: No mention is made of Loma Linda using spun soy protein fibers. Many legitimate issues regarding the labeling of modern soy protein products are raised.

“Bac\*Os, the bacon-like bits test marketed over the past 18 months in Denver [Colorado], Buffalo [New York] and Sacramento [California], is about to be advertised nationally. Two years ago a token quantity of Bac\*Os was seized by the Food and Drug Administration in Buffalo and a case was brought in the US Federal District Court (Western Region) in New York to force General Mills to identify their product as ‘imitation bacon.’ ...

“Bac\*Os bottles didn’t say that Bac\*Os were bacon, just that they were a lot *like* bacon... Its label now reads ‘Crispy Bontrae bits with a flavor like bacon.’ Bontrae, the label explains, is a registered trademark for a vegetable protein product. Arthur Odell, who manages General Mills’ isolated protein program, thinks that that is sufficient.”

502. Hurd, Frank J.; Hurd, Rosalie. 1968. A good cook—Ten talents. Chisholm, Minnesota: Published by the authors. Printed by The College Press, Collegedale, Tennessee 37315. 354 p. Illust. Color plates. No index. 22 x 15 cm. Spiral bound. [1 ref]

• **Summary:** A very important, pioneering, indeed classic American vegan cookbook, which uses no animal products (except in one chapter at the end titled “Recipes Using Milk and Eggs,” “for those who are in the transitional period. However, we encourage all those who still cling to milk and eggs to become acquainted with the facts concerning their use, and become weaned through this process”). Some recipes also use honey.

Contains more than 750 unique recipes (plus color photos), including many innovative soy recipes, including the first recipe for shakes made with soy milk ice cream.

In the Glossary (p. 11-17) are entries for lecithin (p. 13; “A food extracted from the soybean”), soybeans (p. 15-16), and tofu (p. 16), as well as agar-agar, almonds, carob, cashew nut, coconut, dulse, flaxseed, malted nuts (made



from peanuts and cashew nuts with dry malt added), nuts, oils, peanut, sea kelp or dulse, sesame seed, and sesame tahini. A color photo (p. 55) shows soy sprouts. Soy-related recipes include: Homemade soy coffee (p. 66). Soybeans milks (p. 69; No. 1 costs \$0.06/quart homemade. "Soybean pulp [okara] which remains can be made into various dishes. Try Soy Not-Meat," p. 202; No. 2 uses 1 cup plain soya starter). Banana milk shake (with chilled soy milk, p. 70). Banana carob milk shake #1 or #2 (with soy milk, p. 72). Molasses milk shake (with soy milk, p. 72). Soy-fig milk (p. 72). Milkless milk shakes (with non-dairy ice cream incl. soy milk powder, p. 72-73). Soy yogurt, cultured (p. 73-74; 3 recipes—made from whole soybeans, liquid Soyagen, or soy starter). Soya bread or rolls (p. 80). Vanilla ice cream (with soy milk powder optional, p. 125). Pineapple ice cream (with soy milk powder, p. 127). Banana soya ice cream (with rich soy milk, p. 128). Sesame soy cookies (p. 131, with 1½ cups raw sesame seeds). 7 grain granola (with 1 cup soy flour, p. 156). Easy granola (with soy flour, p. 157). Soy-millet patties or loaf (p. 182). Vegetable-nut loaf (with soy milk, p.

186). Green soy beans (p. 187; dry, green-seeded soybeans). Buckwheat, soy or whole wheat spaghetti (p. 192). Soybean curd #1 (homemade tofu using whole soybeans, curded with Epsom salt, p. 195). Soybean curd #2 (from soy flour, curded with lemon juice, p. 196). The tofu-making process is shown in six black-and-white photos. Ways to serve tofu (p. 196). "Scrambled eggs" (made with tofu, egg-free, p. 196). Tofu loaf (p. 198). Chinese nut loaf (with soymilk, p. 198). Vegetarian chow mein (with soy sprouts, p. 199). Peanut-soymeat (with soy flour, p. 200; steamed for 2-3 hours in greased cans). Soy not-meat (p. 202, with soaked ground soybeans or "the soybean pulp from the soy bean milk. This way the pulp is not wasted" [i.e. okara]). Peanut-soy round (p. 202). Soy meat (p. 203; made with 2 cups homemade gluten, 1 cup toasted ground peanuts, and 1 cup soaked blended soybeans, plus water, seasonings, oil and salt, steamed for 3 hours in greased cans). Soya peanut soufflé (p. 204). Soybean soufflé (p. 204). Tofu & rice croquettes (p. 206).

The chapter titled "Nuts, seeds, olives" (p. 209-20) includes: Glossary of nuts, raw nuts for your enzymes, nut notes, almond butter (king of the nuts), raw nut butters, cashew nut butter, cashew Brazil-nut butter, peanut butter, nut butter clusters, peanuts—oven blanched, dry roasting—soya nuts, malted nuts, browned sesame seeds, seed cereal topping (sunflower seeds, sesame seeds, flax seed), peanut butter-seed spread (tahini, sunflower seeds), peanut butter balls, simple sesame squares, sprouted sunflower clusters, olives, tree chestnuts, roasted chestnuts, roasted chick peas.

Note 1. This is the earliest document seen (Dec. 2013) that uses the term "dry roasting" to describe how soybeans are roasted, or that contains the term "Dry Roasting—Soya Nuts" (p. 217).

Green soy bean salad (p. 234; probably dry, green-seeded soybeans). Soybean sprouts salad (p. 234). Tofu cheese salads (p. 235). Tofu sun faces (p. 236). Pineapple tofu salad (p. 245). Pineapple tofu cottage cheese (p. 246). Lo-fat salad dressing (with soy yogurt, p. 251). Soy mayonnaise—eggless (4 types, p. 252-53). Soy butter (made with soybean flour, lightly dextrinized, p. 262). Soya starter (made with soy flour, p. 262). Soya yeast sandwich spread (p. 263). Super sandwich spread (with soybean pulp [probably okara, see p. 69], p. 264). Pimento-soy chee spread (p. 265). Sour cream—soy (p. 270). Soy whipped cream (p. 271; whirl in a blender ½ cup each soybean milk and soy oil, plus 1 tablespoon honey, ¼ teaspoon vanilla, and a pinch of salt). Tartar sauce, cheese (with soy mayonnaise and tofu, p. 273). Sprouts (p. 291-95). Fresh cucumbers with soy sour cream (p. 304). Celery and green soyas (p. 312; "2 cups green soy beans, frozen, canned, or fresh." Probably means green vegetable soybeans). Soya starter (base, made with soy flour, p. 326; keep a jar ready for quick use in making tasty spreads, milk and cream, mayonnaise, a binder when nut butter is not available. Dextrinizing the soy flour gives this



Soya Starter a nutlike flavor).

Talk with Rosalie Hurd. 1991. June 3. *Ten Talents* is now going into its 44th printing. More than 250,000 copies have been sold. The latest was published by College Press in 1985. The first edition was published in May 1968. Frank, originally a chiropractor, is now a medical doctor. The Hurds now live most of the year in Fountain City, Wisconsin, where they run Alpine Springs, a live-in lifestyle program and center on 585 acres of land offering treatment and education in natural health.

Note 2. This is the earliest cookbook seen (Oct. 2013) that contains a recipe for soy sour cream. For the basic recipe: Pour 3/4 cup soy bean milk into a blender. Gradually add 3/4 cup soy oil until desired thickness is reached. Stir in 1-2 tablespoons lemon juice and 1/4 teaspoon salt. Chill. "Delicious on fresh cubed cucumbers with a dash of dill." An alternative recipe calls for the use of: 1/2 cup soy starter (not dextrinized, see p. 69, 262), 1/4 cup water, and 1/2 teaspoon honey.

Note 3. This is the earliest English-language document seen (Nov. 2014) that contains the word "Soy meat" (p. 200), or the term "Soy Not-Meat," or the term "Soy Meat" (p. 203) as a recipe name.

Note 4. This is the earliest dated English-language document or book seen (Sept. 2012) that contains the modern term "Soy yogurt."

Talk with Rosalie and Dr. Frank Hurd. 2005. Feb. 9. Both have moved to Oregon to warmer weather. They have a daughter there. *Ten Talents* is now in its 48th printing. They are working on a revision. He was born in March 1936 and she in April 1937.

Talk with Rosalie Hurd. 2009. Jan. 19. Frank is still working as a doctor and she as his helper. They are both in good health. The greatly enlarged 40th anniversary edition of *Ten Talents* has been published and is now available.

The term "Ten Talents" comes from the teachings of Ellen G. White: "The one who understands the art of properly preparing food, and who uses this knowledge, is worthy of higher commendation than those engaged in any other line of work. This talent should be regarded as equal in value to ten talents; for its right use has much to do with keeping the human organism in health. Because so inseparably connected with life and health, it is the most valuable of all gifts" (Ellen G. White, *Counsels on Diet and Foods*, p. 251). Address: 1. D.C. [Doctor of Chiropractic]; 2. B.S. Both: Box 86A–Route 1, Chisholm, Minnesota 55719.

503. Chico-San Inc. 1968. Chico-San Inc.–Unique foods: Retail price list. P.O. Box 1004, Chico, California. 2 p. June 1. 35 cm.

• **Summary:** This single-sheet, dated catalog and price list, printed front and back with dark brown ink on pink paper is almost identical to the edition of 15 July 1967 in appearance, content, and pricing.

However two new condiments have been added: Dehydrated tamari, and Seitan. Address: P.O. Box 1004, Chico, California.

504. *NewsTime (Scholastic)*. 1968. Next TVPburgers? 33(6):2. Oct. 18.

• **Summary:** Switzerland's largest supermarket chain is selling TVP, an American-made substitute for meat, made from soybeans. TVP stands for "Textured Vegetable Protein." Its makers hope the Swiss *won't* think it stands for "tastes very poorly."

505. **Product Name:** Texgran Smoked Soy Bits: Imitation Bacon (Textured Soy Flours–Extruded).

**Manufacturer's Name:** Swift & Co. Vegetable Protein Products Div.

**Manufacturer's Address:** Champaign, Illinois.

**Date of Introduction:** 1968 December.

**Ingredients:** Defatted soybean meal.

**How Stored:** Shelf stable.

**New Product–Documentation:** *Food Product Development*. 1968. Nov/Dec. p. 23. A photo shows three cans of Texgran Smoked Soy Bits: Imitation Bacon, and some of the product itself on a table.

Interview with Don Aldon, formerly with Swift & Co. 1985. Feb. 26. "Work with Swift & Co. and non-dairy frozen desserts." The first retail product in which Texgran was used was artificial bacon bits, the first such product on the market. Don developed this product, which was launched in about 1977-78. It was based on Texgran, with flavors added then smoked in a smokehouse. Right after that, General Mills introduced Bac\*O's.

506. **Product Name:** Bacon Bits.

**Manufacturer's Name:** Archer Daniels Midland Co.

**Manufacturer's Address:** Minneapolis, Minnesota.

**Date of Introduction:** 1968.

**New Product–Documentation:** Horan. 1974. Meat analogs. p. 380. Manufacturer's catalog. Talk with ADM sales dept. 1988. Sept. 15. This product was launched in about 1968, about a year after the company started to make TVP. It is made by texturizing soy flour, and may not be a registered trademark.

507. **Product Name:** [GranoVita Sausages (Regular, or seasoned Frankfurter Style)].

**Foreign Name:** GranoVita Soja-Wuerstchen (Regular, or nach Frankfurter Art).

**Manufacturer's Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.

**Date of Introduction:** 1968.

**Ingredients:** Vegetable oils and fats, water, soya protein, egg protein, onions, natural spices, wheat gluten, salt, glucose, yeast, rolled oats, bread crumbs.

**Wt/Vol., Packaging, Price:** 275 gm can of either wholesales for DM 6,30; 140 gm can for DM 4.

**How Stored:** Shelf stable.

**New Product–Documentation:** Full-page ad for 8 granoVita soy products in the book by Manfred Heide. 1977. *Vegetarische Ernährung: 193 Rezeptvorschläge und Speisepläne für ein Vierteljahr* [Vegetarian nutrition and food: 193 recipe suggestions and meal plans for a quarter of a year]. Stuttgart, West Germany: Paracelsus Verlag.

DE-VAU-GE leaflets. 1980? *Rezepte aus der GranoVita Versuchskueche. And Neue Rezepte mit Soja-Wuerstchen Frankfurter Art.* “Did you know that soyfoods (Soja-Kost) are free of cholesterol and low in purines?” Manufacturer’s catalog. 1981. May 1. DE-VAU-GE Sortiments-Preisliste. 4 p.

Letter from H.J. Gruetzmann of DE-VAU-GE. 1981. May 18. “Our company started producing foods in 1899. Our first Soja-product was produced around 1970. We started with Soja-sausages. Our current Soja-line contains Soja-cutlets, Soja-sausages, Soja-ready-dish, and Soja spreads. Our most popular products currently are the sausages and the cutlets, followed by the spreads and the ready-dish (Fertiggerichte). We are enclosing our current price list, where we marked the Soja-products. Note: At the top right of the letterhead and price list is written, in large letters, “granoVita.”

Manufacturer’s catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products.

Form filled out and Labels sent by DE-VAU-GE. 1990. June 11.

**508. Product Name:** Loma Linda Canned Meatless Slices (Based on Spun Soy Protein Fiber) [Chicken-Like Slices, Beef-Like Slices, Turkey-Like Slices, or Luncheon-Like Slices].

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1968.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Loma Linda probably purchased the spun soy protein fibers from General Mills. Sold in 14-ounce cans. Note: This is the earliest commercial product seen (Oct. 2014) that is a meatless alternative to turkey (one of six products).

**509. Product Name:** Loma Linda Luncheon Slices (Frozen and Meatless; Based on Spun Soy Protein Fiber) [Chicken Slices, Smoked Beef-like Flavor, Corned Beef-like Flavor, Smoked Turkey Flavor].

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1968.

**How Stored:** Frozen (in 1973).

**New Product–Documentation:** It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. Luncheon slices are frozen products that come in smoked beef-like flavor, corned beef-like flavor, and smoked turkey flavor. They are based on spun soy protein fiber, which Loma Linda probably purchased from General Mills.

Sold frozen in 1 or 2 lb packages. Note: This is the earliest commercial product seen (Aug. 2002) that is a meatless alternative to turkey (one of six products).

**510. Product Name:** Loma Linda VegeCuts.

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1968.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Seventh-day Adventists. Food Service Improvement Committee. 1968. “Dining delightfully: Tested recipes from Adventist hospital chefs.” Loma Linda VegeCuts are mentioned.

Loma Linda Food Co. 1969. “Wholesale Price List.” Vegecuts are now sold in 14 oz, 20 oz, 30 oz, and 48 oz cans.

**511. Product Name:** Luncheon Slices, or Frozen Roll [Meatless Corned Beef, Meatless Smoked Beef, or Meatless Smoked Turkey].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1968.

**Ingredients:** Meatless Corned Beef: Textured vegetable protein (soy protein isolate, wheat gluten and flour), egg whites, soybean and/or corn oil, partially hydrogenated soybean and coconut oils, flavorings (hydrolyzed vegetable protein, yeast extract, garlic and onion powder, natural smoke flavor, artificial flavors, spice), sugar, salt, artificial colors, disodium guanylate, disodium inosinate, niacinamide, etc.

**How Stored:** Frozen.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1968. p. 110. “Luncheon Slices.” Manufacturer’s catalog. 1984, undated. Frozen Products. Label reads: “Vegetable Protein Slices. Rich in Vegetable Protein. Artificial Flavor.”

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27. The ingredients in the Meatless Corned Beef (rolls, or luncheon slices) are those given above. Note: This is



the earliest commercial product seen (Aug. 2002) that is a meatless alternative to turkey (one of six products).

**512. Product Name:** Holiday Roast (Meatless Turkey-like Product Based on Spun Soy Protein Fibers).  
**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.  
**Date of Introduction:** 1968.

**How Stored:** Frozen.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1968. p. 110. Perhaps later renamed Dinner Roast (1980).

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. Holiday Roast is a frozen turkey-like product based on spun soy protein fiber.

Worthington Foods. 1989. "The Tradition of Healthy Foods" (50th anniversary booklet). p. 21-22. Worthington's first products made with spun soy protein fibers were White Chik, Beeflike, Prosaage, Stripples, and Holiday Roast (with a plastic wishbone). All were hits and sales took off. These products were sold frozen. In "October 1963 a series of television, radio and newspaper advertisements featuring the new frozen foods was introduced." Note: This is the earliest commercial product seen (Aug. 2002) that is a meatless alternative to turkey (one of six products).

**513. Product Name:** Turkey Style.  
**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.  
**Date of Introduction:** 1968.  
**New Product–Documentation:** *Soybean Digest Blue Book*. 1968. p. 110. Note: This is the earliest commercial product seen (Aug. 2002) that is a meatless alternative to turkey (one of six products).

**514. Product Name:** Smoked Beef (Meatless).  
**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.  
**Date of Introduction:** 1968.  
**Ingredients:** Soybean protein, water, wheat protein [wheat gluten], corn oil, vegetable shortening, egg albumin, wheat flour, yeast extract, hydrolyzed vegetable protein, flavorings, salt, corn syrup solids, MSG, caramel, U.S. certified color.  
**How Stored:** Frozen.  
**New Product–Documentation:** *Soybean Digest Blue Book*. 1968. p. 110. "Luncheon Slices."

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in "Smoked Beef (Worthington)." This is an institutional product.

Manufacturer's catalog. 1984, undated. Frozen Products.

Label reads: "Vegetable Protein Slices. Rich in Vegetable Protein. Artificial Flavor."

**515. Product Name:** Smoked Turkey (Meatless).  
**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.  
**Date of Introduction:** 1968.

**Ingredients:** Soybean protein, water, wheat protein [wheat gluten], water, corn oil, egg albumin, soy protein, hydrolyzed vegetable protein, salt, MSG, sugar, flavoring, vegetable gum, onion powder, U.S. certified color.

**How Stored:** Frozen.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1968. p. 110. "Luncheon Slices."

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in "Smoked Beef (Worthington)." This is an institutional product.

Manufacturer's catalog. 1984, undated. Frozen Products. Label reads: "Vegetable Protein Slices. Rich in Vegetable Protein. Artificial Flavor." Note: This is the earliest commercial product seen (Aug. 2002) that is a meatless alternative to turkey (one of six products).

**516. Hahn, Emily.** 1968. *The cooking of China*. New York, NY: Time-Life Books. 206 p. Illust. (many color photos). Index. 28 cm. Series: Foods of the World.

• **Summary:** Another superb work in this superlative series from the editors of Time-Life Books. This book is about cooking in China, where the author lived (in Shanghai), before the 1949 Communist revolution.

Contents: Introduction: The cooking of the world's oldest civilization. 1. An ancient and honorable art. 2. "Chinese cooking" in your own kitchen. 3. Secrets of savor and spice. A reverence for good food. 5. Oriental staff of life. 6. Gentle teas and strong spirits. 7. Feasts for festivals. 8. A cuisine for all continents.

China, the world's oldest existing civilization, has the world's most ancient cuisine—as well as one that is both great and profound (p. 6). When the Red Guards of China's Cultural Revolution appeared in the 1960s, they "attacked every symbol of what they regarded as bourgeois culture. Among the targets in Peking were the city's fine restaurants." In the process they destroyed much of China's culinary heritage—but only inside of China (p. 7). An article by Peggy Durdin in the *New York Times* was titled "Mao's great crime against cuisine" (p. 184). Chinese food is, of course, about life, but it is also about health, and it can resonate on numerous symbolic levels (p. 7).

The southern provinces of China, Fukien, Kwantung, Yunnan, and Kwangsi, enjoy tropical temperatures year round and more than 80 inches of rain. Here rice is the main crop. Yet China is a mountainous country, with 60% of its

land at elevation 6,500 feet or higher; only 11% of its land can be cultivated (compared with 80% in the USA) (p. 10). Fukien, a coastal province to the south, makes the best soy sauce in China, and stewing is called “red cooking” because of the color imparted by the soy sauce (p. 16, 42).

Vegetable oil is very important in China because the Chinese rarely use butter (p. 29). “For protein the Chinese depend heavily on the soybean, which has for this reason been called the cow of the East.” Soybean oil is used for cooking. Soybean milk is a good substitute for cow’s milk. And “doctors, even Western doctors—prescribe it for babies who cannot get mothers milk and are allergic to cow’s milk” [sic]. From soymilk one can make “bean curd, an exceptionally high-protein food known in China as ‘the meat without bones.’” Bean curd is made by curdling soybean milk with gypsum, then pressing the curds into pieces about 3 inches square by ½ inch thick. “The thickened curd skin [sic, yuba] is a food by itself, with a more concentrated flavor. Fermented bean curd [fermented tofu] tastes much like cheese.” Both soy and mung-bean sprouts are used in China, “In one form or another the soybean can be found in dishes eaten at every meal” (p. 29).

A two-page color photo spread and legend (p. 61-63) shows (numbered) basic Chinese ingredients, incl. “13. Fresh bean curd. 14. Dried bean-curd skin” [yuba]. Buddhist monks and nuns in China are strict vegetarians; special foods that simulate meat have been developed for them. The main ingredients in these dishes are bean curd and gluten. These include vegetarian “duck made from crisp bean-curd skin, colored and shaped to look like the bird’s flesh” and “chicken roll in *hoisin* sauce, the ‘chicken’ made of soft soybean curd” (p. 64, 67, 70).

Note 1. This is the earliest English-language document seen (Oct. 2012) that uses the term “beancurd skin,” apparently to refer to yuba.

Note 2. This is the earliest document seen (Jan. 2014) that describes the use of yuba, or of tofu, to make meat alternatives.

A full-page color photo and legend (p. 74-75) shows (numbered) Chinese sauces and condiments, incl. “1. *Hoisin* sauce. 3. Soy sauce. 8. Yellow-bean paste, or thick bean sauce. 11. Fermented black beans. 14. Red bean [azuki] paste.” “Among the best known of Chinese seasonings is soy sauce, which was mentioned in several Confucian classics as early as the Fifth Century B.C.” [sic]. Other condiments made from soybeans are bean paste (for preserving and flavoring meat) and *hoisin* sauce (widely served with Peking duck). “It is said that the best grades of soy sauce can take as much as six to seven years of aging to reach perfection, and that the making of superb soy sauce requires ‘as much art in its preparation as good French wines’” (p. 74-75, 77).

The controversy over M.S.G. is discussed. “A really god Chinese chef considers it a questionable shortcut for giving taste to second-rate foodstuffs, but most Chinese cooks admit

that its use in certain dishes is perfectly valid” (p. 77-78).

The emperor Chien Lung (1735-1796), 4th ruler in the Manchu [Qing] dynasty, wrote an *Ode to Tea* (p. 91). In China there is an intimate association between eating and health (p. 91).

Recipes: “Steamed bass with fermented black beans *Tou-shih cheng hsien yu* (with “2 teaspoons fermented black beans,” soy sauce, Chinese rice wine, and shredded fresh ginger root, p. 104).

Most festivals (each with a feast) in China are based on events of agricultural importance; the two most important are New Years and the Moon Festival (p. 155, 162, 164-65). A Peking duck is “brought to the exact degree of plumpness and tenderness through force-feeding,” then roasted slowly, suspended by hooks, in a mud-lined oven “until the thick, fat skin becomes golden in color. This crackled skin is the choice part of the dish.” The skin, a piece of the meat, a spring onion, and thick, sweet *hoisin* sauce are served enfolded in a thin wheat-flour “pancake” (p. 158, 15).

The history of chop suey (unknown in China) and chow mein (had an honorable origin in China) are discussed (p. 178-79).

The first wave of Chinese to America came with the gold rush and transcontinental railway. Most were laborers from southern China. The first Chinatown in the USA was established in San Francisco (1850s), followed by New York City (Manhattan, 1870s). Most early American Chinese restaurants reflected their social status, serving inexpensive foods. In the early 20th century, as China’s Republican revolution was gaining momentum, a second wave arrived to study. These young people, also mostly from southern China, came from far more prosperous backgrounds than those in the 1st wave and they wanted better food. Restaurants were started or upgraded to suit their tastes. Thus, it “was the southern school of cookery that first spread over the world outside China” (p. 179).

China has three great regional cuisines: Cantonese (southern), northern, and Szechuan (p. 179). Six photos show “The Americanization of the fortune cookie: Assembly line at a factory in New York City’s Chinatown.” A two-page spread shows many of the “fortunes” found in fortune cookies (p. 195-97).

“A guide to ingredients in Chinese cooking” (p. 198-99) includes: Bean curd, fresh: Square. Bean-curd skin [yuba] (“Thin stiff sheets of dried bean curd. Sold by weight... {5 to 6 sheets weigh about 1 ounce}”). Bean sprouts (“Young sprouts of the mung bean”). Black beans, fermented (“Strongly flavored, preserved black soybeans.” Sold in cans or plastic bags). Brown bean sauce (“Thick sauce made from fermented yellow beans [huang dou = yellow soybeans], flour and salt. Sold in cans of 1 pound or more”). *Hoisin* sauce (“Sweet, brownish-red sauce made from soybeans, flour, sugar, water, spices, garlic and chili for use in cooking. Sold in 1-pound cans and up”). Oyster sauce



("Thick brown sauce with a rich flavor, made from oysters, soy sauce and brine"). Red bean paste ("Thick, sweet paste made from red soybeans" [sic, azuki beans]). Salted eggs and thousand-year eggs. Sesame seeds and sesame seed oil. Soy sauce ("Pungent, salty, brown liquid made from fermented soybeans, wheat, yeast [sic, mold] and salt"). Vegetable steak ("A vegetarian food that looks like a small beefsteak but is made from wheat gluten. Sold in cans"). Address: Author, lives in England with her husband.

517. Hon, Hazel. comp. 1968. Three week vegetarian menu. Sydney, Australia: Published by the author. 88 p. 24 cm.

• **Summary:** This Seventh-day Adventist vegetarian cookbook uses lots of canned Adventist food products, gluten, and whole soybeans. The Four Basic Food Groups (p. 7) are fruits and vegetables, cereal and bread, protein (including legumes, cottage cheese, eggs, soy cheese, nuts, peanut butter, and various manufactured nuts, soybean and gluten products), and milk groups ("use milk or a suitable alternative such as soybean milk").

A table titled "Seasonings" (p. 8) divides them into (1) Not irritating. (2) Slightly irritating. (3) Strongly irritating: Cloves, ginger, paprika (Hungarian). (4) Irritating, stimulating, harmful: Cayenne pepper, chili pepper, horseradish, mustard, pepper (black or white). (5) Seasoning herbs: Oregano, tarragon, chervil, sage, basil or sweet basil, bouquet garni, marjoram, rosemary.

A table (p. 9) lists "Goods obtainable at all Sanitarium health food shops" including gluten flour, soya flour, Soyagen (liquid or powder). Sanitarium canned foods: Nutmeat, Nutolene, Soya Beans, Vegetarian Sausages, Lima Beans. Worthington Foods: Soya Meat in tins. Chicken Style sliced. Chicken Style diced. Beef Style sliced. Beef Style diced. Loma Linda: Vegelona, and Linkettes.

Three weeks of menus and recipes are given. Soy-related recipes include: Soya nut loaf (p. 30). Soybean omelette (p. 65). Soya vegetable loaf (p. 70). Soya mayonnaise (p. 71). Soya oven croquettes (p. 82).

Note: This is the earliest document seen (Oct. 2004) concerning the work of Sanitarium Foods in Australia with soy. Address: 54 Castle Howard Road, Cheltenham, N.S.W., Australia.

518. Seventh-day Adventists. Food Service Improvement Committee. 1968. Dining delightfully: Tested recipes from Adventist hospital chefs. Washington, DC: Review and Herald Publishing Assoc. 159 p. Illust. (some color). 25 cm.

• **Summary:** This Adventist vegetarian cookbook is sponsored by the Medical Department of the General Conference of Seventh-day Adventists, and the Seventh-day Adventist Hospital Association. The entrees in this book use lots of meatlike products (many of which contain soya) manufactured by Seventh-day Adventist food companies. These products include: Worthington White Chik (frozen).

Nuteena. VegeBurger. Wham. Bac-O-Chips. Smoked Chipped Prime. Worthington Prime (chipped, smoked [frozen]). Battle Creek Vegetable Skallops. Loma Linda VegeCuts.

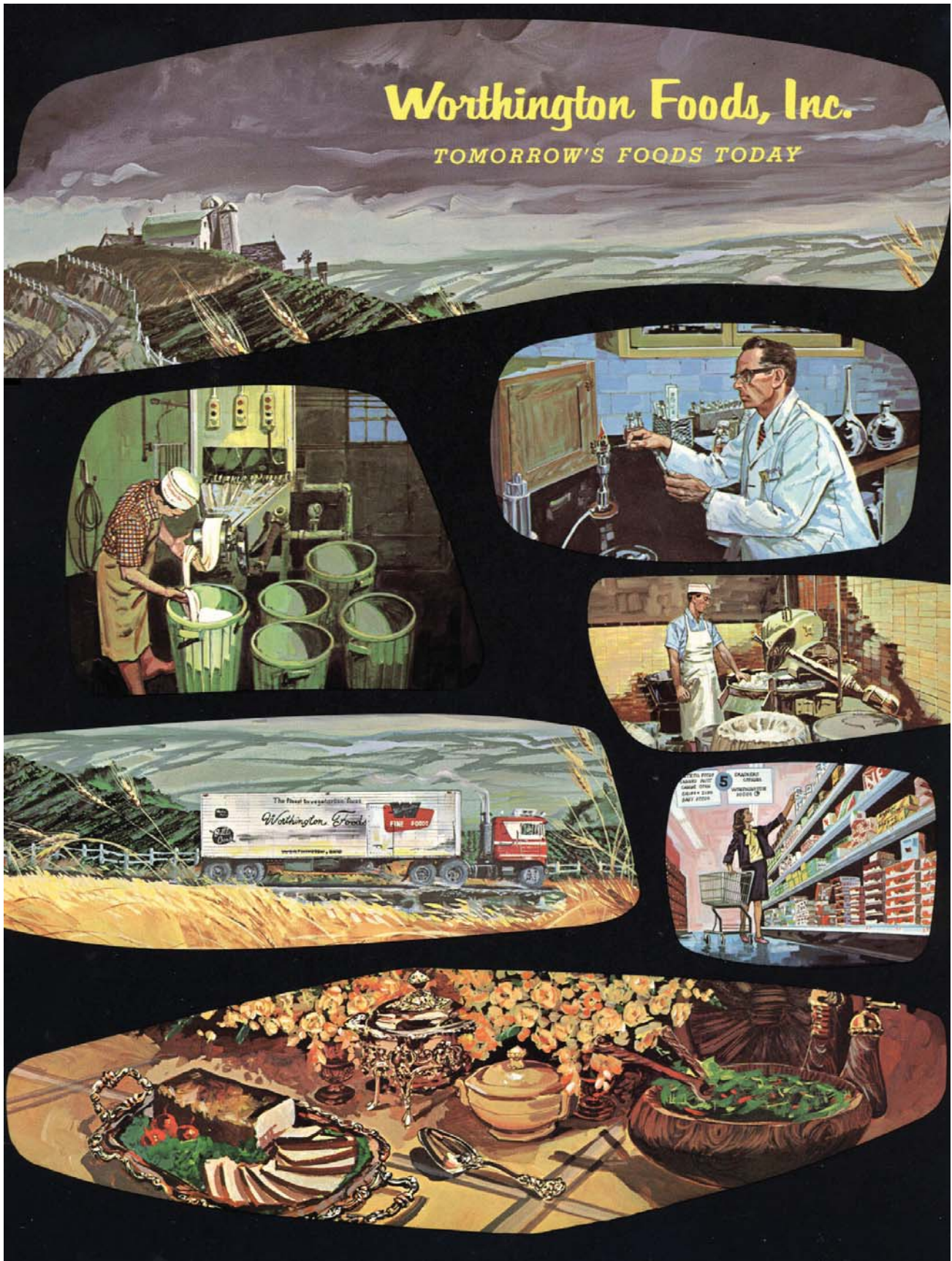
519. Worthington Foods, Inc. 1968? Tomorrow's Foods Today. Worthington, Ohio. 19 p. Undated. 28 cm. [3 ref]  
 • **Summary:** Contents: Message from management. Tomorrow's Foods Today (the company slogan). Research and development department, W.E. Hartman, director. Production department, Sam Brown, manager. Sales department, W. Kenneth Case, manager. The Worthington line. Engineering department, B.J. Knecht, chief engineer, B.L. Knecht, assistant engineer. Data processing department, John Dalton, manager. Credit and traffic, Al Foster, manager. Advertising department, Michael A. Jones, manager, James Converse, art director. Purchasing and office management, Luther Lyle, manager. Personnel department, Kenneth Innocent, manager. Accounting department, Richard Waters, manager. The future. The wonderful Choplet. Board of directors: James L. Hagle (chairman), Warren E. Hartman, Allan R. Buller, George T. Harding, III, M.D., Warren G. Harding, M.D., George E. McKay, Harrison Evans, M.D.

A color photo shows each of the products in the Worthington line. All are canned, except those followed by an asterisk: Cutlets, Fry Sticks, Vegetable Skallops, Sandwich Spread, Chili, Vegetarian Luncheon Slices\*, Kaffir Tea, Soyameat, Vegetarian Dinner: Salisbury Steak Style\*, Soyameat: Diced Chicken Style, Choplets, Vegetarian Pie: Chicken Style\*, Vegetarian Dinner: Chicken Style\*, Holiday Roast\*, Prosaage: Breakfast Treat\*, Vegetarian Luncheon Slices: Smoked Beef Style\*, Vegetable Steaks, Numete, Vegetarian Luncheon Slices: Use Like Corned Beef\*, Soyameat: Diced Beef Style, Breeding Meal: Fry and Loaf Mix, Vegetarian Dinner: Ham Style\*, Soyameat: Beef Style Slices with Gravy, Soyameat: Sliced Chicken Style, Meat Loaf Mix\*, Veja-Links, Soyamel: All Purpose, Saucettes, Infa-Soy, Soyamel: Banana Beverage, Fortified Soyamel: A Powdered Soy Milk. The section titled "The future" is prophetic. "Since 1962 Worthington Foods has been growing in sales by nearly 20 percent a year. This is significant but modest in comparison to what is coming. For in our opinion the growth of the vegetable protein industry very shortly will be astronomical. The reasons are fairly simple.

"First, these new foods not only taste good. They are nutritionally sound.

"Second, vegetable protein foods offer significant economies over traditional meats. When grazed, an acre of land offers approximately 43 pounds of protein. Plant that same acre to soybeans and the yield is about 450 pounds of protein. The economic advantages of vegetable proteins are widening rapidly today. They will continue to widen.

"Third, vegetable protein foods are more convenient, and convenience foods will soon dominate the food





business. No long hours of marinating, basting, or baking are necessary with these new foods. No skin to peel or bones or fat to cut out. With vegetable protein foods, taste and tenderness are controlled. The housewife or chef need only heat and serve.

“A fourth reason why the growth of this industry is going to be enormous shortly is because of the protein shortage in the world. The U.S. Department of Agriculture recently pointed out that even in the United States, ‘Future protein needs must be met by chemically nurtured and protected plant materials. They certainly cannot be met by animal protein.’”

Note 1. This brochure contains an original illustration of each of the men mentioned above. Note 2. All three dated footnotes at the end of this brochure are from the year 1967, and the latest is Dec. 1967. Address: Worthington, Ohio.

520. Cade, Leland. 1969. ‘Artificial meats’: Something to contend with in the years ahead—Outlook 1969. *Washington Farmer (Washington State)*. Jan. 2. p. 8-10.

• **Summary:** Contains a long list of “artificial meats” made by Worthington Foods. A photo shows many of these canned products.

521. *Food Processing (Chicago)*. 1969. Soy protein debuts as main course. Winter. p. F4-F7. Foods of Tomorrow section.

• **Summary:** About textured soy protein products that can take the place of meat, especially Bontrae (from General Mills, Inc., Minneapolis, Minnesota), TVP from ADM (Minneapolis, Minnesota), and Stripples from Worthington Foods (Worthington, Ohio). The costs vary widely. “Unflavored spun soy fibers in an acid-salt media [medium] cost about 50 cents a pound.” Prices of the finished products to consumers are about 2/3 to 3/4 of that of the meat they can replace. “Expanded-soy textured protein [extruded textured soy flour] is less expensive. Cost in chunk or dry granular form ranges from 12 to 40 cents a pound. Since it rehydrates with 2 parts water, the cost on an as-served basis ranges from 4 to 13 cents a pound.”

Bontrae comes in the form of frozen, free-flowing, pre-cooked crumbles or dice packed in 5-lb cartons. “General Mills is making a sizable increase in the capacity of its pilot plant for the production of Bontrae...” Bontrae is presently being marketed mainly to Minnesota State institutions, hotel, restaurant, and institutional accounts in Albany, New York, and college food service accounts in the Baltimore (Maryland), and Washington, DC, area.

ADM “calls its expanded-soy textured vegetable protein TVP” (registered trademark). The company “had the first production-size facility for textured soy protein and is now in the midst of a major expansion.” In the U.S., TVP has been sold mainly to food processors for use in canned, dehydrated, and frozen foods. But in Europe it is sold mostly

to consumers, in 200 gm (7 oz) retail packages.

Swift & Co. (Chicago) entered the market 2 years ago with Texgran, expanded soy protein. In less than a year, sales exceeded capacity. A new plant, being constructed in Champaign, Illinois, should be finished soon.

H.B. Taylor Co. (Chicago) sells Texturasoy, an expanded-soy textured protein, which is the lowest cost textured protein available. Until about a year ago it was sold to the pet food industry.

“Six years ago [1963], Worthington Foods introduced a line of simulated meats based on spun-soy textured protein supplied by Ralston Purina.” In 1966, Worthington built its own plant for making the “spun-soy fibers.” A new line has just been developed for the institutional market. Worthington’s latest product is Stripples, which can replace bacon. It undergoes no shrinkage in preparation for serving, compared with a loss of about 25% of its weight when bacon is broiled or fried. Although it costs twice as much as bacon, “the as-served cost is only half that of bacon.” Ralston Purina still makes spun-soy textured protein in the form of unflavored fibers in an acid-salt media, or in flavored dehydrated form.

Color photos show: (1) A table set with 4 ready-to-eat dishes, each containing “Bontrae spun-soy textured protein,” which “is being successfully market tested in restaurants and institutions.” On one side is a menu with the bold title “C’est Bontrae.” (2) A smiling lady placing silver platters of food on a sideboard. The caption: “TVP expanded-soy textured protein is penetrating the home market in Europe.” (3) Three traditional bacon dishes on a table, each containing Stripples. The “latest soy protein convenience food,” its hickory-smoked strips can be used in place of bacon. Both the light and dark stripes are protein.

522. **Product Name:** Bac-o-Bits (Meatless Bacon Bits from Extruded Textured Soy Flour).

**Manufacturer’s Name:** General Mills, Inc.

**Manufacturer’s Address:** 9000 Plymouth Ave., Minneapolis, MN 55427. Head office 9200 Wayzata Blvd., Minneapolis.

**Date of Introduction:** 1969 March.

**Ingredients:** In 1971: Soy flour [textured, extruded], vegetable oil, hydrolyzed vegetable protein, salt, sugar, natural and artificial color, and artificial flavor.

**New Product—Documentation:** *Soybean Digest Blue Book*. 1969. p. 114.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 160. Lists the ingredients in “Baco Bits.”

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 174. The ingredients in “Baco-O-Bits (General Mills)” are soy flour, vegetable oil, salt, hydrolyzed vegetable protein (HVP), sugar, dried egg white, artificial color, artificial flavor.

523. Breth, Fred E. 1969. Ersatz-foods: The danger ahead. *British Vegetarian*. March/April. p. 141-45.

• **Summary:** Writing in a critical tone, the author discusses the various products resembling meat and dairy products now available to American shoppers. “Turkey meat that has never held a feather and milk that has never been near a cow... These foods are making progress in markets around the world. Like the prospect or not, it is obvious we shall have to live with laboratory-bred proteins in the not-too-distant future.” For more than a decade, food companies have been developing imitation animal proteins, based largely on soya bean proteins. Soya bean derivatives are being used to “stretch” low-cost meats.

“The American dairy industry has yet to find an answer to soya-protein based coffee whiteners, whipped cake toppings, cream-type and frozen desserts. The consuming public has fully accepted them some time ago—and likes them. Are synthetics a real threat to animal products? Expert opinion on this question is deeply divided.” Mr. J.L. Hagle, president of Worthington Foods Inc. (“at present the major producer of ‘synthetic foods’”) believes that “Granted enough time, the relative efficiency of man-made foods will work in their favour.”

“Professor C.O. Chichester, University of California, put it even more bluntly: ‘... the isolation of plant proteins and their processing into textured products may very well result in a major change in the eating habits of the world.’”

“‘Meatless’ meats, also called ‘synthetic meats,’ ‘analogue meats’ and ‘textured meats’ are made from isolated soya-protein (90 per cent. protein), which is a tasteless, odorless powder.”

“Worthington Foods Inc. is already marketing about 30 different ‘meat’ items, including fried chicken, dried beef, meat loaf casserole, croquettes, chicken show mein, ‘soymeat’ sandwiches, sandwich spread, bacon bits and so on.”

Experts predict plenty of competition in the field of “high-protein drinks” (H.P.D.s). Large companies like Monsanto (a chemical company), Pillsbury (a flour mill), and Swift (a meat packer) have already entered this market. They are all aware of the success story of “Vita-Soy” [Vitasoy], “a straight, three per cent. protein soya-bean milk drink,” which sells 60 million bottles a year and has captured 25% of the Hong Kong soft drink market; it sells for as little as 5 pence per bottle. And they are aware of a similar powdered soy protein drink [Saridele] which contains 18% protein and is being marketed successfully in Djakarta, Indonesia and was introduced in 1957; 300 tons/year are now being produced.

The author concludes that these new foods are a necessity from the viewpoint of global nutrition. Three other publications also used this term later in 1969.

524. Corkern, R.S.; Dwoskin, P.B.; Hoofnagle, W.S.; et al.

1969. Synthetics and substitutes for agricultural products: A compendium. *USDA-ERS, Miscellaneous Publication No. 1141*. 85 p. April. [30+ ref]

• **Summary:** Contents: Introduction. Man-made substitutes in the fibers market. Substitute dairy products. Synthetics and substitutes for cereal products. Meat and poultry substitutes. Sugar substitutes. Substitutes for leather. Synthetic citrus drinks. Synthetics and substitute for oilseed products. Protein from petroleum.

“Agricultural materials have been losing ground to synthetic materials in industrial, feed, fiber, and food markets.” Address: USDA.

525. Moede, Herbert H.; Rogers, G.B.; Agnew, D.B.; Duewer, L. 1969. Synthetics and substitutes for agricultural products, a compendium: Meat and poultry substitutes. *USDA Economic Research Service, Miscellaneous Publication No. 1141*. p. 34-40. April.

• **Summary:** “Dale Johnson, an industry representative, estimated the following end uses for soy protein and grits to replace an animal-source raw material in commercial products in August 1967.” The estimated quantity is in million pounds per year: Pet food 120, meat products—fresh, smoked, and canned 30, calf milk replacers 15, soy milk and beverage products 10. Address: USDA.

526. Nagle, James J. 1969. Iowa plant to produce soy protein. *New York Times*. May 18. p. F15.

• **Summary:** General Mills announced that it has begun construction of a multimillion dollar plant in Cedar Rapids, Iowa, for the production of soy protein foods marketed under the brandname Bontrae. The plant is necessary because demand for the company’s Bontrae products has outstripped the present capacity of the pilot plant that makes them.

General Mills has invested millions of research dollars and “more than 300 man years of effort” in Bontrae foods, which are made from defatted soybean meal that is transformed into spun soy protein fiber. Bac-O, the first product, went into test markets several years ago and is now distributed nationally through retail food stores.

Soy protein products made by Swift & Co., ADM, and Worthington Foods are also discussed.

527. **Product Name:** Imitation Vienna Sausage.

**Manufacturer’s Name:** Bryan Bros. Packing Co. Subsidiary of Consolidated Foods Corp.

**Manufacturer’s Address:** Chicago, Illinois.

**Date of Introduction:** 1969 May.

**Ingredients:** Incl. sodium caseinate and soy protein concentrate.

**New Product–Documentation:** Gentry & Connolly. 1969. Stanford Research Institute, Report No. 374. “Fabricated Foods.” p. 10.



528. *Food Engineering*. 1969. Vegetable 'meats' look good for the '70s. 41(5):85-87. May.

• **Summary:** Pioneer producer Worthington Foods, Inc. of Worthington, Ohio, now makes more than 60 "meatless-meat products." Sales are growing 20% a year, quality is steadily improving, and consumer awareness is growing. A larger proportion of the simulated meats has been sold to people abstaining from meat for religious, health, or philosophical reasons, but purchases have also been made by the meat-consuming public.

Worthington is taking a sophisticated new marketing approach with its bacon-like slices named Stripples, which are made from randomly layered, spun soy protein fibers. The process of making Stripples is described. The company spins soy protein isolate purchased from Ralston Purina, Central Soya, and others. Address: Worthington Foods, Inc., Worthington, Ohio.

529. Gentry, Robert E.; Connolly, Eleanor M. 1969. Fabricated foods. *Stanford Research Institute, Report No. 374*. 16 p. May. (Menlo Park, California, and Zurich, Switzerland).

• **Summary:** This is subtitled "A research report by the Long Range Planning Service." Contents: Executive summary. Scope and definitions. Present status and outlook: Changes in product mix, changing technology. Impact on food processing industry: Markets, marketing strategies, processing, research and development. Impact on food service industry. Impact on food wholesalers and retailers. Impact on flavor technology. Impact on packaging materials. Impact on agriculture: Meat and poultry, dairy products, oilseeds, grains. Impact on petroleum, natural gas, and coal. Boxes: New protein sources. Approval by the Food and Drug Administration (FDA). Representative groups of companies developing new sources and forms of food. Examples of fabricated foods—1980.

This report predicts that sales of fabricated foods in the USA will increase from about \$1,500 million in 1969 to approximately \$7,000 million in 1980, but will still account for only 5% of total sales of the food processing industry. The primary impact during the 1970s will be on convenience, snack, and other specialty foods.

"Sales of meat, seafood, and poultry analogs amounted to only about \$2.5 million in 1966. Worthington Foods and Loma Linda Foods were the major suppliers to a primarily religious and vegetarian market. In the past few years, several major food companies have entered the market and sales have risen to an estimated level of \$10 million. As flavor and texture improve, 1980 sales will soar to \$1,500 million to \$2,000 million." The foodservice industry will be a prime outlet for the new products.

The most important food analog in America today is margarine. Among dairy foods, margarine accounts of about 66% by volume of the butter market, nondairy whipped

toppings have about 60% of the whipped cream market, and coffee whiteners have about 35% of the cream market. In terms of sales: In 1968 sales of margarine are \$475 million out of \$1,150 million (41%) for the total butter and margarine market. By 1980 this is predicted to increase to \$750 million out of a total \$1,250 million (analogs will have 60% of the total market). Sales of coffee whitener are \$30-35 million out of \$85-100 million (35%) for the total coffee cream and coffee whitener market. By 1980 this is predicted to increase to \$100 million out of a total \$130-150 million (71%). Sales of nondairy whipped topping are \$25 million out of \$40-50 million (55.5%) for the total whipped cream and nondairy whipped topping market. By 1980 this is predicted to increase to \$50-60 million out of a total \$80-100 million (61%). Sales of filled and imitation milks are \$3-4 million out of \$3100-3200 million (0.11%) for the total milk and imitation milk market. By 1980 this is predicted to increase to \$600 million out of a total \$3800-4000 million (15%, the biggest percentage increase). Sales of mellorine and other "frozen desserts" are \$45 million out of \$1200-1300 million (3.6%) for the total frozen dessert market. By 1980 this is predicted to increase to \$80-90 million out of a total \$1500-1700 million (5.3%).

A table (p. 5) titled "Soy Protein Products" discusses soy flour and grits, soy protein concentrate, and soy protein isolate, describing briefly the protein content, processing, price per pound, 1967 U.S. consumption, and applications. In 1967 soy flour and grits sold for \$0.075/pound and 105-110 million pounds were consumed. Soy protein concentrate sold for \$0.18/pound and 17-30 million pounds were consumed. Soy protein isolate sold for \$0.37/pound and 22-35 million pounds were consumed.

Page 10 lists representative companies developing new sources and forms of food. For each, the company name, city, state, and product name or names are given. Companies selling soy protein products include Archer-Daniels-Midland (Minneapolis, Minnesota), Bryan Bros. Packing Co. (Subsidiary of Consolidated Foods Corp, Chicago, Illinois), Central Soya Co., General Mills Inc. (Minneapolis), Griffith Laboratories, Inc. (Chicago), Loma Linda Foods (Riverside, California), Ralston Purina Co., Swift & Co. (Chicago), H.B. Taylor Co. (Chicago), USDA ("Developing edible forms of soybean protein"), and Worthington Foods, Inc. (Worthington, Ohio).

Note: This is the earliest document seen (Aug. 2002) containing statistics on the meat alternatives industry or market—by geographical region. Address: 1. Senior economist; 2. Industrial economist, Stanford Research Inst., Menlo Park, California 94025. Phone: 415-326-6200.

530. **Product Name:** [SVP {Structured Vegetable Protein}].

**Foreign Name:** Ptitai Soya.

**Manufacturer's Name:** Shefa Protein Industries Ltd.

**Manufacturer's Address:** Industrial Zone, Arad, Israel.

**Date of Introduction:** 1969 May.

**Ingredients:** Defatted soy flour.

**Wt/Vol., Packaging, Price:** For export and foodservice: 12 kg cardboard cartons with a plastic liner; For retail, 500 gm plastic bag, later in small paperboard box.

**How Stored:** Shelf stable.

**New Product–Documentation:** Horan, Odell, and Forman. 1971. PAG Bulletin No. 13. p. 26. “Shefa Protein Foods, Ltd. (Israel). The company manufactures texturized soy food products by thermoplastic extrusion.”

Horan. 1974. Meat analogs. p. 401. This product is made of soy flour (50% protein). It is probably extruded.

Duda. 1974. Vegetable protein meat extenders and analogues. p. 89. The company, now named Shefa Protein Industries, Ltd., is listed as the only manufacturer of soy protein products in Israel.

Call Israeli Consulate, Economic Dept. in San Francisco. 1991. March 25. The 1988-89 directory shows the parent company located at P.O. Box 707, Haifa 31006. Phone: 972 4-721-141. The manufacturing company is located at P.O. Box 39, Arat 80700, Israel. Phone: 972-57-957860. Fax: 972-57-958049.

Talk with Mrs. Ronit Sklar, Plant Manager of Shefa. 1991. March 27.

Letter (fax) from Daniel Chajuss, Managing Director of Hayes General Technology Co. Ltd. in Israel and founder of Hayes Ashdod Ltd. in 1963. 1993. Jan. 14. “The first TVP type product in Israel was made in about 1965 by Dr. Sol Katzin [Katzen] in a company named Shefa Ltd., situated in Arad.”

But note: Letter from Mrs. Ronit Sklar, Plant Manager, Shefa Protein Industries Ltd. 1991. April 14. The company’s first product was Schnitzel Cotlett, a Soya Hamburger.

Talk with Sol Katzen, co-founder of Shefa Protein Industries Ltd. 1993. March 14. SVP (like today’s TVP) was Shefa’s first product, launched in 1969—not 1965. The company got a registered trademark on the name. The name in Hebrew is Pitay Soya (pronounced pee-TAY SO-ya) but “SVP” was written on the package in roman (not Hebrew) letters. The only ingredient, defatted, flash-desolventized soy flour, was imported by the container load from Central Soya. The soy flour could not be heated much during defatting so that it maintained a high nitrogen solubility index (NSI), and it must be food grade. As far as they knew, no company in Israel was making defatted soybeans. Eventually they used defatted soy flour made in Israel; they worked with several Israel crushers to install the necessary flash desolventizing equipment. The product was sold only for food use to 3 markets: (1) About 50% was exported, mainly to Iran, France, Sweden, Italy, and the USA (in descending order of importance); (2) About 30% was sold to foodservice institutions in Israel; and (3) About 20% was sold to consumers via food stores in Israel. Initially the packaging for export and foodservice was 12 kg cardboard cartons with

a plastic liner. But soon they found a way to condense the product, remove the air without harming the structure, so they could sell 24 kg in the same sized box, which halved their shipping costs. This product came in only one size or shape (chunks) and one flavor (plain). Recipes appeared on the package. To reduce the flatulence factor, consumers were encouraged to soak the SVP in excess water, then squeeze out the water thoroughly.

Talk with Daniel Chajuss of Hayes. 2005. April 13. The taste of this product was problematic, but you can mask the taste. The larger problem is that soya flour, which is not alcohol washed, contains 3 antigenic proteins—2S, 7S, and 11S. People gradually developed an aversion to this product because of an immunological reaction. Of course, there are also flatulence factors in the soy flour. If they eat it only once a week or in small amounts with meat, it does not matter. But if they eat a lot of it, it affects them badly. We didn’t know this until many, many years later. We have also learned that you cannot feed soya flour to calves without it hurting them through an immunologic reaction.

531. Fehr, Walter R.; Clark, Robert C. 1969. New high protein soybean variety for contract production. *Iowa Farm Science* 23(12):3-5. June.

• **Summary:** Provar, a new special purpose, high protein soybean variety, is now in the hands of certified seed growers. It should be available to growers for contract production in 1970. This is the most detailed article seen on Provar. Photos show: (1) A round photo of cans or packages of Worthington Soyameat, Loma Linda Soyolac, and General Mills Bac\*Os. (2) Rows of Provar soybeans growing in a field. (3) A close-up of eleven seeds of the following soybean varieties in rows showing the hilum: Lindarin, Provar, Disoy, Magna, and Prize. The last three are large-seeded varieties. Address: 1. Asst. Prof. of Agronomy; 2. Research Technician, Crops Research Div., USDA-ARS. Both: Iowa State Univ.

532. *Soybean Digest*. 1969. General Mills breaks ground for new protein plant. June. p. 40.

• **Summary:** In Cedar Rapids, Iowa, General Mills has begun construction of the “world’s first major commercial plant to make a new group of foods from spun soy protein; they will be marketed under the “Bontrae” brand name. Demand for the company’s Bontrae foods has outstripped the present pilot plant’s capacity. The Cedar Rapids plant will be completed in about 1 year and initially will employ about 100 people. The first such product, Bac\*Os, is now in national distribution through retail stores.

James P. McFarland, president of General Mills, said the Bontrae foods will be less expensive than their natural counterparts, ranging in price from \$0.40/lb to \$0.85/lb in moist frozen form. Manager of the new plant in Cedar Rapids will be J. Brent Adair, age 34. The multi-million



facility will make highly sophisticated engineered meat-like foods. An architect's drawing (illustration) shows the Bontrae plant. Small photos show James P. McFarland and Brent Adair.

**533. Product Name:** Protoveg (Meatlike Products Based on TVP) [Flavors are Ham, Beef, Bacon, and Unflavored. Textures are mince, and chunky. Also Smokey Snaps (which resembled bacon bits)].

**Manufacturer's Name:** Direct Foods Ltd.

**Manufacturer's Address:** Greatham, Liss, Hampshire, England.

**Date of Introduction:** 1969 August.

**Ingredients:** TVP (made by ADM) plus flavoring.

**Wt/Vol., Packaging, Price:** 5 oz or 10 oz double cellophane bag.

**How Stored:** Shelf stable.

**New Product–Documentation:** Mail-order catalog and price list from Direct Foods Ltd. 1969. "The Protoveg Food Range." The company address is Copse House, Greatham, Liss, Hants. 6 panels. Dark green and yellow on light green. Flavors are ham, beef, bacon, or unflavoured. Pack sizes are standard or large. Textures are mince or chunky. There are 14 products total.

Export price list from Direct Foods Ltd. 1974. Oct. 1. Protoveg comes in beef, ham, pork, or natural flavors. Sizes are 5 oz, 10 oz, 10 lb, or 50 lb. 10 products total.

Ad in *The Vegetarian Health Food Handbook* (UK). 1974. p. 88. "Born free? Probably not." An illustration of a bull is shown. "Now you can eat beef without butchery. Protoveg brings you a complete range of meat flavour foods. Protoveg is a natural food made from soya beans." Direct Foods Ltd. is located at Bedford Rd., Petersfield, Hampshire. Phone: (0730) 4911 / 2.

Eva Batt. 1976. *What's Cooking*, rev. ed. p. xvi, xviii. This is a soya-based meat-like product. The unflavoured variety contains added vitamin B-12.

Trade catalog and price list from Direct Foods Ltd. 1977. April 25. Protoveg comes in beef, ham, pork, or natural flavors, plus Smokey Snaps. Sizes are 5 oz, 15 oz, and 10 lb (catering size). 14 products total.

Interview with Peter Roberts, founder of Direct Foods Ltd. 1990. Dec. 12. This was Direct Foods' first product, based on ADM's TVP purchased from British Soya Mills (British Arkady). BSM offered to supply Peter but would not offer any exclusive arrangement. BSM agreed not to compete with Peter, saying they were interested only in selling to food manufacturers, not to the retail market. Peter accepted and in 1969 placed a trial order of about 10 lb of beef chunks or mince. The Roberts called their product Protoveg (pronounced PRO-toe-vej, a registered trademark), and sold it in 9 different flavors and textures (see above): They packed it in 4.5 oz. double cellophane bags with a label between the two bags, developed a recipe leaflet and order form, and

distributed it via their Compassion in World Farming and via Beauty Without Cruelty (Lady Dowding's anti-fur-trapping group). The 4.5 ounces yielded 1 pound of hydrated product; the mince hydrated in 2 minutes and the chunks in 15-20 minutes. By the mid-1970s a typical label read: Protoveg: Textured Soya Protein. Beef-Style Chunks.\* \*Contains no meat. Vegetarian.

**534. Worthington Foods, Inc. 1969. Create! Improve! Processed plant protein (Portfolio). Worthington, Ohio. Eight inserts. 28 cm.**

• **Summary:** These 8 glossy color leaflets have a full-page photo on one side and a description of one product on the other. The cover letter (on Worthington letterhead) from Radcliffe F. Robinson, dated 22 Aug. 1969, explains that these are new vegetable protein products that Worthington now supplies to the food industry. The products are: Ground beef type granules. Chicken-alike cubes. Red meat extender. Fibrotein–spun protein fibers. Dehydrated ham-alike nuggets. Bacon-style chips. Chicken meat extender. Textured simulated meats.

Note: This is the earliest English-language document seen (Nov. 2014) that uses the term "Chicken-alike cubes" or "ham-alike nuggets" to refer to meatless meatlike products made from soy. Address: 900 Proprietors Rd., Worthington, Ohio 43085.

**535. Prestbo, John A. 1969. Meatless 'meats':** Several firms develop soybean-based copies of beef, pork, chicken. Some now on market mixed with real thing; low cost, high-protein food is aim. Questions about taste, labels. food aim. *Wall Street Journal*. Oct. 2. p. 1, col. 1 and p. 21, col. 4.

• **Summary:** Discusses soy-based "pork, beef, and nuts" made by 6 U.S. companies including ADM, General Mills, Swift & Co., Worthington Foods, and Ralston Purina Co. Americans are eating more of these meat analogs than they may realize. "Soup mixes, canned stews and chili, frozen ravioli and prepared, frozen hamburger patties are among a growing number of grocery store staples that now contain relatively small amounts of flavored, textured soybean 'meats' along with real meat. In many instances, the only mention of the analogs on the labels of these convenience foods is in the fine-print list of ingredients. Analogs also are being tested in restaurants, factory cafeterias and institutions."

"Since last year, the New York State Department of Mental Hygiene has been adding General Mills Inc.'s meatless crumbled 'beef' and diced 'ham' and 'chicken' to meals for its 90,275 patients in 49 institutions."

Sales of soy-based analogs this year are estimated at \$10 million and growing fast, up from about \$3 million 5 years ago. "One study conducted by a West Coast research firm forecasts sales of \$1.5-\$2 thousand million for the products by 1980, which would equal 5-6% of the meat and poultry

market now projected for that year.”

“One of the first products to use analogs, Skippy Peanut Butter with Smoky Crisps (simulated ‘bacon’ bits), was dropped last year after little more than a year in test markets.”

“Last year a cattlemen’s convention innocently devoured a banquet entree of ‘meat loaf,’ only to be jolted later by a speaker who told them they had eaten soybeans, not beef.”

“Right now, most meat analogs retail for as much or more than the real meat they imitate. But eventually analogs’ biggest attraction is expected to be low cost—roughly half that of trimmed, boned and cooked real meat.”

Extruded soy “meats” wholesale for an average of \$0.35/lb., while those made from spun soy protein fibers range from \$0.45 to \$0.80/lb. General Mills is building its first meat analog plant at Cedar Rapids, Iowa. Worthington Foods makes a bacon analog named Stripples, which sells for \$0.79 per half pound package. “Worthington is also developing meatless breakfast sausages with similar characteristics which it plans to call Sizzles.

“Other food makers are trying different approaches to using analogs. Nalley’s Fine Foods division of W.R. Grace & Co. is test-marketing Meat Mate, a package containing dehydrated, textured soy particles. When mixed with a pound or more of ground meat and some water, the particles expand, extending the meat weight by up to 50%. Different types of Meat Mate contain various spices.” Other products include Wham, Bac-Os, and Bac’n.

536. Hartman, Jane. 1969. Versatile meat analogs will satisfy individual needs. *Modern Hospital*. Oct. p. 138.

• **Summary:** “If you think that meat analogs are nothing more than ‘fake food,’ you have a pleasant surprise in store.”

“General Mills, the Ralston-Purina Company, Worthington Foods and other food processors are all actively researching and test marketing meat analogs.” A diagram (courtesy of General Mills) shows how textured soy protein meat analogs, made from spun soy fibers, are manufactured.

A small portrait photo shows Miss Hartman. Address: Food Service Consultant, Baltimore, Maryland.

537. **Product Name:** [Vegetarian Schnitzel / Cutlet {Dry}].

**Foreign Name:** Schnitzel Tsimchi.

**Manufacturer’s Name:** Shefa Protein Industries Ltd.

**Manufacturer’s Address:** P.O. Box 39, Industrial Zone, Arad, Israel.

**Date of Introduction:** 1969 October.

**Ingredients:** Defatted soy flour.

**Wt/Vol., Packaging, Price:** 250 gm paperboard box with a liner.

**How Stored:** Shelf stable.

**New Product–Documentation:** Letter from Mrs. Ronit Sklar, Plant Manager, Shefa Protein Industries Ltd. 1991. April 14. The company’s first product was Schnitzel Cotlett,

a Soya Hamburger [or Cutlet].

Letter from Daniel Chajuss, Managing Director, Hayes General Technology Company Ltd. 1993. Jan. 14. “Dr. Sol Katzin [Katzen], the founder of Shefa Protein Industries Ltd. (the correct full name) is still alive and lives at 62 Itzakhi St., Herzelia [Herzliyya, or Hertseliya], Israel (Phone: 972-52-586369). Although commercial production of texturized soy flour probably started in 1967 (as Mrs. Sklar, the present Managing Director of Shefa Protein Industries Ltd. told you), trials and first the first non-commercial production of texturized by Shefa were probably earlier. If I am not mistaken, I was shown samples by Dr. Katzin as early as 1965.”

Talk with Sol Katzen, co-founder of Shefa Protein Industries Ltd. 1993. March 14. Very shortly after Shefa’s first product, SVP, was launched, they realized that they wanted a larger chunk in the shape of a cutlet. In Arad they built a die that cut and shaped this cutlet as it emerged from the extruder. Then it dropped directly into a roller (while it was still plastic), which compressed it to twice its original density and gave it a much meatier texture. A typical schnitzel (which was a dry product) was about 3 inches wide by 4 inches long. There were many schnitzels in each 250 gm box. The product was sold only to retail consumers in Israel. The Hebrew word “tsimchi” is pronounced “Tsim-HEE”. The instructions read: “In order to use SVP it must be hydrated in a ratio of 1 to 2 in water, in either of two ways: Approximately 5 minutes in boiling water or in cold water. In both cases the SVP has to be soft inside. To make sure there is not too much water, we usually advise to squeeze out the excess while flattening the schnitzel. In both cases, instant chicken soup, salt, pepper, garlic, onion, and cumin is added to the rehydration water. Then when the schnitzel is rehydrated and flattened, you treat it in the same way as regular schnitzel, dipping it in beaten eggs, and then bread crumbs, and finally frying until it is brown.”

538. **Product Name:** Stripples (Meatless Bacon-like Strips Based on Spun Soy Protein Fibers).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1969 October.

**Ingredients:** Incl. spun soy protein fibers.

**Wt/Vol., Packaging, Price:** 5 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Notes by Dr. Walter Wolf of Peoria, Illinois. 1969. April 16. Worthington is now test marketing Stripples, a frozen product. Upon heating, there is no shrinkage or fat loss. Wall Street Journal. 1969. Oct. 2. p. 1. “Meatless ‘meats.’” Stripples retail for \$0.79 per half pound package. Spot in Food Product Development. 1969. Jan. p. 13. A photo shows a package of Stripples. 8 oz sells for \$0.69. Spot in *Soybean Digest*. 1970. April. p. 9. Being



test marketed in Fort Wayne, Indiana. Stripples do not shrink.

H. Hellman. 1972. *Popular Science*. Oct. p. 78-80, 164.

This product is made from spun soy protein fibers.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a frozen pork-like product based on spun soy protein fiber.

Horan. 1974. Meat analogs. p. 380. Ad (½ page) in *Better Nutrition*. 1974. Dec. p. 45. "Now they're back. Meatless Stripples." A photo shows the package.

Manufacturer's catalog. 1984, undated. Frozen Products. Label reads: "Artificial Bacon Flavor. Textured Vegetable Protein Strips." Frozen.

Worthington Foods. 1989. "The Tradition of Healthy Foods" (50th anniversary booklet). p. 21-22. Worthington's first products made with spun soy protein fibers were White Chik, Beeflike, Prosaage, Stripples, and Holiday Roast (with a plastic wishbone). All were hits and sales took off. These products were sold frozen. In "October 1963 a series of television, radio and newspaper advertisements featuring the new frozen foods was introduced."

539. Blakeslee, Sandra. 1969. Challenge to food tests. *New York Times*. Nov. 10. p. 1.

• **Summary:** A good history of the use of food additives, legislation governing food additives, and legitimate concerns over the safety of food additives in the United States. Experts predict that there will be more "synthetic foods" e.g., "meat analogues extracted from vegetable proteins, such as the soybean, and doctored to taste like real meat."

540. Simpson, Alma. 1969. Here's a soy menu for the farm or family group. *Soybean Digest*. Nov. p. 38-39.

• **Summary:** The 10-course soy dinner menu uses the following products made by Worthington Foods or Fearn Soya Foods: Hi-Protein, Fried chicken style soy meat, Salisbury soy meat steak, Veja-Links soy meat, Soy powder (flour), Diced chicken soy meat, Soyamel (powdered soymilk). The author is the wife of Chas. V. Simpson, former American Soybean Assoc. director from Minnesota and a past president. Address: Tetonka Farms, Waterville, Minnesota; Wife of former American Soybean Assoc. director.

541. *Chemical Engineering*. 1969. General Mills' engineered foods score high in technical, commercial and sociological impact. Dec. 1. p. 79-85. [10 ref]

• **Summary:** General Mills has won the 1969 Kirkpatrick Chemical Engineering Achievement Award based on its innovative work with spun soy-protein monofilaments. The firm's Bontrae line of protein foods first won strong consumer retail acceptance "with an analog of bacon, Bac\*Os." This product is already widely sold in grocery stores throughout the USA (except on the West Coast, due to lack of production capacity). "Meanwhile, quick-

frozen, precooked chunks and crumbles of analogs of beef, poultry, and a frozen ham-analog sandwich spread, have been successfully test-marketed at hotels, restaurants and institutions in Albany, New York, as well as in certain outlets of national restaurant chains. What's more, General Mills is supplying its new textured-foods line as ingredients for products sold by Thomas J. Lipton, Inc., Hunt Foods & Industries, Inc., Lawry's Foods, Inc. and others.

Dr. Arthur D. Odell (Director of Special Programs) has been the prime mover in the development of this product line. He often cites the "protein gap" that exists in many poorer parts of the world. Photos show: (1) Dr. Odell with a quotation from him on the dire consequences of dietary protein inadequacy. (2) Five views of the process and products (with meat analog flow sheet). (3) Half-finished plant in Cedar Rapids, Iowa, that is scheduled to start operation in April 1970 and to produce 20 to 30 million lb/year of "wet" or "dry" meat analogs.

Also discusses: Nutrition, versatility, acceptance. Solving upstream problems. Complications during spinning.

The initial base patent for this process was U.S. patent 2,682,466 (Boyer 1954).

542. Worthington Foods, Inc. 1969. Dealer wholesale price list-order blank. Worthington, Ohio 43085. 1 p. Dec. 15.

• **Summary:** New products in the Worthington Foods line include: Salisbury Steak, Worthington "209," Stripple Zips, and Tamales.

The Madison Foods line of products now includes: Cheze-O-Soy, Madison Burger, Not Meat (Tomato). Yum. Infasoy. Address: Worthington, Ohio. Phone: 614-885-9511.

543. *Wall Street Journal*. 1969. Miles Labs set to buy fabricated-food maker: Worthington to be purchased for \$16.4 million of common. Makes about 65 protein items. Dec. 22. p. 10.

• **Summary:** "Elkhart, Indiana-Miles Laboratories Inc. has agreed in principle to acquire all the outstanding stock of Worthington Foods."

Worthington Foods is a pioneer in the technology of making textured vegetable proteins, especially those from edible spun soy protein fibers, and soy beverages. It currently accounts for about 50% of the fabricated food market with trademarks such as Stripples, Prosaage and Soyameat. Worthington's 1969 sales will be an estimated \$5 million.

544. *SoyaScan Notes*. 1969. Chronology of soybeans, soyfoods and natural foods in the United States 1969 plus overview of the 1960s (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1969 Jan. Volume 1, Number 1 of *Food Science and Technology Abstracts* published; the earliest records in it go back to Jan. 1968. It is created from the world's first computerized database specializing in food.

1969 Jan. Richard M. Nixon inaugurated as President of the United States. Clifford M. Hardin of Indiana is Secretary of Agriculture.

1969 March. Paul Hawken takes a 9-month trip to Japan and arranges for Mitoku and Muso Shokuhin to export natural foods to Erewhon.

1969 March. Soybean yields in tests top 100 bushels/acre for the first time.

1969 March. Essene Macrobiotic Supply starts business in Philadelphia, Pennsylvania. Denny Waxman and Charles Smith are founders.

1969 June. A.E. Staley Manufacturing Co. acquires Gunther Products, a pioneer in the field of modified (enzyme hydrolyzed) soy whipping proteins. Gunther had been founded in 1948, incorporated in 1949.

1969 Aug. Erewhon–Los Angeles opens as a small macrobiotic natural foods retail store at 8003 Beverly Blvd. Bill Tara is the first manager.

1969. USAID starts actively encouraging U.S. businesses to launch low-cost commercial protein products in Third World countries.

1969 fall. Erewhon Natural Foods in Boston, Massachusetts, starts to distribute macrobiotic and natural foods. They had begun to wholesale these foods out of the back of their retail store in the spring of 1969. They are America's first natural foods distributor, and remain the largest for many years.

1969 Oct. *Protein-Enriched Cereal Foods for World Needs*, edited by Max Milner, published by American Assoc. of Cereal Chemists.

1969 Nov. Bac-o-Bits, meatless bacon bits made from extruded soy flour, start to be sold nationwide by General Mills. Its forerunner, Bac\*O's, made from spun soy protein fiber, had been introduced in May 1966. Frozen Bontrae meat analogs are sold to the foodservice trade. This pioneering work by one of America's largest food companies indicated to the U.S. food industry that the time for soy protein foods of the future had arrived.

1969 Nov. 4. Eden Organic Foods incorporated in Ann Arbor, Michigan by Bill Bolduc, and their macrobiotic retail store begins operation, selling soyfoods including tamari and miso purchased from Erewhon. The company grew out of a loosely-knit food buying co-op which had started in about July 1967 but which had no name, no formal structure, and no bank account. Bolduc was joined 9 months later by Tim Redmond.

1969 Nov. 17-21. United Nations Industrial Development Organization Expert Group Meeting on Soya Bean Processing and Use held at Peoria, Illinois.

1969. The first of the new wave of tempeh shops in the Western world, Handelsonderneming van Dappern (later renamed Tempeh production Inc.) started by Robert van Dappern in Kerkrade, The Netherlands. It soon becomes the world's largest tempeh manufacturer.

1969. The Program for International Research, Improvement, and Development of Soybeans (PIRIDS) established at the University of Illinois with funding from a Rockefeller Foundation grant. The forerunner of INTSOY, it is directed by Earl R. Leng.

1960s overview:

Oilseed Proteins and the Protein Gap. Worldwide, there is a growing consensus that Third World countries are facing a "protein crisis," that protein malnutrition is the world's most widespread deficiency disease, and that low-cost oilseed proteins (such as defatted soybean meal and flour) offer the most promising hope for remedying the problem. The leading architect and proponent of this view is Dr. Aaron Altschul of Georgetown University School of Medicine. The United Nations' FAO/WHO/UNICEF Protein Advisory Group, composed of the world's leading authorities in the field, is very active from the mid-1960s to the mid-1970s, supporting wider use of soy protein products and soyfoods.

Food for Peace Shipments of Soy Fortified Foods begin. The first shipment of such foods, CSM (corn-soy-milk), took place in 1966, when 28,000 metric tons (tonnes) were shipped. The next year 54,000 tonnes were shipped. Shipments increased dramatically during the 1970s.

Growing Interest in Modern Soy Protein Products. These new products, including soy protein isolates and concentrates, and textured soy protein products, now appear to have major potential in the food systems of all countries.

Leading Soyfoods Research Centers in America are the Northern Regional Research Laboratory at Peoria, Illinois (Hesseltine, Wang, Mustakas, Wolf), and the New York State Agricultural Experiment Station at Geneva, New York (Steinkraus and Bourne).

Vitasoy sales are booming in Southeast Asia. The introduction of Vitasoy by K.S. Lo in Hong Kong in the early 1940s brought soymilk into the modern era. Takeoff began in 1955 when Vitasoy began to be marketed like a soft drink. Sales grew from 8.4 million bottles that year to 42 million in 1960 and 100 million in 1970, a 2.4-fold increase during the 1960s. By 1962 Vitasoy had become Hong Kong's best-selling soft drink, ahead of such internationally known brands as Coca-Cola, Pepsi-Cola, and Seven-Up.

Shoyu (Soy Sauce) Becomes a World Class Seasoning. Thanks to Kikkoman. Shoyu has long been the world's most popular seasoning other than salt, and Kikkoman has been the world's largest manufacturer since about 1918. During the 1960s Kikkoman internationalized its operations, developing new markets for shoyu throughout the world by exporting from Japan and promoting the products for use in Western-style recipes, largely with meat, fish, and poultry. Production climbed from 183,000 kiloliters in 1960 to 340,000 kl in 1970. During the same period its share of the Japanese shoyu market rose from 18% in 1960 to 30% in 1970.

Steady Rise in Soybean Production in Latin America



and Africa. In Latin America production rose from 231,000 tonnes in 1960 to 1,535,000 tonnes in 1969, a 6.6-fold increase during the decade. Brazil accounted for 87% of that production in 1969, followed by Mexico and Colombia.

African soybean production rose from 27,000 tonnes in 1960 to 74,000 tonnes in 1969, a 2.7-fold increase. Nigeria accounted for 84% of that production in 1969, followed by South Africa and Ethiopia.

American Soybean Association Funding Increases Dramatically from Checkoff Programs. This was a decade of great growth for ASA. In 1962 the Minnesota Soybean Growers Assoc., the first affiliated state association, was founded. The ASA's biggest breakthrough to date came in 1966, when soybean growers began to support their own market development and research activities (previously funded by USDA's Foreign Agricultural Service) using funds provided by state checkoff programs. Typically ½ to 1 cent of funding was generated from each bushel of soybeans sold in states where a checkoff referendum had passed. By the early 1970s the checkoff programs had begun to generate large sums of money, which allowed ASA to expand its activities. Expanded market development activities overseas led to a steady, long-term increase in soybean exports.

Soybean Changes from an Oilseed to a Protein Seed. Prior to the mid-1940s the soybean, worldwide, had been crushed primarily for its oil. The meal was considered a by-product. But in the post-war period, with growing affluence driving increased demand for meat, the demand for meal outstripped that for oil, and the oil became the by-product. This trend, which started in America, was in full swing by the 1960s and expanded to other countries thereafter.

Soybean Digest and ASA Interest in Soyfoods. During the past two decades *Soybean Digest* has published a steady stream of articles on soyfoods worldwide. Soyfoods were given big play at many ASA annual conventions. This interest in the USA had largely stopped by the mid-1970s, focusing on soybean production instead.

545. Reynolds, W.B. 1969. Fundamentally, research is applied. *Progress Thru Research (General Mills, Inc., Minneapolis, Minn.)* 23(2):1-5.

• **Summary:** Includes a discussion of the company's protein operations designed to develop and commercialize "new and never before foods." One of these was spun soy protein fibers—monofilaments made in an acid, high electrolyte bath, then sold as Bac\*Os, the company's first product of this type to appear in the consumer market. This "bacon analog" used this rather sophisticated technology. "The semi-works facilities at the James Ford Bell Technical Center are now producing these products on a dry weight basis at close to two million pounds per year." The monofilaments are converted into meat analogs as seen in *Life* magazine a few months ago.

"The Bac\*Os brand product is a dry, shelf stable

product. The beef, ham, and poultry products are moist, fast-frozen and free flowing and are ready for immediate use after thawing." They are sold under the registered trademark Bontrae. General Mills is testing these products in Guatemala and West Pakistan. Photos show three dishes containing these new protein products. Address: Vice President, Research & Engineering, General Mills, Inc.

546. Shurtleff, William. 1969. *The Tassajara food trip*. Tassajara, California: Published by the author. 63 p. Dec. 28 cm. [8 ref]

• **Summary:** Each of the 167 recipes is numbered, all show a strong natural foods influence, and many show a macrobiotic influence. Soy-related recipes include: 60. Fresh daikon nitsuke with miso. 74. Squash in miso-tahini sauce. 76. Nori with tamari.

77. Basic soybean preparation. "Put 2 cups soybeans in a quart container and fill the container with water. Let soak overnight. Pour into a pressure cooker and cook at 15 lb. for 40-50 minutes. Allow pressure to go down naturally. If water remains, continue to simmer beans in open pot until it is gone. Add tamari [soy sauce] to taste 10 minutes before finishing. Note: It is very important that soybeans be well cooked. They should be boiled until they are very soft and easily crushed between the thumb and ring finger, otherwise they will cause digestive problems (to put it nicely!)."

Note: Pressure cooking soybeans can be dangerous! The skins can come off, foam up, and clog the pressure regulator.

78. Soybeans with hijiki. 79. Soybeans with hijiki and tahini (with miso). 80. Soybeans sauteed in miso. 81. Soybeans with lentils and buckwheat flour. 82. Soybeans with carrots and lentil sprouts. 83. Soybeans with dried daikon. 84. Soybean stew. 85. Broiled soyburgers. 86. Roasted soybeans. 87. Tofu sauteed. 96. Miso soup with tofu, carrots, burdock and mushrooms. 97. Miso soup with wakame. 98. Wakame soup with tofu. 99. Soy sauce & lemon soup. 101. Thick lentil soup with miso. 102. Thick lentil soup with miso & vegetables sauteed. 103. Lentil soup with miso and parsley garnish. 105. Aduki/azuki bean soup with miso. 107. Thick split pea soup with miso & vegetables. 110. Navy bean soup with miso. 115. Mushroom soup with dried tofu.

119. Misozuke pickles. 120. Kombu pickled in miso. 122. Bancha with tamari. 123. Kuzu cream with tamari. 125. Ume-syo-kuzu (with umeboshi, tamari and kuzu). 131. Basic soybean spread. 133. Lentil miso spread. 135. Garbanzo and miso spread. 138. Muso (miso-tahini) spread. 139. Peanut butter & tamari spread. 142. Peanut butter, miso, apples, carrot and parsley spread. 161. Sesame tofu (no soy). 163. Nut and seed loaf with miso.

San Francisco's largest natural foods store was New Age Natural Foods, 1326 Ninth Ave. run by Fred Rohé [Rohe]. Also recommended are The Food Mill, 3033 MacArthur, Oakland [founded in 1933 by John Denis, Sr.]; and Chico-

San, P.O. Box 1004, Chico, California. Selling Spiral Foods miso and tamari in bulk; The General Store, 5th and Junipero in Carmel.

Note 1. This is the 2nd earliest document seen (Nov. 2010) concerning the work of William Shurtleff with soyfoods. He wrote the book on a typewriter while practicing at Tassajara Zen Mountain Center, made about 30 photocopies, and sent them to friends as Christmas presents. He did not meet Akiko Aoyagi until 25 Dec. 1971 in Tokyo, Japan.

Note 2. This is the earliest document seen (Jan. 2014) in the SoyaScan database concerning or under the subject heading “Soyfoods Movement.” Address: Zen Mountain Center, Carmel Valley, California.

547. **Product Name:** Worthington Tamales.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1969 December.

**Ingredients:** In 1971: Textured soy proteins (incl. Fibroprotein spun soy protein fibers), tomato paste, corn meal, corn oil, dehydrated onion, rolled oats, hydrolyzed vegetable protein, salt, sugar, corn starch, sweet peppers, MSG, garlic spices, caramel color, water to process.

**Wt/Vol., Packaging, Price:** 20 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Worthington Foods Dealer wholesale price list–order blank. 1969. Dec. 15. Lists “Tamales.” Note: This is the earliest meatless tamale seen. *Webster’s Dictionary* defines tamale (derived from Nahuatl *tamali*), a word first used in English in about 1854, as “ground meat, seasoned usually with chili, rolled in cornmeal dough, wrapped in corn husks, and steamed.”

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in “Worthington Tamales (Worthington).”

Ad in Whole Foods. 1983. Sept. p. 45. in 20 oz. cans. This product and Vegetable Skallops are being promoted as “Salt Shakers.” Both are available in versions with and without salt and MSG. For the hypertensive and sodium-conscious. A black-and-white photo shows the can and label. The text reads: “Contains no meat. A vegetable protein product. No added salt or MSG.”

Worthington Yesterday and Today. 1984. p. 11. Nutrition Action Healthletter. 1987. Oct. p. 13. Critical treatment of this product which contains 790 mg of sodium vs. only 65 mg for lean beef. Much of the sodium comes from MSG. The “no salt added” label is highly misleading though technically legal. It also contains caramel coloring. Thus it is not necessarily more healthful than beef.

548. **Product Name:** Stripple Zips (Dehydrated; Smoky

Bacon-like Flavor).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: 614-885-9511.

**Date of Introduction:** 1969 December.

**Ingredients:** In 1971: Wheat, soy and yeast protein, corn oil, egg albumin, brown sugar, salt, U.S. certified color, seasonings, MSG, carrageenan, flavorings, nucleotides.

**Wt/Vol., Packaging, Price:** 6 x 11.5 oz.

**New Product–Documentation:** Worthington Foods Dealer wholesale price list–order blank. 1969. Dec. 15.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in “Stripple Zips (Worthington).” This is an institutional product.

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a dehydrated product with a smoky, bacon-like flavor.

549. **Product Name:** Worthington “209.”

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, Ohio 43085. Phone: 614-885-9511.

**Date of Introduction:** 1969 December.

**Ingredients:** In 1971: Water, textured soybean protein (Fibroprotein spun soy protein fibers), vegetable oil, wheat protein [wheat gluten], egg albumin, soybean protein, salt, brown sugar, starch, wheat flour, vegetable extractive flavorings, MSG, seasonings.

**Wt/Vol., Packaging, Price:** 12 x 14 oz.

**New Product–Documentation:** Worthington Foods Dealer wholesale price list–order blank. 1969. Dec. 15. Lists “Worthington “209””. Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 164. Lists the ingredients in “209 (Worthington).” This is an institutional product.

550. **Product Name:** Tofu Sausages.

**Manufacturer’s Name:** Africa Basic Foods Inc.

**Manufacturer’s Address:** Kampala, Uganda.

**Date of Introduction:** 1969.

**Ingredients:** Tofu 96%, nonfat dried milk 2%, salt 1.0%, MSG 0.5%, curry powder 0.3%, sage 0.2%.

**Wt/Vol., Packaging, Price:** Packed into 1 inch diameter casings.

**How Stored:** Refrigerated.

**Nutrition:** Protein 15%, moisture 65%.

**New Product–Documentation:** Harrison. 1969. Analysis of the Uganda Experience Based on Africa Basic Foods Inc. p. 16-17. Interview with Dr. D.W. Harrison. 1982. Letter from Sam Yoshimura. 1982. The product was pasteurized at 190°F (88°C) for 20 minutes in the casings, cooled, and refrigerated.



551. **Product Name:** Seitan.

**Manufacturer's Name:** Erewhon Trading Co., Inc. (Importer-Distributor). Made in Japan by Marushima Shoyu Co.

**Manufacturer's Address:** 342 Newbury Street, Boston, MA 02115.

**Date of Introduction:** 1969.

**Wt/Vol., Packaging, Price:** 3.5 oz jar.

**How Stored:** Shelf stable.

**New Product–Documentation:** This is the earliest known commercial seitan product sold in the USA; it was imported from Japan. Erewhon Trading Co., Inc. 1970. Jan. 1. "Traditional foods: Importers, processors, distributors. Wholesale-retail catalog." The company imports and sells "Seitan: Wheat and soy sauce cooked together for a long time. When used in soups or sauteed in vegetables it has a taste much like beef; 3½ oz."

Barbara and Leonard Jacobs. 1985. *East West Journal*. Oct. p. 38-39. "Flour power! Cooking with seitan, the delicious natural food from grain." "When I (Barbara) first tasted seitan, about sixteen years ago, I was fascinated by its flavor and texture. I had stopped eating meat for intellectual rather than sensory reasons, so the idea of using a grain-based product which had the texture of animal food was an appealing one. There were a few problems, however. The only seitan available at that time was expensive, and salty. And the pieces of seitan, as they came out of their jar from Japan, were tiny and hard. Perfect for beer-snacks but not really useful for other purposes."

Talk with Lenny Jacobs. 1991. Nov. 14. Leonard first heard the term seitan in about 1969. Erewhon was importing a little package of dried, salty seitan from a macrobiotic exporter in Japan. Yuko Okada of Muso Shokuhin, or his assistant Julia Yamaguchi (daughter of Alcan Yamaguchi) might know details on this product.

Talk with Aveline Kushi. 1992. April 9. The first seitan imported to America was made by Marushima Shoyu Co. in Japan. George Ohsawa asked them to make it and showed them how. It was imported to America at about the same time the first miso and shoyu were imported. She thinks it came in small jars, and was so salty that she used it as a seasoning in place of soy sauce in stews (such as soybean stews) or cooked it with vegetables; this cooking made it softer. She is not sure which Japanese company (Muso or Mitoku) exported this seitan to America, or which American company imported it, but it probably started to be imported in about 1969.

Letter (fax) from Yuko Okada of Muso Co. Ltd., Japan. 1992. July 2. "I remember the term 'seitan' since I was a kid; it was probably coined by George Ohsawa. *Sei* means 'is' and *tan* is the first character in the Japanese term *tanpaku*, which means 'protein.' So *seitan* means something like 'right protein substitute.' Marushima Shoyu Co. developed seitan commercially in Japan and Muso has carried their

seitan since Feb. 1966 when we started. We shipped seitan to Erewhon on a regular basis from 1968. [Note: Kotszsch. 1984, Dec. *East West Journal* p. 14-21 states that Muso began to export foods in 1969.] We also exported it to Chico-San. In Europe, we exported seitan to Paris, France."

Talk with Tom DeSilva, owner of Erewhon Natural Foods in Los Angeles. 1992. July 10. The first seitan sold at the Erewhon retail store in Los Angeles, by late 1969, was imported from Japan. "I used to eat that stuff with rice crackers like mad. It was just like jerky. I loved it. I could eat a whole package. But it was so salty that you had to keep eating rice crackers to cut the salt." Originally it was sold in a plastic bag, then later in a jar immersed in a dark liquid. Tom liked the product in the bag better.

552. **Product Name:** Loma Linda Vegelet 'n Gravy (Meatlike Product).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1969.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Loma Linda Food Co. 1969. "Wholesale Price List." Vegelet 'n Gravy is now sold in 14 oz and 20 oz cans.

553. **Product Name:** Sanitarium Health Foods Vegetarian Rediburger (Canned Vegetarian Loaf).

**Manufacturer's Name:** Sanitarium Health Food Co.

**Manufacturer's Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1969.

**Ingredients:** Wheat protein, vegetable oil, wheat germ, soy protein, hydrolysed vegetable protein, dried yeast, salt, yeast extract, brown rice, onion, caramel, colouring, Savex.

**Wt/Vol., Packaging, Price:** 430 gm can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. Photo shows a burger on lettuce and a bun topped with catsup and onion rings. "Vegetable Protein" Recipes for Company Roast and Golden Hot-Pot.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1969.

554. Cahill, Tilda. 1969. A South African vegetarian cook book. Cape Town, South Africa: Haum [Hollandsch Afrikaansche Uitgevers Maatschappij]. 80 p. Color illust. 25 cm. \*

• **Summary:** Pages 14-15 describe how to make gluten and its broth at home, and give recipes for: Gluten and walnut meat. Gluten rissoles. Gluten steak. Gluten casserole. Available in the USA from Richard Abel & Co. Reprinted,

apparently without changes, in 1974.

The section titled “Dried Legumes—Beans, Peas, Lentils” states: “Soya beans or Soy beans are perhaps the most nutritious staple diet known to mankind. They contain all the essential amino-acid constituents found in meat or dairy products. Soy bean flour can be added in the cooking to dishes of all kinds... A spoonful of Soya flour added to sauces, soups, casseroles, nut loaves and rissoles will provide extra nourishment. Soya beans are extremely rich in protein.” Soya beans are best pressure cooked, as they take a long time to soften. Recipes are given for: Soya bean roast. Soya bean croquettes.

555. *Cooking good food*. 1969. Order of the Universe Publications, Box 203, Prudential Center Station, Boston, MA 02199. 34 p. No index. 28 cm.

• **Summary:** A simple, concise source of the basic macrobiotic ideas adapted to the American way. Note 1. This booklet was written by Jim Ledbetter, a student of macrobiotic teacher Michio Kushi, although his name does not appear in it.

Contents: The traditional food of man. The way of eating. Salt and oil. Special foods. Useful kitchen items. Cooking brown rice. Cooking other grains. Cooking vegetables. Cooking sea vegetables. Cooking beans. Cooking soups. Cooking with flours (Cooking noodles, cooking creams, baking bread, variations with flour). Cooking animal food. Preparing salads. Preparing condiments. Preparing drinks. Cooking desserts. Plasters. Traveling and eating out. The manner of eating. The seven levels of cooking.

In Chapter 4, titled “Special Foods” is a section on “Soybean foods” (p. 6), which states: “The soybean has been called the ‘Vegetable Cow’ of the Orient. It is full of good vegetable quality protein (43%). It was not traditionally eaten without special preparation, because it is fairly yin, except by monks who wished to limit their sexual desires. When cured with salt, however, it was used as a daily food. You will find these traditional preparations very helpful in your kitchen.

“Tamari is the ancient form of soysauce, fermented for at least eighteen months from soybeans, salt, wheat or barley, and water, without chemicals or preservatives. It has a very distinctive, delicious taste. It is used mainly in cooking vegetables when it is added after salting and just before the end of cooking time, and in broths. It is rarely used directly on grains, but is often found on the table to use with deep-fried foods. Some women mix tamari with an equal amount of water to make it less strong.

“Miso is a paste made from the same ingredients as tamari. There are two varieties; one (Hacho) is a little harder and darker in texture than the other. It has many uses, especially in soups, in which case it is added towards the end of cooking time so that the wonderful digestion-aiding bacteria it contains will not be destroyed. (All of these soybean condiments produce their best flavor when cooked

slightly.) Miso soup has a deep, satisfying bouillon flavor, and is often taken every day as a delicious source of energy. It is helpful to thin miso in a little water before adding it to soups and sauces.

“Morromi [sic, moromi] is the pulp from which tamari has been made. It has a very special tangy flavor, and is used like miso.

“Seitan or ‘Protein X’ is made from the same ingredients as the above condiments. A slightly different process produces a strong jerky which, when boiled or sauteed, resembles beef in appearance and taste. It is very good in soups” (p. 6). Note 2. This is the earliest document seen (March 2011) that mentions “seitan.” It is also the earliest English-language document seen (March 2011) that contains the word “seitan.” By placing seitan in the category of “Soybean Foods,” the author is apparently emphasizing the importance of soy sauce as one of its two main ingredients. He seems to have tasted seitan, but it is not clear that he knows what its other main ingredients are (wheat gluten, ginger, sesame oil) or how it is prepared.

“Tofu is made from fresh soybeans. This curd or ‘cheese’ is a good quality, strong yin food which is very refreshing for occasional use in summer when it is cooked with tamari. It is helpful to store tofu in water. The more yang pulp, which is usually thrown away, can sometimes be obtained from the Oriental stores which make tofu, and used to make delicious casseroles or well-sauteed vegetable dishes.”

The section on “Condiments” (p. 6-7) discusses Gomasio (Sesame salt), umeboshi (salted plums), and Tekka. The section on “Oriental vegetables” (p. 7) discusses lotus root, daikon, ginger root, Chinese cabbage, jinenjo (Japanese potato), and kuzu arrowroot.

In the chapter titled “Cooking Beans” the author considers “Aduki Beans” to be the “King of Beans.”

“Black Beans: The imported Japanese black beans are higher nutritional quality and superior taste. They are very sweet, delicious beans. They should be soaked and boiled, because their skin can become loose and clog a pressure cooker spout.”

“Miso Soup: This hearty bouillon is the staple everyday soup. Prepare vegetables and boil for at least one-half hour (if you want a really good soup); thin miso with a little of the stock in a bowl and add it to the soup towards the end. Do not boil the soup after adding miso or the beneficial digestion-aiding bacteria will be harmed. If it is simmered very slowly, it can be cooked from 5 minutes to one hour.

“Tamari Soup: Prepare as above using tamari instead of miso for flavoring. A simple tamari broth with onions or carrots and onions is often served over dishes such as noodles.”

In the chapter titled “Preparing Condiments” (p. 27) we read: “Vegetable Miso. Slice vegetables finely and saute. Add diluted miso and water and cook. Scallions, chives, carrot



tops and many other vegetables are good prepared in this manner. 'Tekka' is made from lotus root, burdock root and carrots. 'Sigure' [Shigure] ('November Rain') is prepared with lotus roots, carrots, and onions. A little freshly grated ginger is often added towards the end of the cooking. A small amount of these condiments is usually sufficient."

The chapter titled "Preparing drinks" (p. 28-29) discusses Mu tea, umeboshi tea, chicory, Yannoh [Ohsawa coffee], dandelion coffee, Bardan, Kokkoh, kuzu, ume-syo-kuzu, and daikon drink.

The chapter titled "Cooking Desserts" (p. 30) states: "Amasake (Homemade Rice Wine). For special occasions this drink is very smooth and sweet."

Tofu is also mentioned in the chapter titled "Plasters" (p. 31). "Tofu Plaster. Squeeze tofu (soy bean curd, see *Special Foods*) and mix with 10% flour to make it more manageable. Apply this to any painful, feverish, or inflamed area. Alternating tofu plasters with ginger compresses often helps stubborn cases."

Note 3 This is the earliest document seen (July 2000) that mentions "Hacho" miso (spelled that way). Subsequently, many macrobiotic publications used this word and spelled it that way.

The chapter titled "Cooking sea vegetables" briefly defines kombu, wakame, hiziki (the incorrect idea concerning "black rice" comes from a casual remark by Evan Root), arame, dulse, and nori (laver).

Note 4 One original edition of this booklet, sent to Soyfoods Center by Tim Redmond (a founder of Eden Foods), has one dark blue stalk of wheat against a light blue background. In the lower right corner of the cover the following has been stamped with a blue ink stamp: "Eden Organic Food Store, 514 E. William. Ann Arbor, Mich. [Michigan] 48104." Address: [Massachusetts].

556. Larson, Jeanne R.; McLin, Ruth A. 1969. 52 Sabbath menus. Nashville, Tennessee: Southern Publishing Assoc. 255 p. Index. 22 cm.

• **Summary:** This Seventh-day Adventist vegetarian cookbook contains several soy-related recipes: Tofu loaf (p. 52). Sukiyaki (with tofu, p. 186). Vegebites deluxe (with 1 no. 303 can Vegebites, p. 228). Soybean loaf (with cooked mashed soybeans, p. 228). Noodle entree (with 1 large can Choplets, p. 229). Creamed Skallops casserole (with 1 large can Skallops, p. 229).

The chapter titled "Emergency Meals" has a section on "Protein and Main Dish Foods" including "Canned vegetable proteins (Vegecona, Vegetable Steaks, Soyameat, Nuteena, etc.)."

557. Loma Linda Food Co. 1969. Wholesale price list. Arlington, California. 4 p. Undated.

• **Summary:** See next page. The cover states: "Quality foods since 1906. Camp Meeting Prices 1968, 1969." Soy-related

products include: Soy Flour. VegeChee [Tofu]. Soy Beans Boston Style. Soybeans T.S. Smoke (Shaker bottle). Soy Sauce (3 sizes, glass bottles). Other products [probably made mostly from wheat gluten and/or peanuts include]: Nuteena. Proteena. Vegecona. Vegelet 'n Gravy. Dinner Cuts. Dinner Rounds. Vegecuts. Vegeburger (regular or no salt added). Tender Bits. Linketts [Linkettes]. Big Franks. Little Links. Loma Linda Sandwich Spread.

Note: No mention is made of spun soy protein fibers. Address: Arlington, California.

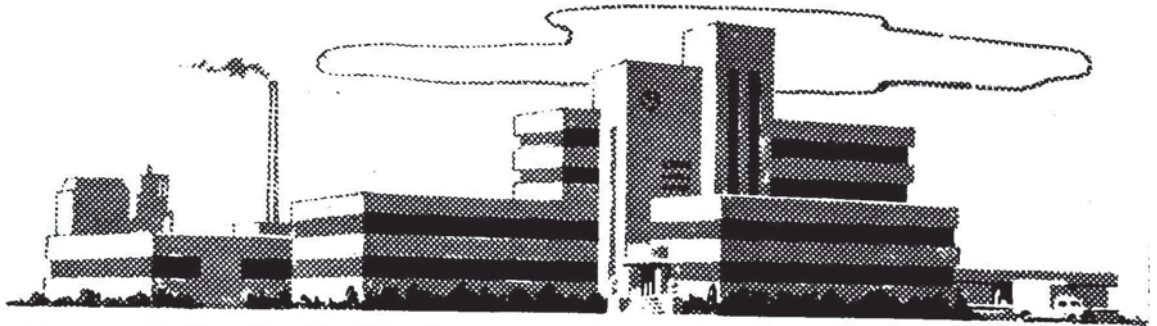
558. Moore, Raymond S. 1969. *China Doctor: The life story of Harry Willis Miller*. 2nd ed. Mountain View, California: Pacific Press. 215 p.

• **Summary:** The original edition of this book was published in 1961. This 1969 edition, although it has been completely re-set, contains only minor revisions: (1) A new color paperback cover shows a large illustration of Dr. Miller's face. (2) This second edition contains a 3-page Postscript (p. 150-52), which describes his work in Hong Kong (1960-65, 1969), Philippines (1966), expansion of his work with soymilk in Hong Kong ("The Hong Kong soft drink industry dispenses more milks derived from his soybean milk than all others combined"), other work with soy ("His grain-and-soybean-based foods are being adopted as alternates to meat in lands which cannot support animals as a principal diet source. They range from soy cheese, milk, ice cream, and butter-like spreads to simulated steaks, wieners, and sausages. These vegetable foods now are making headway even in the United States and other Western countries. In an era of population dilemmas, Harry Miller reminds the experts that meat, as compared with vegetable protein, takes several times the acreage to produce the same amount of food."), George McGovern and Food for Peace (1961) which resulted in sharply increased exports of soybeans from the USA. (3) The number of pages in the book has been reduced to 152, from the original 215. (4) The valuable index in the first edition has (unfortunately) been omitted. (5) The number of photos has been reduced to 11, from 16 in the first edition, and many photos from the first edition were omitted. New photos (located on unnumbered pages 142-47) show: (1) Harry and Maude Miller at the time of their wedding in 1902. (2) Dr. Miller with a woman victim of goiter in China. (3) Hong Kong Hospital for Chinese refugees at Tsuen Wan, completed in June, 1965. (4) Dr. Miller with little Mohammed Ali, a Bedouin child in Libya. (5) Harry and his wife Mary in 1957 waiting at the airport in Benghazi, Libya. (6) Mr. Chan Shun donates 1 million Hong Kong dollars for the construction of a Seventh-day Adventist hospital in Hong Kong. Dr. Miller looks on. (7) In 1968 at Albuquerque, New Mexico, Dr. and Mrs. Miller are given a red-carpet welcome by Governor David F. Cargo.

559. Rudzinski, Russ. 1969. Japanese country cookbook. San

# WHOLESALE PRICE LIST

*Quality Foods Since 1906*



*Loma Linda Food Company*

ARLINGTON • CALIFORNIA

CAMP MEETING PRICES

1968

1969



Francisco, California: Nitty Gritty Productions. xvi + 198 p. Illust. by Mike Nelson. 14 x 22 cm.

• **Summary:** An innovative but hard-to-read book printed with red ink on dark tan paper. The many illustrations (black line drawings) are excellent.

A surprisingly large number of the recipes in this cookbook contain soyfoods. Soy-related recipes include: Sukiyaki (with “1 block of fresh bean cake (*tofu*) or 1 can *tofu*, cut into bite-size squares,” and shoyu, p. 5-10). Teriyaki (normally done on a hibachi grill; *teri* = shiny or glazed and *yaki* = broiled, p. 16). Miso shiru (p. 20). Chicken teriyaki with sesame seeds (with shoyu, p. 24). Chicken liver teriyaki (with shoyu, p. 26). Shrimp teriyaki (with shoyu, p. 28). Spicy shrimp teriyaki (with shoyu, p. 28-29). Tofu dengaku (p. 29). Tofu yaki (fried) (with tofu, miso and shoyu, p. 29). Tofu soup (p. 48). Kaki no miso suimono (Oyster soup with soybean paste, p. 55). Vegetable and noodle miso soup (p. 56). Shrimp miso (p. 56). Takara yaki (omelette with tofu, p. 65). Tofu-egg cakes (p. 66). Tofu-egg omelette with white toasted sesame seeds (p. 66). Fried tofu with egg (p. 67). Cabbage with miso sauce (p. 85). Horenso (spinach) with miso (p. 89). Karai nasubi miso (Spicy eggplant with miso, p. 94). Goma nasubi miso (Eggplant with miso and sesame seed paste, p. 95). Tofu sauce (p. 102). Inari sushi (with aburage, p. 110-11). Miso dango (meatless rice-based patties / balls, p. 117). Soba (buckwheat noodles) with miso sauce (p. 122). Tofu to niku donburi (bowl with meat and tofu, p. 127). Sakana no nitsuke (fish cooked with miso, p. 135). Shiroy sakana no nitsuke (white fish with miso, p. 136). Tofu to ebi no kuzu-ni (tofu and prawns in kuzu sauce, p. 139). Simple kaki (oyster) miso (p. 140). Kaki nabe (pot of oysters with miso, p. 141). Kaki to tofu nabe (oyster pot with tofu and white miso, p. 141). Yaki hamaguri (broiled clams with white miso, p. 143). Kawari tofu nori zuke (prawn dumplings with tofu, p. 148). Tori dango miso (fried ground chicken with miso, p. 162). Tofu, pork and vegetables (p. 167). Mashed tofu and ground pork (p. 168). Buta nabe (pot-au-pork with “4 fried tofu, fresh or canned, cut in strips,” p. 168). Pork mizutaki (with tofu, p. 169). Beef mizutaki (with tofu, p. 175-76). Shabu-shabu (with tofu, p. 181). Shoyu is used in many, if not most, of the recipes in this book.

At the back is a glossary, which includes definitions of aburage, miso, shoyu, and tofu. Address: California.

560. Thurmon, Jimmie Joan. comp. 1969. *Adventures in vegetarian cooking: Over 200 meatless main dish recipes.* Nashville, Tennessee: Southern Publishing Assoc. 128 p. 23 cm.

• **Summary:** The author of this Seventh-day Adventist vegetarian cookbook is a woman. Interesting recipes include: Nut Cheese (no. 1 & 2, with peanuts or peanut butter and gluten flour, p. 11). Tomato Nuttose (with nut butter, p. 11). Homemade Nuttose (with nut butter, p. 12). Homemade Protose (with peanut butter and mashed beans (p. 12).

Homemade Nutmeat (dark) (with gluten flour, peanut butter, and Vegex, p. 12-13). Homemade Nutmeat (light) (with raw nut/peanut butter and flour, wheat meal, or soybean meal, p. 13). Nuttolene (with peanut butter and eggs, p. 13). Homemade gluten (with Vegex or soy sauce, p. 14). Granola. Preparing and cooking dry soybeans (p. 15). This page describes how to make “soybean pulp,” an ingredient is subsequent recipes. “Press cooked soybeans through a coarse sieve or grind in a food grinder. Use in making soups, croquettes, loaf, or soufflé. Cold, the pulp makes a nutritious and flavorful filling for sandwiches when mixed with chopped onion and enough salad dressing or milk to make it easy to spread. May be used like pumpkin or squash with milk, eggs, and spices as a filling for pie. May be used in place of burger in chili.”

Soybean loaf (p. 19). Soybean cheese loaf (with 1 can (14 oz.) soy cheese [tofu] and Savita, p. 21). Gluten roast no. 1 (with gluten burger, p. 21). Soybean loaf, p. 27). Soybean-rice loaf (p. 28). Gluten roast no. 1 & 2 (p. 29). Baked soybean croquettes (with soybean pulp, p. 36-37). Soyameat patties (p. 37). Cheese-nut burgers (with VegeChee [tofu, made by Loma Linda Foods], p. 37). Soyameat tetrazzini (p. 52). Soybean casserole (with Wham, p. 52-53). Soybean soufflé (with soybean pulp, p. 53). Tofu with mushroom sauce (p. 90; Tofu is “A fresh soybean milk curd obtainable at Oriental markets, or canned under the trade name VegeChee” [by Loma Linda Foods]). Puree of soybean soup (with soybean pulp, p. 110).

Pages 121-22 list “Vegetable protein brand names.” All products are made by Seventh-day Adventist food manufacturers. Brand name codes: B = Battle Creek. C = Collegedale. L = Loma Linda. M = Madison. S = Sunnysdale. W = Worthington. 1. Nut meats (canned): Not-Meat (M). Numete (W). Nuteena, Proteena, and Vegelona (L). Protose (B).

2. Gluten burgers: Choplet Burger (W). Collegedale Burger (C). Madison Burger, and Zoyburger (M). Prime Vegetable Burger (B). Redi-Burger, and VegeBurger (L). 2. Gluten steaks: Big Pat, and Fry Sticks (W). Chic-Ketts (S). Collegedale Chops (C). Dinner Cuts, Dinner Rounds, Vege Cuts, and Vegetables ‘n Gravy (L). Vegetable Skallops, and Vegetable Steaks (B).

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “Gluten burgers” (or “Gluten burger”).

4. Wieners and sausages: Big Franks, and Linketts (L). Saucettes (B). Veja-Links (W). 5. Frozen foods: Chipped Prime, Prosage, Vegetarian Luncheon Slices (Chicken and Beef Style), Wham (W). Note 2. Worthington was the first Adventist company to make frozen meatlike products.

6. Soy meats: Soyameat (Diced Chicken Style, or Diced Beef Style) (W). VegeChee [Tofu] (L).

Frequently used seasonings in vegetarian entrées. (p. 122). Accent. Bac-O-Chips (General Mills). Bakon Yeast.

Gravy Quik (L). G. Washington Broth. McKay's Chicken Style Seasoning. Savita. Savorex, and Smokene (L). Sovex. Tartex. Tastex. Vegex.

Update. 1995. Oct. 25. Jimmie Joan Thurmon, a Seventh-day Adventist, is retired and lives with her husband at 128 Mountain Ridge Dr., S.E., Cartersville, Georgia 30120-6951. Phone: 770-974-9218. She learned how to make wheat gluten from Seventh-day Adventist women, who had been making it for years. In addition Loma Linda Foods in California and Sanitarium Food Co. in Australia had many products containing wheat gluten on the market by the 1960s. Address: Nashville, Tennessee.

561. Erewhon Trading Co., Inc. 1970. Traditional foods: Importers, processors, distributors. Wholesale-retail catalogue. Boston, Massachusetts. 12 p. Jan. 1. 22 cm. [2 ref]

• **Summary:** On the cover is the silhouette of three heads of grain on the plant, by a Japanese crest. Prices are given for each item. The company sells the following types of foods: 1. Grains: Brown rice (short grain Kokuho Rose grown by Koda Brothers, in 2 lb, 5 lb., 10 lb., 25 lb., 50 lb., or 100 lb. quantities). Sweet brown rice (Koda Bros.; it is more glutinous than brown rice, in the same 6 quantities). Note: No claim is made, anywhere in the catalog, that this rice is organic, or unsprayed, or "natural" or anything other than regular brown rice.

2. Beans: Azuki beans (imported from Hokkaido), Black beans ("Kuromame, a black soy bean import"), Chickpeas (Garbanzo, imported from southern Europe).

3. Sea vegetables: Dulse (From Grand Manan Island, Canada), hiziki, kombu, nori (dried laver), wakame (the latter 4 imported from Japan).

4. Soy Bean Products: Soy sauce (Aged naturally in wooden kegs at least 18 months; 16 oz for \$1.20, 32 oz for \$2.25, ½ gallon for \$4.25, 1 gallon for \$8.00, 4.75 gallon keg {21.13 liters} for \$30.00). Hacho miso ("Soybean puree made from soybeans, salt & water. No chemicals used in fermentation. Aged at least 18 months"; 1 lb for \$1.20, 2 lb, 4 lb, 44 lb keg for \$36.00). Mugi miso ("Soybean puree. A lighter miso made with barley"; 1 lb, 2 lb, 44 lb keg). Moromi ("A thick sauce removed from the bottom of the soy sauce kegs after fermentation. Its uses are unlimited in soups & sauces"; 7 oz for \$1.20.). Seitan ("Wheat and soy sauce cooked together for a long time. When used in soups or sauteed in vegetables it has a taste much like beef"; 3½ oz for \$1.20). Note 1. This is the earliest document seen (July 2005) that mentions seitan and clearly understands what it is.

5. Condiments: *Furikake* ("A tangy sesame condiment made from Miso, sesame seeds, soy flour, nori and bonito [sic, bonito] flakes"; 3½ oz.), Daikon pickle, Sesame miso ("A hearty condiment for use on rice and other grains. Made from miso and unhulled sesame seeds"; 3½ oz). Tekka ("A strong dark condiment; famous for its medicinal qualities. Made from carrots, burdock, lotus, ginger, sesame oil, and

miso"; 3½ oz), Sesame seeds, Sesame tahini.

6. Sea salt: Grey unrefined (from the Mediterranean Sea, unwashed and unground), White unrefined. 7. Oils: Corn germ oil (unrefined, pressed. No solvents, chemicals, or preservatives), Sesame oil. 8. Noodles: Ito soba, Kame soba, Udon. 9. Beverages: Kukicha, Kohren (Lotus root powder), Mu beverage (made from 16 different herbs), Yannah (coffee-like drink made from grains and beans).

10. Miscellaneous: Dentie toothpowder (made from eggplant and salt), Kuzu arrowroot, Umeboshi & chiso [shiso, shisonoha, or beefsteak leaves], Umeboshi ("Salt plums aged in wooden kegs for at least 3 years").

11. Cookbooks (written in America): *Cooking Good Food*, and *Cooking with Grains and Vegetables*.

The majority of the above products are imported, mostly from Japan.

The inside front cover states: "Due to the growth of our business and our belief that good quality food should be available at low cost, we have eliminated many items from our wholesale list. We have eliminated most grains because excellent quality grains are available from many sources at more reasonable prices than we are able to charge. Two excellent sources for grains are Arrowhead Mills, Box 866, Hereford, Texas, and Pioneer Specialty Foods, Box 427, Fargo, North Dakota. Also eliminated from our wholesale list is Chico-San products. For these please write directly to Chico-San, 1262 Humboldt Ave., Chico, California, or contact any health food distributor."

Note 2. The products in this catalog do not require refrigeration; they contain no refined sugar / white sugar, no meat, and no dairy products—just like the catalogs of almost all subsequent natural food distributors during the 1970s and 1980s.

Note 3. This is the earliest existing Erewhon catalog seen (March 2011), and the earliest document seen (March 2011) concerning Erewhon and soy.

Note 4. This is the earliest document seen (March 2006) that mentions Arrowhead Mills, of Hereford, Texas. Address: 342 Newbury Street, Boston, Massachusetts 02115. Phone: 617-262-3420.

562. Atkinson, William T. Assignor to Archer Daniels Midland Company (Minneapolis, Minnesota; a corporation of Delaware). 1970. Meat-like protein food product. *U.S. Patent* 3,488,770. Jan. 6. 6 p. Application filed 7 March 1969. 1 drawing. [8 ref]

• **Summary:** This is ADM's basic U.S. TVP patent based on extrusion cooking of defatted soybean flakes. "Abstract of the disclosure: A hydratable food product is obtained by forming a protein mix of a proteinaceous material having protein content of at least 30 percent, and preferably a solvent-extracted oil seed protein material, with 20-60 percent of water based on the weight of the protein mix, masticating this mix at temperatures substantially above the



boiling point of water, and thereafter extruding this mix at elevated pressures and temperatures through an orifice into a medium of lower pressure and temperature.

This application is a continuation-in-part of application Ser. No. 587,939, filed Aug. 17, 1966, which in turn is a continuation-in-part of application Ser. No. 369,189, filed May 21, 1964, now abandoned. The present invention relates to the production of meat-like food products from vegetable, fish, and similar protein sources. More particularly, the present invention relates to the production of protein structures having a texture and appearance very similar to muscle protein found in common meat products like steaks, fowl, chops, hams, and the like.”

In Example 1 the following components, listed in the order that they are added, were mixed in a ribbon blender at 120°F for about 20 minutes: 11,350 gm of extracted soybean flakes containing 50% soy protein and 6.5% moisture; 45 ml of 50% hydrogen peroxide for purposes of flavor and odor control dilutes in 380 ml water; 1,700 gm imitation beef seasoning; 3,785 ml of water, 90 gm of 97% pure sodium hydroxide; and 340 gm of calcium chloride dissolved in 500 ml of water. The resulting mixture was extruded.

In “Meat Analogs,” Horan (1974, p. 375) notes that the product described in this patent has probably had “the greatest impact in bringing the low-cost, textured vegetable products into commercialization: defatted soy flake or flour (50% protein) is put through a continuous process in an extruder to give an expanded and molecularly oriented material having textural properties described as plexilamellar. The product contains an open cell structure in which the majority of the cells have dimensions of greater length than average width and are aligned in the direction of flow of the plastic mass through the extruder. These types are commonly referred to as thermoplastic-extruded products.”

Brian (1976) reports that “Approximately 60% of the soy flour and grit texturizing capacity in the U.S. is licensed under this Atkinson patent.” The process yields a plexilamellar fibril and is best known in ADM’s product trademarked TVP. The product resulting from Atkinson’s patent was given a large new market in 1971 when it was accepted into the school lunch program in the USA.

Note 1. The Atkinson patent dominated the industry from 1970 to 1976, and during that time ADM very effectively marketed and promoted TVP. However in Feb. 1976 a very similar U.S. patent (No. 3,940,495) was issued to Ronald J. Flier and assigned to Ralston Purina. A lawsuit and trial concluded that the Flier patent now dominated the Atkinson patent because it could be traced back to a July 1964 patent application. Thereafter most large manufacturers of textured soy flour took licenses on the Flier patent—even ADM!

Note 2. Interview with Don Aldon, former soy researcher at Swift & Co. 1985. Feb. 26. In about 1963-64 Dean Wilding of Swift invented a product named Texgran;

it was a textured soy flour, somewhat like today’s TVP. Wilding invented a texturization process while trying to find a way to extrusion cook soy flour. He visited Wenger and saw a variety of products they made. He recognized their value and bought a machine. Aldon worked for about 18 months developing the process, doing research, and generating information to be used in the patent. Swift started selling the product before they applied for the patent. “As soon as our competitors saw this product, they recognized its value because they had been extruding dog food. Ralston Purina slammed things together and got a patent application in first. Two weeks later ADM had one in. Then 3-4 weeks later Swift applied.” Swift started selling Texgran in 1964-65. The patent was finally issued in about 1971-72. Litigation went on for years and years between the three companies. Finally Ralston got the basic patent since they had applied first. ADM and Swift got a royalty-free license. They did that just to settle the litigation. Address: Minneapolis, Minnesota.

563. Erewhon Trading Co., Inc. 1970. Traditional foods: Importers, processors, distributors. Mail order catalogue. Boston, Massachusetts. 16 p. March 1. [2 ref]

• **Summary:** On the orange cover is the silhouette of three heads of grain on the plant, by a Japanese crest. The company sells the following types of foods: 1. Whole grains: Brown rice (short grain grown by Koda Brothers, in 6 weights from 2 lb. to 100 lb). “Not strictly organic, but the finest available in the U.S. today.”

Note: The previous sentence, starting with “Not strictly organic” is deceptive and misleading. According to “Erewhon, A Biography,” by Paul Hawken (*East West Journal*, Aug. 1973, p. 13) the short-grain brown rice being sold by Erewhon at this time was grown by the Lundberg brothers (Wehah Farm, Richvale, California) and harvested in the fall of 1969. But this rice was the result of a secret deal, so Koda Brothers is listed in the Catalog as the grower. According to the Koda website, Koda first started to convert some fields to organic in 2004. Moreover, this rice was not “the finest available in the U.S. today.” The only organically grown brown rice in the USA in March 1970 was grown by the Lundberg Brothers (Wehah Farms) in Richvale, California. 1969 was the first year they had grown rice organically, and they grew 78 acres under contract with Chico-San, who agreed to buy all the brown rice grown on that acreage in exchange for the exclusive right to sell that rice. Chico-San sold half the rice in advance and had no trouble selling all of it. But they refused to sell any of the rice to Erewhon. In 1970 Lundberg expanded their exclusive organic brown rice acreage to 200 acres; that rice was harvested in the fall of 1971.

Sweet brown rice (also grown by Koda Bros.), buckwheat groats (Kasha, from Pocono Mts. in Pennsylvania), wheat berries (organically grown in the Golden Valley of North Dakota), millet (organically grown),

barley, yellow and white corn (organically grown in Deaf Smith County, Texas), oats, rye (organically grown in Deaf Smith County, Texas). Table of prices for different weights. 2. Fresh stone ground flours. 3. Cereals, made from whole grains and milled in a manner to allow quick cooking, incl. Kokoh (which can be used as a milk substitute or prepared as a cereal for children). 3. Noodles (udon, soba, and shonai fu—wheat gluten cakes). 4. Beans: Azuki beans (“The King of Beans... Organically grown on the island of Hokkaido, Japan), black beans (a sweet black soybean imported from Japan. Organically grown), chickpeas, soybeans (“Organically grown in Pennsylvania. A food high in protein, vitamins and minerals. Should be soaked many hours before cooking. Particularly good if cooked with Kombu”), pinto beans, whole green lentils, red split lentils. Table of prices for different weights.

5. Sea vegetables: Nori (dried laver), kombu, wakame, hiziki, agar-agar. 6. Dried fish and vegetables: Bonita [sic, Bonito] flakes, chirimen iriko, daikon pickle, gourd strips (dried), daikon (dried radish). 6. Order form. 7. Beverages: Kukicha, mu herbal beverage, yannah, lotus root powder, mugicha (barley tea), peppermint tea.

8. Soybean Products (imported from Japan): Soy sauce (“aged for at least 18 months”; 16 oz, 32 oz, ½ gallon, 1 gallon, 4.75 gallon keg). Mugi miso—Soybean puree (“Made by a special enzymatic process, this Miso is aged for 18 months. It is made from soybeans, barley, water and salt. It is ideal for making soups and sauces and blends well with tahini to make a spread for bread.” 1 lb, 2 lb, 4 lb, 44 lb keg). Hacho miso—Soybean puree (“A darker, stronger miso than Mugi Miso...”). Moromi (“A thick sauce removed from the bottom of the Soy Sauce kegs after fermentation. Its uses are unlimited in soups & sauces”; 7 oz.). Seitan (“A concentrated protein source made from wheat and soy sauce. When used in soups or sauteed in vegetables, it has a taste much like beef”; 3½ oz.).

9. Condiments: *Furikake*, kuzu arrowroot, tekka, umeboshi, sesame butter, Erewhon sesame tahini, sesame salt, white sea salt, grey sea salt. 10. Oils: Refined corn oil, corn germ oil, sesame oil. 11. Sundries: Sesame seeds, sunflower seeds, pumpkin seeds, popcorn, raisins (Thompsons), dried apricots, wheat germ (raw), apple butter, whole dried chestnuts. 12. Toilet articles: Dentie (tooth powder made from eggplant and salt), Aditi sesame shampoo, Orgene [Orjene] herbal shampoo, Fu-nori (seaweed shampoo), sesame coconut soap, vege oat soap.

13. Kitchen and tableware: Cookbooks: *Zen Cookery*, *Cooking with Grains and Vegetables*, *Cooking Good Food*, *Zen Macrobiotic Cooking*. Tableware: Rice paddles (bamboo), soy sauce dispenser, oil skimmer, bamboo tea strainer, vegetable press, vegetable brush, bamboo chopsticks (Japanese), chopsticks (Chinese), MAC knife (vegetable), vegetable knife, fish knife, grater, suribachi (3 sizes), Corona hand grinding flour mill (\$10.95).

On the inside rear cover is a United Parcel Service rate chart. Address: 342 Newbury Street, Boston, Massachusetts 02115. Phone: 617-262-3420.

564. **Product Name:** [Fujinic Meatless Meat].

**Foreign Name:** Fujinic.

**Manufacturer’s Name:** Fuji Oil Co. Ltd.

**Manufacturer’s Address:** Toyama Building 121, 2-chome Azuchi-cho, Higashi-ku, Osaka, Japan.

**Date of Introduction:** 1970 March.

**New Product—Documentation:** *Soybean Digest Blue Book*. 1970. p. 108.

565. *Soybean Digest*. 1970. Worthington Foods test markets a soy sausage. April. p. 9.

• **Summary:** “A soy-protein ‘sausage’ is being test marketed by Worthington Foods, in Columbus, Ohio, and South Bend, Indiana. Called Prosage, ads in newspapers tell the consumer that there are 50% less calories and 75% less fat in Prosage made of all-vegetable protein with hickory-smoked flavoring added.

“Stripples, a vegetable protein baconlike product, has been test marketed in Fort Wayne, Indiana, and may soon have national distribution. Stripples do not shrink, and are made by Worthington Foods, also.”

566. **Product Name:** Add-a-Bits.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1970 April.

**New Product—Documentation:** H. Hellman. 1972. *Popular Science*. Oct. p. 78-80, 164. This product, made of spun soy protein fibers, consists of small rectangular dehydrated bits of fried meatless bacon, used for garnishing salads or as a snack. They are basically small pieces of Stripples. Horan. 1974. *Meat analogs*. p. 380.

567. Fiske, Edward B. 1970. Adventists: Old faith, new pressures. *New York Times*. June 15. p. 41.

• **Summary:** More than 25,000 of the world’s 2 million Seventh-day Adventists, representing 193 countries, gathered in Atlantic City, New Jersey. They are one of the few major Christian churches still making large gains in membership. Adventists believe that Christianity is more than simply going to church in Saturday; it includes serving all the needs of their believers, not just their spiritual ones. Thus, the church operates a medical school, and more than 200 hospitals, clinics, and nursing schools worldwide. Adventists are also deeply committed to education (with schools and colleges) and relief work.

One consequence of this view is vegetarianism, which is practiced by about half of all Seventh Day Adventists. The church teaches that a nonmeat diet is more healthy than



one which contains meat, and it produces its own “vegetable protein foods” under the Loma Linda Foods brand.

“Soybean burgers:” Snack bars at the convention hall sell nonmeat items such as Loma Linda Burgers for \$0.60 each; they come in “beef style” and “chicken style,” and are made mostly of soybeans and whole wheat. Clinton A. Wall, a dietitian, set up a temporary restaurant that serves 4,000 meals a day in the basement. Young people often ask him for advice on how to plan a balanced vegetarian diet. He adds that Adventists are not against use of insecticides.

For Adventists, diet is only one aspect of a religion that touches the whole of their daily life. Elder Pierson said it well: “We believe that Christianity is more than simply going to church on Saturday.”

A photo shows the packed convention hall.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Soybean burgers” (or “Soybean burger”).

568. *Ralston Purina Magazine (St. Louis, Missouri)*. 1970. Thanks to Mr. Ford. May/June. p. 26-29.

• **Summary:** Henry Ford had an eye for promising young men. And two of Ralston Purina’s key research men, Frank Calvert (R&D director for new venture management) and Bob Boyer (senior scientist, central research) received a truly unique education.” In 1930 the new Chemical Laboratory opened in Greenfield Village; Calvert and Boyer were among the 15 boys from the Ford Trade School, Henry Ford’s technical school in Massachusetts, who were chosen to work there. Boyer, age 21, who had attended the Ford Trade School [at the Rouge Plant in Dearborn, Michigan] from 1927 to 1930, was put in charge of the project. After deciding to focus on soybeans in 1931, they developed a process for extracting soybean oil. Every morning at 8:00 sharp, Henry Ford used to appear at Boyer’s office to see how his pet project was going.

“In 1938 Frank Calvert joined The Drackett Company in Cincinnati [Ohio], and he was followed in a few years by Boyer. ‘At Ford we were trying to make synthetic wool out of [soy] protein but the war cut these efforts short,’ says Boyer.

The work on ‘soybean fabric’ continued at The Drackett Company during the early 1940s. ‘We tested the wool fabric for salt content and other factors and one day—I’ll never forget it—it occurred to me that if we could make something for the outside of man, why not for the inside.’ That’s how it came about that in 1949 Bob Boyer filed the patent for edible soy protein fiber.

“He obtained the use of a textile pilot plant and hand made samples of ‘synthetic meats.’ Later that year, armed with a soy protein ‘ham loaf’ he contacted Worthington Foods, a firm making meat substitutes for people who shun meat for religious, health or other reasons “If they hadn’t shown interest I probably would have dropped it because I

had no income at the time.’

“Swift was the first company to take out a license on the patent and Worthington followed not far behind. Soon several companies were licensed to use the patent and Boyer was kept busy with consulting work...

“In 1957 The Drackett soybean operation was sold to Archer Daniels Midland, and Calvert became technical of their protein operations. The paths of Boyer and Calvert crossed again in 1962 when they both joined soybean research activities at Ralston Purina. Boyer had worked as a consultant to Purina when the company began investigating industrial and edible uses of soybean. When he joined the company he assigned his patent ownership to Purina.”

“‘Back in the 1930s many people thought our work was crazy,’ recalls Boyer. ‘But Mr. Ford was shrewd enough to know’ better. ‘The best thing he did was to help popularize the soybean.’”

Photos show: Calvert and Boyer, together and separately. The automotive products made at Ford’s lab being displayed in New York in 1931; Calvert and Boyer are present. Boyer and Ford conversing. Ford and Boyer standing behind the famous white “plastic” car.

569. Witham, W.C. 1970. Re: Memorandum—Three items of information regarding soybean operations. Letter to F.R. Senti, Deputy Administrator, USDA, ARS, NCIUR [Nutrition, Consumer, and Industrial Use Research], Washington, DC, Aug. 27. 1 p. Typed, without signature (carbon copy).

• **Summary:** While at the annual meeting of the American Soybean Association, Dr. Cowan was given the following information. (1) Cargill is constructing a plant to manufacture textured soy proteins from soy flour at their facility in Cedar Rapids, Iowa. These products will be similar to those produced by Swift and ADM. Staley also announced its intention to make such products, but may be delayed because of a strike that is now 4 weeks old.

(2) Land O’Lakes has purchased the Felco operations, a cooperative in Iowa with one division operating a 700- to 1000-ton a day soybean processing plant. Note: This is the earliest document seen (March 2008) that mentions “Land O’Lakes” in connection with soybeans, or that mentions Felco (in any connection).

(3) “The General Mills’ plant at Cedar Rapids has gone on-stream for the manufacture of Bac\*Os. They expect to be making a complete line of Bontrae products shortly before or just after Labor Day [the first Monday in September]. The latter will be sold to institutions, restaurants, etc. initially.” Address: Acting Director of Div., NRRL, Peoria, Illinois.

570. *Food Processing (Chicago)*. 1970. Textured vegetable protein granules have natural meaty flavor. Summer. p. F10-F11. Foods of Tomorrow section.

• **Summary:** About Ground Beef-Like Granules, “spun soy

granules,” made by Worthington Foods, Worthington, Ohio. “The granules are made from spun soy protein fibers, plus binders and flavoring; no animal products are used in their production.” They closely match the flavor, texture, and appearance of cooked ground beef. Advantages of the dry granules over beef: Less than half the calories, no fats, no cholesterol, and less than half the cost. A full-page color photo shows the product, as sold, and in a casserole.

571. Hartman, Warren E. 1970. Textured soy proteins. In: SOS/70 Proceedings of the Third International Congress, Food Science and Technology. 951 p. See p. 245-47. Held 9-14 Aug. 1970 at Washington, DC.

• **Summary:** “Worthington is currently offering four types of plant-protein products. The first type of product must be classified as a raw material. This major raw material is the textured spun-protein fiber [made of soy protein]. The second type of product is a mixture of raw materials formulated to have a specific function. Among these are extenders for poultry meat and extenders for red meat. These mixtures contain fibers, binders, emulsifiers, fillers, color, and flavors similar to those in the extended product. Hamburger chain-outlets are looking with renewed interest at the fiber red-meat extenders.

“The third type of products are special formulations with or without fiber which may be mixed and extruded to produce units simulating ground beef or other meatlike portions. These bits, or granules, may be large or small, colored or uncolored, flavored or unflavored...”

“The fourth type of Worthington’s food ingredients consists of the present end-products. This includes all the simulated meats and the various canned foods currently available from Worthington Foods. These products are sold fresh or frozen or canned. The simulated meats may also be purchased diced, air-dried, or freeze-dried...”

“Early this year [March 1970], Worthington Foods became a totally owned subsidiary of Miles Laboratories, of Elkhart, Indiana. The objective is to become to a greater degree, *architects of change* rather than *victims of change!*...”

“Whether the products of our technology be called ‘Fake Steak,’ ‘Sham Ham,’ or ‘Phoney Baloney’ [Phony], these protein fabricated foods *will survive*. And they will find extended and varied uses.” Address: Worthington Foods, Worthington, Ohio 43085.

572. Dinshah, Freya. 1970. The vegan kitchen. 6th ed. Malaga, New Jersey: The American Vegan Society. 44 p. Illust. Recipe index. Sept. Saddle stitched. 21 cm. The Ahimsa book series No. 2.

• **Summary:** With a bonus chapter: Why veganism? by Eva Batt. Page 6 notes that soya beans can be sprouted. The authors believe that the best way to eat cereal grains is to sprout them. In a section titled “About Vitamins” we read: “Some people, at least in the transition period, may wish

to supplement the menus given, with a glassful of B-12 fortified soya-milk. In the USA, Loma Linda Soyagen and Worthington Soyamel are marketed in various flavors. In England there is Granogen, Velactin, and a leaf-protein milk known as Plantmilk or Plamil. (Plamil is now also being made available in North America).” Soy-related recipes include: Soya patties (with soya meal or flour, baked in an oiled dish, p. 20). How to shell green soya beans (p. 21). Soya loaf (with cooked soya beans, baked, p. 23). Soya milk (with soya powder/flour and dates, p. 24). Soya cheese Americana (tofu made with soya powder/flour and coagulated with lemon juice, p. 25). Australian soya cheese (tofu made with soya powder, coagulated with orange and lemon juice, jelled with agar-agar, p. 25). British Plantmilk cheese (tofu made with Plamil and lemon juice, p. 25). Vegan “mayonnaise” II (with soya milk and mashed potatoes, p. 26).

A lifetime vegetarian, the author has been a vegan since 1959, and the Secretary of the American Vegan Society since 1960. Married to AVS President H. Jay Dinshah, she is an accomplished author, lecturer, and teacher. Address: The American Vegan Society, 501 Old Harding Highway, Malaga, New Jersey 08328.

573. Corkern, Ray S.; Dvoskin, Philip B. 1970. Consumer acceptance of a new bacon substitute. *USDA Economic Research Service, ERS* No. 454. p. 1-10. Oct. [2 ref]

• **Summary:** “Abstract: A new striplike bacon analog was market tested successfully in Fort Wayne, Indiana, from September 1968 through February 1969. The product was introduced with a substantial promotional campaign that emphasized the analog’s uniqueness related to health and economy. Sales data from store audits indicate a fairly favorable response by consumers. Ratio of sales, bacon/bacon analog, was 24 to 1 in phase I (heavy promotion period) and 79 to 1 in phase II (little or no promotion). The test product attained a market share of 4 percent initially, which declined to 1.3 at the end of the test period. A fairly strong promotional campaign and some measure of control over display and store stocks will be necessary if a high level of sales is to be maintained. The consumer survey revealed little aversion to a vegetable protein bacon substitute. It also revealed no appreciable substitution effect on bacon sales in the short run.

“Preface: In September 1968, a small food manufacturer specializing in meat-substitute products introduced in the Fort Wayne, Ind., market a bacon substitute made from vegetable protein materials. Before and during the market test, the U.S. Department of Agriculture (USDA) had, at the request of this firm, provided informal consultation on proper research methods to use in readying a product for commercial introduction. The Department has had considerable product- and market-testing experience because of product development activities of its utilization



laboratories. In return for its help, USDA was given, for the purpose of information and publication if desired, the nonproprietary information collected during the test period. Publication was deemed desirable since it will allow the entire food industry to more realistically appraise the potential of meat analogs. This, in turn, should give decisionmakers in both the public and private sectors a better understanding of the impact of these new food forms.”

Note: The product was probably Stripples (Meatless Bacon-like Strips Based on Spun Soy Protein Fibers) made by Worthington Foods, Inc. (Worthington, Ohio). Address: 1-2. Agricultural Economists. Both: USDA ERS Marketing Economics Div., Washington, DC 20250.

**574. Product Name:** Bac\*Os Chips (Resembles Bacon).

**Manufacturer's Name:** General Mills, Inc.

**Manufacturer's Address:** Cedar Rapids, Iowa.

**Date of Introduction:** 1970 October.

**How Stored:** Shelf stable.

**New Product–Documentation:** Witham, W.C. 1970. Re: Memorandum—Three items of information regarding soybean operations. Letter to F.R. Senti, Deputy Administrator, USDA Agricultural Research Service, NCIUR, Washington, DC, Aug. 27. 1 p. “The General Mills’ plant at Cedar Rapids [Iowa] has gone on-stream for the manufacture of Bac\*Os. They expect to be making a complete line of Bontrae products shortly before or just after Labor Day [the first Monday in September]. The latter will be sold to institutions, restaurants, etc. initially.”

Mercedes A. Bates. 1970. *Soybean Digest*. Nov. p. 9-11. “Proteins in the age of Aquarius.” Three recipes for the product, with photos, are given.

575. Lane, Mary Margaret. 1970. Tomorrow’s foods today. *Nursing Homes* 19(10):28-29. Oct.

• **Summary:** The author visited the Worthington Foods plant near Columbus, Ohio. There she saw foods made from spun soy protein fibers, such as Prosaage, Stripples, corned beef, smoked beef, and turkey-style slices. “The meat shortages of World War II brought meatless protein into popular demand. Only in 1962, however, did Worthington begin to turn its attention to the manufacture of analogues—those products which taste and look like meats.” The vegetarian products in the Worthington line of “meatless meats” include “fried chicken, choplets, cutlets, pot pies, Skallops which are like seafood, and Veja-Links which contain only 15% fat—half that of regular frankfurters.” Address: R.D.

576. Stuntz, Laurence F. 1970. Synthetic foods may be answer. *Journal Star (Peoria, Illinois)*. Nov. 1. p. B-4.

• **Summary:** A large cartoon shows a machine that is transforming sacks of soybeans into ham, lamb chops, eggs, etc. One chef with a toque orders: “Low cholesterol eggs, once over lightly with broiled ham.” A robot adds: “And a

side order of 3 an 1 oil.”

577. Bates, Mercedes A. 1970. Protein in the age of Aquarius. *Soybean Digest*. Nov. p. 9-11.

• **Summary:** Discusses Bac\*Os Chips, the first product in the Bontrae line made by General Mills from spun soy protein fibers. Three recipes using Bac\*Os Chips are given. A photo shows Mercedes Bates. Address: Vice President, General Mills, Director, the Betty Crocker Kitchens.

578. Goldman, M.C. 1970. Southern California—Foodshopper’s paradise! An exciting burst of organic-living enthusiasm—among young, old and in-between—has created a tidal wave of food shops and more products from Santa Barbara to San Diego. *Organic Gardening and Farming* 17(11):38-45. Nov.

• **Summary:** “Spearheading the surge to organic foods today is the West Coast’s literal Garden of Eden—the southern half of Golden California.” And this should be no surprise. A climate well suited for year-round gardening and farming join with people of all ages with people interested in natural foods plus “that rapidly-enlarging segment of the younger generation now so awake to wholesome eating.

“Actually, a sizable chunk of early interest in organic ideas belongs to this paradisiacal area. Pioneers like Phil Arena, Herbert Clarence White, Maria Wilkes, Clarence Tontz, Lee Anderson and dozens more have all lent the sunny Southwest locale an aura of organic history-in-the-making.”

In a late July trip from Santa Barbara south to San Diego the writer observed in shop after shop (there are at least 300 “health food stores”) along the beautiful Pacific coastline, streams of young folks—many with surfboards and/or children in tow—were coming in to buy fresh fruits and vegetables, whole grains, “juices, kelp and dulse, sea salt and soy products, breads and eggs.”

Veteran Betty Morales, prolific writer and lecturer, notes: “The influx of young people is like a blood transfusion to the health-food business, particularly to the retailers of organically-grown foods.”

Sun Circle Ranches, based in California, supplied by some 200 organic farmers (large and small), are the leading nationwide distributor of organic produce.

In Los Angeles, Erewhon Trading Co., related to the original shop in downtown Boston, Massachusetts, is only a year old, yet serves 100 West Coast stores, natural food restaurants, co-ops and various institutions. Paul Hawken, president of Erewhon [a macrobiotic company], notes that even some of the big universities, including UCLA, have become customers for the popular organic brown rice and soy sauce.

Jimmy Silver, shop manager, says the store’s retail clientele consist of about half each younger and older people. Fresh produce from Sun Circle attracts both. Silver sells about 1,200 hundred pound bags of brown rice each

**granoVita Soja-zart**, pikantes Sojafleisch in Scheiben, eignet sich für Ihren fleischlosen Tag. **granoVita Soja-zart ist glutenfrei sowie praktisch cholesterinfrei und arm an harnsäurebildenden Purinstoffen. Es enthält fast keine Kohlenhydrate.**

**granoVita Soja-zart** ist appetitlich in Scheiben geschnitten, und der vorzügliche Geschmack lädt zu immer neuen Kombinationen ein: Mit Semmelmehl und Ei oder auch Parmesankäse panierte und knusprig gebratene Scheiben zu Gemüse und Salat; gewürfelt in Tomaten-, Senf-, Kräuter-, Currysauce; kalt vermischt in Salaten; mit Käse, Gemüse und Obst auf Toast geschichtet und überbacken oder ganz einfach als pikanter Brotbelag.

**Durchschnittsanalyse in 100 g:** Eiweiß 15 g, Fett 16 g, verw. Kohlenhydrate 5 g, kJ 925 (kcal 221), 1 BE = 240 g

**Zutaten:** Vollsoja-Erzeugnis (Sojabohnenpüree), Wasser, Sojaöl, Eigelb, Sojaeigelb, Salz, Würzmittel, Dextrose, Sellerie, pflanzliche Verdickungsmittel Johannisbrot- und Guarkernmehl, Zwiebeln, Gewürze.

**Soße:** Wasser, Würzmittel, Sojasoße.

**Füllmenge:** 380 g Art.-Nr. 1406  
**Abtropfgewicht:** 260 g (10 Scheiben)

DE-VAU-GE GESUNDKOSTWERK GmbH  
Postfach 1660 - D-2120 Lüneburg - BR Deutschland  
Ungeöffnet mindestens haltbar bis Ende: siehe Dosenboden.  
Trocken lagern.

**Soja-zart · sans viande**  
**Ingédients:** Soja, eau, huile de soja, blanc d'œuf, protéines de soja, sel, céleri, dextrose, liant végétal; farine de caroube et de guar, oignons, épices.  
**Sauce:** Eau, assaisonnements, sauce de soja.  
**Analyse pour 100 g:** Protides 15 g, Lipides 16 g, Glucides 5 g, kJ 925 (kcal 221)

**Soja-zart · zonder vlees**  
**Ingédients:** Soja, water, sojaolie, eieiwitten, soja-eiwitten, zout, selder, dextrose, plantaardig bindmiddel: johannesbroodpitmeel en plantaardig gom, uien, kruiden.  
**Saus:** Water, kruiden, soja-saus.  
**Analyse voor 100 g:** Eiwitten 15 g, Vetten 16 g, Koolhydraten 5 g, kJ 925 (kcal 221)

Poids net: 380 g  
Inhoud: 380 g

A consommateur de préférence avant fin:  
Voir sous la boîte.

Ongespend houdbaar tot eind: Zie onderkant doos  
Import voor België: Mannavita PVBA, 8720-Kuurne  
Import voor Nederland: Protevit bv, 4793 TH Fijnaart

month–90% of it wholesale to established shops in L.A. and other parts of the Southwest. Grown for Erewhon by Wehah Farms in Richvale, California, it now retails for \$16.50 per 100-lb sack.

“Grains from the well-known Arrowhead Mills in Deaf Smith County, Texas, also make up a sizable segment of business, says Hawken, a young man who typifies the keen, forceful drive of the new generation in health foods marketing. Along with these and rice, soy sauce made from Japanese organic-grown beans constitutes the biggest seller—nearly 4,000 gallons a month at \$8 by the gallon, down to \$1.20 per pint. Various soybean pastes, such as *mugi miso* prepared with the beans, well water and salt, are also favorite products. So is seaweed...”

Says veteran store owner Walter Lindberg: “No question about it, people are becoming more concerned about the quality of the food they buy.” All store owners say that business has jumped during the past year—especially from young people. “Young people have an open communication system that far outstrips TV and radio.”

At the Sun and Earth shop in Goleta, a suburb of Santa Barbara packed with students, one popular item (called the “natural foods answer to the TV dinner”) is “a platter of our soyburgers, carrots and parsley,” which retails for 57 cents.

Goldman concludes: “The thunderbolt of organic living has not only struck ground in the West—it’s sent a strong, vital message crackling everywhere in the land.”

Contains 6 photos taken inside the new breed of food shops. Address: Box 866, Hereford, Texas.

579. Kreh, Kent Q. 1970. Consumer marketing of textured vegetable protein products. *Soybean Digest*. Nov. p. 28-31.

• **Summary:** “It will probably surprise the average homemaker to learn that one process for producing the new textured vegetable protein foods is similar to that for making

nylon or rayon.” Another method is “by extruding the soy protein through dies that form the desired shape.” These new foods are convenience foods, easy to prepare.

Discusses Bontrae and Bac\*Os made by General Mills. A photo shows a large factory with the caption: “At this new, ultramodern plant in Cedar Rapids, Iowa, General Mills has begun volume production of new textured vegetable protein foods. The plant produces Bac\*Os, textured protein chips flavored like bacon, and Bontrae textured protein granules, cubes, and dice with flavors like beef, ham, and chicken.

“General Mills, several years ago when introducing its Bac\*Os brand of baconlike-flavored chips, began to develop historical data reflecting consumer attitudes toward new, innovated food products.” They held intense, in-depth consumer interviews in many major cities throughout the U.S.

“We see food processors who currently are incorporating vegetable protein in their new food product developmental work. For example, Keebler Bacon Toast Crackers, Wishbone Hickory Bits Salad Dressing, Henri’s Smoky Bits Salad Dressing, Fritos, Bacon-Onion Dip, and others.”

“We sometimes feel frustrated, even impatient, when we hear or read references to phoney [phony], ersatz, fake, or imitation meat. We think cattle and poultry raisers are mistaken and misguided when they look on these new textured vegetable protein foods as competitors.” A photo shows Kent Kreh. Address: Marketing Manager, Food Service and Protein Products Div., General Mills, Inc.

580. **Product Name:** [GranoVita Tender Soymeat Cutlets].

**Foreign Name:** GranoVita Soja-zart (Zartes Sojafleisch).

**Manufacturer’s Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.



Phone: (04131)-303-145.

**Date of Introduction:** 1970.

**Ingredients:** Soya protein, water, corn-germ oil, egg protein, salt, dextrose, spices.

**Wt/Vol., Packaging, Price:** 175 gm can wholesales for DM 4.65; 350 gm for DM 6.95 (1980).

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** 14% protein.

**New Product–Documentation:** Full-page ad for 8 granoVita soy products in the book by Manfred Heide. 1977. *Vegetarische Ernährung: 193 Rezeptvorschläge und Speisepläne für ein Vierteljahr* [Vegetarian nutrition and food: 193 recipe suggestions and meal plans for a quarter of a year]. Stuttgart, West Germany: Paracelsus Verlag.

DE-VAU-GE leaflet. 1980? *Rezepte aus der GranoVita Versuchskueche*. Manufacturer's catalog. 1981. May 1. DE-VAU-GE Sortiments-Preisliste. 4 p. Manufacturer's catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products.

Label sent by Anthony Marrese. 1990. Jan. 10.5 by 2 inches. Red, green, and white on beige. Color photo shows the product, resembling a golden-brown tofu burger with sesame seeds showing, surrounded by peas and carrots. "Soyameat in slices (Sojafleisch in Scheiben)." Neufarm certification symbol. Ingredients now read: Whole soybean puree, water, soy oil, egg protein, soy protein, wheat protein, salt, seasonings, dextrose, celery, carob bean flour and guar seed flour as thickeners, onions, spices. Sauce: Water, seasonings, soy sauce, salt. 8 slices per can weigh 200 gm, but 310 gm with sauce. Retail for DM 4.98 (1/90). Composition per 100 gm.: Protein 15 gm, fat 16 gm, usable carbohydrates 5 gm, calories 221.

**581. Product Name:** Loma Linda Canned Meatless Loaves (Based on Spun Soy Protein Fiber) [Meatless Chicken Loaf, Meatless Beef Loaf, Meatless Smoked Turkey Loaf, Meatless Ham-like Loaf, or Meatless Luncheon Loaf].

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1970.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening. Or, Frozen.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1970. p. 114. "Soy loaves (chicken, turkey, beef, and hamlike flavors)." Loma Linda probably purchased the spun soy protein fibers from General Mills. Sold frozen in 1 or 2 lb packages.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in "Beef-Like Loaf (Loma Linda)." This is an institutional product.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. Turkey-like Loaf is a canned product and Smoked Turkey Loaf (72 oz) is a frozen product. Both are based on spun soy protein fiber.

**582. Product Name:** Loma Linda Soy Sausages (Three Varieties).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1970.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1970. p. 114. Loma Linda probably purchased the spun soy protein fibers from General Mills.

**583. Product Name:** Loma Linda Chicken-Like Loaf.

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1970.

**Ingredients:** In 1971: Water, textured soybean protein, vegetable oil, albumin [egg protein], soybean protein, rice flour, hydrolyzed vegetable protein, yeast extract, plant extractive flavorings, sugar, monosodium glutamate, onion powder, salt, soybean lecithin, carrageenan, seasonings.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1970. p. 114. "Soy loaves (chicken, turkey, beef, and hamlike flavors)." Loma Linda probably purchased the spun soy protein fibers from General Mills. Sold frozen in 1 or 2 lb packages.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 163. Lists the ingredients in "Chicken-Like Loaf (Loma Linda)." This is an institutional product.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned chicken-like product based on spun soy protein fiber.

**584. Product Name:** Loma Linda Beef-Like Loaf.

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1970.

**Ingredients:** In 1971: Water, textured soybean protein, vegetable oil, albumin [egg protein], soybean protein, vegetable shortening, rice flour, brown sugar, caramel, salt, plant extractive flavorings, yeast extract, hydrolyzed vegetable proteins, soybean lecithin, carrageenan, MSG, onion powder, seasonings, and U.S. certified color.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** *Soybean Digest Blue Book*.

1970. p. 114. “Soy loaves (chicken, turkey, beef, and hamlike flavors).” Loma Linda probably purchased the spun soy protein fibers from General Mills. Sold frozen in 1 or 2 lb packages.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in “Beef-Like Loaf (Loma Linda).” This is an institutional product.

**585. Product Name:** Loma Linda Luncheon Loaf (Chicken, Turkey, Beef, and Ham-like Flavors).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1970.

**Ingredients:** In 1971: Water, textured soybean protein, vegetable oil, albumin [egg protein], soybean protein, vegetable shortening, hydrolyzed vegetable protein, yeast extract, rice flour, monosodium glutamate, onion powder, brown sugar, plant extractives, flavorings, salt, soybean lecithin, carrageenan, seasonings, caramel, U.S. certified color.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening. Or, Frozen.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1970. p. 114. “Soy loaves (chicken, turkey, beef, and hamlike flavors).” Loma Linda probably purchased the spun soy protein fibers from General Mills. Sold frozen in 1 or 2 lb packages.

Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 163. Lists the ingredients in “Luncheon Loaf (Loma Linda).” This is an institutional product.

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned or frozen (4 lb) product based on spun soy protein fiber.

**586. Product Name:** Fibroprotein–Spun Protein Fibers [Ground Beef-Type Granules, Textured Simulated Meats, Bacon-Style Chips, Dehydrated Hamlike Nuggets, Chicken Meat Extender, Chickenlike Cubes, or Plain Spun Protein Fibers].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1970.

**New Product–Documentation:** Horan, Odell, & Forman. 1971. PAG Bulletin. No. 13. p. 25. “Textured Vegetable Proteins.” These are all institutional products.

*Soybean Digest Blue Book*. 1972. March. p. 108. “Vegetable protein entrees—over 45 canned, frozen, and dehydrated products, simulating beef, pork, and poultry.”

**587. Product Name:** Beef Style.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1970.

**Ingredients:** In 1971: Soybean protein [Fibroprotein spun soy protein fibers], water, corn oil, vegetable shortening, egg albumin, wheat flour, yeast extract, hydrolyzed vegetable protein, flavorings, salt, corn syrup solids, MSG, caramel color, sodium phosphate, U.S. certified color.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in “Beef Style (Worthington).” This is an institutional product.

Horan, Odell, & Forman. 1971. PAG Bulletin. No. 13. p. 25. “Textured Vegetable Proteins.” These are all institutional products.

*Soybean Digest Blue Book*. 1972. March. p. 108. “Vegetable protein entrees—over 45 canned, frozen, and dehydrated products, simulating beef, pork, and poultry.”

**588. Product Name:** Corn Beef Style.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1970.

**Ingredients:** In 1971: Soy protein [Fibroprotein spun soy protein fibers], wheat protein [wheat gluten], water, corn oil, vegetable shortening, wheat flour, egg albumin, sugar, hydrolyzed vegetable protein, salt, MSG, garlic and onion powder, caramel color, flavoring, U.S. certified color.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 163. Lists the ingredients in “Corn Beef Style (Worthington).” This is an institutional product.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 175. The ingredients in “Corn-beef Style, frozen, Worthington” are “Fibroprotein [spun soy protein fiber], wheat protein, corn oil, partially hydrolyzed vegetable oils, egg white solids, wheat flour, yeast extract, HVP, sucrose, salt, artificial flavorings, garlic powder, onion powder, caramel color, spices, disodium inosinate/disodium guanylate, certified coloring, niacinamide, thiamin, mononitrate, iron, vitamin B-6, riboflavin, vitamin B-12.”

589. Abehsera, Michel. 1970. *Cooking for life*. Swan House, P.O. Box 638, Binghamton, NY 13902. xiv + 364 p. First Avon Flare Books printing, March 1972. Index. 21cm.

• **Summary:** Contains many imaginative and joyous macrobiotic recipes. Acknowledgments: “This book could never have been completed without the help of my wife, Claude. Most of the recipes are hers; she cooked, tested and



wrote them down... Jack Garvy completed the editing of the book and made definite English corrections. My exceptional friend William Dufty gave valuable advice. Finally, my brother Charles was very helpful...”

The author uses the term “black beans” and from his definition on page 18 it seems that he is referring to black soybeans: “Black Beans, twin brothers of the red aduki in size, are sold in Chinese, Japanese and natural-food stores. They are the milk and honey of the bean family, and their flavor and texture impart a delightful sweetness and richness to any soup or vegetable dish.” No definition is given of soybeans. In the section titled “Condiments” (p. 20-21), the author defines soya sauce, miso, seitan, salted plums, tofu, kuzu, etc. “Tofu is another name for soya-bean curd. In Chinatown, you’ll see it in wooden barrels. It looks like Feta Greek Cheese and some people would swear it tastes like chicken. It is excellent served with sauteed vegetables, sauces, fried or cooked in Miso Soup.

“Seitan: Your guests will almost certainly mistake this for meat. Teeth find it pleasant to chew. A combination of wheat gluten, wheat soya beans [sic], water and salt, it comes in handy when mixed with vegetables, sauces and soups.” Note 1. No recipe for making or using seitan appears in this book.

Soy-related recipes include: Cooking beans in a pressure-cooker (p. 66; “Do not pressure cook black beans. Their skins may come off and clog the pressure cooker spout. It is quite dangerous!”). Cooking beans in a pot (incl. soya beans, p. 67). Black-bean stew (with miso, p. 70). Soja jardiniere (with whole soya beans and miso).

In the chapter titled “Soups,” the author tells the story of how the famous Japanese physician, Dr. Tatsuichiro Akizuki, used miso to strengthen his constitution and to survive the atomic bomb dropped on Nagasaki on 9 Aug. 1945. Under “Minerals” in that chapter he discusses other virtues possessed by miso, then gives a recipe for Miso soup (p. 86).

Radishes sauteed in miso (p. 114). Sandwich au gratin (with miso spread, p. 114). Macrobiotic marbles (with miso, p. 155). Claudia’s pizza (with miso, p. 158). Salade au cresson (with miso, p. 169). Nato [sic, Natto] (Japanese salad with natto, p. 171; Note 2. The author describes “Nato” as “sour soy-beans, bought in a Japanese store”). Miso sauce (p. 178). Miso spread (with tahini, p. 187). Oat-miso spread (p. 188). Scallion spread (with miso, p. 188). Miso pâté (p. 189). Komoku (with tofu, deep-fried and cut into strips, p. 212). O’Sushi (with tofu, p. 217). Kasha à l’Orientale (with tofu, p. 220). Bi-Cuan (Vietnamese recipe with fried tofu, p. 226). Kagetsu ice cream (with fine soya powder [perhaps Jolly Joan from Ener-G foods in Seattle], p. 334; “Kagetsu is a beautiful restaurant in Seattle”). Yellow pompidou (with soya bean powder, p. 336).

The Foreword states (p. 1-2): “Ten years ago I was a sick man, struggling to stay alive and to finish a novel. I suspected I might fail in both matters and the doctors of Paris

agreed. They abandoned me as a hopeless case. It was then that I discovered a way of life called Macrobiotics. After a year of eating grains and vegetables, my health restored, I ventured to New York to discover America and finish my novel.”

Note 3. *Webster’s Dictionary* (1985) defines feta, a word first used in English in 1940, as “a white semisoft Greek cheese made from sheep’s or goat’s milk and cured in brine.”

Fax from Jimmy Silver. 1991. Dec. 17. This was the first best-selling macro / natural food cookbook. Michel is head of a (the?) Jewish community in Montreal, Canada. He has 7-9 brothers and 1 sister. “His brother, George, founded the Nature de France clay based body care company—originally called Cattier but changed after they were sued by Cartier. I thought they would have prevailed in the suit but George didn’t want to spend \$500,000 to fight it even if he won.” Address: New York.

590. Bureau, Jean-Christophe. 1970. La production de viandes végétales [The manufacture of meat alternatives {vegetable meats}]. *Economie Rurale (L’)* No. 85. p. 177-81. [Fre]\*

591. Chang, Wonona W.; Chang, Irving B.; Kutscher, Helene W.; Kutscher, Austin H. 1970. An encyclopedia of Chinese food and cooking. New York, NY: Crown Publishers, Inc. x + 534 p. Edited by Lillian G. Kutscher. Charlotte Adams, Consulting Editor. Illust. Index. 26 cm. International Cookbook Series edition. [52 ref]

• **Summary:** This comprehensive work, the result of at least 25 years of collaboration, contains over 1,000 recipes. The 4th printing (March 1977) proclaims prominently: “The first Completely Safe Chinese cookbook compiled in accordance with latest food research without MSG (monosodium glutamate).” Following introductory chapters titled “Chinese Cuisine: Background,” “Regional Chinese Cooking,” “Utensils for Cooking, Serving, and Eating,” “Cooking Preparations,” and “Cooking Techniques,” there is a detailed “Guide to Ingredients” (p. 22-57), which describes the following soy-related foods and gives Cantonese / Mandarin pronunciations / transliterations (see p. 22): beans, black (wu dow / wu do); beans–black salted fermented beans (dow si / do shih; used as a condiment or flavoring agent [seasoning]. Aroma: fragrant, appetizing); bean cake, fermented (fu yu / fu yu [fermented tofu]); bean curd (dow fu); bean curd, dried (dried bean curd [dried yuba], p. 25, 47–tiem jook or fu jook pei / t’ien ch’u or fu pi chi); bean curd cheese, red (nam yu / nan yu); bean filling, sweet (dow sa / do sa; made from red [azuki] beans or green / [mung] beans); bean sauce, brown or yellow (mien see jiong); bean sprouts (large, from soybeans) (wong dow gna / huang do ya); hoisin sauce (red seasoning sauce) (hoy sin jiong / hai hsien jiang); soy sauce (dark lo tsow / lao tsou; heavy–jiong yow / jiang yu [jiang you]; light–sang tsow / sheng tsou; table soy sauce–sin tsow / shien

tsou) “Dark soy sauce has caramel added for coloring. Heavy soy sauce, which has a slightly sweet smell, is also known as black soy. Light soy sauce is the most delicately flavored and is light brown in color. Japanese soy sauce, somewhere between the Chinese light and heavy, is preferable to domestic brands but inferior to Chinese brands.”

Vegetable steak (mien gon / mein jing) “Meat substitute made from wheat gluten. Shape: 3-inch square or round patty ½ inch thick.” Brown, chewy, and firm. Sold in cans.

Photos (black and white, p. 47) show fermented black beans, fresh bean curd, pressed bean curd, bean curd sticks and bean curd sheets [both kinds of yuba, but “bean curd sheets” on p. 47 are called “bean curd, dried”], brown bean sauce, and large fresh bean sprouts.

Note 1. This is the earliest English-language document seen (Oct. 2012) that uses the term “bean curd sheets” or the term “fu jook” or the term “fu jook pei” or the term “fu pi chi” or the term “t’ien ch’u” to refer to yuba or to dried yuba sticks.

Pages 58-60 contain a “Shopping list for Chinese cupboard.” Foods are listed alphabetically in English, with the Cantonese term romanized and Chinese character forms. Next come the 1,000 Chinese recipes divided into chapters. One chapter is titled “Bean Curd” (p. 422-34), which includes Ma Po Dow Fu (p. 433); there are so many recipes for regular tofu (dow fu) in this book that we do not have room to list them all. The many other soy-related recipes are listed in the excellent index.

Recipes for “bean cake, fermented” [fermented tofu] are: Scrambled eggs with fermented bean cake (Fu yu don, Canton, p. 134). Duck with fermented bean cake (Fu yu ta, Adapted, p. 276). Steamed pork with fermented bean cake (Fu yu tsing ju yoke, Canton, p. 292). Stir-fried green beans with fermented bean cake (Fu yu tsang dow, Canton, p. 391). Lettuce and fermented bean cake (Fu yu sang tsoi, Canton, p. 392). Spinach and fermented bean cake (Dow fu bo tsai, General, p. 399). Watercress and fermented bean cake (Fu yu sai yong tsoi, Canton, p. 40).

Recipes for “black beans, salted” [fermented black soybeans] are: Pork with bitter melon and salted black beans (Fu gwa yoke si, Canton, p. 305). Shrimp with bitter melon and salted black beans (Fu gwa dow si har, Canton, p. 306). Steamed spareribs with salted black beans (Dow si pai gwut, Canton, p. 320). Beef with bitter melon and salted black beans (Fu gwa ngo yoke do si jiong, Canton, p. 340). Black bean sauce (Huk dow tsup, Canton, p. 436; with garlic and ginger).

Note 2. This is the earliest separate recipe seen {Nov. 2008} for “Black bean sauce”.

Recipes for “bean curd, dried” [dried yuba] are: Pig’s feet with dried bean curd soup (Ju gyok tiem jook tong, Adapted, p. 113; with “10 sheets dried bean curd.” Soak sheets in hot water for 30 minutes. Drain, cut crosswise into pieces 1 inch wide, then add to soup). Spare ribs with dried

bean curd soup (Pai gwut shiu tiem jook, Adapted, p. 321). Dried bean curd strips with soy sauce (Hung shu tiem jook, General, p. 424). Vegetarian ham dried bean curd (Sue ho twei dow fu, Shanghai, p. 429; with “20 sheets dried bean curd”).

Recipes for “bean curd skin” (or bean curd sheets) [yuba sheets, fresh or dried] are: Red-cooked carp with bean curd skin (Fu pi hung sao yu, Shanghai, p. 158; with “bean curd skin to cover” carp). Red-cooked carp with bean curd skin—Approved ulcer recipe (Hung sao li yu dow fu pi, General, p. 158; with “¼ lb. dried bean curd skin {about 20 pieces, 1½ by 5 inches}. Soak for 30 minutes in hot water. Drain. Cut into 2-inch squares).

Recipes for “frozen bean curd” [frozen tofu]: Frozen bean curd with soybean sprout soup (Dung dow fu dow ya tong, Adapted, p. 90; with “2 cakes frozen bean curd” and “½ lb. soy bean sprouts.” “Defrost frozen bean curd by covering with cold water, letting stand 2 to 4 hours before cooking. Then cut each piece into 10 to 12 thin slices”). Spareribs with frozen bean curd (Pai gwut shiu dung dow fu, Adapted, p. 320; with “4 cakes frozen bean curd”). Stir-fried frozen bean curd (Tsao dung dow fu, Peking, p. 422; with “6 cakes frozen bean curd. \* Wrap 2 to 3 pieces fresh bean curd together in waxed paper, freeze until hard”).

Recipes for “pressed bean curd” [pressed tofu]: Pressed bean curd shrimp (Sha tze gahn si, Shanghai, p. 178, with “4 pieces pressed bean curd”). Golden strips with pressed bean curd (La jiao tsao san sih, Hupeh, p. 313). Pressed bean curd and celery with stir-fried beef (Dow fu gahn ching tsai ro si, Shanghai, p. 357). Stir-fried pressed bean curd with pork (Dow fu gahn tsao ro si, Shanghai, p. 427). Stir-fried pressed bean curd with chicken (Dow fu gahn tsao gee si, Shanghai, p. 427).

Recipes for “soybean sprouts”: Spareribs soybean sprout soup (Pai gu dow ya tong, General, p. 112). Beef shank soybean sprout soup (Wu hwa niu ro hwang dow ya tong, General, p. 112). Braised soybean sprouts (Hung sao hwang do ya, Shanghai, p. 376).

Note 3. This is the earliest English-language document seen (Jan. 2013) that uses the term “wong dow gna” or the term “huang do ya” to refer to soybean sprouts. Address: USA.

592. Hooker, Alan. 1970. *Vegetarian gourmet cookery*. San Francisco, California: 101 Productions. 192 p. Edited by Helen Morrow. Illust. by Sara Raffetto. 21 x 21 cm.

• **Summary:** The section on “Entrees” states (p. 101-02) that one of the easiest ways to get one’s daily protein is by using soya flour, which can be added to many foods.

Soy-related recipes include: Baked soy beans (p. 56). Tofu with tempura vegetables (p. 132). Page 181 recommends various vegetarian food products, including Vegeburger and Choplets (made by Loma Linda Foods), Kikkoman brewed Soy Sauce, Bakon Yeast, and Gravy



Quik (which contains soy and other vegetable proteins). Address: Founder, Ranch House vegetarian restaurant, Ojai, California.

593. Schwarz, Richard W. 1970. John Harvey Kellogg, M.D. Nashville, Tennessee: Southern Publishing Assoc. 256 p. Illust. Index. 22 cm. See p. 44, 120-23, 243. Also published in 1970 by Andrews Univ. Press (Berrien Springs, Michigan).

• **Summary:** This excellent biography of Dr. J.H. Kellogg was originally written as a 1964 PhD thesis at the University of Michigan. Although it contains no references or footnotes, and thus lacks the documentation and completeness of the dissertation, it is still (March 2009) the best biography of Dr. Kellogg. The author is a Seventh-day Adventist.

Contents: Preface. 1. The boy foreshadows the man. 2. A convert (the early health reform and vegetarian movements in America). 3. From teacher to doctor. 4. A man is what he eats. 5. Changing American habits. 6. Developing the Battle Creek Sanitarium. 7. Sanitarium ups and downs. 8. A torrent of words. 9. Variations on a boyhood dream. 10. The unwilling surgeon. 11. Products of an active mind. 12. All work, but little play. 13. What manner of man. 14. Father of forty-two children. 15. His brother's keeper. 16. The ties of fifty years are broken. 17. Food manufacturing and family quarrels. 18. New outlets for promoting an old program. 19. The last battles. 20. An epilogue.

Concerning meat substitutes [meat alternatives] (p. 121-23): "During the years in which he directed the experiments which led to the production of flaked cereals, Bromose, and Malted Nuts, Dr. Kellogg also attempted to develop a substitute for meat from plant sources. He traced his interest in such a product to conversations with Dr. Charles W. Dabney, noted agricultural chemist and former president of the University of Tennessee. When Dabney was serving as President Cleveland's Assistant Secretary of Agriculture [probably about 1893-1897], he had discussed with Kellogg the problem of supplying adequate protein for the world's rapidly expanding population. The men agreed that it was better economics to use grain for human food than to feed it to animals and then use them for food. The problem, as Dabney saw it, was to produce a grain product which would have all the nutritional value and taste appeal of meat.

"In 1896 Kellogg announced that he had perfected the ideal substitute for meat in Nuttose, a nut product which he could prepare to taste much like beef or chicken... The doctor's interest in new vegetarian meatlike protein foods continued active until shortly before his death. Among some of the more popular creations later developed in his laboratories were Protose, Battle Creek Steaks, and Battle Creek Skallops. Various combinations of nuts and wheat gluten composed the principal ingredients in the imitation meats...

"Kellogg's last major food discovery was an artificial

milk made principally from soybeans. He was particularly enthusiastic over soy milk because it proved an excellent host for the *acidophilus* bacteria which the doctor believed needed to be implanted in the intestinal tract in order for it to function perfectly. Shortly after Kellogg had developed soy acidophilus milk, he chanced to read that Marie, smallest of the Dionne quintuplets, was suffering from bowel trouble. Immediately wiring the quints' physician, Dr. A.R. Dafoe, he announced he was sending him a supply of soy acidophilus milk, which he was certain would cure Marie's problem. About ten days later he received a letter from Dafoe which indicated that the soy acidophilus milk had indeed corrected the situation and asked that a continuous supply be sent to Callander, Ontario [Canada], for the five little girls."

In summarizing Dr. Kellogg's major accomplishments, the author notes (p. 243): "His introduction of peanut butter added another widely accepted item to the American diet, and it probably did more to provide a market for peanuts than did the efforts of any other person, with the possible exception of George Washington Carver. John Harvey's development of meatlike products from nuts and legumes combined with wheat gluten has not only helped to enrich the dietary of thousands of persons who for ethical, health, or religious reasons choose to be vegetarians, but such high-protein foods also hold possibilities for supplementing the diet in countries where the supply of meat is insufficient to provide enough protein for a rapidly expanding population."

Concerning Granola: In the early 1860s, Dr. James Caleb Jackson of Dansville, New York, developed Granola, America's first successful cold breakfast cereal, made solely from wheat. For 40 years, Dr. Jackson operated "Our Home on the Hillside," probably the most successful of the "water-cure" institutions that blossomed in the 1850s. "In an atmosphere approaching that of a European spa, Jackson provided hydropathic treatments and a special diet for as many as a thousand patients a year." In about the 1870s, at the Battle Creek Sanitarium, John Harvey Kellogg developed a similar product, which he named Granola. It differed from Jackson's Granola in that it consisted of several grains, and longer baking dextrinized the starch more thoroughly. "At first he apparently had no thought of selling it. He intended it solely for sanitarium patients. Gradually, however, as former patients and others interested in dietetic improvement sent to the sanitarium for Granola, a small commercial business developed, and Battle Creek thus took its first step toward becoming the 'Breakfast Food Capital of the World.' ... Shortly after the production of Granola for patients at the sanitarium began in 1877, Dr. Kellogg organized the Sanitarium Food Company as a subsidiary of the Battle Creek Sanitarium. Operated as an adjunct to the sanitarium bakery, for more than a decade it marketed a variety of oatmeal, graham, and fruit crackers and whole-grain cooked cereals—all originally devised to provide variety in the menu of sanitarium patients." All products were made from

whole grains without artificial additives, and all underwent prolonged high-temperature baking designed to dextrinize their starch. “By 1889 the Sanitarium Foods had become popular enough to warrant the establishment of a separate factory; Granola alone sold at the rate of two tons a week.” But when Dr. Kellogg wanted to expand the business, other sanitarium doctors refused to vote the funds. So Dr. Kellogg launched the private Sanitas Food Company, relying heavily on his younger brother, Will Keith, who had served as his personal accountant and business manager since 1880. John Harvey’s new flaked cereals and vegetable meats became the property of the Sanitas Company. In mid-1906 Dr. Kellogg decided to change Sanitas’ corporate name to the Kellogg Food Company. Then: “In the spring of 1921, to avoid further difficulties with Will Kellogg’s manufacturing business [Battle Creek Toasted Corn Flake Company], Dr. Kellogg changed his concern’s name to the Battle Creek Food Company.”

Concerning flaked breakfast cereals: The first ones were developed from wheat jointly by Dr. J.H. Kellogg and his brother Will, in about 1894. Dr. Kellogg named their first successful wheat flakes product Granose Flakes, and on 31 May 1894 he applied for a U.S. patent on “Flaked cereal and process for preparing same.” But in 1903 courts declared the doctor’s patent invalid. Will Kellogg developed the product into a great commercial success, in part by adding sugar to the malt and corn combination from which he made the flakes. “The sugar greatly enhanced the cereal’s taste appeal, and, as a result, the Corn Flakes business was booming by late 1905.” Will convinced his brother, John Harvey, to relinquish Sanitas’ rights to Corn Flakes, and in early 1906 Will established a separate Battle Creek Toasted Corn Flake Company with outside financing. John Harvey agreed not to take an active part in the new company’s management. Six months later John Harvey decided to change Sanitas’ corporate name to the Kellogg Food Company. The new company “began operating in July 1908, with Dr. Kellogg owning all but two of its fifteen thousand shares of stock. Not only did the new company absorb the old Sanitas Company, but it also leased the entire plant, machinery, goodwill, and business of the Battle Creek Sanitarium Food Company, thus bringing the manufacture and distribution of all the food products with which Dr. Kellogg was associated into one organization. By then John Harvey had decided that it would be a good thing to put out all company products under the trade name ‘Kellogg’s.’”

Will became very upset when Dr. Kellogg attached the family name to his new food company and products. Eventually a series of legal battles developed between the two brothers over this and other products. Will Keith Kellogg is discussed on pages 64, 118-20, 122, 144, 148, 192, 210-18, 224, 237-38.

On pages 193-208 are 16 pages of excellent black-and-white photos from the life of Dr. Kellogg, starting with a

portrait of him and his wife in 1884.

Reprinted in 2006 by Review and Herald Publishing Association (Hagerstown, Maryland)—but with the new subtitle: “Pioneering health reformer.” Adventist pioneer series. On the new cover, on a snipe in the upper right corner: “Father of the health food industry.” Address: Andrews Univ., Berrien Springs, Michigan.

594. Trager, James. 1970. The enriched, fortified, concentrated, country-fresh, lip-smacking, finger-licking, international, unexpurgated foodbook. New York, NY: Grossman Publishers. xv + 579 p. Illust. Index. 24 cm. [350+\* ref]

• **Summary:** This hefty volume is packed with information about a multitude of interesting, little known, or bizarre subjects related to food. It is divided into 11 major chapters, each of which contains many mini-chapters, often with witty or enticing (but often undescriptive) titles such as “mushrooms take savvy” or “Farmer Jefferson.” The extensive index is very useful, containing entries for such things as Accent/MSG (p. 445-48), prehistoric agriculture and food (p. 3-11), meat analogs and Bac\*Os (p. 450-51, 457, 501), Archer Daniels Midland (p. 450), bean curd (p. 333, 362), Battle Creek Sanitarium (p. 460), Kellogg (p. 384, 460-61), miso soup (p. 362), soybeans (p. 21, 262, 382, 450-51, 518), soy protein (p. 450), vegetarianism and vegetarians (p. 3, 324, 343, 457-59).

In Chapter 10, titled “Nuts in the Fruitcake” (p. 455-86), the author takes the opportunity to make fun of anything he discusses related to health/natural foods or vegetarianism. To him, it all smacks of food faddism and extremists. There are sections about vegetarians past and present (“there are no convincing nutritional justifications for vegetarianism”), Sylvester Graham (“One of America’s first home-grown food faddists”), Horace Fletcher, Dr. William Howard Hay and acidosis, Gayelord Hauser (“Perhaps the most prominent diet and health mythologist in recent years”), organic foods baloney (“DDT has not yet been shown to have harmful effects for humans”), Carlton Fredericks and Adolphus Hohensee, Tiger’s Milk, aphrodisiac foods, and food and astrology. Address: New York.

595. **Product Name:** Ranch House Vegetable Mince, Bolognese, Curry, Stew, Goulash.

**Manufacturer’s Name:** Direct Foods Ltd.

**Manufacturer’s Address:** Petersfield, Hampshire, GU32 3EW, England.

**Date of Introduction:** 1970?

**Ingredients:** Macaroni Mix: Wholemeal macaroni, textured soya protein, dehydrated onions, green bell peppers, peas, mushrooms, vegetable oil, sea salt, corn flour, raw sugar, yeast extract, spices, herbs.

**Wt/Vol., Packaging, Price:** Macaroni: 141 gm plastic bags for ½ pound.



**How Stored:** Shelf stable.

**New Product–Documentation:** Brochure (4-panel color) from Direct Foods Ltd. 1970? “Protoveg Meat Substitute and Ranch House Convenience Meals.” “Reduce your meat bill using Direct Foods.” The company address is now Petersfield, Hants. GU32 3EW. Phone: Petersfield 4911/2. Contents: What is Protoveg? How is it used? How is it made? How is it sold? Is it as good for you as meat? Typical analyses.

Export price list from Direct Foods Ltd. 1974. Oct. 1. Ranch House Meals (each 112 gm) include Vegetable Mince, Vegetable Bolognese, Vegetable Goulash, Vegetable Stew, Vegetable Curry. There is also a catering pack consisting of 50 lb of any flavour. Sosmix–meatless sausage mixture (13 oz). is also listed. The company address is now Bedford Road, Petersfield, Hants.

Trade catalog and price list from Direct Foods Ltd. 1977. April 25. The product line is the same as in 1974 except for the addition of: 10 lb sizes for each flavor, and Sizzleberg.

Food Report (Lehmann). 1982. Jan.

Talk with Peter Roberts. 1990. Dec. 12. In about 1970, Direct Foods Ltd. introduced a line of about 20 vegetarian protein products, all replacements for meat and all sold under the Ranch House brand.

596. **Product Name:** Sosmix.

**Manufacturer’s Name:** Direct Foods Ltd.

**Manufacturer’s Address:** Petersfield, Hampshire, England.

**Date of Introduction:** 1970?

**Ingredients:** Macaroni Mix: Wholemeal macaroni, textured soya protein, dehydrated onions, green bell peppers, peas, mushrooms, vegetable oil, sea salt, corn flour, raw sugar, yeast extract, spices, herbs.

**Wt/Vol., Packaging, Price:** Macaroni: 141 gm plastic bags for ½ pound.

**How Stored:** Shelf stable.

**New Product–Documentation:** Food Report (Lehmann). 1982. Jan. Talk with Peter Roberts. 1990. Dec. 12. In the early 1970s British Arkady was making a product named Banger Mix (a “banger” is a sausage), made with soya protein and pig fat. Peter asked them to replace the pig fat with a hardened vegetable oil. The Roberts named the resulting product Sosmix. Introduced in about 1970, it was a dry sausage mix and soon became Direct Foods’ best-seller. To prepare the product, you mix the dry product with water, let it hydrate for about 2 minutes, roll it into sausage shapes (or croquette shapes), then fry it. Or you can put it around an egg to make a Scotch egg.

As Peter Roberts tells the story: Once the labeling division of the county public analyst’s department threatened a lawsuit if Direct Foods did not change the product’s name. They felt that the name implied that the product name was a “phonetic crib on the word sausage, which suggests that the

product is a sausage with a meat content, and as such should come under the sausage regulations.” Peter Roberts politely explained that “the term Sosmix had an entirely different origin. Down in the West Country around Devon and Cornwall there is an old country tradition of ‘sosing,’ which means to swill a food around in the frying pan as its frying. The authorities took on a glazed look in their eyes and went away. They didn’t bother us after that.”

Letter from Peter Roberts. 1991. Oct. 15. Sosmix was not part of the Ranch House line. It stood on its own.

597. **Product Name:** Friday Man Vegetarian Chili with Beans. Renamed Chilli Man Vegetarian Chili with Beans in about 1978.

**Manufacturer’s Name:** Milnot Co.

**Manufacturer’s Address:** 120 W. St. John, Litchfield, IL 62056. Phone: 217-324-2146.

**Date of Introduction:** 1970?

**Ingredients:** In 1990: Water, soaked beans, partially hydrogenated soybean oil, textured soy protein concentrate (caramel color), spices, tomato paste, onion, salt, garlic, imitation beef flavorings (hydrolyzed plant protein, dry yeast, soy flour, partially hydrogenated vegetable oil).

**Wt/Vol., Packaging, Price:** 15 oz can. Retails for \$0.95 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. Talk with Craig Klatt, manager of the Center. He thinks this is one of the best vegetarian chilies, but it has a rather high oil content. Introduced about 20 years ago, its original name was Friday Man Chilli, and it was sold to Catholics who did not eat meat on Friday. Not many Catholics observe the penance of meatless Fridays any more. It was given its present name in about 1978.

598. Harris, Jean. 1971. Engineered food is on the way! *News and Observer (Raleigh, North Carolina)*. Jan. 17.

• **Summary:** Henry Ford’s desire to make cloth from soy protein started the original research on “meat analogues.” The technology for producing spun soy protein products developed from a process to produce casein fibers in Italy in the mid-1920s. A second group of “soy meats,” called textured meat analogues, is made by an extrusion process applied to textured vegetable proteins made from soy protein isolates; one example is Bac-Os.

“Most of these soy meats are available only to the institutional trade. They are now in use in prisons, hospitals, and orphanages.” Two manufacturers of such products are Loma Linda Foods and El Molino Mills.

In North Carolina a full soybean product, made from toasted soybeans, is sold under the name of Golden Nuggets; all Raleigh seems to be eating them.

Recipes are given for: Soya cake (with sifted soya flour).

Soyanise (with Soyamel soymilk). Golden nut pie crust (with soya flour). Soya cookies (with soya flour). Roasted soybeans (made from canned soybeans, either dry roasted at 350 degrees or deep fat fried). Puree of soybean soup (with sieved soybean pulp). Address: Food editor.

599. Carberry, James F. 1971. Our daily bread: Food faddism spurts as young, old people shift to organic diets. Concern on pesticides cited, but some see deception by quacks claiming cures. Yin and yang ice cream. *Wall Street Journal*. Jan. 21. p. 1, 12.

• **Summary:** Written from Hollywood, California, this article reports that “food faddism has been particularly prevalent lately.” Kahan & Lessin Co., one of the nation’s biggest distributors of organic foods, reports that its sales have doubled to \$12 million a year from \$6 million in 1968. New Age Foods of San Francisco [owned by Fred Rohé] recently opened a branch store in suburban Palo Alto, where it expects to gross \$1 million during its first year.

“Health and organic food advocates say the popularity of such items—as well as the more conventional products grown under ‘natural’ conditions—reflects the growing public concern over pesticide poisoning and the publicity over the dangers of food additives, preservatives, and substitutes like cyclamates.”

Richard Hansen is a sociologist at the University of California at Davis; he is researching the organic food movement.

“New insights into universe: Bruce MacDonald [sic Macdonald], president of Erewhon Trading Co., a Boston and Los Angeles concern that specializes in such exotic foods as hacho miso (a soybean paste), says that organic foods appeal to many dropouts from the drug culture. ‘It’s not just that the body’s malnourished from being on drugs a long time,’ he says. ‘It’s also that organic foods can give a person new insights into the order of the universe.’”

Warren Stagg, the bearded proprietor of H.E.L.P., a popular vegetarian restaurant, believes in the mystical, spiritual value of certain foods. A vegetarian diet can help elevate a person to a higher level of consciousness and bring him into harmony with the order of the universe, he says. Since 75% of H.E.L.P.’s clientele are nonvegetarians, the “restaurant offers some meat substitutes such as ‘beef’ stroganoff made from vegetable protein, mushrooms, scallions, bell peppers and sour cream sauce, and a ‘vegeburger’ sandwich that’s also made from vegetable protein. Other dishes on its menu include braised tofu (soybean cake) with brown rice and a salad of cottage cheese, alfalfa sprouts, sunflower seeds, grated carrots, scallions, figs and apricots.”

Note 1. This is the earliest English-language document seen (April 2013) that uses the term “braised tofu” to refer to grilled tofu.

“A group of young people following a macrobiotic diet

live in an old Victorian mansion above Hollywood’s Sunset Strip. They are students of the late Georges Ohsawa, a Japanese philosopher who taught about the delicate balance between yin and yang; they eat ascetic meals that include pressure-cooked brown rice and seaweed soup. There have recently been well-publicized cases of the deaths or severe illnesses of a few young people subsisting on only brown rice, the extreme form of the macrobiotic diet.

“Another famous food-faddist helped found a huge business in breakfast cereals. He was John Harvey Kellogg...” according to Ronald Deutsch, author of a history of food fads called “The Nuts Among the Berries.” Deutsch then tells his inaccurate version of how Mr. [sic, Dr.] Kellogg got into the cereal business.

“One man who spends a great deal of time pooh-poohing various nutritional eccentricities is Dr. Fred Stare, chairman of the department of nutrition at Harvard University’s School of Public Health.” Dr. Stare discusses his pet peeves.

Note 2. Bruce Macdonald recalls (April 1992): “In early 1971 *The Wall Street Journal* ran a front-page feature story on the emerging new natural foods industry. A person from Merrill-Lynch came in and said, ‘We could package this business and raise millions for you.’”

Advest Co. 1972. Dec. “A recent *Wall Street Journal* article named this industry as one of the ten highest growth industries for the 1970s.” Address: Staff Reporter.

600. Brozan, Nadine. 1971. If you’ve never seen a soybean before... *New York Times*. Jan. 23. p. 18.

• **Summary:** Denis Barber owns about 75,000 bushels of soybeans at any given time—yet he’s never seen a soybean. As president of General Arbitrage, a New York commodity trading company, he buys and sells commodity futures. The soybeans he purchases are usually resold before the date he is required to take delivery; if they are not, they end up in a warehouse in Chicago.

In the financial world, the soybean is known as “the Cinderella crop.” It contains more protein than any other vegetable—and costs less. Yet in America, soybeans are not widely available in food stores—except in health food stores and Chinese markets. Although supermarkets do not stock the bean, they do sell many products, ranging from salad dressings to pet foods, that contain soybean oil, meal, or flour. They also carry soy sauce and Worcestershire sauce. Babies allergic to cow’s milk will probably be given soy milk. Observers of orthodox [kosher] Jewish dietary laws, which do not permit the consumption of meat and dairy products at the same meal, are now able to enjoy imitation sour cream, ice cream, or steaks—each made from the soybean. According to Mr. Barber, less than one half of one percent of the crop is used for human nutrition; its main use is as a meal for livestock.

Note: This is the earliest English-language document seen (Oct. 2013) that contains the term “imitation sour



cream.”

Dr. Joseph J. Rackis, principal chemist for the Northern Marketing and Nutritional Research Division of USDA's Agricultural Research Service in Peoria, Illinois, agrees that most soybeans are processed into oil and meal. And even if more were available for sale as food, most people don't like their taste—according to a spokesman for General Foods.

The “future of the soybean probably rests more in what it can become than what it is.” The food industry, scientists and nutritionists believe that the wave of the future lies in the simulation of foods from soybeans. Already they are transforming soybeans into “hamburgers, canned stews, bacon strips, hors d'oeuvre dips, chow mein, pasta, sea food, and a wide range of frozen dinners approximating ham, chicken and beef.” A photo shows soybeans in a plastic bag.

601. Ziemba, J.V. 1971. Showcase plant spins soy protein. *Food Engineering* 43(1):66-69. Jan.

• **Summary:** General Mills' new multi-million dollar computer-controlled facility at Cedar Rapids, Iowa, is spinning texturized vegetable protein foods, which are “laying the groundwork for many of tomorrow's foods... Flexibility is evidenced by the highly diversified line of products is being turned out They're in dry and frozen forms, in different shapes and sizes, with varying textures and flavors, etc.

“Included are Bac\*Os, spun protein chips flavored like bacon; and textured protein cubes, granules and dice (tradename Bontrae) with flavors like ham, beef and chicken.” Photos show the spinning line and the computer control room, and details of the spinning process are given. Soy protein isolate is made into a slurry or dope, which is extruded into streamlets or filaments by a battery of spinnerets (each having about 16,000 holes) into a protein-coagulating acid-salt bath. “A series of take-away rolls, revolving at increasing speeds, stretch-pulls each tow of fibers through a second heat-treating bath. To a degree, tenderness or toughness is controlled by the amount of stretch imparted to fibers during initial forming steps. Each tow is then washed with rolls squeezing out excess water.”

GMI makes two basic types of products. “In making the Bac\*Os and Bac O Chip bacon analogs, the continuous tow is impregnated with additives—flavor, color, binders, etc. The impregnated tow is then slit, cross-cut, dried and coated with vegetable oil.

“The other type is precooked, IQF (individually quick frozen) chunks, bits and analogs of ham, beef, chicken, etc. To produce them, continuous tows are cut into short staple fibers. These are also impregnated with additives. The short fibers are carried through a specially designed cooker. The discharged, cooked slab is finally cut into desired shapes.” Address: Associate Editor, Food Engineering.

602. *Times of India (The) (Bombay)*. 1971. Cheeseless

cheese. March 7. p. 8.

• **Summary:** Last year, according to a report recently published by the U.N. Conference on Trade and Development, the growth rate of food production was 1% less than the population growth rate. Thus, “all the gains of world food production were eaten up by the population explosion.”

Together with the intense worldwide efforts to increase food production are parallel efforts to find inexpensive, nutritious, and tasty substitute foods. Many of these are based on the soya bean, a high quality, low cost source of vegetable protein. Americans, for example, now enjoy meatless turkey roast (complete with a plastic wishbone), milkless milk, and soya sausage.

But will this solve the basic problem? How can people who eat traditional diets in developing countries be coaxed into trying something new—such as soya milk or cheeseless cheese. Perhaps, by making it seem fashionable, exotic, or one of the “in” foods enjoyed by “with it” people.

603. Shinoda, Osamu. 1971. Doufu kao [Thoughts / treatise on tofu]. *Ta-lu Tsa-chih (The Continent Magazine, Taiwan)* 42:172-78. (Also numbered p. 8-14). March 31. [12 ref. Chi; eng]

• **Summary:** A Chinese-language publication apparently similar in content to his 1968 Japanese-language publication by the same title.

A summary, translated into English by Ernst Wolff for Theodore Hymowitz in Jan. 1972, states: The word “tofu” first appeared in the Chinese document *Ching Yi Loo* (Pinyin: Qing Yi Lü) by Tao Goo (Tao Gu) in the early Sung Dynasty (960-1126 A.D.), although the Japanese believed that tofu technology was invented by Prince Liu An of Huai-Nan around 200 B.C. in China. Shinoda believes that the technology for making tofu was adapted from that of cheese making introduced to China by nomadic people, the so-called “Hoo.” They migrated from the north into China during the period from the Six Dynasties (222-589 A.D.) to the T'ang dynasty (618-907 A.D.), in the time just before the Sung dynasty. Tofu was first a popular food among the middle and lower classes during the Sung dynasty. Then it also became part of the diet of the upper class, and was even served to the emperor and royal family during the Ming dynasty (1368-1662). Tofu was introduced to Japan by vegetarian Buddhist monks around the 12th century. On page 12 is an extremely interesting list of the 12 earliest documents (1238-1534), which Shinoda has been able to find, that mention tofu under various names. For each is given the title, the date it appeared, and the name used for tofu or the food in which it appeared. For details, see Shinoda 1968 (in *Fuzoku*).

Terms which are romanized or appear in English in this document include: Cheese, butter, yoghurt, casein, khorot, Suridofu, Hikizuri-dofu, Tofu-zu, Mori, Dengaku, tofu, Oden, Shirakabe, Mura Dengaku, Sakai, Okabe, Antofu,

Ganmodoki, bean curd. A romanized Japanese verse reads:

*Harusato wa Kabe no Tatoes ni Naradofu, Shiroki wa Tsuki no somuke zari keri.*

*Koisureba kurushikarikeri Udzidofu, Mamehito no Na o ikadetoramashi.*

Note: According to Abe (1974, p. 99) this is one of Japan's earliest references to tofu; it is a waka-style poem that comes from a work titled either *Shichijū-ichiban Shokunin-zukushi Uta Awase* or *Nanajū Ichiban Shokunin Jin Utaawase* and appears in the section of poems about sōmen noodle sellers. Address: Japan.

**604. Product Name:** Temptein (Spun Soy Protein Fibers) [Meat-Like Nuggets, Bacon-Like Chips, Seapro, Ham-Like Cubes, Pepperoni-Like Links, or Pro-Lean 45].

**Manufacturer's Name:** Miles Laboratories, Inc. Marshall Div.

**Manufacturer's Address:** Elkhart, Indiana 46514.

**Date of Introduction:** 1971 May.

**New Product–Documentation:** Ad in *Food Technology*. 1971. 25(5):44-45. May. "These spun vegetable fibers could revolutionize your new foods. Temptein: The spun textured protein."

Miles Laboratories Inc. Marschall Div. 1973. Jan. Technical information on Temptein spun textured vegetable protein. Ad in *Soybean Digest*. 1973. Nov. p. 19A-B. "From Miles–Six specific ways to whittle costs in your meat and seafood formulations. And maintain quality."

**605.** Miles Laboratories, Inc. Marschall Div. 1971. These spun vegetable fibers could revolutionize your new foods. Temptein: The spun textured protein (Ad). *Food Technology* 25(5):44-45.

• **Summary:** Temptein, the new textured protein from Miles, is significantly different because its spun. "We spin refined soy isolate (more than 90% protein) using platinum spinnerettes, each containing 15,000 tiny holes. The result is a highly manageable protein 'tow.'"

Much more easily than other forms of protein, it "assumes the texture of almost any food you choose. The genuine texture. Of anything from ground beef to chicken, lobster to scallops. Moreover, Temptein accepts flavors, colors and additional nutrients in precisely measurable quantities. his means that variables like taste, texture, bulk density and nutritional content are calculable. Controllable."

A large photo shows Temptein held between a thumb and forefinger.

Note: This is the earliest English-language document seen (March 2009) that mentions Temptein spun soy protein. Address: Elkhart, Indiana. Phone: (219) 264-8716.

**606.** *Food Processing (Chicago)*. 1971. New products/packages [General Mills]. July. p. 65.

• **Summary:** "Vegetable protein garnishes: Pepr\*Os (with a

flavor like spicy pepperoni) and Saus\*Os" (with a flavor like milk sausage) are vegetable protein products sold nationwide by General Mills. These crisp chips require no refrigeration. They can be used as garnishes or stir-ins to add flavor. Two photos show that each is sold in a glass jar, 3.25 oz. net weight. Note: These products are similar to General Mills Bac\*Os–imitation bacon bits.

**607.** Busta, F.F.; Schroder, D.J. 1971. Effect of soy proteins on the growth of *Clostridium perfringens*. *Applied Microbiology* 22(2):177-83. Aug. [4 ref]

• **Summary:** Although some soy proteins had a stimulatory effect on the growth of *Clostridium perfringens*, others had an inhibitory effect its growth. In a liquid medium in which meat or soy meat was the source of protein, there was a significant stimulation by beef, chicken, and soy beef. Soy chicken supported growth at a lower rate than observed with Trypticase. Under actual meat loaf conditions, the addition of soy meat or protein additives to meat did not affect the growth of *C. perfringens*. Address: Dep. of Food Science and Industries, Univ. of Minnesota, St. Paul, Minnesota 55101.

**608.** Lappé, Frances Moore. 1971. *Diet for a small planet*. New York, NY: Ballantine Books. xiv + 301 p. Illust. by Kathleen Zimmerman & Ralph Iwamoto. Index. 18 cm. [90 ref]

• **Summary:** This one of the most important and influential books written about food, nutrition, and world hunger during the 1970s. It became a huge best-seller and influenced millions of people and many other authors. The idea for *The Book of Tofu* came directly from reading this book—in Japan. Published on 1 Sept. 1971, it introduced the concepts of "protein complementarity" and "eating low on the food chain" to countless Americans. By April 1973 the book had been reprinted 7 times. The book's roots lie in the University of California at Berkeley, where Ms. Lappé was enrolled in the School of Social Work in 1968. A committed community organizer of welfare recipients, she was frustrated in her inability to find an agenda that would truly end the people's suffering. So she began to study the political economy of food in the Natural Resources library. From this research came a 1-page handout, then a 5-page handout, then a 70-page booklet, and finally this landmark book.

Contents: Acknowledgments. Foreword. Part I: Earth's labor lost. Part II: Bringing protein theory down to earth. Part III: Eating from the earth: Protein theory applied. Part IV: Combining non-meat foods to increase protein values. Appendixes. Notes.

Key quotes: "This book is about PROTEIN—how we as a nation are caught in a pattern that squanders it... I propose that our meat-centered diet is at the very heart of our waste of the earth's productivity" (p. xi). "Fully *one-half* of the harvested agricultural land in the U.S. is planted with feed crops. We feed 78% of all our grain to animals. This is



the largest percentage of any country in the world” (p. 5). We feed animals “89% of our corn crop, 98% of our grain sorghum crop, 87% of our oat crop, 64% of our barley crop, as well as 95% of our unexported soybean crop. To make beef or veal, “a cow must be fed 21 pounds of protein [from feed] in order to produce 1 pound of protein from human consumption.”

This vegetarian book contains 125 pages of recipes and makes extensive use of soybeans and soyfoods—though mostly in the form of dry soybeans or grits (\*) or soy flour (+), which are two of the least interesting ways of using soybeans. In the section titled “Getting the most protein for the least calories,” subsection 5 on “Legumes” (p. 106) states: “Soybean curd (tofu) has the fewest calories for the amount of usable protein, largely because most of the fat is removed in its processing. Tofu is truly an excellent protein source. Lightly sautéed with a fresh vegetable accompaniment, one could easily eat 7 ounces of tofu and fulfill 25 to 30 percent of a day’s need for protein at the cost of only about 5 to 7 percent of a day’s calorie allotment. I’ve included several tofu dishes among the recipes given later in this book.”

Tofu is not mentioned in the index, but under “Soy Curd” we find one recipe titled “Leafy Chinese tofu (Soy curd)” (p. 144). It notes that soy + rice, and soy + sesame are complementary proteins.

The recipes are grouped by complementary combinations. Rice and soy (p. 140-45; combining in the proper proportions gives a 32% increase in usable protein): Crusty soybean casserole\*. Stuffed cabbage leaves\*. Curry rice\*. Leafy Chinese tofu (soy curd). Sukiyaki (with tofu).

Rice and wheat and soy (p. 146-50; 24% increase in usable protein): Hearty vegetable soup (with miso and soy sauce)\*. Sweet and pungent vegetable curry\*. Mexican grains\*. Rice-wheat “kasha”\*.

Whole wheat and soy (p. 181-88; 32% increase): “Complementary” pizza+. Savory onion quiche+. Wheat-soy waffles+. Chameleon spice cake+. Wheat-soy pudding+.

Wheat, soy, and sesame (p. 189-94; 42% increase): Sesame crisp crackers+. Sesame dream bars+. Journey cakes+. Orange sesame muffins+. wheat-soy-sesame bread+.

Cornmeal and soy and milk (p. 202-08; 13% increase): My favorite cornbread+. Boston brown bread+. Pineapple-corn muffins+. Corn spice coffee cake+. Cornmeal-soy waffles+. Indian pudding\*.

Soy, wheat, rice, and peanuts (p. 220-26; 15% increase): Curried soybeans and peanuts\*. Nutty bean tacos\*. Soybean croquettes\*. Spanish soybeans over mixed grains\*+. Deep dish vegetable pie\*.

Soy and sesame seeds (or sunflower seeds) and peanuts (p. 227-32; 25% increase): Nutty noodle casserole\*. Soy-sesame-peanut spread+ (with roasted soy flour). Peanut-sesame loaf supreme+. Soy-pea sesame snacks\*. Bean burgers\*.

This was one of the first popular books to show the connection between intensive livestock production and environmental degradation. Part I, titled “Earth’s Labor Lost,” shows how: (1) Animal wastes from huge feedlots cause water pollution (p. 15-16); (2) Growing crops for livestock feed and overgrazing leads to soil erosion, loss of topsoil, and soil depletion (p. 17-18); (3) The increased pressure on our land to grow livestock feeds has led to increased use of pesticides, which kill untargeted species and cause water pollution (p. 26-27). In short, a vegetarian diet “maximizes the earth’s potential to meet man’s nutritional needs and, at the same time, minimizes the disruption of the earth necessary to sustain him. It’s as simple as that” (p. 3).

Also gives a recipe for “Crunchy granola” (p. 251, based on rolled oats, coconut shreds, sesame seeds, and wheat germ).

Note 1. As of Sept. 1991, this book had sold about 4 million copies, and of that 3 million copies in English-language editions.

Note 2. This is the earliest document seen (May 2002) concerning the environmental impact of a vegetarian diet. Address: California.

609. Wilding, M.D. 1971. Textured and shaped oilseed protein food products. *J. of the American Oil Chemists’ Society* 48(9):489-91. Sept. [8 ref]

• **Summary:** Contents: Abstract. Introduction. Discussion. Photos: A piece of extruded textured soy protein showing the structured form of the protein. Figures: (1) Bar chart showing the relative cost of protein from selected edible raw material sources. Most expensive by far is beef (1.62), followed by chicken, fish flour, and dry skim milk (all from animal sources). Least expensive is soy flour (0.14), followed by cottonseed flour and whole wheat. (3) A typical schematic flow chart for the process of making spun fiber food products. (4) An approximate composition comparison (dry basis) of selected meat products with a typical spun soy protein analog (Bontrae, ready to eat; contains 60% protein).

The Abstract begins: “The major emphasis in developing textured and shaped protein foods has been with the use of soy proteins.” Their price is low and stable, their protein content and quality is high, and the inherent chemical properties of the protein allow for unique structure development.

In 1947 Robert Boyer made the first textured vegetable proteins from edible soy fiber. Address: Research & Development Center, Swift & Co., Oak Brook, Illinois.

610. Spiral Foods Inc. 1971. Price list of macrobiotic foods. Chico, California. 2 p. Undated. 35 x 25 cm.

• **Summary:** This single-sheet catalog and price list, printed front and back with reddish-orange ink on green paper, contains 8 panels and is undated. Yet it was sent by Chico-San in a portfolio of sell sheets with a cover letter dated 8

Dec. 1971—from which we can estimate the date. It is also with larger Spiral Foods catalogs issued after the disastrous 1972 fire that destroyed the company's plant. Under the name of each food is given a brief description. It includes the following foods:

Condiments: Tekka (“A traditional flavoring prepared from carrot, burdock, ginger, lotus root, Soybean Puree {Miso}, and sesame oil”), seitan (“A meat substitute made from vegetable protein of wheat gluten and tamari soy sauce”), salt plums, kuzu arrowroot, sesame salt, sesame butter, sesame oil (from organically grown seeds), Lima sesame oil (imported), crude sea salt (“Unrefined, unprocessed, trace sea minerals retained”), white unrefined sea salt, Mishio (Lima, with kombu), moromi (“Mash of soy sauce before pressing. A pungent flavor”), furikake (“A seasoning made from Miso, sesame seed, nori, bonita [sic, bonito] powder, whole brown rice and kombu” {kelp}), Goma Muso (“A seasoning prepared from traditional Miso and whole sesame seeds”), bainiku ekisu (concentrate of green [ume] plums), sesame seeds. Dried fish. Cosmetics. Beverages: Yano (grain beverage), Whole grain cereals. Whole grain noodles. Beans: Azuki red (Dainagon, or Korean), black [soy] beans. Sea vegetables. 100% whole grain brown rice. Sweet rice—mochi gome. Rice cakes. Lima soy sauce (“A traditional soy sauce of exceptional quality”), tamari (“The traditional soysauce, fermented naturally and aged 18 months. Prepared from soybean, wheat, salt and water”). Soybean puree (Miso) (“Made from the cultivation of a special enzyme and aged 18 months. The soybean puree is ideal mixed with sesame butter and used as a spread or can be added to soups and sauces”). Utensils.

Note 1. This is the earliest document seen (April 2011) concerning Spiral Foods, a company organized in 1970 by Bob Kennedy of Chico-San and Peter Milbury to distribute Chico-San products directly to retail stores in the greater San Francisco Bay Area. When Chico-San was established in 1962 there were no natural foods stores in the Bay Area (or in the USA). However by 1970 there were many. They were not being well served by the old-line health food distributors such as K&L and Landstrom which distributed Chico-San's products, yet they wanted to buy Chico-San's products.

Note 2. This is the earliest English-language document seen (Dec. 2006) that uses the Japanese-language term “bainiku ekisu” (literally “plum flesh extract”) to refer to a commercial extract of ume plums. Address: 1017 Willow Street, Chico, California 95926.

611. **Product Name:** Protose (Meatlike Product Made of Peanuts and Wheat Gluten).

**Manufacturer's Name:** Battle Creek Food Co. Div. of Worthington Foods.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1971.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, peanuts, vegetable oil, salt, yeast extract, soy sauce, MSG.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product—Documentation:** Ad for Protose by Sanitas Nut Food Co., Ltd. 1900. July. *Good Health* (Battle Creek, Michigan). Protose is described as an easy to digest, perfect substitute for meat. There is no evidence showing that gluten was used in this product until 1971. Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in “Protose (Battle Creek).” Note that in 1960 Worthington Foods had acquired Battle Creek Food Co.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned peanut product resembling cold cuts. Can also be used in salads or sandwiches.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 176. The ingredients in “Protose (Battle Creek)” are “wheat protein [wheat gluten], peanuts, wheat and soy flour, corn oil, yeast extract, soy sauce, salt, HVP, niacinamide, thiamin, iron, vitamin B-6, riboflavin, vitamin B-12.”

612. **Product Name:** Bacon Tasters.

**Manufacturer's Name:** Borden, Inc.

**Manufacturer's Address:** Headquarters: 350 Madison Ave., New York, NY 10017.

**Date of Introduction:** 1971.

**Ingredients:** Incl. soy protein isolate.

**New Product—Documentation:** Wolf and Cowan. 1971. *Soybeans as a Food Source*. p. 69. The product is made from soy protein isolate. It is probably spun into fibers.

613. **Product Name:** [Vegetable Meat].

**Foreign Name:** Carne Vegetal.

**Manufacturer's Name:** Industria e Comercio de Productos Alimenticios Vegetal, Ltd.

**Manufacturer's Address:** Brazil.

**Date of Introduction:** 1971.

**Ingredients:** Wheat gluten enriched with soy protein isolate.

**New Product—Documentation:** Horan et al. 1971. *PAG Bulletin* No. 13. p. 26. “This product is made from wheat gluten enriched with soy protein isolate and looks like ground meat. It is in small commercial production and is sold in supermarkets and specialty food shops. It is a relatively expensive product.”

Note: This is the earliest Portuguese-language document seen (Nov. 2014) that mentions a meat alternative, which it calls *Carne Vegetal* (vegetal meat).

614. **Product Name:** Loma Linda Vita-Burger (Meatless Dehydrated Beef-like Product) [Chunks, or Granules].

**Manufacturer's Name:** Loma Linda Foods.



**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1971.

**Ingredients:** Soy flour, salt, natural (vegetable) flavor, caramel color, artificial flavor, spices, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin), ferrous sulfate.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable.

**Nutrition:** Per ¼ cup (0.75 oz–21 gm): Calories 70, protein 15 gm, carbohydrate 6 gm, fat (less than one gm), cholesterol 0 mg, sodium 150 mg, potassium 460 mg.

**New Product–Documentation:** Recipe booklet. 1979, dated. Comes in “regular or chunks.”

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a dehydrated beef-like product.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1971.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

615. **Product Name:** Loma Linda Proteena (Meatless Peanut or Gluten Loaf or Cold Cuts—with Soy Flour).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1971.

**Ingredients:** Wheat protein [wheat gluten], unroasted peanut meal, tomato puree, soy flour, salt, yeast extracts, soy sauce, corn sugar, MSG, seasonings, onion powder, caramel color, water.

**Wt/Vol., Packaging, Price:** 20 oz (567 gm) can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** In 1988: Per ½ inch slice (2.5 oz–71 gm): Calories 140, protein 17 gm, carbohydrate 5 gm, fat 6 gm, cholesterol 0 mg, sodium 460 mg, potassium 260 gm.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan.* 3rd ed. p. 161. The ingredients in “Proteena (Loma Linda)” are: Wheat protein [wheat gluten], unroasted peanut meal, tomato puree, soy flour, salt, yeast extracts, soy sauce, corn sugar, MSG, seasonings, onion powder, caramel color, water.

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned peanut product resembling cold cuts. Can also be used in salads or sandwiches.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 176. The ingredients in “Proteena (Loma Linda)” are “wheat protein [wheat gluten], unroasted peanut meal, tomato puree, soy flour, salt, yeast extract, dextrose, L-lysine, HVP, MSG, caramel color, onion powder, flavorings.”

Label sent by Loma Linda Foods. 1988. Oct. 5.

The ingredients now are: Wheat gluten, raw peanut butter, water, tomato puree, soy flour, salt, natural (vegetable) flavors, dextrose, L-lysine, caramel color, onion powder spices, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin). This product was introduced in 1963. A product called “Soy Beans with Proteena and Tomato Sauce” was introduced in 1934.

616. **Product Name:** Loma Linda Vegeburger (Meatless Hamburger—With Soy Flour). Later renamed VegeBurger or Vege-Burger.

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1971.

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, soy flour, hydrolyzed vegetable protein, salt, yeast extract, dextrose, powdered



onion, caramel color, lysine, MSG, celery and parsley extractives.

**Wt/Vol., Packaging, Price:** 19 oz can. Retails for \$2.13 (12/80).

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per ½ cup (3.8 oz–108 gm): Calories 110, protein 22 gm, carbohydrate 4 gm, fat 1 gm, cholesterol 0 mg, sodium 190 mg, potassium 110 mg.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. The ingredients in “VegeBurger (Loma Linda)” are: Wheat protein [wheat gluten], water, soy flour, hydrolyzed vegetable protein, salt, yeast extract, dextrose, powdered onion, caramel color, lysine, MSG, celery and parsley extractives.

Patricia H. Black and Ruth L. Carey. 1971. *Vegetarian Cookery*. 5 vols. This set of vegetarian cookbooks contains at least one recipe calling for “Vegeburger” (see Vol. 3, p. 18; Oatmeal Herb Loaf).

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. VegeBurger is a canned steak or burger-like product based on wheat protein.

Recipe booklet. 1979, dated. Consumer Reports. 1980. June. p. 357-65. The protein PER is 1.21. Sensory comments: Slight meat flavor. Spicy. Salty. Smoky flavor. Vegetable-oil flavor. Too moist. Crumbly. Granular.

Label for Vege-Burger sent by Loma Linda Foods. 1988. Oct. 5. This product has been reformulated, so that one of the ingredients is now soy protein isolate.

617. **Product Name:** Loma Linda Gluten Steaks.

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1971.

**Wt/Vol., Packaging, Price:** 14 oz can (1971).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Patricia H. Black and Ruth L. Carey. 1971. *Vegetarian Cookery*. 5 vols. This set of vegetarian cookbooks contains many recipes calling for “gluten steaks,” which are sold in 14 oz cans.

618. **Product Name:** Loma Linda Scallops.

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1971.

**Wt/Vol., Packaging, Price:** 14 oz can (1971).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Patricia H. Black and Ruth L. Carey. 1971. *Vegetarian Cookery*. 5 vols. This set of vegetarian cookbooks contains many recipes calling for “Scallops” or “Skallops” (See Vol. 1, p. 37; Green bean and

gluten salad), a gluten-based product.

619. **Product Name:** Primeburger.

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1971.

**Wt/Vol., Packaging, Price:** 20 oz can (1971).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Patricia H. Black and Ruth L. Carey. 1971. *Vegetarian Cookery*. 5 vols. This set of vegetarian cookbooks contains several recipes calling for “Primeburger,” a gluten-based product which is sold in 20 oz cans (See Vol. 3, p. 16-17).

620. **Product Name:** McCormick/Shilling Bac’n Pieces (Imitation Bacon) [Bits, or Chips].

**Manufacturer’s Name:** McCormick & Co., Inc. (Marketer-Distributor).

**Manufacturer’s Address:** East Coast: 414 Light St., Baltimore, Maryland; West Coast: Salinas, California. Phone: 301-771-7301.

**Date of Introduction:** 1971.

**Ingredients:** In 1989: Textured soy flour, partially hydrogenated soy oil, salt, corn starch, artificial and natural flavorings, monosodium glutamate, caramel color, hydrolyzed vegetable protein, FD&C Red #3, BHA as an antioxidant.

**Wt/Vol., Packaging, Price:** 3.25 oz (92 gm) tall plastic jar. Retails for \$1.69 (12/89 California).

**How Stored:** Shelf stable.

**New Product–Documentation:** Wolf and Cowan. 1971. Soybeans as a food source. p. 69. Made from defatted soy flour. The product name is given as Imitation Bacon Bits.

Label. 1989, Dec. Fill color. Brown, green, and red on yellow. “No cholesterol. Uses: Delicious in tossed or pasta salads. Sprinkle over baked potatoes. Spread over cooked hamburgers; add cheese and broil.”

Talk with Polly Murray, head of Consumer Affairs, McCormick & Co. 1991. March 28. The parent company, McCormick & Co. purchased Shilling, a west coast company, in 1947. They still sell their products under the Shilling brand in the western USA (they have a plant in Salinas, California), and McCormick in the eastern USA. This product was introduced in the late 1960s or early 1970s. Jim Sullivan, who is not retired, did a lot of work on it. When the company headquarters were moved from Baltimore to Hunt Valley about 2½ years ago many older files were discarded.

621. **Product Name:** Sanitarium Health Foods Vegelinks (Vegetarian Frankfurter).

**Manufacturer’s Name:** Sanitarium Health Food Co.

**Manufacturer’s Address:** 148 Fox Valley Rd., Wauroonga,



Sydney 2076, NSW, Australia.

**Date of Introduction:** 1971.

**Ingredients:** Wheat protein, vegetable oil, yeast, soy protein, salt, Savex, hydrolysed vegetable protein, onion.

**Wt/Vol., Packaging, Price:** 430 gm can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. Photo shows a frankfurters on a bed of sauerkraut “Vegetable Protein–Serve fried, boiled, barbecued, roasted or grilled.” Recipes for Party Pleasers and Danish Open Omelette.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1971. But note that Worthington Foods introduced a product by this name in 1960, and in 1971 its main ingredient was Fibroprotein, spun soy protein fiber.

622. **Product Name:** Sanitarium Health Foods Soya Loaf (Canned Meatless Meatloaf).

**Manufacturer’s Name:** Sanitarium Health Food Co.

**Manufacturer’s Address:** Sydney, N.S.W., Australia.

**Date of Introduction:** 1971.

**Ingredients:** Soya beans, wheat protein, soy sauce, vegetable oil, peanuts, tomato, monosodium glutamate, onion, salt, herbs.

**Wt/Vol., Packaging, Price:** 425 gm can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label. 1980, undated. “Vegetable Protein–Ideal for casseroles, stews, patties.” Letter from Sanitarium Health Food Co. 1981.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1971.

623. **Product Name:** [Vegetarian Hamburger, and Vegetarian Schnitzel {Rehydrated, Seasoned and Frozen}].

**Foreign Name:** Frozen Schnitzel Tsimchi.

**Manufacturer’s Name:** Shefa Protein Industries Ltd.

**Manufacturer’s Address:** 12 Htaasya St., Arad, Israel.

**Date of Introduction:** 1971.

**Ingredients:** Textured soy flour, hydrolyzed yeast.

**Wt/Vol., Packaging, Price:** ½ kg or 1 kg shallow tray pack with a film wrap overlay.

**How Stored:** Shelf stable.

**New Product–Documentation:** Talk with Sol Katzen, co-founder of Shefa Protein Industries Ltd. 1993. March 14. These were was Shefa’s fourth and fifth products. Sol and his brother set up a food processing line in the Shefa’s plant. They purchased fresh yeast, when they hydrolyzed. They made a solution of this yeast hydrolyzate, dehydrated onion and garlic (both locally produced), and pepper. Then they rehydrated their dry Vegetarian Schnitzel and their SVP in this solution to yield a frozen Vegetarian Schnitzel and Vegetarian Hamburger. The yeast hydrolysate served two purposes: (1) It flavored the structured soy protein; and

(2) It reduced the flatulence factor. The idea of producing a frozen TVP-type product was quite novel at the time. They marketed it for various applications: It could be mixed with egg or egg white and fried to make vegetarian patties, or it could be mixed with meat and served as desired.

624. **Product Name:** Nutmete.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: 614-885-9511.

**Date of Introduction:** 1971.

**Ingredients:** In 1971: Peanuts, corn flour, soya, salt, MSG, water to process.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 160. Lists the ingredients in “Nutmete (Worthington).”

625. **Product Name:** Meat Loaf Mix.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1971.

**Ingredients:** Textured soybean protein [Fibroprotein spun soy protein fibers], rolled oats, vegetable shortening, rice flour, egg albumin, nonfat milk solids, bread crumbs, wheat protein [wheat gluten], dehydrated onions, potatoes, celery, carrots, parsley, sweet red and green peppers, hydrolyzed vegetable protein, salt, MSG, flavorings, caramel, U.S. certified color.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 163. Lists the ingredients in “Meat Loaf Mix (Worthington).” This is an institutional product.

626. **Product Name:** Redi-Loaf Mix.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1971.

**Ingredients:** Textured soy protein, albumin [egg protein], vegetable oil, soy protein, vegetable shortening, plant flavorings and seasonings, rice flour, hydrolyzed vegetable proteins, brown sugar, caramel color, dried onion, salt, yeast, monosodium glutamate, soy lecithin, carrageenan, vegetable mono- and diglycerides, U.S. certified color.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 163. Lists the ingredients in “Redi-Loaf Mix (Worthington).” This is an institutional product.

627. Black, Patricia Hall; Carey, Ruth Little. 1971.

Vegetarian cookery. 5 vols. Mountain View, California, Omaha, Nebraska, and Oshawa, Ontario, Canada: Pacific

Press Publishing Assoc. Illust. by Henry Rasmussen. Recipe index. 24 cm.

• **Summary:** These are lacto-ovo vegetarian cookbooks. "Most of the recipes in these cookbooks have been collected over many years. Some came from association in years past with Paradise Valley Sanitarium and Hospital and with White Memorial Hospital; others came from more recent association with Loma Linda University." The complete nutritional composition of each recipe is given in that back of each book. Note 1. Monosodium glutamate is used in many recipes (For explanation, see Introduction to each volume). Other interesting meaty seasonings include Savorex, Smokene, and G. Washington Broth. Apparently generic names for meatlike products are used ("gluten burger" rather than "Gluten Burger") when more than one Adventist company makes such a product.

Contents: Vol. 1. Appetizers, beverages, salads, dressings and relishes, cooking guides. Vol. 2. Breads, soups, sandwiches. Vol. 3. Main dishes, vegetables. Vol. 4. Pies, cakes, cookies, desserts. Vol. 5. Exotic foods, candies, cooking for a crowd.

Soy- and gluten-related recipes include: Vol. 1: Nut and Soyameat pinwheels (with light Soyameat, p. 16-17). Soyameat puffs (with canned Soyameat, p. 17). Soybean milk (homemade, p. 30). Green beans and gluten salad (p. 37; Skallops [also spelled Scallops, gluten based] or Soyameat may be substituted for diced gluten). Chop suey salad (with Soyameat, or light or dark nutmeat, p. 44). Note 2. This is the earliest vegetarian or health food cookbook seen (June 2004) with "Appetizers" as one of the recipe categories.

Vol. 2: Whole wheat soy bread (with soy flour, electric mixer recipe, p. 15-16; Sponge method, p. 17). Soy cheese spread (with canned tofu, p. 44). Soy cheese and egg filling (with tofu, p. 44). Gluten spread (with canned gluten burger, p. 45). Hot burger sandwich patties (with canned gluten burger, p. 46). Hot gluten sandwich (with canned gluten steaks, p. 46). Hot savory sandwich (with Proast or other nutmeat, p. 47). Nutmeat and olive filling (with Proteena or Nuteena, p. 47). Savory Soyameat filling (p. 48). Soyameat and egg filling (with light Soyameat, p. 48). Soyameat, nut and olive filling (p. 48). Grilled gluten sandwiches (p. 52).

Vol. 3: Homemade gluten (. 15). Gluten roast (p. 15). Gluten burger loaf (with canned "gluten burger," p. 16). Primeburger loaf (with Primeburger [gluten], p. 16-17). Normandy loaf (with Proteena, p. 17). Walnut Proteena roast. Holiday roast (with gluten burger). Oatmeal herb loaf (with Vegeburger, p. 18). Nut roast (with Proteena, p. 21). Cashew nut and gluten loaf (p. 22). Seaside loaf (with Soyameat, p. 23). Ocean fillets (with Soyameat, p. 23). Soy soufflé burger (with dry soybeans, p. 24). Savory soy loaf (with canned soy cheese [tofu], p. 24). Soy cheese (or tofu) loaf (p. 24). Tofu loaf (no eggs, p. 25). Tofu (or soy cheese) patties (p. 25). Browned tofu with mushrooms (p. 25). Nuteena balls (p.

26). Basic gluten balls (p. 26). Nutmeat and rice patties (with Proteena and Nuteena, p. 31). Cottage cheese gluten burgers (p. 31). Chum la King (with Vegesteaks, p. 33). Stroganoff (with canned Soyameat, p. 34). Gluten stroganoff (with canned gluten or Soyameat, p. 34). Savory gluten casserole (with canned Chickettes or other gluten preparation, p. 35). Scalloped Soyameat (with light or dark Soyameat, p. 36). Gluten steaks deluxe (with canned gluten steaks, p. 37). Gluten steaks with mushrooms (p. 37). Shish kebab (with gluten steaks or Tender Bits [made of gluten], p. 37-38). Hearty soybean casserole (with canned Zoyburger, p. 42). Garbanzo and cottage cheese loaf (with Vegeburger, p. 44). Stuffed green pepper (with canned Vegeburger, p. 46). Oriental rice casserole (with gluten or Chickettes, p. 49-50). Chop suey (with fresh tofu, p. 51). Quick chop suey or chow mein (with canned Soyameat, p. 51). Spaghetti marzetti (with canned Vegeburger and Smokene, p. 56). Lasagna (with gluten burger, p. 57). Tetrizzini (with canned white Soyameat, p. 57). Quick eggs Benedict (with beef-style smoked Soyameat, p. 61-62). Eggs con burger (with gluten burger, p. 62). Eggs Vienna (with 6 vegetable wieners, p. 63). Baked soybeans (p. 80). Soybeans creole. Soybeans southern style.

Vol. 4: Soy nut cookies (with 1 cup soy flour, p. 97). Vol. 5: Gluten stew (p. 14). Spanish gluten (p. 14). Gluten nut loaf (with canned gluten burger, p. 16). Ocean fillets (with gluten and Soyameat). Browned tofu (p. 22). Chop suey (with soy cheese [tofu], p. 23). Soy cheese patties (with canned tofu, p. 23). Gluten burger sandwiches (p. 31). Chinese sweet-sour gluten (with canned gluten steaks, p. 41). Sweet-sour Tender Bits (with canned Tender Bits or other gluten preparation, p. 42). Chinese evergreen tofu (p. 42). Japanese sukiyaki (with canned gluten, Tender Bits, or Scallops, p. 45). Scrambled tofu (p. 46). Philippine adobo (with gluten, Tender Bits, or Scallops, p. 48). Philippine gluten curry (p. 49). Philippine gluten escabeche (p. 49). Korean seasoned gluten (with canned gluten, p. 50). Indian gluten curry (with canned gluten, p. 52). Kurma (Indian, with Soyameat, p. 53). Soyameat Indian curry (with canned light Soyameat, p. 53-54). Brazilian Palmito soy loaf (with canned or cooked soybeans, p. 57). Brazilian-style gluten (p. 57).

Can sizes: Chickettes (20 oz). Gluten (14 oz or 20 oz). Gluten burger (14 oz, 28 oz, or 30 oz). Gluten steaks (14 oz). Nuteena (14 oz.). Primeburger (20 oz). Proteena (14 oz). Scallops (14 oz). Soyameat (9 oz or 13 oz). Soyameat, white (13 oz). Soy cheese (12 oz or 14 oz; tofu). Tender Bits (20 oz). Vegesteaks (14 oz). Zoyburger (19 oz). Address: 1. M.S.; 2. PhD.

628. Meiring, Desmond. 1971. *The wall of glass*. London, Sydney, Auckland, Toronto: Hodder and Stoughton. 224 p. See Chap. 23, p. 195. 21 cm.

• **Summary:** This historical novel is set in Israel. In 1948, with fierce fighting and a blockade in place, there was little



food left in the Jerusalem's New City restaurants, so Maria (a nurse) took Amos (her husband) to the hospital canteen. "They went to the counter. It was soya sausages, potatoes, cabbage. He knew they were lucky to get it."

629. Rose, Carrie; Peterson, Melinda. 1971. *The whole wheat heart of Yasha Aginsky: A vegetarian cookbook*. New York, NY: E.P. Dutton & Co., Inc. 128 p. Illust. Recipe index. 31 cm.

• **Summary:** Contains 3 soy-related recipes: (1) "Tofu." A simple recipe for how to make tofu at home from full fat soy flour, using lemon juice as a curdling agent. "Tofu, better known as bean curd, is rich in protein and mainly used in soups, much as are chopped vegetables. Save the residue [okara] to use in breads, casseroles, loafs or soup." (2) "Soy Nuts." Soaked soybeans fried a few at a time in 1 inch of hot oil, then drained and salted. "One handful gives you an enormous amount of protein." (3) "A Loving Soy Pat or Two." Deep-fried patties containing whole and chopped soybeans, miso, vegetables, tahini, and whole wheat flour.

630. Watanabe, Tokuji; Ebine, Hideo; Ohta, Teruo. eds. 1971. *Daizu shokuhin [Soyfoods]*. Tokyo: Korin Shoin. 271 p. Illust. Index. 22 cm. [134 ref. Jap; eng+]

• **Summary:** This is the best book published to date on soyfoods in Japan; however it is written in Japanese. Contents: 1. Classifications and varieties of soybeans (p. 1). 2. Physical characteristics of soybeans (p. 5). 3. Chemical characteristics of soybeans (p. 9). 4. Standards and methods of examining soybeans (p. 47). 5. Special characteristics and problems of using soybeans for food (p. 53).

6. Current status of the soybean industry in Japan (p. 63). 7. Soymilk and various types of tofu: Aburage (deep-fried tofu pouches), ganmodoki (deep-fried tofu burgers), kôri-dofu (dried frozen tofu), soymilk, and yuba (p. 75). 8. Fermented soyfoods: Natto (p. 123-40), shoyu (p. 141-67), miso (p. 168-95), fermented tofu (*rufu*) (p. 196-202). 9. Other soyfoods: Kinako (p. 203-04), soy sprouts or moyashi (p. 206-08), tempeh or tenpe (p. 209-17). 10. Quality and usage of defatted soybeans (*dasshi daizu*) (p. 219).

11. New food uses of soybeans and especially defatted soybeans (incl. 70% soy protein powder, soy protein curds, soy protein isolate, surimi gel, spun soy protein fibers) (p. 229). 12. Advice regarding supplying protein from organizations such as the United Nations and FAO (p. 257).

A 47-page translation of portions of this book (parts of Chapter 6 and all of Chapter 7) by Akiko Aoyagi and Chapters 8.1 and 8.2 by Alfred Birnbaum are available at Soyfoods Center.

Tokuji Watanabe was born in 1917. Hideo Ebine was born in 1921. Teruo Ota was born in 1926. Address: National Food Research Inst., Tokyo.

631. **Product Name:** Loma Linda Dinner Bits.

**Manufacturer's Name:** Loma Linda Food Co.

**Manufacturer's Address:** 11503 Pierce Place, Riverside, CA 92515.

**Date of Introduction:** 1971?

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, vegetable oil, soy flour, oat flour, dried yeast, salt, onion powder, monosodium glutamate, dextrose, lecithin, caramel.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product-Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 161. Lists the ingredients in "Dinner Bits (Loma Linda)."

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned steak or burger-like product based on wheat protein.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 175. The ingredients in "Dinner Bits (Loma Linda)" are "wheat protein, vegetable oil, soy flour, oat flour, dried yeast extract, salt, onion powder, MSG, dextrose, lecithin, caramel."

632. **Product Name:** Loma Linda Tastee Cuts (Imitation Beefsteak).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1971?

**Ingredients:** In 1971: Wheat protein [wheat gluten], water, yeast extract, salt, hydrolyzed vegetable protein, MSG, dextrose, onion powder, lysine, caramel color, celery and parsley extracts.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product-Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 162. Lists the ingredients in "Taste Cuts (Loma Linda)."

It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned steak or burger-like product based on wheat protein.

Ad in Natural Foods Merchandiser. 1984. Feb. p. 113. "A lot more than meats the eye. Loma Linda Foods taste great."

633. **Product Name:** Lange Breakfast Style Vegetable Links.

**Manufacturer's Name:** Nu Vita.

**Manufacturer's Address:** -

**Date of Introduction:** 1971?

**Ingredients:** In 1971: Wheat gluten, potato meal, filberts, peanuts, unbleached flour, brown rice, dehydrated onion and garlic, hydrolyzed vegetable proteins, vegetable oil, soy sauce, salt, seasonings, processed in water and condensed

smoke.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1971. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 3rd ed. p. 161. Lists the ingredients in “Lange Breakfast Style Vegetable Links (Nu Vita).”

634. Heindel, Max. 1972. *New age vegetarian cookbook*. 3rd ed. Oceanside, California: Rosicrucian Fellowship. 492 p. Index. 21 cm. 1st ed. 1968.

• **Summary:** Soy-related recipes: Soybean milk as a substitute for cow’s milk (p. 14; it contains twice as much calcium, and has a higher protein value). About vegetarians (p. 17-18; the first law of occult science is “Thou shalt not kill”). Soy beans (p. 19-20; “Only in recent years has the soy bean gained acceptance in the Western World.” Nutritive value, fresh green beans, sprouts, oil, soy flour, toasted soy beans [soynuts and soynut butter], shelled beans are nutritious as green vegetables, [whole dry] soybeans, soy grits, making soy bean sprouts at home). Soya milk (from soya beans, p. 126). Soy milk (from soy milk powder, p. 126). Soya pineapple tonic (drink with soya powder, p. 128). Soya carob bread (with powdered soy milk, soya carob flour, and soybean oil, p. 141). Soya muffins (with soya flour, p. 146). Soya flap jacks (with sour soya milk, p. 156). Soy waffles–wheatless (with Soya Powder, p. 158). Vegetable soy milk soup (with soy bean powder and “soy butter,” p. 182). Soy noodles (with soybean flour, p. 184). Soy sponge balls (with soy flour, p. 184). Pastitsio (with soy noodles, p. 200). Baked soy beans (p. 202). Soy cheese (tofu) (made from soybean milk coagulated with lemon juice, p. 203). Soy beans and zucchini (p. 204). Soy bean patties (p. 205). Soy beans and vegetables. Baked soy cheese supreme ([tofu], p. 205). Soy slice (with “soy nuts” and peanuts, p. 206). Soy bean loaf (p. 207). Soybean omelet (with soybean pulp [see p. 241–ground cooked soybeans], p. 222).

Vegetables–Soybeans: Introduction. Soybean medley (p. 239). Cooked soybeans (p. 240). Baked soybeans. Soybean casserole. Soybean pulp (p. 241). Soybean soufflé. Soy waffles (p. 241). Soy gravy (with soy sauce, p. 318). Soybean stuffing (with canned soybeans, p. 331). Soy grits stuffing (p. 332). Soy bean butter (with soybean flour, water, and oil, p. 481).

Note: The author’s name “Max Heindel” is printed on the spine but not on the title page or other front matter. He is also the author of numerous other books published by the Fellowship, advertised in the back of the book, such as: Occult principles of healthy and healing. The message of the stars. Mysteries of the great operas. Gleanings of a mystic. Simplified scientific astrology. The Rosicrucian cosm-conception.

Also discusses: Almonds, nutmeat (mostly peanuts, some soybean meal), peanuts, sesame butter, sunflower seeds. Address: Rosicrucian Fellowship, International Headquarters, Mt. Ecclesia, P.O. Box 713, Oceanside,

California 92054.

635. Shufflebarger, Virginia. 1972. Menu ideas using February’s plentiful foods. *Washington Post, Times Herald*. Feb. 17. p. E3.

• **Summary:** These family-tested menus feature foods that are “officially listed as Plentiful Foods by the U.S. Department of Agriculture.” A logo shows the USDA’s “Plentiful Foods” logo.

Peanuts contain as much protein (about 26%) as an equal amount of cooked hamburger or cheddar cheese. They are also a good source of food energy, B vitamins, and minerals.

“Eggs are such a good source of protein that they, like nuts, are counted as meat alternatives.”

636. Huang, Su-Huei. ed. 1972. *Chinese cuisine: Wei-Chuan cooking book*. Taipei, Taiwan: School of Home Economics, Wei-Chuan Foods Corp. 181 p. Illust. No index. 22 cm. [Eng]

• **Summary:** On each page is one recipe and a half-page color photo of the prepared dish. The title of the recipe is written in English in large bold letters and is also given in (to the right) in small Chinese characters, just above the number of servings. Most of the recipes call for ¼ to ½ teaspoon of MSG; many call for soy sauce.

On unnumbered pages at the front of the book are (1) A two-page color photo, on a light blue background, of 39 special ingredients, each numbered, with the numbers and names across the bottom of the pages. These include: “9. nori. 24. pickled plum (*umeboshi*). 25. bean curd noodle [pressed tofu noodles]. 30. bean curd wrapper (*pronounced ‘bai ye’*) [pressed tofu sheets]. 35. bean curd skin [yuba in large, semicircular thin sheets].

(2) Description of some other special ingredients: “Hot bean paste (*pronounced ‘la jiao jiang’*). This is made with red peppers [and soy beans] and has a very hot taste.” “Sweet bean paste (*‘t’ien mien jiang’*). This is made with steamed, fermented bread (black color).” Note 1. Why is this called “Sweet bean paste”? What kind of beans are used to make it?

“Soy bean paste (*‘do ban jiang’*). This is made with fermented soy beans (black color).” “Fermented black bean (*‘do shr’*). This is black [soy] beans which are steamed, then marinated in soy sauce or salt.” “Pickled bean curd [fermented tofu] (*‘do fu ru’* or *‘Chinese cheese’*). This is bean curd which is dried and then pickled; there are many different kinds with different seasonings.”

(3) Helpful hints: “In all recipes you may substitute Worcestershire sauce for dark vinegar.”

In Chapter 3, “Pork and beef,” soy related recipes are: Shredded pork with sweet soy bean paste (with 1.3 tablespoons “sweet soy bean paste,” p. 39). Note 2. This is the earliest document seen (Feb. 2009) that contains the term “sweet soy bean paste.” See also p. 104 below.



Pork ribs with dried black fermented beans (p. 41). Pork in preserved bean sauce (p. 42).

In Chapter 4, “Sea Food,” is a recipe for Steamed carp with fermented black beans (p. 64).

In Chapter 5, titled “Bean curd and eggs” (p. 102-15) are recipes for: Stewed bean curd (with “½ squares bean curd”). Assorted dish with hot sauce (with “½ tablespoon hot soy bean paste, ½ tablespoons sweet soy bean paste,” p. 104). Bean curd stuffed with minced pork. Ma-Po’s fried bean curd with pork. Bean curd leaf rolls with minced pork (With “bean curd wrappers”). Beancurd noodles with celery salad (with “4 oz. {store-bought} bean curd noodles”). Vegetarian chicken (with “16 bean curd sheets”).

Also: Green peppers stuffed with chopped meat (p. 122, with “1 tablespoon fermented black beans, crushed”). Bitter melon stuffed with fermented black beans (p. 126, with “2 oz. fermented black beans”). Eggplant with bean curd skin (p. 133, with “1 sheet beancurd skin” and “1 sheet nori” [sea vegetable]). Bean curd in earthen pot (p. 142, with “3 squares bean curd”). Address: 19 West Nanking Road, Taipei, Taiwan.

637. Aihara, Cornelia. ed. 1972. *The dô of cooking* (Ryorido). Vol. 1. Macroguide No. 13. San Francisco, California: George Ohsawa Macrobiotic Foundation. 109 p. Illust. No index. March. 25 cm.

• **Summary:** All recipes in this macrobiotic cookbook are numbered. Contains information on soy sauce and miso (p. 44-45). Soy-related recipes include: “Top of stove” casserole noodle soup (with “dry tofu” [dried-frozen tofu] and fried wheat gluten, p. 58). Fried whole wheat noodles (with seitan, p. 60). Homemade noodles with soup (and barley miso, p. 61). Onion miso (p. 62). Rolled cabbage with tofu (p. 63). Wheat gluten (p. 71, made from 10 cups whole wheat flour and 4 cups unbleached flour). Seitan (p. 72). Fresh wheat fu (2 versions). Serving recipes—boiled fu (p. 73). Fried fu—gluten cutlet. Shish kebab (with cooked fu, p. 73-74). Making tofu (at home using 3 cups soybeans and nigari, p. 75-76). Making nigari (p. 76). Quantity tofu preparation (using 10 lb soybeans). Okara or onohana (sauteed with soybeans and vegetables, p. 76). Tofu with kuzu sauce (p. 78). Fried tofu. Shinano-age (Fried tofu with buckwheat, p. 79). Kaminari Tofu (Thunder Tofu, p. 79). Nori-maki (Tofu rolled in nori, p. 80). Age-tofu (stuffed tofu, variation, p. 80-81). Miso salad dressing (p. 90). Bean sprout miso salad (p. 91; it is not clear what kinds of beans the bean sprouts are made from—probably mung beans). Gamodoki ([Ganmodoki] mock goose; p. 99-100).

Note 1. This is the earliest (and only) English-language document seen (April 2013) that contains the word *gamodoki* or the term “mock goose,” both of which refer to deep-fried tofu burgers.

French bread made with gluten water (p. 104). Amazake is not mentioned. Some recipes call for chicken or fish as

ingredients.

Note 2. This is the earliest cookbook seen (July 2005) that gives a recipe for making seitan, as follows: “1 T. [tablespoon] dark sesame oil. 1 T. minced gingerroot. 1-2 cups soy sauce. 5 cups cold cooked gluten. Heat oil in a sauce pan, add minced ginger (use only fresh ginger) and saute. The amount of soy sauce used depends upon how long you intend to store the Seitan. Use a larger amount of soy sauce for longer storing and refrigerating. Add soy sauce, bring to a boil, and drop in pieces of gluten. Cook on low heat for three hours, stirring frequently. Remove cover and continue cooking until excess liquid is absorbed and evaporated. Seitan is ideal as a seasoning in noodles au gratin, stews, cooked with vegetables, etc. It will keep for long periods of time in the refrigerator.”

After Volume 2 of this series of four seasonal cookbooks was issued, Volume 1 was subtitled “Spring Cooking.” Address: San Francisco, California.

638. Wiener, Joan. 1972. *New food freaks. Seventeen.* March. p. 134, 156, 158.

• **Summary:** This entire issue is about California. When the writer first came to California in 1967, it blew her mind. It was everything she had wanted back east but couldn’t get. Lots of sunshine, great vistas, abundant organic food, bags of brown rice, refrigerators packed with honey ice cream and goat’s milk yogurt, crates of California fruits and vegetables “untouched by man-made chemicals. It was food-freak heaven!... Since then the natural food scene has exploded. There are longhair-owned restaurants and stores with names like “The Radiant Radish” (in Los Angeles), “Wholly Foods” (Berkeley), “The Good Earth” (Fairfax), and “Agape Natural Foods” (San Francisco). Hundreds of young people are going back to the land and to farming. Thousands more are buying organic foods at natural food stores. New Age Natural Foods is a huge, magnificent, almost unbelievable natural foods supermarket on California Street in Palo Alto—featuring pretty, healthy young salespeople, a huge produce section, a take-out deli (she watched as someone made meatless sesame burgers with chickpeas and miso), fresh pressed juices and information—such as free pamphlets on recycled paper with titles like “The Sugar Story,” “The Oil Story,” “The ‘Not’ List.” The manager, Randy Fishel, age 25, has been in business for 6 years. Randy says that when Fred Rohe opened New Age [in San Francisco] in 1969, the customers were mostly hip long-hairs. Today, 35% of the customers are the wives of doctors and lawyers. Also in 1969 Fred Rohe and Randy created Organic Merchants (OM), the only trade association for natural food stores; today there are 110 members—“mostly freaky little stores run by young people.” OM is very concerned with quality control.

Photos show: (1) Jim Baker and Robin Baker, owners of The Source restaurant, seated at a table under an awning. (2) Warren Stag at his restaurant, H.E.L.P. Unlimited.

(3) Customers weighing their purchases at New Age supermarket. Address: San Francisco.

639. Robinson, Radcliffe F. 1972. What is the future of textured protein products? *Food Technology* 26(5):59-60, 62-63. May.

• **Summary:** Contents: Introduction. How it all began. Two types of products developed: Spun protein (1957), and extruded protein (“Soy flour, soy concentrate, or soy isolate—individually or in combination, with or without fibers—can be combined with other ingredients, including colors and flavors, and extruded to form beef-like strips, meat-like nuggets, or various other analogs in various shapes and sizes. The extruded products are usually sold as a dehydrated ingredient for use in place of or in conjunction with fresh meat.”) Products improved: New uses and products, improved characteristics, specifications, supply, and cost. Effect on industry. Effect on institutions. Effect on consumers. Educational program necessary. Major effort required (The plant protein industry has great potential).

“How it all began: Dr. John Harvey Kellogg started the plant protein industry in 1866. He was one of the early pioneers in the field of nutrition who are today referred to as food faddists.”

“In 1879, Dr. Kellogg married a girl from New York whose hobby was running an experimental kitchen. They worked together to invent the toasted wheat flake, decaffeinated coffee, and a peanut butter and also made many clever products which tasted vaguely like beef or pork or veal—the first protein analogs. Dr. John Harvey Kellogg created an industry, but he never became a part of it. Plant proteins per se had no economic place in the food picture of 1879 when meat was plentiful, and his meat analogs were destined to be used only by vegetarians who for religious, ethnic, or health reasons preferred not to eat meat.

“He died in 1942, probably one of the greatest serendipitists of our times. Although he had pioneered the plant protein industry as a healthful and expedient way to escape the putrefactive and disease-causing factors in the meat and perishable commodities of his time, what he really did was develop a means of nourishing a world with high quality protein when the price of meat or its availability become factors in family nutrition.

“Plant protein products today differ greatly from the prototype veal steaks which Dr. Kellogg and his wife made from fresh wheat gluten.” Address: Manager, Product Development- Food Ingredients, Marschall Div., Miles Laboratories, Elkhart, Indiana 46514.

640. Conrat, Maisie. 1972. Soybean cookery. *Organic Gardening and Farming* 19(7):89-93. July.

• **Summary:** Discusses the benefits of soybeans and their products: whole soybeans, soy flour, tofu, miso, and soy sauce.

“If you go into a natural food store today, you will find soybeans available in many forms. In some stores you’ll find two or more varieties of whole beans as well as soy grits and soy meal, soy powder and soy flour. Most stores also carry roasted, salted soy nuts and a kind of soy cheese called tofu. They will have noodles, spaghetti, and macaroni made from soy; and they will also carry exotic soy products like miso. This may seem like a lot of things to get from one kind of bean, but in Japan, where soy is considered a protein staple, you will find more products yet...”

“Both tamari soy sauce and miso are made from fermented soy beans. (Regular commercial soy sauce has been adulterated with various chemicals to simulate fermentation.) Miso is a thick paste made from black [not true] soybeans and rice, and has the same flavor as tamari soy sauce. You can use miso as you would beef extract in making soups, stews and sauces.

“Tofu is a kind of soy cheese. It is widely used throughout China and Japan, where it is available in many forms. Tofu is made from clabbered soy milk, just as cottage cheese is made from clabbered cow’s milk. It is very mild and delicate, so you will probably want to serve it in a sauce or soup that has plenty of character.”

Contains recipes for: Apple soy crisp (with soy meal). Soy pancakes (with soya flour). Soy cheeseburgers (with soybeans). Soy balls (with soy powder).

641. *Food Processing (Chicago)*. 1972. Color and “crunch” at a fraction of the expense. Textured vegetable garnishes simulate mushrooms, peppers. 33(7):F12-F13. Foods of Tomorrow section. Summer/July.

• **Summary:** Discusses Mira-Tex 315 (imitation unflavored mushrooms, cost \$0.57/lb), and Mira-Tex 310-7 and 310-8 (imitation red and green bell peppers, \$0.80/lb), varieties of textured soy flour made by A.E. Staley Manufacturing Co., Industrial Products Group, 2200 Eldorado St., Decatur, Illinois 62525.

“Although the initial area of acceptance for textured vegetable protein has been in meat analogs, partial meat replacers, and binders, a new important area for use of these ingredients is opening. Nutritious garnishes formulated with textured vegetable proteins perform better than dry vegetables in many applications, and add color and ‘crunch’ at much lower costs than dehydrated or freeze-dried ingredients...”

“Suggested applications for the unflavored mushroom imitators include dry soups, gravies, sauces, pizza and spaghetti sauces, and various processed or dry ethnic style foods.

“They also replace bell pepper... Suggested uses include ala king mixes, soups, ‘fiesta’ corn, frozen or canned main dishes, dehydrated casseroles, and dips.”

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “meat replacers”



(or “meat replacer”—with any combination of hyphens or quotation marks).

642. Worthington Foods, Division of Miles Laboratories. 1972. Happy cooking: With recipes by Worthington (Leaflet). Worthington, Ohio. 3 panels each side. Each panel: 22 x 9 cm. Aug.

• **Summary:** Contains ten recipes using the following Worthington products: Frozen Chicken Style Slices. Wham (16 oz can). Granburger (dry). Prosage (frozen). Choplets (20 oz can). Veja-Links (19 oz can). Vegetable Skallops (20 oz can). Vegetarian Burger (20 oz canned). Soyameat Fried Chicken Style (13 oz can). Non-Meat Balls (19 oz can). The cover is gold and black on white. Address: Worthington, Ohio 43085.

643. **Product Name:** GranBurger (Dehydrated Granular Burger-like Product).

**Manufacturer’s Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1972 August.

**Ingredients:** In 1975: Soy protein concentrate, Fibroprotein [spun soy protein fiber], isolated soy protein, onion powder, HVP, sucrose, salt, caramel color, artificial color, niacin, iron, calcium pantothenate, vitamin B-6, riboflavin, thiamin, vitamin B-12.

**Wt/Vol., Packaging, Price:** Dehydrated in 10 oz Pure Pak paper carton (like milk). Retail for \$2.70 (7/90, California).

**New Product–Documentation:** Worthington Foods, Division of Miles Laboratories. 1972. “Happy cooking: With recipes by Worthington” (Leaflet). Worthington, Ohio. 3 panels each side. Contains a recipe using Granburger (dry).

It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a dehydrated beef-like product based on spun soy protein fiber.

Predicasts. 1974. World Manufactured Soybean Foods. p. 13. Horan. 1974. Meat analogs. p. 380. This product is made of textured soy flour (50% protein).

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 175. The ingredients in “Granburger (Worthington)” are given.

Worthington Foods. 1981. Feb. 1. Dealer wholesale price list–order blank. Lists Granburger.

Shurtleff & Aoyagi. 1983. History of Worthington Foods. p. 11.

Color photo of package in *Linda McCartney’s Home Cooking*. 1990. p. 18. The package is a Pure-Pak gable-top carton (like a milk carton). The label is orange, brown, red, and white. 10 oz. 283 gm. “Vegetable protein granules. Artificial beef flavor. Contains no meat. Use like ground beef. Makes over 1.8 pounds.”

Seventh-day Adventist Dietetic Assoc. 1990. *Diet*

*Manual, Including a Vegetarian Meal Plan. 7th ed.*

Appendix A.6-27. Ingredients are now: Textured soy protein concentrate and isolate, onion powder, hydrolyzed vegetable protein, sugar, salt, artificial color, iron (as ferrous sulfate), niacinimide [niacinamide], natural smoke flavor, calcium pantothenate, vitamin B-6 (pyridoxine hydrochloride), sulfating agents, vitamin B-2 (riboflavin), vitamin B-1 (thiamine mononitrate), vitamin B-12.

644. Norman, Barry. 1972. Meat on his feet. *Guardian (England)*. Sept. 18. p. 13.

• **Summary:** The quality of life seems to get better and better: “how does Kesp grab you, for a start–ready-spun, machine-women, pre-shrunk meat made of beans. Eat it or wear it, presumably the choice is yours.”

Courtaulds says that spinning protein ““ gives the product a fibrous texture not unlike meat or chicken.””

The other night on television, Professor Jacques Monod and colleagues “were discussing the attractions of genetic engineering....” Ah, the future is beginning to take shape. Before long we will be sitting down to enjoy “roast sirloin of bean, leg of bean, and fillet of bean au poivre. Or, to put it another way, delicious, mouth-watering Kesp.”

Note 1. This is the earliest English-language document seen (Oct. 2014) that mentions Kesp, a meat alternative made by Courtaulds—probably from spun soy protein fibers made from soy protein isolates.

Note 2. This is the earliest document seen (Oct. 2014) that mentions Courtaulds in connection with Kesp. Courtaulds is a pioneering British spinning company, founded in 1794 as George Courtauld & Co. that initially spun silk and made crepe and textiles in north Essex. In 1909 Courtaulds entered the market of cellulose (man-made fibers such as viscose and acetate) in North America with the setting up of the American Viscose Corporation. Kesp is also made from man-made fibers.

Note 3. We are not told from what kind of bean Kesp is made, nor whether it is being sold commercially. Actually, it is made from spun soy protein fibers.

645. *Times (London)*. 1972. Synthetic foods ‘watchdog’ established. Sept. 22. p. 2, col. 4.

• **Summary:** Britain’s Ministry of Agriculture, Fisheries and Food has established “an intelligence unit to watch over the research and manufacture of synthetic and unconventional protein foods for people and animals...”

“The unit, part of the ministry’s London-based food science division, will report on new processes for converting natural vegetable products and industrial residues and materials [such as petroleum] into food protein.

“Kesp, a man-made ‘meat’ with a sponge texture based on soya protein, is being launched next month by Courtaulds and RHM (Rank Hovis McDougall) to caterers in the Northwest.”

Note 1. This is the earliest document seen (Oct. 2014) that mentions RHM (Rank Hovis McDougall) in connection with Kesp, a meat alternative.

646. P.A. 1972. This homespun steak never chewed the cud! *Irish Times (Dublin)*. Sept. 29. p. 1.

• **Summary:** Starting next month, edible spun protein (“mock meat for the uninitiated”) is expected to appear on the menu of factory canteens.

Courtaulds, the fibre giant, has spent three years perfecting the techniques of spinning a steak from vegetable protein. The product is named Kesp and it will be available to hundreds of industrial workers in the north-west of England—as they join the “eating revolution.” The word “Kesp” is derived from Courtaulds edible spun protein.

Yesterday, Courtaulds held their first public tasting session in Coventry and opinions of Kesp varied widely; some thought it was a very acceptable alternative to beef and chicken. The menu included: “Kesp apple salad; Kesp mushroom vol-au-vent; Kesp stockholm (home spun meat balls); Kesp cutlets and Kesp Kromeskies, which are a sort of sweet and sour” Kesp. Kesp can be deep fried, and it often relies heavily on the use of sauces. Most recipes can be prepared in about ten minutes.

“And, assured the Kesp man, it will not cause nylon hairs to grow on your chest.”

Note: Apparently either testing or test marketing is scheduled to start in Oct. 1972. Again, we are not told from what Kesp is made.

647. Cockburn, Claude. 1972. That immanent catastrophe. *Irish Times (Dublin)*. Oct. 6. p. 12.

• **Summary:** “Experts at Courtaulds have, it is reliably reported, at length found practical means to by-pass the cow.” The new, nutritious stuff is named Kesp. Experts say it will take some time “before it gets from the laboratories’ mass production and thence to the corner kesp-shops and super-kesperies.”

By that time farmers will hopefully find “gainful employment in other spheres of useful activity,” and society will find some way of preventing “some powerful group or groups of kesp-tycoons” from cornering the marketing and driving up prices until they guarantee a 25% return on their investment.

648. **Product Name:** Tan Pups (Skewered Seitan Deep-Fried in a Breaded Batter).

**Manufacturer’s Name:** Amartseff (Nik and Joanne).

**Manufacturer’s Address:** 216 Gardner Rd., Brookline, MA 02146.

**Date of Introduction:** 1972 October.

**Ingredients:** High-protein wheat flour. Broth: Water, kombu, sauteed onions, soy sauce, fresh gingerroot. Batter: Pre-ground corn meal, fresh onions, garlic, salt, soy sauce,

some of the concentrated liquid in which the seitan had been cooked, and maybe some water.

**How Stored:** Unrefrigerated and perishable.

**New Product–Documentation:** This was probably one of America’s first two commercial seitan products. With this extremely innovative, all-American product, seitan was transformed from a salty black seasoning into a juicy meat substitute, and the pattern was set for most subsequent seitan products in the western world.

Talk with Nik Amartseff (P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2942; by June 20: P.O. Box 135, Chesterfield, New Hampshire 03443. Phone: 603-256-6750). 1992. May 24. Nik created this product. He and his first wife, Joanne Street Amartseff, made this product together out of their home, though they never operated under a company name. Joanne now lives in Mission Hill, near Brookline, Massachusetts. They first made the product at Gardner Road in Brookline. It was sort of the Erewhon executive house. The name was a play on two words: “Tan” came from Seitan, and “Pups” came from Hot Dogs.

Nik thinks he first made seitan at home in Los Altos, California. He learned the process by reading about it, either from an early issue of *East West Journal* (which began publication in Jan. 1971), or from a book. *Order of the Universe* (which he also read later) had started publication by 1967. He and Joanne first moved to 216 Gardner Rd. in Boston in May, 1971, when Paul Hawken invited them to Boston from Los Altos, California, where he and Joanne worked at Fred Rohé’s New Age Natural Foods. Nik immediately began to work at the Erewhon warehouse and to live at the Erewhon executive house together with Paul and Dora Hawken, Bill and Renee Tara, Hy and Laura Lerner, and some single people including Wally Gorell and Bill Garrison. The women did the cooking in the house, but some of them (including his wife) also cooked the lunches for the workers at the Erewhon warehouse.

Before Nik and Joanne arrived, Renee Tara was baking ready-to-eat unyeasted macrobiotic goodies at home on Gardner Road and selling them at the Erewhon retail store. When Bill and Renee left for England, Renee asked Joanne if she would like to continue this little cottage industry. So in the early spring of 1972 Joanne stopped cooking for Erewhon and took over Renee’s business, with the help of Nik’s sister, Vera, baking at the Gardner Road house to supplement the family income. Joanne’s project was quite successful right away, in part because she did not toe the macrobiotic line very strictly. She sweetened up Renee’s strict macrobiotic line and added a number of innovative sweet baked snack foods, which apparently no one else thought of or dared to attempt, such as cookies, yeasted cinnamon-maple nut rolls, fruit tarts, and fig newtons. Nik continued to work full time at Erewhon, but during his time off he experimented with making seitan. He had two ideas: One was to use small pieces of seitan mixed with



sauteed vegetables as a filling for piroshki (small cases of dough around the filling; Nik is part Russian), and the other he called Tan Pups—skewered deep-fried seitan on a stick. Joanne recalls that they may have sold these two seitan foods a few times (she is not sure) but they were not regular items. However Nik is quite certain that for at least the last few weeks before he and Joanne moved to New York state, in order to have some extra money, they “baked like crazy” and sold Tan Pups and Piroshki.

In May 1972 Nik quit Erewhon for a while, and he and his wife moved to New York state. They returned to the Gardner Road house in Boston in Sept. 1972 and Joanne resumed baking. At this point Nik began baking with Joanne, mainly out of necessity to make some money. Their two lines of baked products were (1) Joanne’s former line of sweet snack foods, and (2) savory products (such as the Piroshki and Tan Pups). Their two seitan products were on the market by about Oct. 1972 and they soon became popular.

They made Tan Pups entirely by hand as follows: The night before make raw wheat gluten from whole wheat flour (which they bought in bulk from Erewhon). The next morning, cook the loaves of gluten in large enamel kettles with water, kombu, sauteed onions, garlic, and freshly grated gingerroot. About half way through the cooking, add soy sauce. Remove the seitan and simmer the liquid until it is reduced to about ¼ its original volume. Slice the seitan into pieces about ¾ inch square and 3 inches long (like a hot dog with a square cross-section; the traditional New England Corn Dog influenced the product concept). Set aside any scraps or trimmings to use later in making Piroshki. In a blender, prepare a thick batter (having a consistency between crepe and pancake batter) using pre-ground corn meal, fresh onions, garlic, salt, soy sauce, some of the concentrated liquid in which the seitan had been cooked, and perhaps some water. Skewer the seitan pieces from one end, then dip them in the batter (without dusting in a dry breading), and deep-fry, placing them like spokes of a wheel in cast iron pots. When they are crisp and piping hot, deliver to stores.

These savory vegetarian foods (typically 100 Tan Pups and 50 Piroshki) were sold at only two outlets: Most at the Erewhon retail store at 342 Newbury St. in Boston, and the rest at The Organic Food Cellar, also on Newbury St. At Erewhon, they were sold on (or later in) a glass case about 10 feet from the entrance of the store. The products were sold in bulk, without packaging or labels. Nik usually delivered them by 3:00 in the afternoon, which was found to be a prime selling time. Most were sold by 6:00 and almost none were left the next day. He delivered 2-3 times a week. The work was exhausting.

But there was a lot of turmoil at the Gardner Road house, so Nik and Joanne moved in with John Deming in Allston (Massachusetts), then with friends in Saugus, then to Gloucester (27 miles northeast of Boston) by Nov. 1972. At each of the 3 houses they made the Tan Pups, Piroshki, and

sweet snack foods.

In early 1973, Kathy and Mike Atherton, friends of Nik and Joanne’s (Mike was employed at the Erewhon warehouse) moved to Boston from New York. Joanne was due to have a child in June 1973. The business was too labor intensive and soon the family would need more money. So the Amartseffs gave their friends the home business (free of charge) and it was moved to the friends’ home in the north end of Boston. Nik gave them the recipes and his two outlets, and showed them how to make all the products. Nik was re-hired to work full time at Erewhon by Bill Garrison. Nik and Joanne’s son was born in June 1973.

The Amartseffs’ friends continued to sell Tan Pups and Piroshki through at least the autumn of 1973, then they moved on—and the products went off the market. The business never did have a real name.

Nik never heard of nor tasted Tan Pops, the successor of Tan Pups, made by John Weissman.

Talk with Joanne Amartseff. 1992. July 8. She just talked with Nik’s sister, Vera, who both Nik and she think has an excellent memory. Vera (who now lives in San Francisco) does not recall them making any seitan products before Nik and Joanne left for New York.

**649. Product Name:** Piroshki (Filled with Seitan).

**Manufacturer’s Name:** Amartseff (Nik and Joanne).

**Manufacturer’s Address:** 216 Gardner Rd., Brookline, Massachusetts.

**Date of Introduction:** 1972 October.

**Ingredients:** Dough: Whole wheat flour, water. Filling: Seitan scraps.

**How Stored:** Unrefrigerated and perishable.

**New Product–Documentation:** This was probably one of America’s first two commercial seitan products. Talk with Nik Amartseff (P.O. Box 100, Cambridgeport, Vermont 05141. Phone: 802-869-2942). 1992. May 24. This product was introduced at the same time as Tan Pups, which see. To make the Piroshki, Nik and his wife, Joanne, used the same leavened dough that they used for the Cinnamon-Maple Nut Rolls. It was cut, rolled, and filled with ground scraps left over from making the Tan Pups. Then the Piroshki were deep-fried. They made typically 50 a day.

**650. Product Name:** Kesp (Meat Alternative Made from Spun Soy Protein Fibers).

**Manufacturer’s Name:** Courtaulds.

**Manufacturer’s Address:** England.

**Date of Introduction:** 1972 October.

**Ingredients:** Based on Soy protein.

**New Product–Documentation:** Norman, Barry. 1972.

“Meat on his feet.” *Guardian* (England). Sept. 18. p. 13. Discusses Kesp.

*Times* (London). 1972. “Synthetic foods ‘watchdog’ established.” Sept. 22. p. 2, col. 4. “Kesp, a man-made

'meat' with a sponge texture based on soya protein, is being launched next month by Courtaulds and RHM (Rank Hovis McDougall) to caterers in the North-west."

651. Hellman, Hal. 1972. The story behind those meatless "meats." *Popular Science*. Oct. p. 78-80, 164.

• **Summary:** Discusses the production of meat analogs from soybeans, with their economic and health advantages. The article focuses on meatlike products made from spun soy protein fibers by Worthington Foods of Ohio. Gives the history of how Robert Boyer and Henry Ford developed spun soy protein fibers.

Color photos show: (1) Spun soy protein fibers and yellow soybeans against a blue background. (2) A "meat loaf" which is half meat and half textured protein granules. (3) Worthington's Wham, a meatless-meat resembling ham, sliced and shown in a hero sandwich, a chef's salad, and with two poached eggs. (4) A casserole with "beef" chunks of meatless meat. (5) Every kind of meat that has been duplicated. (6) About 50 of Worthington's "meatless meats," most of which are canned.

Four small black-and-white photos show how spun protein fibers are made into meatless meats (such as Stripples and Add-A-Bits) in the Worthington plant. Frank Poston predicts that the "meat analogs will be generally available in supermarkets by 1975." Worthington president Jim Hagle is more cautious, putting the date at 1976 or 1977.

652. *Lancet*. 1972. Synthetic foods. ii(7785):1012-13. Nov. 11. [12 ref]

• **Summary:** To make soy protein isolates, soya beans are "pulverised, extracted with hexane (a petroleum fraction), dissolved at pH 8, precipitated with food-grade hydrochloric acid, dispersed with sodium hydroxide, and spray-dried into a powder. This powder [according to Central Soya sales material] can be used for many purposes—including sausage manufacture... Courtaulds Edible Spun Protein ('Kesp') is made from [soy] beans, and is being introduced quite honestly as an 'alternative to meat.'" Over 60% of the calories in Kesp come from animal fat.

The British diet is not deficient in protein. A 1969 food survey showed an average at-home protein consumption of 74 gm per person per day—193% of the minimum requirement.

For single-cell proteins the "problems of toxicity are far more direct. First, one has to be sure that there is no contamination of the product by microbial toxins or heavy metals, solvents, and carcinogenic hydrocarbons from the growth and extraction media. Furthermore, the high nucleic-acid content of these microorganisms means that one should not eat too much; and individuals liable to gout could be particularly at risk." Address: England.

653. **Product Name:** Bontrae Chunks (With Chicken

Flavor).

**Manufacturer's Name:** General Mills, Inc.

**Manufacturer's Address:** 9200 Wayzata Blvd., Minneapolis, MN 55440.

**Date of Introduction:** 1972 November.

**New Product—Documentation:** Ad in *Soybean Digest*. 1972. Nov. p. 27. "New from General Mills, Inc. Bontrae chunks with a flavor like chicken." "Prime chunks of textured vegetable protein add economy, versatility and variety to any menu. Use them for casseroles, salads, sandwich fillings and creamed dishes. Made from natural vegetable protein and contains no animal-poultry fats or meat, Bontrae provides complete protein and good nutrition by design. Meets nutritional specification FNS 219 for the school lunch program. (Note: FNS is USDA's Food & Nutrition Service). Bontrae is fully cooked and free-flowing frozen so it can be added to recipes without thawing. Bontrae can be used alone or in combination with poultry meat. Use a pound of Bontrae chunks where you would use a pound of fully cooked chicken."

654. **Product Name:** Protoveg Pork Chunks (Meatlike Products Based on TVP).

**Manufacturer's Name:** Direct Foods Ltd.

**Manufacturer's Address:** Greatham, Liss, Hampshire, England.

**Date of Introduction:** 1972.

**Ingredients:** TVP (made by ADM) plus flavoring.

**Wt/Vol., Packaging, Price:** 5 oz or 10 oz double cellophane bag.

**How Stored:** Shelf stable.

**New Product—Documentation:** Rose Elliot. 1972. *Not just a load of old lentils*. p. 151. Recipe for "Vegetarian Pork Chunks in Ginger Cream Sauce" calls for "1 cup Protoveg pork chunks."

Export price list from Direct Foods Ltd. 1974. Oct. 1. Protoveg comes in beef, ham, pork, or natural flavors. Sizes are 5 oz, 10 oz, 10 lb, or 50 lb. 10 products total.

655. Aihara, Cornelia. 1972. *The Chico-San cookbook*. Chico, California: Chico-san, Inc. 126 p. Illust. 22cm. by Nan Schleiger. Reissued in revised form as *Macrobiotic Kitchen* by Japan Publications in 1982.

• **Summary:** All recipes are numbered and pages are unnumbered. Soy-related recipes include: 6. Brown rice in soy sauce. 16. Black [soy] beans and brown rice. 23. Inari-sushi (with agé). 24. Ohagi of 3 colors (with roasted soybean flour and miso). 32. Ojiya (with miso or soysauce). 37. Roasted rice (with black soybeans). 38. Musubi (with miso). 55. Kinako mochi. 76. Soy bean stock. 87. Oden (with agé and soy sauce). 90. Kenchin soup (with agé). 95. Cream of onion soup (with miso). 96. Hacho miso soup. 97. Mugi miso soup. 98. Kome miso. 99. Oil miso. 100. Sesame miso. 101. Walnut miso. 102. Miso salad dressing. 103. Shiguri



[sic, shigure] miso (with scallops). 104. Tokiwa miso (with shiitake mushrooms, citron, and walnuts). 105. Oyster miso. 106. Tai miso. 108. Nuka miso zuke (vegetables pickled in rice bran and miso). 121. Miso pickles. 137. Daikon with agé. 138. Daikon with miso. 143. Turnip with sesame-miso. 159. Burdock-miso soup. 162. Burdock with miso. 180. Onion-miso sauce. 182. Scallion-miso. 191. Carrots with miso. 192. Carrots with soy sauce. 200. Dengaku (with miso). 220. Roasted soybeans. 221. Soybean soup. 222. Soybeans with vegetables. 223. Soybeans with miso. 224. Soybean tempura. 225. Mashed soybeans with tarako (cod fish roe). 226. Soybean croquettes. 227. Soybean potage. 228. Soybean muffins. 229. Kidney beans with miso. 237. Shigiyaki (small eggplants with miso). 241. Eggplant miso pickle. 267. Rolled shiso leaves with miso. 291. Tofu kuzu sauce. 292. Tofu chili-nabe. 293. Tofu with vegetables. 294. Tofu salad. 295. Okara rice. 296. Torimotsu okara (with chicken giblets). 297. Okara soup. 298. Okara croquettes. 299. Egg tofu. 308. Koi-koku (carp soup with miso). 311. Loach soup (with miso). 312. River fish with miso sauce. 320. Mackerel with miso. 335. Coltsfoot with miso. 341. Dandelion miso-ai [miso-ae]. 345. Horsetail with miso-ai. 359. Watercress miso-ai. 361. Nobiru goma miso (with wild onions). 369. Shiromiso shiru [sweet white miso soup]. 371. Nimame (black soybeans). 400. Shoyu bancha (twig tea). 408. Black bean tea. 409. Amasake (homemade from koji rice and sweet brown rice). 456. Amasake manju. 461. Soba with miso-ame. 515. Tekka (with Hacho and/or mugi miso). 516. Seitan (homemade). 517. Soy sauce (homemade). 518. Miso (homemade). 519. Tofu (homemade using nigari). 520. Nigari (homemade). 521. Amasake (homemade from koji rice and sweet brown rice flour).

Cornellia Aihara was born with a heart valve defect. She was told by doctors that she could never bear children and would probably not live past her nineteenth year. She proved them wrong on both counts. In 1955 she came to America from Japan at the invitation of Herman Aihara, a man she knew only through correspondence, and they were married. Within several years their two children were born.

Cornellia has applied herself to the teaching of macrobiotic cooking, childcare, home remedies, and philosophy since 1960. Address: Chico, California.

656. Aihara, Cornellia. 1972. *The dô of cooking (Ryorido)*. Spring, Oroville, California: George Ohsawa Macrobiotic Foundation. 125 p. Illust. by Carl Campbell. Index. 21 cm.

• **Summary:** This macrobiotic book is divided into two parts: Eleven chapters followed by 14 sections of recipes. In part one, miso is mentioned on pages 15, 35, and 51 (Condiments and spices). Recipe section IV, titled “Wheat gluten” (p. 79-82) contains recipes for: Wheat gluten. Seitan. Fresh wheat fu. Boiled fu. Fried fu—gluten cutlet. Shish kebab (using 3 strips of cooked fu). French bread (made with gluten water, p. 115).

Recipe section V, titled “Tofu” (p. 83-90) contains recipes for: Tofu making (using 3 cups green soybeans and nigari coagulant; with 11 excellent illustrations). Nigari (from gray sea salt). Quantity tofu preparation (using 10 lb soybeans). Okara or uonohana (using “3 cups soybean puree leftover from tofu making”). Tofu with kuzu sauce. Fried tofu. Shinano-agé (Fried tofu with buckwheat). Kaminari tofu (Thunder tofu). Nori-maki (Tofu rolled in nori; with illustration). Age-tofu (Stuffed tofu; with illustration).

Soy-related recipes include: Onion miso (p. 70). Rolled cabbage with tofu (p. 71). Bean sprout miso salad (p. 100; miso is called “mixed soybean puree {half mugi and half kome}.” The sprouts are probably from mung beans). Ganmodoki (Mock goose; p. 109). Gyoza filled with seitan, dipped in a mixture of soy sauce and lemon juice (p. 111-12). Address: George Ohsawa Macrobiotic Foundation, Oroville, California.

657. Brown, Edith; Brown, Sam. 1972. *Cooking creatively with natural foods*. New York, NY: Hawthorn Books. xvii + 302 p. Illust. Index. 24 cm.

• **Summary:** This vegetarian cookbook has been 35 years in the making. Edith was born in 1920, and Sam in 1917. “It really goes back to the birth of Brownies [Health Food Restaurant in New York City]. That was in 1936. In the beginning we were just a sliver in the wall, hardly a soybean’s throw from Union Square in New York City. The address hasn’t changed but *we* have.” Brownies began as a tiny shop selling natural foods to people who lived or worked in the neighborhood. Today we are a restaurant-bakery -country store complex sprawled across Siamese-twin brownstone houses.”

“The expansion of Brownies began modestly in 1938. Sam acquired a vegetable juice extractor and installed four stools in the shop. Vegetable-juice bars have long since become old hat, but the one on East 16th Street happened to be the first one in the country.

“The juice bar won a warm welcome. Customers ‘dug’ the oral vitamin shots being dispensed from the extractor. Soon people were coming from precincts far beyond the neighborhood to ‘get juiced.’ The word spread. There appeared a distinguished visitor in the person of the late Clementine Paddleford, the influential food editor of (alas, also the late) New York *Herald-Tribune*. Miss Paddleford came, sipped, and wrote rapturously about her discovery. That rave review really put Brownies on the map.” (p. xi)

In the chapter titled “The natural foods cupboard: A glossary” we find good descriptions of various soyfoods: Soyameat (canned, Chicken or Beef Style), soybean granules, soybean powder [flour], soybeans (canned, like Boston baked beans), soybeans (dried), soy nuts [oil-roasted soybeans], Stripple Zips (“Bacony, crunchy, smoky bits of vegetable protein made from soy and yeast. A wonderful meatless flavoring.”), tamari (soy) sauce, VegeBurger

(canned, made from soy, wheat, and vegetables), VegeChee [tofu], Vegelona.

Soy-related recipes include: Pizza supreme (with Fearn Whole Wheat Soy-O Mix, p. 17). Soy-stuffed mushrooms (with canned green soybeans, p. 17-18). Dill soybeans (p. 74). Triple-treat bean salad (p. 80). Crunchy soybean salad (with canned green soybeans and Chicken-Style Soyameat, p. 81). Soy-nut meatballs (with canned soybeans in tomato sauce, canned VegeBurger, soybean granules, and Toasted Soy Nuts, p. 109-10). Soy, garbanzo & millet pie (p. 126).

One chapter is titled “The miraculous soya—and other members of the clan (bean)” (p. 129-45). The introduction notes: At Brownies we feature soybeans on the relish tray, on the salad menu, and as a meat substitute. We use soybean flour in almost everything that comes out of our ovens.” Soy-related recipes include: Basic soybeans. Zippy soybean salad. Minty soybean salad. Soybean ratatouille. Scrumptious soy pudding. Soy walnut loaf. Protein casserole (with Beef-Style Soyameat). Lentil soy casserole. Tricolor bean salad (with toasted salted Soy Nuts). Exotic bean salad. Neapolitan bean salad. Peppy bean puree. Any-night beans.

Soy recipes with pasta (p. 175-78): Savory soy spaghetti. Soy spaghetti with saucy franks. Corny spy spaghetti. Spaghetti protein casserole (with soybean spaghetti, green soybeans, and Proteena). Soy elbows in parsley mushroom sauce. Oriental elbows. Soya blueberry muffins (p. 248). Crunchy soy-nut spinach cake (with soybean powder and unsalted soy nuts, p. 264).

Brownola plus (like Granola, p. 168). Address: New York, New York.

658. Brown, Lester R. 1972. *World without borders*. New York, NY: Random House. 395 p. [30+ ref]\*

• **Summary:** The *New Yorker* described *World Without Borders* as “an encyclopedic, lucid assessment of some of the world’s persistent problems... and some carefully documented, highly plausible suggestions for solving them. [Brown] persuasively argues... that the day of the militaristic nation state is over, and that a unified global society is the only hope for survival.” This book was about globalization well before the concept was widely used.

General Mills’ Bac-O’s are seen as a meat substitute. Address: Washington, DC.

659. California Health and Safety Code: Food, Drug and Cosmetic Law. 1972. Sacramento, California. Div. 21. Chap. 5. Article 7. Sections 26595-26599.

• **Summary:** Article 7 (popularly referred to as the “Brigg’s Amendment”) is titled “Hamburger and imitation hamburger.” “Article 7 was added by Stats. 1972 [Statutes], c. 1364, p. 2714, #1, operative July 8, 1974.” It defines “hamburger” and says that if it contains added water, binders, or extenders, it becomes “imitation hamburger, and must be labeled as such. The term “restaurant” is defined to

include schools, hospitals, vending machines or any other place where food is served to the public. “(a) If imitation hamburger is sold or served in restaurant a list of ingredients thereof shall appear on the menu, or, if there is no menu, such information shall be posted as state department shall by rules and regulations require. No list of ingredients, however, shall be required for imitation hamburger which contains not more than 10 percent added protein and water, and which does not contain other binders or extenders.

“(b) No restaurant shall use the terms ‘hamburger,’ ‘burger,’ or any cognate thereof in any advertisement, or menu to refer to any imitation hamburger...” Note: This is a revision of the 1939-40 California law. Address: Sacramento, California.

660. Elliot, Rose. 1972. *Not just a load of old lentils*. Liss, England: White Eagle Publishing Trust. vii + 216 p. Portrait. Illust. Index. 22 cm.

• **Summary:** A vegetarian cookbook. Soy-related recipes include: Soya mayonnaise (with soya flour, p. 73). Soya bean and sultana curry (p. 110-11). Nuttolene with lemon mayonnaise sauce (with nuttolene, or a 13 oz can of chicken flavoured soya protein, drained and rinsed, p. 150). Textured vegetable protein curry (with Protoveg or Vitpro chunks, p. 151). Vegetarian pork chunks in ginger cream sauce (with Protoveg pork chunks, p. 151). Address: England.

661. Harris, Thelma Bruner. 1972. *Good foods for good health: A cookbook featuring menu tips and easy-to-prepare recipes calling for the use of vegetables, fruits, grain foods, nuts, and dairy products*. Nashville, Tennessee: Southern Publishing Assoc. 223 p. Illust. Index. 22 cm.

• **Summary:** A Seventh-day Adventist vegetarian cookbook. Soy-related recipes include: Soy-wheat bread (with soy flour, p. 27). Tofu patties (p. 75). Soybeans—Boston style (if possible use “the immature or quick-cooking variety,” p. 84). Soybean croquettes (with cooked soybeans, p. 84). Green soybean succotash (with green soybeans [not clear whether fresh or dry], p. 84-85). Soybean loaf no. 1 and 2 (with pureed soybeans, p. 85). Prosage croquettes (with Prosage sausage-like food made by Worthington Foods, p. 112; other entree recipes on pages 112-20 used brand-name soy and/or gluten products made by Seventh-day Adventist food companies, such as Veelets, Yum, Proteena, Soyameat frozen White Meat, Choplets, Soyameat Fried Chicken Style, Vegeburger, Wham, and Vegelona). Soy sugar cookies (with soy flour, p. 171).

662. Hewitt, Jean. 1972. *The New York Times natural foods cookbook*. New York, NY: Avon. 434 p. Index. 18 cm. [147\* ref]

• **Summary:** Contains a surprisingly large collection of soy-related recipes, and several innovative uses for tofu, considering this relatively early date. The following recipes



list soy in the title. Note that all use cooked or dry soybeans as the main soy ingredient unless otherwise stated in the title or in parentheses: Soy cheese appetizer (with tofu, p. 7). Soybean dip (p. 14). Vegetable-soy soup (with “1½ cups cooked soybeans {or 15½-ounce can, drained; see p. 157},” p. 47). Soy chili (p. 73). Soy meat loaf (p. 80). Vegetarian sausages (p. 111). Soybean soufflé (p. 111). Soybean and nut loaf (p. 112). Soybean and vegetable casserole (p. 112). Pressure cooked soybeans (p. 113). Baked soybeans I and II (p. 113-14). Soy burgers (p. 115). Soy-rice burgers (p. 115). Soybean patties (p. 116). Broiled soy cakes (p. 116). Curried soybeans (p. 155). Soybean pistou (p. 156). Soybeans with tomato sauce (p. 156). Cooking dried soybeans (with 2 cups {1 pound} dried soybeans, green or yellow,” p. 157-58). Soybean cheese or curd (p. 158; how to make tofu at home using 1½ cups dried yellow soybeans and 1/3 cup lemon juice; this recipe will not work since the soybeans are never ground!). Marinated soybean salad (p. 181). Avocado-tofu dressing (p. 187). Basic tofu dressing (p. 190). Corn meal mush and soy grits (p. 211). Soya-carob bread (with soy flour, p. 257). Soy butterscotch pudding (with soy milk, p. 322). Soy nut coffeecake (with soy flour, full fat or low fat, p. 353). Soya cookies (with soy grits, p. 376). Soy mayonnaise (with soy flour, p. 394). Soybean spread (with “½ cup mashed cooked soybeans or soy flour,” p. 394).

Although this book is not wholly vegetarian, it does contain a large selection of vegetarian entrees.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Soy burger” (or “soy burger”), regardless of capitalization.

663. Horton, Lucy. 1972. *Country commune cooking*. New York, NY: Coward, McCann & Geoghegan. 232 + [8] p. Illust. by Judith St. Soleil. Index. 24 cm.

• **Summary:** A nostalgic memoir (for those who came of age at this time) of the world of young Americans in communes in the early 1970s, with many fine illustrations (see p. 27). The author, raised in New York City and educated at Bryn Mawr (Pennsylvania, with a major in classical archaeology), earned her traveling money by working as a live-in maid and cook for a rich “Park Avenue Lady” before embarking on the project that became this book. She hitchhiked to San Francisco, arriving in June 1971, then spent most of the next year visiting 43 communes in 12 states and Canada, and collecting recipes from each. There she found “a New Age of Food Consciousness.” The main topic of conversation and common interest at these intentional communities was not God or sex, but food. This book, with her 150+ favorite recipes, features natural and organic foods (with lapses). Most of the recipes from California and the West Coast are vegetarian, but in New Mexico and eastward (especially New England) she was “surprised to find that vegetarianism was more the exception than the rule” (p. 81). Thus, Chapter 3 is titled “Meat (and one fish).” There are recipes for chicken,

fish, deer, goat, beef, etc.

The Introduction notes (p. 15): “The *sine qua non* of commune cooking is tamari soy sauce, an unspeakably delicious fermented Japanese product available in natural foods stores which bears no resemblance to commercial soy sauce” \* (Footnote: \*”Kikkoman soy sauce, available in supermarkets, tastes like tamari but contains a preservative”).

“1. Soups: The commune soups I sampled were typically of mixed vegetables with a tomato or miso (p. 159) base” (p. 27).

Tamari chickbits (p. 94, with chicken). Note about soy grits (p. 114). Sprouts (p. 135-36, many kinds including alfalfa, mung beans, soybeans, from Terra Firma, Oregon). Miso Almond Sauce (p. 158-59). Tamari gravy (p. 159). Soy-related recipes include: From Chapter 2, “Vegetarian main dishes”—Donna’s soyburgers (p. 60-61, with whole soybeans, from California). Soy cheeseburgers (p. 61-62, with whole soybeans, from Moon Garden, Oregon). Suzy’s soybean casserole (p. 63-64, from Breadloaf, New Mexico). Baked soybeans (p. 64-65, from Woolman Hill School, Massachusetts). Larry’s tofu (soy cheese) (p. 65-68, homemade tofu from whole soybeans, from Om Shanti, Mendocino County, California). Breakfast cereal with roasted, salted soybeans (p. 163). Soy spread (p. 227, with soy flour, from The Motherlode, Oregon). Soy nuts (p. 229-30, baked, soaked soybeans with oil and salt).

A photo on the rear cover shows the author, age 27, with long blonde hair, granny glasses, and blue denim overalls. Says Raymond A. Sokolov: “Lucy Horton has done more than collect exotic recipes... she has assembled the crucial artifacts of a movement within The Movement.”

Also discusses (see index): Adelle Davis, gluten (wheat), granola, ground nuts, macrobiotic diet, peanuts. Address: Derby, Vermont.

664. James, Isabel. 1972. *Vegetarian cookery*. London: Corgi. 128 p. Illust. by Geoffrey L. Rudd. Index. 14 cm. Series: Corgi mini-books.

• **Summary:** Soy-related recipes include: Soya sausage roll filling (with Soyolk or Hi-soy soya flour, p. 78). Quick bean pie (with whole soybeans, p. 79).

665. Smith, A.K.; Circle, S.J. 1972. *Appendixes: Glossary of soybean terms: Terms used in conjunction with the processing of soybeans and the utilization of soy products. Official standards of The United States for soybeans*. In: A.K. Smith and S.J. Circle, eds. 1972. *Soybeans: Chemistry and Technology*. Westport, CT: AVI Publishing Co. xiii + 470 p. See p. 438-56. Appendix. [4 ref]

• **Summary:** Glossary: Soybean(s), soybean processor, soybean processing (solvent extraction, mechanical processing, pre-press solvent processing), soybean oil, crude soybean oil, edible crude soybean oil, refined soybean oil, edible refined soybean oil, hydrogenated soybean oil,

degummed soybean oil, winterized oil, technical grade refined soybean oil, soybean fatty acids, soybean soapstock, acidulated soybean soapstock, soybean lecithin, break material, sludge.

Soybean products: Ground soybeans, ground soybean hay, soybean hulls, solvent extracted soybean feed, soybean meal, dehulled solvent extracted soybean meal, soybean mill feed, soybean mill run, heat processed soybeans, nitrogen free extract (N.F.E.).

Standard specifications: Soybean chips, soybean cake, 41% protein soybean meal, soybean flakes, 44% protein soybean meal, dehulled soybean flakes, 50% protein solvent extracted soybean meal.

Soybean proteins: Soy flour, soy grits, soybean meal, defatted soy flour, low-fat soy flour, high-fat soy flour, full-fat soy flour, lecithinated soy flour, protein, isolated protein, toasting, textured protein products (TPP), meat analogs.

Definitions: Soy grits and/or soy flour, isolated soy protein, soy protein concentrate.

Vegetable fats: Margarine, vegetable shortening.

Oriental foods: Soy sauce (shoyu), soy milk, miso, tofu, dried tofu, aburaage, kinako ("Ground toasted soybeans, used for making Japanese-style cakes" [confections]), namaage, ganmodoki, tempeh, natto, yuba, moyashi (soybean sprouts), vanaspati, ghee.

Official standards of the U.S. for soybeans. Soy flour standards. Analytical data range of commercial soy protein. Some U.S. companies marketing soy protein food ingredients. Nitrogen solubility index (NSI). Protein dispersibility index (PDI). Urease activity. Water absorption of soy flour. Address: 1. Oilseeds Protein Consultant, New Orleans, Louisiana; 2. Director, Protein Research, Anderson Clayton Foods, Richardson, Texas.

666. Snider, Nancy. 1972. Soybean (protein) recipe ideas. New York, NY: Arco Publishing Co., Inc. 112 p. Illust. Food category / recipe index. 18 cm.

• **Summary:** Contents: Preface. About this book. Who makes what: Archer Daniels Midland Co. (TVP), Central Soya (Promosoy), Far-Mar-Co (Ultra-Soy), General Mills, Inc. (Bac\*os, Bontrae), The Griffith Laboratories, Inc., Ralston Purina Co. (Edi-Pro), A.E. Staley Co. (Mira-Tex), Swift & Co. (Texgran), H.B. Taylor Co. (Textrasoy), Worthington Foods, Inc. (Fibroprotein). The facts about soy protein. Soy what? Cooking with soy protein. Cover-ups. Things to do with bacon-flavor soy protein. Soy cooking tips. Breakfast ideas. Breakfast put-ons. Appetizers. Soups. Garnishes for soups. Entrees. Soy sandwiches. Breads. Desserts. Food category / recipe index (within each major food category {appetizers, bread, breakfast ideas, desserts, etc.}, recipes are listed alphabetically).

667. Parkin, Michael. 1973. A committee test for Kesp. *Guardian (England)*. Jan. 24. p. 7.

• **Summary:** "Secrecy was lifted yesterday from trials at three Leeds schools where Kesp, a vegetable protein made by Courtaulds, has been substituted for meat in school meals." But the children were not told of the substitution or of what they were eating.

The chairmen of two committees decided that the children should be informed when Kesp was included in their meals. "If parents objected, the children would be offered another dish." The experiment is scheduled to continue until the end of February.

Kesp, which is made from field beans, "has occasionally been included in meals at a junior high school, a middle school, and a high school in recent weeks. It was well disguised in made-up dishes described as cottage pie or savoury pie."

A table shows that Kesp contains more protein, fat, and calcium, and less carbohydrate than steak. It also is said to cost about half the price of meat.

Note: Leeds is in northern England; historically it was part of the West Riding of Yorkshire.

668. Rowe, Philip. 1973. Learning from silkworms: Textiles. *Guardian (England)*. Jan. 29. p. 20.

• **Summary:** Less than 100 years, humans started copying the silkworm and the spider, by extruding viscous substances to make filaments for textile industry. The carbon fibers, based on a tow of acrylonitrile, were first introduced to combine strength and lightness in critical aircraft parts.

Kesp, an "alternative to meat" made by Courtaulds in the UK, also starts life as a continuous extruded tow. It is based on protein extracted from field beans. "Coming from a fibre-oriented research organisation, Kesp appears to differ from any of the other meat alternative protein products:..." It has a texture that is remarkably similar to that of meat, in part because of its short staple fibres about half an inch in length.

669. Misko, Karin. 1973. SeVa longevity cookery cookbook. Columbus, Ohio: Soybean Press. viii + 113 p. Jan. Illust. by Judy Post. Edited by Debora Bittaker. Introduction by Catherine Bicknell. 22 cm. [45 ref]

• **Summary:** A vegetarian cookbook from the SeVa Restaurant, printed on 100% recycled paper. Soy-related recipes include: Soy milk (p. 18). Tahini milk. Nut milk (p. 18). Miso vegetable soup (p. 25). Variety muffins (with soy flour, p. 36). Salad for Virgo (with green soybeans and roasted soybeans, p. 45). Miso-tahini sauce (p. 51). Brown sauce (with Tamari soy sauce or miso, p. 51). Stuffed cabbage rolls (with green soybeans and brown rice, p. 65). Campfire dinner (with cooked or canned soybeans, p. 65). Soy bean loaf (p. 73). Roasted soybeans (dry roasted, p. 84). Granola (with Soya granules, p. 84).

The glossary (p. 98-100) includes listings for cold-pressed oils, fertilized eggs, ginseng, gluten [sic, gluten],



miso, seaweed, tamari soy sauce, and tofu (“a bean curd made from soybeans which is used for flavoring soups and sauces.”)

Brand name products we use (p. 101; Note: Each contains soya). Smokeene, Soyagen (spray-dried soymilk), and Vegeburger (Loma Linda Foods). Soya Granules (Fearn Soya Foods). Stripples (bacon alternative from Worthington Foods). Vege-Sal (Modern Products; flavored with soy bean extract). “Smokeene: smoked seasoning spice made from toasted soy powder, dried yeast, soy sauce and condensed wood smoke. It is used for flavoring soups and sauces.” Address: Columbus, Ohio.

670. *Mainichi Shinbun*. 1973. Zen no kokoro = ôtôfu [The heart of Zen = Tofu]. Feb. 20. [Jap]

• **Summary:** A large black-and-white photo shows William Shurtleff making tofu burgers at the tofu shop of Toshio Arai near Tokyo Japan. A processing / utilization chart drawn by Shurtleff shows how soybeans are transformed into thick soymilk (which is made into kinugoshi-dofu, or yuba), or thin soymilk (which is made into any of 7 types of tofu: oboro-dofu, aburage, o-tofu [*momengoshi*], atsuage, ganmodoki, yaki-dofu, or koya-dofu). Bill Shurtleff, age 31, comes from America, the world’s main soybean producing country. He is living with the Aoyagi family at 278-28 Higashi Oizumi, Nerima-ku, Tokyo. His Book of Tofu is scheduled for publication in Sept. 1973. The article describes his appearance, then notes that he is a vegetarian doing Zen practice in Japan, which he feels is a very materialistic society. He is writing a book on tofu in large part to try to do something about the world food crisis. He is studying tofu at Sengen-ya under Mr. Toshio Arai. Mr. Arai notes that he has not yet finished his internship since he cannot yet make aburage by himself, but he should be “done” in about 3 months. Bill does translation work for his father’s company and earns 30,500 yen/month which he lives off of. Akiko is his language teacher, so his Japanese has a feminine touch. There follows a brief description of Bill’s favorite recipes: Ganmo burgers, Kori-dofu cutlets, Onion soup with tofu, and strawberry tofu whip.

Note: This is the earliest document seen (July 2012) concerning the work of William Shurtleff and Akiko Aoyagi with soyfoods, in Japan. Address: Tokyo, Japan.

671. *Grocer (The) (London)*. 1973. Vegetable proteins: Will there be a harvest for the supermarkets [in the U.K.]? 194(6069):38-39. Feb. 24.

• **Summary:** With the “move by Courtaulds to sell Kesp vegetable protein pies, reported last week, there is speculation on the future of this type of food in the grocery trade. It is thought that it will be at least a year or so before this type of food will be available in any large quantity for retail sale... Of course vegetable protein products are already selling in health food stores with a range of brands offering

meat substitutes.”

672. McFadden, Charles B. 1973. Cost-saving soybean product marketed. *Minneapolis Tribune*. March 8. p. 1A, 5A.

• **Summary:** General Mills announced Wednesday that a new textured protein product, obtained from soybeans and designed to blend with ground beef. Assuming the cost of ground beef to be \$0.95/lb, a pound of the mixture of ground beef and Bontrae would be about \$0.76/lb, for a savings of 20%. Available in a wide range of flavors and textures, Bontrae can be made to resemble beef, ham, chicken, or fish—or even fruit and nuts. These products have been incorporated into stews, casseroles, salad dressings, spreads, dips, pizza, and snacks by some food processors.

“The U.S. Department of Agriculture has approved the product’s use in school lunches at a 30 percent level in combination with meat, fish, and poultry.”

General Mills said that various vegetable proteins could be used to make Bontrae, but the soybean was chosen because “it is the highest among vegetable proteins in the quality and quantity of the amino acids so necessary for human health and growth.” Address: Staff Writer.

673. Bralove, Mary. 1973. The meat revolt: Stores, packers, farms begin to feel impact of housewives’ rage. *Wall Street Journal*. March 29. p. 1.

• **Summary:** American housewives, battling soaring meat prices, are buying less meat and cheaper cuts. The widely publicized efforts are aimed to getting consumers to give up meat next week in an “April Fool’s boycott” which, it is hoped, will drive down the price of meats.

The situation is expected to get worse and supermarkets are reporting a sharp drop in meat sales as “housewives mix soybean fillers into their hamburger meat to stretch it further,...”

Some housewives are switching to tuna shortcakes or cheese souffles, but even the price of these products has jumped. According to Tim McEnroe of the National Association of Food Chains, “The real problem the housewife is facing is that there are no attractively priced meat alternatives.” Address: Staff reporter for WSJ.

674. Lockmiller, N.R. 1973. Increased utilization of protein in foods. *Cereal Science Today* 18(3):77-81. March. [13 ref]

• **Summary:** Details are given on each type of soy protein product and the way each is used. Table 4 gives the price per pound for various soy protein foods, the estimated annual production in 1972, and the current uses. Soy flour and grits, \$0.15-\$0.17/lb, 352-500 million pounds produced in 1972. Used as ingredients for baked goods, dog foods, sausages.

Soy protein concentrates, \$0.21-\$0.25/lb, 40-50 million pounds produced. Used in manufacturing textured products. Ingredients in processed meats, baby foods, and health foods.

Soy protein isolates: Regular \$0.41-\$0.45/lb, modified

isolates \$0.92-\$1.33/lb. Production of both types: 35-40 million pounds. Regular isolates are used in manufacturing analogs such as meatless ham, bacon, hot dogs, etc. Modified isolates are used in whipping agents.

Textured soy protein products: Extruded flours, \$0.27/lb and up. Spun isolates \$0.50/lb and up. Production of both combined: 35-40 million pounds in 1972. Textured soy protein products are used in bacon bits, bacon strips and similar foods.

Table 6 shows what companies supply which of the following types of edible soy-based ingredients: Soy flour and grits (defatted, low-fat, full-fat), concentrates, isolates, spun fibers, textured soy prod. The companies are ADM (soy flour and grits—defatted, low-fat, and full fat, textured soy prod.), Cargill, Central Soya, Far-Mar-Co, General Mills, Griffith Labs, Gurley, Inc., Lauhoff Grain Co., Miles (Worthington), National Protein, Ralston Purina, A.E. Staley, Swift & Company. Address: A.E. Staley Mfg. Co., Decatur, Illinois.

675. *Forbes*. 1973. Why the makers of Alka-Seltzer want to help reduce your meat bill. April 1. p. 25-26.

• **Summary:** Miles Laboratories, the \$319-million-a-year pharmaceutical company of Elkhart, Indiana, is famous as the maker of Alka-Seltzer. The company's food group [Worthington Foods] has sales estimated at \$18 million a year. The company's "newest products are Morningstar Farms breakfast 'sausage' and 'ham.' They are currently being test-marketed in Florida and soon will be in Arizona and Southern California. Earlier tests, in Erie, Pennsylvania, and Fresno, California, were very successful. If the latest tests confirm the earlier results, Miles reportedly will go national next year, backed with a \$9 million advertising campaign." Currently the biggest problem with these products is that they cost more than meat.

In one sidebar, titled "How it all happened," Robert Boyer tells how he developed spun soy protein fibers, starting with his work at the Ford Motor Co. "I first approached Worthington when I filed my first patent on an edible fiber in 1949 and they became interested immediately." A photo shows Boyer, who is now building a house in Florida, where he plans to retire eventually.

A second sidebar, titled "Verdict: Not as good, but not bad, either," gives the results of a 15-member taste panel test for taste and texture. 11 participants ranked the products as good in taste as their meat counterparts; 1 said excellent and 3 said fair. In texture, 4 said excellent, 9 said good, and 2 said fair. "As to price, four of the participants said they'd buy the products if they could save 10% on meat price; 11 said the prices would have to be 20% cheaper or more. One participant (middle-aged) said he'd consider buying the products at full meat prices because of the anticholesterol feature. The overwhelming conclusion was that most participants would prefer meat, but that price advantage

could make them switch."

Note: This is the earliest English-language document seen (Jan. 2008) that uses the term "Morningstar Farms" to refer to products made from edible spun soy protein fiber.

676. Fischer, Norman H. 1973. Beanburgers—More Americans turn to soybean products as meat substitutes: Restaurants, stores find consumers like the taste and especially the price. *Wall Street Journal*. April 3. p. 1, col. 1. Midwest ed.

• **Summary:** In the continuing struggle against high meat prices, King's Food Host, a restaurant chain based in Lincoln, Nebraska, has been adding TVP for several months now to its Big King burgers at about 20 of its 140 branches. It sells these "soyburgers" for \$0.49, which is 10 cents less than usual. Sales have been very good, with no complaints.

In the past, soybean products have been slipped into a variety of consumer foods, but during the past few months, they have been increasingly advertised as extenders in hamburgers. Consumers seem to welcome the reduction in meat prices.

"The future is now: Over the past several years, such companies as General Mills Inc., Archer-Daniels-Midland Co., Ralston Purina Co., and the Worthington Foods subsidiary of Miles Laboratories Inc., have developed soybean products that have virtually the same appearance, texture and taste as beef, pork, poultry, seafood and even nuts. Some of these all-soy products already are on the market, and more are being added annually.

"U.S. Agriculture Department [USDA] researchers say that by 1980 soy protein could account for as much as 8% of the nation's 'meat' requirements."

This is good news for those who grow and process soybeans. The National Soybean Processors Association says that sales of soy protein products for use in human foods totaled about \$75 million last year, a ten-fold jump from five years earlier. And buoyed by the growing use of soy as an extender for ground beef, sales this year are expected to reach \$120 to \$140 million.

"The biggest move was made in mid-March by Red Owl Stores Inc. in Minneapolis [Minnesota], when it introduced 'Juicy Burger II' in the fresh-meat counters of its 51 supermarkets in the Minneapolis-St. Paul area and its six Duluth stores. 'Juicy Burger II' is 75% ground beef and 25% soy protein, plus a few flavorings. It is selling for about 75 cents a pound, 20 to 25 cents less than all-beef hamburger sells for." Address: Staff reporter.

677. Brooks, Charles. 1973. Bay Area cooks use tofu as a substitute for meat. *Christian Science Monitor*. April 26. p. 12.

• **Summary:** San Francisco—One way consumers here are trying to beat rising meat prices is by using tofu (pronounced toe-foo), or Chinese soybean cake, which is now sold in



many Bay Area supermarkets. Also called “bean curd” and “meat without bone,” tofu originated some 2,200 years ago in northern China. It has long been a key protein source for Buddhist monks and other vegetarians. Now a new generation of young, hip-looking customers are discovering tofu, which retails for about 55 cents a pound in neighborhood supermarkets, and about 45 cents a pound in Chinatown. Since it has no fat and no bones, its the best buy around.

Many people are looking for tofu recipes. Some good ones can be found in *An Encyclopedia of Chinese Food and Cooking*, by W.W. and I.B. Chang, H.W. and A.H. Kutscher (Crown Publishers, New York). There are three basic types of tofu. A Chinese recipe for “Bean curd with tomato (*Dow fu fan keh*)” is given. It calls for “6 cakes bean curd, cubed.”

678. *Food Engineering*. 1973. TVP simulates pepperoni. 45(5):72. May.

• **Summary:** Temptein Pepperoni-like Links are made from spun soy isolate by the Marschall Division of Miles Laboratories. The product costs 25% less than meat pepperoni. Typical analysis of the links is: Protein 18.2%, fat 27.1%, carbohydrates 17.6%, ash 4.9%, and moisture 32.2%. Two photos show the product.

679. Miles Laboratories, Inc. 1973. Which of your food ingredients is becoming too expensive? (Ad). *Food Processing (Chicago)* 34(4):Inside front cover. Spring. Foods of Tomorrow section.

• **Summary:** “Is it a meat product? Then Miles Laboratories can help cut your costs. With Temptein *spun* textured vegetable protein meat-like nuggets and beef-like granules.”

“Temptein extenders, derived from soy isolate (over 90% protein), and spun into fibers. So the cost is significantly less than meat. After all, an acre of soybeans yields 10 times as much protein as the same land would feeding animals. Production, shipping and handling are less costly too.

“No skinning, boning, curing or trimming. And no waste or shrinkage. Temptein—a versatile product that can be stored conveniently at room temperature... Extenders engineered for up to 100% meat replacement. To cut ingredient costs in your existing food products. Or help you design delicious new foods.”

The bottom half of the ad contains a photo of various colorful vegetables, mushrooms, grains, beans and pasta. Just above it is a smaller photo of Temptein spun fibers. Address: Marschall Div., Elkhart, Indiana 46514.

680. *Food Engineering*. 1973. Cholesterol-free meat substitute: New products have all the advantages of real meat, but no cholesterol or animal fat. 45(6):60-61. June.

• **Summary:** Shows large labels of two Morningstar Farms products from Miles’ new textured vegetable protein line. “Textured Vegetable Protein” and “Breakfast Patties.” A

nutritional comparison is made with an equivalent weight of pork sausage. An 8-oz package retails for \$0.79.

681. Sickler, Roberta. 1973. *Ritual of the hearth: A cookbook of 20 menus and 117 unique vegetarian recipes in praise of life*. New York, NY: Macmillan Publishing Co. x + 195 p. Illust. by the author. 26 cm.

• **Summary:** The recipes are grouped by season. Soy-related recipes include: Snow pea soup (with 3 bean-curd cakes [tofu] (each about 3 inches square by 3/4 inch thick), soy sauce, and hoisin sauce, p. 4). Green broth (with bean cake [tofu], p. 84). Tofu (homemade from soy flour and lemon juice, p. 86-87; “Tofu is a rich, delicate curd from soybean. It is especially good for summer, served cold with raw vegetables, or in hot soups or sauces. Tofu is made fresh daily in many Oriental neighborhoods, and sold in the form of small squares. It can be made at home quite successfully.”). Tofu and summer vegetables (with “1 3/4 cups tofu curds, or 3 tofu cakes, cubed,” p. 87). Soy bechamel sauce (with soy flour and Tamari soy sauce, p. 130-31; “We use dark Tamari soy sauce because it is aged slowly in wood and has a light, deep flavor.”). Soy burgers (with whole soy beans, soy oil, soy sauce, miso paste, and soy flour, p. 183-84).

682. Rice, William. 1973. Prices: Harsh new realities. *Washington Post, Times Herald*. July 26. p. F1.

• **Summary:** Prices of meat and dairy products continue to rise. The freeze on food prices under Phase 3½ seems to have worked only partially. The last issue of USDA’s “Smart Shopper” was just published, and the staff of the department’s Plentiful Foods department are out of work. The publication recommends that shoppers in August buy evaporated milk plus “such meat alternatives as ‘peanuts, peanut butter and sardines from Maine.’” Address: Staff reporter for WSJ.

683. Meade, Margaret. 1973. No meat? Well, there’s always potatoes! *Chicago Tribune*. Aug. 22. p. C2.

• **Summary:** Not long ago, dinner wasn’t dinner without meat and potatoes. But now: “Shortages and skyrocketing prices are forcing cooks to hunt for meat alternatives.” Yet potatoes are still inexpensive. Contains two potato recipes.

684. Associated Press (Rome). 1973. Revolution in tastes: Imitation meats gain popularity. *Journal Star (Peoria, Illinois)*. Aug. 23.

• **Summary:** A cartoon at the top of this article shows a man and a woman standing next to a raised metal charcoal grill; smoke is rising from it. He says: “Shhh. You know it isn’t steak, and I know it isn’t steak, but the neighbors don’t know it isn’t steak.”

The Food and Agriculture Organization (FAO) said yesterday that the high price of meat is spurring the

development and production of “imitation meat products.” Imitation meat falls into two categories: meat extenders and meat substitutes. The statement came from an FAO report based on a conference on the world meat trade held recently at FAO’s headquarters in Rome. FAO statistics, which are still fragmentary, estimate that production of soy protein products in the USA has increased at about 18% a year for the past few years.

685. Ohsawa, George. 1973. Practical guide to Far-Eastern macrobiotic medicine. Herman Aihara, editor. The George Ohsawa Macrobiotic Foundation Inc., 1471–10th Ave., San Francisco, CA 94122. xi + 260 p. Aug. 21 cm.

• **Summary:** This book has a red, white, and black cover with a round yin-yang (*t'ai chi*) symbol on it. The Foreword begins: “This book, a compilation of several books and writings of George Ohsawa, attempts to give the whole scope of macrobiotic medicine to everyone.” It includes the first English translation from French of Ohsawa’s 1956 “Guide pratique de la médecine macrobiotique d’Extreme-Orient.”

Contents: Forward [sic]. Preface. Introduction. Theory of macrobiotic medicine. Curing sickness. Cure the man. Letters from students of macrobiotic medicine. Appendix.

Information on soyfoods is found on the following pages: Tamari bancha (syoban, p. 85, 102). Miso (fermented soybean puree, p. 85). Tekka (miso, p. 87, 95). Tofu plaster (p. 88, 110-11, 125-30). Miso soup (p. 96). Koi-koku (Carp soup with miso, p. 99). Aburage (Age, p. 99). Deep-fried vegetable tofu (ganmo, with “1 tofu, ½ lotus root cut small, 2/3 inch jinenjo {nagaimo}, ½ inch carrot cut small, 2 inches burdock cut small, 1 quart oil, 1 cup whole wheat flour.” Grind the tofu well in a suribachi, adding a pinch of salt, p. 99). Vegetable with ganmo (p. 100).

Note: This is the earliest English-language document seen (April 2013) that contains the word ganmo; it refers to deep-fried tofu burgers.

Dried radish with age ([aburage], see recipe 32, p. 100). Yin/yang soboro (with miso, p. 101). Scallion miso. Onion miso. Shigure miso (p. 103). Pheasant nituke [nitsuke] (with miso, p. 104).

The forward [sic] by Herman Aihara, editor, notes: “This book, a compilation of several books and writings of George Ohsawa, attempts to give the whole scope of macrobiotic medicine to everyone. The main part is treatment for sickness. However, treatment without understanding of principles and a good attitude is dangerous, therefore, the theory of macrobiotic and other articles were added. The book, like its predecessor, *The Unique Principle*, is unique not because of its name and contents, but rather in how it was translated, edited and published.

“The first part is a translation taken from Japanese books such as, *A New Dietetic Cure*, *How to Cure Sickness and a Sick Man*, and *Vegetarianism*. The second part is a translation from the French edition of *Practical Guide to Far-Eastern*

*Medicine* which was done by Ann Harris. Noboru Muramoto was consulted to suit remedies to present-day American needs.

“Cornellia Aihara translated *Cooking for the Sick* which was written by Lima Ohsawa. *Massage and Palm Therapy* are based on notes taken by Cynthia McCluskey at Mirimichi Summer Camp, 1972. Photos of Cornellia demonstrating external treatments were taken by Fred Pulver. *The Manual of Macrobiotics* is a contribution of Nina Bond who took notes at George Ohsawa’s lectures in New York at Summer Camp held about ten years ago.

“The third part is a translation from French and Japanese by Fred Pulver, Lou Oles and Herman Aihara.

“The last part is again taken from several articles appearing in past issues of *The Macrobiotic* magazine. The Appendix is taken from a translation of the French edition of Ohsawa’s *Practical Guide to Far-Eastern Medicine*.”

The preface, by George Ohsawa, states: “I am very happy to give you this short, simplified translation of my book, *Cure—Following the New Way of Eating*. It was originally written in Japanese, and is now in its 465th edition. I want to share with you the practical application of Macrobiotic healing that I have been teaching for almost 40 years—leaving aside the conceptual aspects covered in my other books and classes.

“Herein is the synthesis of my medical philosophy, which is nothing but the biological, physiological and dialectic interpretation of Far Eastern philosophy—the principles of the Order of the Universe and the Order of Man. For 30 years I have been writing on both the practical and theoretical sides of this question and have published more than 20 books and thousands of articles. But at this time I wish to limit myself to giving easily accessible information.

“My medical philosophy, the way of eating and the art of longevity and rejuvenation, is so simple and inexpensive that anyone can follow it any time, anywhere. If you decide to cure yourself before all else, you can forget about the bitter, painful and costly suffering that results from medical, physical, psychological and religious therapies.

“This system depends on you alone. No reliance on other people or on artificial means—everything depends on how you eat.”

In the first chapter titled “How did I find macrobiotics? The principle of life,” Ohsawa continues: “I was born at Sagano, Kyoto, Japan in 1893. My mother could not produce enough milk and I was a weak baby. I was told by mother that I almost died five times before I reached the first birthday. My family was poor. Father was a principal of an elementary school of a small village before I was born. Then my parents moved to Kyoto where he became a policeman. Mother worked at home to help finance—making strings for kimonos. Mother was an industrious woman. She studied Western science and culture through Yuzuru Niijima who



was the founder of the Doshisha University. She died at the age of 30 from tuberculosis, leaving two sons. I was 10 and a younger brother was 6. Two sisters had died earlier due to the wrong diet which my mother introduced in our family through her study of Western science and culture.

“From that time we lived sad days as poor orphans. I was an apprentice in a Buddhist temple as a disciple. However, I soon started to vomit blood like my mother and sisters did. At 18, I had to give up my school, medicine, eggs and meat because I was too poor to continue such expensive living. I lived in the lowest living condition. In other words, I lived with brown rice, radish pickle and salt plum even though I was told that my sickness—tuberculosis—required eggs and meats by the doctors and my mother who gave us milk, eggs and bread every morning (which was violating natural order). We were punished for this violation. Such a diet destroyed our family’s health. I, however, resented that I could not afford to continue such a diet because I didn’t know the fact that such a diet was the cause of mother’s and sisters’ death and my sickness. If I could have afforded to continue that diet, I would have died at that time. I am so grateful that I was poor...”

“Curing all my diseases and re-establishing my health at the age of 20, I realized that food is the source of life. After realization of this important fact, I decided to devote my life to preaching this doctrine...”

“I traveled to France for the first time in 1914. Since then I have returned a dozen or more times.”

686. Smith’s Food King. 1973. Display ad: The best choice in meats. *Los Angeles Times*. Sept. 6. p. G21.

• **Summary:** The section titled “Frozen features” includes: “Morningstar Farms 75¢. Vegetable protein, links, patties, slices, 8-oz.”

687. Tanner, J.W. 1973. Where we are and how we got there: An historical review of soybean production in Ontario. In: Ontario Soya-Bean Growers’ Marketing Board, ed. 1973. Ontario Soybean Symposium 1973. Ottawa: Agriculture Canada. 110 p. See p. 11-22.

• **Summary:** The best summary of soybean history in Canada seen up to this time. The author believes that, “based on the chaotic events of the last 12 months... for historical purposes it would seem desirable to divide the history of soybeans into two eras: pre-September 1972 and post-September 1972. Certainly the events of the last year created an awareness in producers and the general public alike of a whole new vocabulary, including words such as anchovies, futures market, protein gap, embargo, superburger, and soaring prices. The latter produced another vocabulary most of which would be unprintable.”

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “superburger” (or “superburgers”).

“The first report of soybeans grown in Canada was by C.A. Zavitz in 1893 at the Ontario Agricultural College. The seeds had been obtained from Dr. C. [Prof. C.C.] Georgeson, Kansas, who had received them from Japan three years earlier. [Note 2. Zavitz first published his research on soybeans in 1901, and first reported the results of his 1893 research in 1908]. For 30 years Zavitz, alone in Canada, meticulously conducted trials on variety tests, dates of planting, seed rates and row widths for soybeans grown for seed and hay.

“By 1927, Zavitz had evaluated over one hundred varieties, most of them for five years or over. The 31 year average of his best variety, Early Yellow was 16.78 bu/acre. The 22 year average green crop yield for the variety Ito San was 7.5 tons per acre per year. In 1924, Zavitz released OAC 211, the first variety of soybeans registered by the Canadian Seed Growers’ Association. The variety continued as one of the recommended varieties until the mid 40’s.

“The soybean program at Harrow was started in 1923 by Dr. F. Dimmock. [In 1923 he grew the first soybeans at Harrow. In 1925 the first soybeans were grown in Kent County. In 1930 the first soybean crosses were made at Harrow.] Dr. Dimmock was transferred to the Ottawa research station in 1927 where he continued his work on soybeans and produced a string of excellent early varieties of soybeans over 35-40 years including Acme, Comet, Crest, Mandarin, Capital, Merit, Kabott and Pagoda. The Harrow research was continued by Casper Owen who started breeding soybeans in 1931. This program was to prove to be one of the most outstanding in North America producing such varieties as AK (Harrow), Harman, Harly, Harosoy and Harome.”

“In the late 1920s a few farmers were growing a small acreage of soybeans for grain, harvesting with a reaper and threshing the seed out. Two short-lived crushing plants were established in the south west part of Ontario in the mid-1930s, one of which was located at Shelbourne [sic, Colborne] Street in Chatham.”

Note 3. Founded in 1934 (see p. 18), this was apparently the first crushing plant in Canada. In *Shepherd’s City of Chatham (Ontario) Directory 1934-35* (p. B-166) we read: “Soyabean Oil & Meal Co-operative Co Ltd, G E Biles, mgr, Colborne n, w cor Adelaid.” Spelled out, with punctuation, this becomes: northwest corner of the intersection of Colborne St. and Adelaide St. See also C.A. MacConkey (1935, p. 65) who gives the company name as: Soy Bean Oil and Meal Co-Operative Co. of Canada, Ltd.

“Subsequently, few beans were grown for hay. The late 1930s were critical years for the soybean in Ontario, and without the help of the Maple Leaf Mills plant (which was primarily processing flax) and Toronto Elevators [which later merged with Maple Leaf Mills in 1962], there would have been no place to market the new crop.

“The establishment of soybeans as a major crop in North

America was assured by the occurrence of World War II. Demand for oil created a rapid expansion in acreage and processing facilities, and in the U.S.A. 1940 marked the first year in which the acreage harvested as seed exceeded the acreage harvested for hay. The latter continued to dwindle away and now, represents an insignificant portion of the U.S. acreage.

“The rapid expansion in acreage, once the demand for oil was established, occurred as a result of a major promotional effort by the consuming industries. With the construction of a new plant in Toronto in 1944, Victory Mills launched one of the greatest promotions of a crop ever witnessed in the Province of Ontario. Extension bulletins, newspaper advertisements, movies, newsletters and meetings inundated the farmers with information and enthusiasm. Ralph Chamberlain and later Ivan Roberts promoted the crop at every opportunity. Acreage grew and by the early 50’s, the soybean had become a major cash crop in S. Ontario and had its own marketing board.

“As the market for oil increased and the acreage expanded in the 1920’s and 30’s, the problem of disposing of all of the meal economically became acute, to the point of slowing the expansion... Gradually the feed industry began to recognize the value of the meal in livestock and pet foods with the result that, with a major market established for the meal by-product, the expansion of the oil industry was assured.”

“To me there have been three outstanding accomplishments in the development of soybeans in Ontario to date: the pioneering work of C.A. Zavitz at the Ontario Agricultural College... Next, the role of Victory Mills in promoting the crop once the market for oil was established.

“Finally, the development at the Harrow Research Station of the variety Harosoy by Mr. Casper Owen. Released in 1951, Harosoy eventually grew to 80% of the Canadian crop (1965). However, its total impact was even greater in the United States Midwest where, in 1966, 26% of the total U.S. crop of 25 million acres was Harosoy, including 42% of the crop in Illinois, 48% in Indiana, 46% in Ohio and 58% of Michigan’s crop. To be that dominant, a variety can’t just be good, it must be great and Harosoy (and later Harosoy 63) was certainly that.”

A graph (p. 20) compares soybean yield in the USA and Canada from 1924 to 1971. The first statistics on Canadian soybean yields date from 1941, and from that year onward Canadian soybean yields were generally higher than U.S. yields—in some year 5-6 bushels/acre higher.

A second graph (p. 22) shows the surprisingly parallel growth of the number of soybean acres harvested from 1924 to 1972. Though the number of acres is smaller in Canada, the rate of growth is almost identical. Address: Crop Science Dep., Univ. of Guelph, Guelph, Ontario, Canada.

688. Brown, Edward Espe. 1973. Tassajara cooking.

Berkeley, California, and London: Shambhala. 256 p. Introduction by Zentatsu Richard Baker-Roshi. Series: A Zen Center Book. Illust. by Norval Delwyn Carlson. Index. Oct. 23 cm.

• **Summary:** This friendly, nicely illustrated natural foods vegetarian cookbook is also about the spirit of Zen Buddhist practice. The chapter on “Beans” (p. 121-26) begins with a sort of eulogy: “Beans. What suffering the word evokes. Beans. When you couldn’t afford meat. Oh beans! When you went camping. Beans! Beans are not meat, they’re beans: garbanzo, kidney... Soy—which rarely remains as a bean... Beans are the overlooked jewels of the vegetable world. They sell at dirt cheap prices and are one of the best protein buys around... Beans take some getting used to, some familiarity. It’s easy to say ‘beans don’t agree with me,’ without having given yourself a chance to agree with them.”

Soy-related recipes include: Oriental dressing (with soy sauce, p. 72). Cooking beans (p. 122-23; if presoaked, pressure cook soybeans for 20 minutes at 15 lb pressure. If not presoaked, for 25 minutes. For cooking without pressure, presoak, bring to a boil without salt, and simmer for 2 hours). Soy-sweetened beans (p. 124; “the Japanese version of an American standby”). Nut-battered beans. Chili beans (p. 125). Blanco beans. Soy beans with hijiki & carrots (p. 126). Five thing beans (p. 126). Easy Oriental dressing (with soy sauce, p. 172). Soy sauce mayonnaise (p. 173). Tahini salad dressing (with soy sauce, p. 174). Seasoning soups (with soy sauce or miso, p. 179). Miso stew (p. 206). Potato-bean bake (p. 211). Basic recipe for burgers (with cooked, ground soybeans, p. 234). Soyburgers (p. 235-36).

Tassajara Zen Mountain Center was founded in 1967. An illustration of the Center cooking in a large skillet graces the cover of this book, which by July 1978 was in its 9th printing. Address: Green Gulch Zen Farm, California.

689. Greenberg, Daniel S. 1973. Slaughterhouse zero: How soybean sellers plan to take the animal out of meat. *Harper’s* 247:38-43. Nov.

• **Summary:** Discusses economics and marketing in the growing industry that makes meatlike products from soybeans. “Among some dozen major firms in America’s vast culinary-industrial complex, the rise of simulated meats is regarded as the biggest opportunity for the triumph of an ersatz product since margarine took over two-thirds of the nation’s butter trays.”

“Numerous regional hamburger chains now serve mass-produced ‘extended’ hamburger patties, and all-vegetable simulations of breakfast sausage and patties are routinely available in supermarkets.”

“Research on the texturizing process began in the 1930s, when the elder Henry Ford became fascinated with the soybean and assigned a team of researchers to transform it into products ranging from fenders to upholstery material. Following laboratory successes that were not economical



enough for the production line, the team eventually split up, but two of the researchers, Robert A. Boyer and William T. Atkinson, maintained an interest in rendering the soybean palatable to American tastes. In 1954, Boyer patented a process for isolating protein from soybean meal and spinning it into resilient threads that could be fabricated into simulated meat products, known in the trade as ‘analogs.’ In other words, they look and taste like the real thing. The process, however, was relatively expensive, and beyond the vegetarian market there was little demand for these simulations.

“The real break came in 1970, when Atkinson patented a cheap and comparatively simple process for imparting ‘chew’ to soybean flour by moistening it into a ‘plasticized’ mass, bringing it to a high temperature, and rapidly forcing it through perforated dies into a chamber of lower temperature and pressure. The result is a neutral-tasting granular material of any desired size and shape, depending on the dies, which contains about five percent moisture. When these granules are mixed with water, they retain their structural integrity, and in feel and texture resemble moist bits of hamburger.”

“Dr. Aaron M. Altschul, head of the nutrition program at the Georgetown University School of Medicine, is more outspoken: ‘The ability to produce texture out of soy flour will probably rank with the invention of bread as one of the truly great inventions of food.’”

“ADM... is venturing beyond the hamburger market. Its subsidiary, Gooch Foods, Inc., of Lincoln, Nebraska, is marketing ‘Noodles Stroganoff with Beef-flavored Vegetable Protein Chunks,’ as well as other dishes containing simulated beef.”

“In February 1971, after years of badgering by the industry, the Food and Nutrition Service of the U.S. Agriculture Department finally sanctioned the use of extenders for the meat portion of the school diet to a maximum of 30 percent. The enabling document—FNS Notice 219—is generally regarded as the Magna Carta of textured vegetable protein. During the first year of certification, the schools used 23 million pounds of the stuff; this year they’re up to 40 million pounds, and with meat prices soaring, no one thinks it unreasonable to expect at least a doubling of that amount in the next year or two.”

“The Red Owl supermarket chain, some 130 stores in the Midwest, had recently introduced ground meat extended 25 percent with textured vegetable protein, labeled ‘Juicy Blend II’ to conform with a Minnesota ban on using ‘burger’ for extended products. It sells at about 20 cents a pound below the undiluted version, and is said to be outselling the all-meat counterpart by three and four to one.”

“The old rules specified that ‘A food shall be deemed to be misbranded’ if it is an ‘imitation’ of another food and does not bear the word ‘imitation’ on the label. The new rules simply say that ‘nutritional inferiority’ shall be the only criterion for evaluating the difference between reality and

verisimilitude. The man-made version, if it’s nutritionally equal, need not bear the pejorative ‘imitation,’ though it may not be labeled as the real thing either.” Address: Publisher of *Science and Government Report*, a Washington-based newsletter.

690. Liener, Irvin E. 1973. Toxic factors associated with legume proteins. *Indian J. of Nutrition and Dietetics* 10(6):303-22. Nov. [80 ref]

• **Summary:** Contents: Introduction. Protease inhibitors in soybeans (*Glycine max*) and other legumes: Historical background, mode of action in the animal organism, factors affecting the trypsin inhibitor content (heat treatment, germination, fermentation, soybean isolates), varietal differences, possible significance in human nutrition. Other anti-nutritional factors in legumes: Phytohemagglutinins, goitrogens, cyanogenic glycosides, anti-vitamin factors, metal-binding constituents (incl. phytic acid binding soy protein), estrogenic factors, toxic amino acids (mimosine, djencolic acid), unidentified growth inhibitors. Lathrogens. Favism. Conclusion.

Tables show: (1) The effect of heat and methionine on the nutritive value of soybeans for rats. (2) The trypsin inhibitor activities of soybean flour / soyflour (unheated), soybean isolate, soybean fiber, chicken analog, ham analog, beef analog [the last 3 probably containing spun soy protein fiber]. (3) Growth inhibitory effect of the soybean hemagglutinin (SBH). (4) Effect of heat on nutritive value of some legumes. (5) Hemagglutinating and antitryptic activities of crude extracts of raw legumes.

Figures show: (1) Scatter diagram relating trypsin inhibitor activity to protein efficiency ratios of various soybean samples. Taken from Kakade et al. 1972. (2) Relationship of weights of pancreas to protein efficiency ratios of various soybean samples.  $r =$  coefficient of correlation = -0.77. Taken from Kakade et al. 1972. The points form an approximately straight line; the lower the protein efficiency ratio, the heavier the relative weight of the pancreas. (3) Effect of soybean trypsin inhibitor and ovomucoid on the activities of human and bovine trypsin. Based on data from Coan and Travis (1971). (4) Effect of a soybean diet with and without iodine on the thyroid gland of the rat. Taken from Anderson (1961). Potassium iodide causes the thyroid gland of the rat to decrease in weight. Address: Dep. of Biochemistry, College of Biological Sciences, Univ. of Minnesota, St. Paul, Minnesota 55101.

691. Miles Laboratories, Inc. Marschall Div. 1973. From Miles: Six specific ways to whittle costs in your meat and seafood formulations. And maintain quality (Ad). *Soybean Digest*. Nov. p. 19A-19B.

• **Summary:** “Meat and seafood prices are on the rise. And what a crimp that puts in your new food product development. Miles has designed special textured vegetable

proteins to extend or replace these costly ingredients. To whittle the costs.

“Temptein, our spun textured vegetable protein, is derived from the most refined soy isolate (90% protein).” Temptein comes in: (1) Meat-like Nuggets (Think about: Enchilada casserole, meat loaf squares, Beef balls in blankets, Porcupines or Rigatoni). (2) Bacon-like Chips (Think about: Bacon-like chips and peanut butter toaster pop-ups, Bac-omelet, Bacon and cheese rarebit, Bac-olive appetizers). (3) Ham-like cubes. (4) Pepperoni-like Links. (5) Seapro (developed to improve seafood specialties). (6) Pro-Lean 45 (“The first vegetable protein to be used successfully at 45% meat extension levels in patty formulations”). A large color photo shows different types of meat and crab. Address: Marschall Div., Elkhardt, Indiana 46514.

692. **Product Name:** Joshua Fillet.

**Manufacturer’s Name:** Food Producers, Inc., Joshua Foods Div.

**Manufacturer’s Address:** Minneapolis, Minnesota.

**Date of Introduction:** 1973.

**New Product–Documentation:** J.E. Austin et al. 1978 “The marketing factor for nonconventional protein products.” p. 121. “The first 100% all-vegetable beef substitute made from textured soy protein to be introduced in the U.S. was produced under the brand name of Joshua Fillets and sold in pound packages containing ten individual fillets.”

693. **Product Name:** Loma Linda Tender Bits (Fish-like).

**Manufacturer’s Name:** Loma Linda Food Co.

**Manufacturer’s Address:** 11503 Pierce Place, Arlington, California.

**Date of Introduction:** 1973.

**Ingredients:** In 1973: Inc. spin soy protein fibers.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. Tender Bits is a canned fish-like products based on spun soy protein fiber.

Recipe booklet. 1979, dated.

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. The ingredients are now: Vegetable protein (wheat [gluten] and soy), rice flour, corn or soy oil, oat flour, dried yeast, onion powder, soy lecithin, L-lysine, natural (vegetable) flavors, vitamins [niacinamide, D-calcium pantothenate, thiamine (vitamin B-1), vitamin B-6, riboflavin (vitamin B-2), vitamin B-12]. Broth: Water, salt, natural (vegetable) flavors, cottonseed oil. Label printed March 1990.

694. **Product Name:** Loma Linda Little Links (Meatless Frankfurters Based on Spun Soy Protein Fibers).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce Place, Riverside, CA 92515.

**Date of Introduction:** 1973.

**Ingredients:** Inc. spun soy protein fibers.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** 1988: Per 2 links (1.6 oz–46 gm): Calories 80, protein 8 gm, carbohydrate 2 gm, fat 5 gm, cholesterol 0 mg, sodium 210 mg, potassium 40 mg.

**New Product–Documentation:** It’s Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a canned frankfurter type product based on spun soy protein fiber which Loma Linda probably purchased from General Mills.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 176. The ingredients in “Linketts (Loma Linda)” are “wheat protein, vegetable oil, brown rice, defatted wheat germ, dried yeast, soy protein, salt, potato flour, onion powder, MSG, soybean lecithin, caramel color, HVP, garlic powder, L-lysine, flavorings.”

Recipe booklet. 1979.

Label sent by Loma Linda Foods. 1988. Oct. 5.

The ingredients are now: Wheat gluten, corn oil, water, wheat germ, dried yeast, rice flour, soy flour, natural (vegetable) flavors, potato flakes, onion powder, oat flour, caramel color, soy lecithin, wheat flour, garlic powder, L-lysine, soy protein isolate, spice, vitamins, (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin). Broth: Water, salt. This product was introduced in 1963. A less sophisticated version of this product with the same name was introduced in 1953.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

695. **Product Name:** Fish Fillets (Imitation Fish). Later renamed Vegetarian Fillets.

**Manufacturer’s Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1973.

**Ingredients:** In 1975: “Wheat protein [wheat gluten], Fibrotein [spun soy protein fiber], cracker meal, corn oil, egg white solids, hydrogenated vegetable oils, dehydrated potato, nonfat dry milk, artificial flavoring, soy protein, HVP, MSG, dehydrated onions, salt, dextrose, disodium inosinate/disodium guanylate, niacinamide, thiamin, iron, vitamin B-6, riboflavin, vitamin B-12.”

**Wt/Vol., Packaging, Price:** 6 fillets in 10½ oz paperboard box.

**How Stored:** Frozen.



**New Product–Documentation:** It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. Fish Fillets (9 oz. or 6 lb) is a frozen fish-like product based on spun soy protein fiber.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 175. The ingredients in "Fillets, frozen (Worthington) are given.

Label. 1976, undated. "A Vegetable Protein Product. Artificial Fish Flavor." Consumer Reports. 1980. June. p. 357-65. The protein PER is 2.53. Sensory comments: Faint fishy flavor and aroma. Spicy. Dry. Chewy. Flaky; dark tuna color.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27. Ingredients for "Fillets, frozen, Worthington Foods" are "textured soy protein concentrate and isolate, flavorings (artificial flavors, salt, sugar, spices, onion, garlic, celery, parsley), egg whites, soybean and/or corn oil, partially hydrogenated soybean and cottonseed oil, modified tapioca starch, corn syrup solids, monosodium glutamate, disodium inosinate, vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12."

Note: This is the earliest commercial meat alternative seen which has a name clearly indicating that it is an alternative to fish fillets.

696. **Product Name:** Worthington's Meatless Chili.  
**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.  
**Date of Introduction:** 1973.

697. **Product Name:** FriPats (Meatless Hamburger Patties).  
**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.  
**Date of Introduction:** 1973.

**Ingredients:** In 1984: Textured vegetable protein (soy protein concentrate and isolate, wheat gluten), soybean and/or corn oil, flavorings (hydrolyzed vegetable protein, salt, spices, spice extractives, onion, garlic powder, paprika), egg white solids, partially hydrogenated soybean and cottonseed oil, calcium caseinate, modified tapioca starch, caramel color, emulsifiers (mono- and diglycerides, glyceryl lacto esters of fatty acids), yeast extract, niacinimide [niacinamide], iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12.

**How Stored:** Frozen.

**New Product–Documentation:** It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118.

Manufacturer's catalog. 1984, undated. Frozen Products.

Label reads: "Vegetable Protein Patties. Artificial Hamburger Flavor. Completely Meatless."

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

698. **Product Name:** Chic-Ketts (Meatless Chicken).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, Ohio. Phone: Tuxedo 5-5359.

**Date of Introduction:** 1973.

**Ingredients:** Textured vegetable protein (wheat gluten, soy protein concentrate and isolate), water, soybean and/or corn oil, yeast extract, salt, monosodium glutamate, onions, hydrolyzed vegetable protein, niacinamide, etc.

**Wt/Vol., Packaging, Price:** 1 lb (in 1973).

**How Stored:** Frozen.

**New Product–Documentation:** It's Your World Vegetarian Cookbook. 1973. Glendale, California: Seventh-Day Adventist Church. p. 118. This is a frozen product with chicken-like flavor based on spun soy protein fiber. Each pack weighs 1 lb.

Manufacturer's catalog. 1984, undated. Frozen Products. Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

Note: This product was first introduced in 1960, but did not contain textured soy protein concentrate or isolate until 1973.

699. Adams, Ruth B. 1973. Callaloo and pastelles too: Plus hundreds of other delightful recipes. Mountain View, California: Pacific Press Publishing Assoc. 192 p. No index. 21 cm.

• **Summary:** This Seventh-day Adventist lacto-ovo-vegetarian cookbook, hampered by its lack of an index, plays down the fact that it avoids flesh foods and contains a strong flavor of the West Indies. The chapter on Entrées has a recipe for making gluten, and uses gluten in many recipes, such as Glutenburger casserole (p. 41), Onions and gluten cutlets (p. 48), Gluten macaroni (p. 49), and Pastelles (p. 49; which also calls for "2 cups cubed soya meat or homemade protose"). The various Nut Meat recipes (p. 43-44, resembling Nuteena) each contain peanut butter; one contains gluten. The various Protose recipes (p. 44-45) each contain peanut butter or commercial Protose; one contains gluten. Marmite and soy sauce are sometimes used interchangeably as a seasoning, as in soups (p. 87). Very little soy is used.

700. Andersen, Lynn. 1973. Rainbow Farm cookbook. New York, NY: Harper & Row. 222 p. Illust. Index. 24 cm. Preface by Allen Gordon.

• **Summary:** This vegetarian cookbook, which has a macrobiotic flavor, is from Rainbow Farm, located on over 300 acres of mountain land in Phoenicia, New York. Soy-

related recipes include: Basic miso broth (p. 34). Miso vegetable soup #1. Miso soup #2 (p. 35). Soy butter dressing (made with 2 cups each oil and water, 3 tablespoons soy flour, and the juice of 2 lemons, p. 57). Miso vegetables (p. 67). Carrots and onions with tekka (miso, p. 67). Miso-onion spread (p. 76). Miso rice (p. 85). Tahini-miso spread (p. 108). Tahini-miso spread with vegetables (p. 108). Tahini-miso spread with seeds (p. 108). Tahini-tamari spread (p. 108). Miso balls (p. 111). Soy butter (“This is exactly the same as the whipped soy cream recipe” [which does not appear in this book], made with “soy powder,” p. 111). Soy milk (with a blender, from soy beans, p. 118). Soy milk (without a blender, from soy flour, p. 118). Soy burgers (from okara, p. 119). Soy loaf (with cooked soy beans, p. 120). Tofu (“Chinese Soy Bean Cakes”) (curded with Epsom salt, p. 120). Miso sauce #1 and #2 (p. 126). Hiziki and tofu ([hijiki], p. 132). Egg noodles (with wheat and soy flours, p. 144). Soy milk with whole beans (p. 205). Soy milk with soy flour (p. 205).

A glossary of “New or Unfamiliar Foods” (p. 212-14) includes good descriptions of tamari, miso soy bean paste, kuzu, and tekka. Address: Phonecia, New York.

701. Ford, Marjorie Winn; Hillyard, Susan; Koock, Mary Faulk. 1973. *The Deaf Smith country cookbook: Natural foods for family kitchens*. New York, NY: Macmillan Publishing Co. (Collier Books). London: Collier Macmillan Publishers. xiv + 352 p. Preface by Frank Ford. Illust. Index. 24 cm. [7 ref]

• **Summary:** A pioneering natural foods cookbook, produced and copyrighted by Arrowhead Mills, Inc. of Hereford, Texas. Soy-related recipes include: Roasted soybeans (p. 42-43). Miso soup (with wakame, p. 53). Tamari bouillon (p. 57-58). Todo en la caldera (with soybeans and miso, p. 58). Miso sauce (p. 90-91). Thick tamari sauce (p. 91). Tofu (soybean cheese or bean curd, p. 98-99; an early recipe for homemade tofu made with vinegar or lemon juice as a coagulant. Lists 6 serving suggestions for tofu and 1 for the “soy mash” [okara]). Cooking flaked soybeans (p. 132-33). Soy sesame burgers (with 1/3 cup whole sesame seeds, p. 135-36). Rice pancake with tofu (p. 136). Soybean loaf (p. 138-39). Cooking with soybean flakes (p. 156). Blazing star timbales (with soybean flakes, p. 156-57). Tamale soy pie (with cooked soybeans or soybean flakes, p. 182-83). Soy milk (homemade, p. 292). In the last chapter titled “Natural Foods from Deaf Smith County,” the following soy-related foods are discussed: Soybean flakes (p. 324, 327), black beans (a type of soybeans, p. 326), soybeans and foods made from them (p. 327). Soybean flour (p. 328). Tamari roasted nuts and soybeans (p. 331). Tamari soy sauce (p. 334). Miso soybean paste (p. 334). Wheat gluten is not mentioned in this book. Frank Ford’s preface shows him to be a devout Christian, organic farmer (in Deaf Smith County, Texas), and advocate of natural foods.

In about Sept. 1991 this early natural foods cookbook was reprinted with a new cover and subtitle (“Natural Foods for Natural Kitchens”). Over 300,000 copies are now in print. Address: 1. Arrowhead Mills, Hereford, Deaf Smith County, Texas; 2. Soquel, California; 3. Foods editor, *The Texas Star*.

702. *It’s your world vegetarian cookbook*. 1973. Glendale, California: Seventh-day Adventist Church. 128 p. Foreword by U.D. Register, and Clive McCay. Illust. 23 cm.

• **Summary:** *It’s Your World* is a television series hosted by Art Linkletter (his photo faces table of contents) and sponsored by the Seventh-day Adventist Church in Glendale, California. Soy-related recipes include: Saucy soy sizzlers (no eggs, p. 10). Carrot nut loaf (with soy flour, p. 12). Millet gourmet balls (no eggs, with soy beans, p. 13). Danish Proteena balls (p. 17). Rediburgers (with Rediburger, p. 18). Festive loaf (with Vegeburger, p. 22). Mayflower loaf (no eggs, with soy beans, p. 22). Fresh tofu loaf (p. 25). Soy beans Hawaiian (with Loma Linda Boston Baked Beans, p. 37). Baked soybeans Americana (p. 39). Plantation soy special (with soy beans, p. 39). Browned tofu with mushrooms (p. 42). Viking Roast (with Holiday Roast [frozen, ready-to-bake soy loaf with a smoked turkey flavor], p. 56). Scrambled tofu (p. 56). Crispy tofu sticks (p. 57). Bit o’soy waffles (with soy flour, p. 65). Soy-oat waffles (with soy beans, p. 66). Soy cream topping (with Soyamel powder, p. 114). Soy nut milk (with soy milk powder, almonds, and cashews, p. 116). Soy half-and-half (with All Purpose Soyagen, p. 116).

Pages 118 and 119 list all commercial vegetable protein analogs made by Loma Linda Food Co (Arlington, California) and Worthington Foods, Inc. (Worthington, Ohio). Address: Glendale, California.

703. Miller, Harry W., Jr. 1973. *Observations from forty years of soy protein processing and engineering*. Cedar Falls, Iowa: Soypro International, Inc. 8 p. Undated. Unpublished manuscript.

• **Summary:** “It was a late summer morning 1922 in the State of Maryland that my father announced at the breakfast table that I would accompany him on a short trip to Frederick, Maryland to look at a stone burr mill he wished to purchase for some soy milk experiments he wanted to conduct.

“Protein had always been a high priority topic in our house as Dr. John Harvey Kellogg had made a deep impression on my father (Dr. Harry W. Miller, Sr.) during his student medical days at Battle Creek, Michigan.

“On the way to Frederick my father explained to me that the mill he wished to purchase was to be used to prepare soybeans so that a white milky fluid of suspensible protein could be extracted from the beans. Little did I realize that I was to be introduced to a research field that would dominate my work and studies the rest of my life.



“Having purchased the mill the next step was to find a proper location to conduct the experiment. One of Maryland’s larger dairy farms was chosen for this, and after transporting the mill to the farm, it was bolted to heavy timbers and one of the dairy’s tractors was used to turn the pulley on the mill.

“To a boy of ten it was more interesting than spectacular to see a white milky liquid run down out of the mill instead of seeing the milk being drawn from the udder of a cow. However, this experiment made a lasting impression on a ten year old who was always experimenting and constructing contraptions of his own.

“No, the liquid from that mill did not replace the milk produced on the farm. However, at the present rate of population increase, and ever-increasing shortages of grazing area to produce milk, we may in the future be looking to the use of this mill and its complementary equipment to supplement the animal products in lands of large dairy production.

“Shortly after my introduction to the first experiments on that dairy farm, I traveled to the land of the soybeans. This country was to become my home and source of information as my parents had accepted a call to mission service in China.

“Having been raised a strict vegetarian, the foods made from vegetables and grain sources were always a challenge to my curiosity.

“Roaming the streets of Shanghai every portable food caterer, street sidewalk restaurant, as well as the more sophisticated Buddhist (vegetarian) restaurant held a new horizon of future products made from the soybean.

“It was indelibly inscribed on my young mind that each procedure in each shop had a very definite and end-resulting purpose behind it.

“The first visit I made to a shop which produced these foods, the owner would address me. ‘What is your honorable name,’ and my answer would be, ‘my humble name is “Show Me,”’ translated small rice.

“My childish curiosity either amused the shop keepers or my youth intrigued them. Regardless, I was soon known as ‘small rice.’ in all these shops and home processing establishments and was allowed to roam at will and have my questions answered frankly—so much so, that I was able to get answers and ingredient names that my elders were unable to secure.

“Basically, the first step in extracting protein was to hydrate the bean. I found that each shop had some variation in soaking the bean. Hot water was used in one place and cold in another. Some added chemicals to the soaking water and others varied by prewashing the bean before soaking while others washed the beans after soaking.

“Although I knew that all their variations were vital to the end product, it was to be several years before I would be using these various steps to achieve end results.

“During my earliest experience with processing, I learned that enzyme action is definitely affected by these variations in procedure.

“The Orientals extract soy protein to produce soy curd, in its various forms, and soy skin or film membrane. Note: This is the earliest English-language document seen (Oct. 2012) that uses the term “soy skin” or the term “film membrane” to refer to yuba.

“Soy curd is produced by coagulating the extracted, liquid-suspended protein. After being pressed from the granular residue [okara] of the bean, a liquid white protein suspension is left. Each shop had a different heat to bring the liquid to before adding the coagulatory chemical.

“Each producer had a different product for the customer. One would have a large cake of rather coarse curd. This they cut into blocks according to the purchaser’s need. The buyer taking it would flavor and prepare it as he desired.

“Another shop would produce a firmer curd which was pressed into small cakes; some were flavored with sesame oil; some peanut oil in which they were deep fried; and others were boiled in soy sauce and sold in this form to the customers.

“They also had what I called the yogurt shop. This was a very exacting procedure of heat control and quantity of coagulant to produce a yogurt-like curd which was chilled in bowls and served with rice malt poured on top to flavor it.

“There was one shop that pressed a fine curd till it was rather dry. These cakes were cut into square pieces about 3/4 of an inch square, were stacked on bamboo mat trays and placed in a culture-inoculated, heat-controlled room for three days. After this period the mold-covered squares were put loosely in glass jars in a hot pickling juice with ginger, ground red peppers, rice wine, brown sugar, and salt, and were sealed so the sauce would preserve the curd and flavor it [to make fermented tofu]. This product is sent all over the world to delight the palates of the Orientals.

“Perhaps the most interesting to me was the film protein [yuba] produced by heating the liquid extract to a definite regulated temperature and allowing a film to form on the top of it. This is picked up with a long chopstick and hung on a wire line to dry.

“Here again, liquid flavored films were produced by temperature changes. One way of changing the thickness of the film was to allow the liquid to evaporate so that the last films to be produced from a pot of liquid would be thicker than the first. Also, the fuel used would change the flavor of the film as the smoke from coal, charcoal rice straw and wet saw dust, or bamboo splints each had a definite taste.

“Not being satisfied with seeing these products made, I was determined to see how they were used; so ‘Small Rice’ would go to the kitchen of the Buddhist Restaurant long before dawn to watch the cooks soak these films in various sauces, some to be rolled tightly into bologna-like rolls and broiled for hours in a soy sauce, ginger, and anise flavored

juice. This roll, when sliced, had a beef-jerky like flavor. Another was to lay the films one after another on top of each other to be sprinkled (each one) with rice wine, sesame oil and monosodium glutamate. These films were folded into a half moon shape, placed in bamboo trays and steamed for several hours. They were then placed on a screen to dry the surface moisture, then fried in deep sesame oil or peanut oil whichever flavor was desired.

“When these foods with various seasonings were served you would have anything from fish to turkey or duck.

“It was the eating of these Buddhist meats that gave me the courage in later life to learn to eat animal tissue, as I had been raised a strict vegetarian.

“Had I not learned to eat and taste these various animal products, I am afraid I would be like the official in India: when describing to him how we could make meat analogs from soy milk residue he asked, ‘Well, what does chicken taste like?’

“This early experience in China was a challenge to make extensive study into each country’s dietary and food flavor habits before designing a product for them.

“In the early 1930’s with the encouragement of W.J. Morse and La Clara Reed of the U.S. Department of Agriculture, my father and I, using equipment supplied jointly by the Department and ourselves, produced a spray-dried soy milk formula which was granted a patent by the U.S. Patent Office, and which the American Medical Association accorded its own highly valued seal of acceptance for an infant formula.

“The first commercial plant was installed in Shanghai, China, during 1936 and 1937. Although we were using soy milk for feeding babies and institutional employees, due to the high price of pasteurized cow’s milk there was a challenge to install a soy dairy to produce a vegetable milk at a low price.”

Note 1. This is the earliest document seen (Aug. 2013) that uses the term “soy dairy” to refer to a facility which makes soymilk and related products from soybeans. Continued. Address: Cedar Falls, Iowa.

704. Miller, Harry W., Jr. 1973. Observations from forty years of soy protein processing and engineering (Continued—Document part II). Cedar Falls, Iowa: Soypro International, Inc. 8 p. Undated. Unpublished manuscript.

• **Summary:** Continued: “Flavor was no problem as the public enjoyed the bean-like cereal flavor of soy. We calculated that, if we could produce a product of high keeping quality and automate the production, we could produce and sell soy milk for \$0.20 a quart in comparison to cow’s milk at \$1.00 per quart. To do this we used wide mouth bottles with a metal crown cap. By sterilizing these bottles in a pressure retort, we had a milk that kept indefinitely without refrigeration. This allowed us to divide the city into four quarters, and by delivering a week’s supply

at a time we were able to provide house delivery with one fourth the equipment and personnel of our competitors. We had many customers living in other cities that bought a month’s supply at a time and carried the empty bottles back to us.

“During our first month of operation, the cost was \$1.10 per bottle. The second month was \$0.40 per bottle, the third month \$0.19 per bottle and the fourth month \$0.12 per bottle, which allowed a reasonable profit. We were unable to proceed further as the Japanese blew up the plant on August 7, 1937.

“Realizing the nutritive value of soy and its possibilities, and no longer being able to continue in the Far East, we established the ‘International Nutrition Laboratory’ in Mt. Vernon, Ohio.

“At first our endeavor was to perfect manufacturing equipment so we could return to the Orient and develop foods for low-income population. As a result, we worked with soy flour manufacturers and oil meal developers. Although many experiments were conducted in testing baking and roasting the bean, we learned very early that moist heat was best for developing high assimilability of this rich protein source.

“I believe I built some 21 different types of moist heat processors from pressure steam cookers to blowing line steam jets through liquid falls of the extracted protein. One day my father remarked, ‘Son, you have more equipment out on the scrap pile than you have in the plant.’

“As World War II progressed, we found ourselves producing high protein products for feeding of people that had been undernourished due to the enemies’ confiscation of food materials. However, as the war drew to a close, we saw a need for a change of income source. So, with the assistance of Dr. Baxter of Ohio State University, Soyloc was brought on the market. Although we had to overcome diarrhea and other feeding problems, it was found that, with proper moist heat treatment and a proper balance of various carbohydrates and vegetable oil, we produced an infant milk that was readily accepted by the pediatricians.

“As we had a greater amount of soy protein fiber [okara] than extracted protein, we at first dried this and sold it for livestock feed.

“It was felt that meat analogs could not be produced from this protein casein residue. Again special equipment had to be made to handle and process this product so that palatability and high food value would result. With specially designed heat processes and modified meat manufacturing equipment, bolognas and beef-like cutlets were produced at first with the addition of wheat protein [gluten], later with soy spun protein fibers. As discussed in the latter part of this dissertation, we were also able to produce very satisfactory meatlike products entirely from the residue.

“In the late summer of 1960, I received a call from my father inviting me to a luncheon conference. Here I met



Ronald Hill of UNICEF.

“After being introduced I was informed that UNICEF intended to install an infant formula plant in Indonesia under the direction of Dr. S.S. De of F.A.O.

“We were invited to be designers of the plant and I was to supervise the installation and training of the personnel to operate the installation.

“I was most fortunate to be assisted in the project by Dr. E.L. Rowe, a graduate Ph.D. from the University of Southern California. With his help at the Institute of Nutrition of Indonesia, and the assistance of the College of Medicine of the University of Indonesia we were able to determine the causes of diarrhea in infant feeding and correct it in our formula and processing methods.

“As in every country the natives of that locale must have a product that suits their individual organic reaction to nutrition in-take.

“It has not been possible to produce a product acceptable in all countries and cultures. Thus it has been necessary to adapt both production methods and formula to each area individually. In Indonesia we had a very delicate pH balance to maintain, and moisture quantities had to be regulated so the infant obtained a nutritious substance that its body could absorb without ill effects.

“Shortly after my return to the United States and during a periodic visit of my father, Dr. Perry Webber called upon us to assist Madison Foods to develop their soy products for greater market acceptance. They had some very commendable meat analogs using the combination of both soy and wheat derivatives. However, they wished to explore in the infant formula field which was creating a sizable market. Infasoy was originated at this time and a process was developed to increase the normal extracted quantity of protein from the traditional extraction method. This was done by the use of mechanical equipment and formulations. It was here, with a great quantity of wheat fiber in use, that we derived a method of using the soy residues [okara] to manufacture meat loaves, sausages, wieners, and bolognas entirely of soy except for seasoning materials and added fats. This greatly increased the nutritional value as well as the income derived from the sale of these products.

“As we were perfecting and developing equipment and products at Madison, a call came from Brazil for assistance in developing a soy and cow milk formula.

“As the Brazilian government felt that some animal product should be incorporated in this kind of formulation, processing experiments were carried out. As a result much was discovered in flavor control. It had long been determined that you could not mask the flavor of the soybeans. It was entirely a matter of using some of the flavors in the bean and eliminating the objectionable ones.

“While still at Madison I had a call to install a traditional soy milk plant in the Far East. Our technologies had progressed to the point that we had difficulty at first to retain

sufficient soy flavor to satisfy the palate of the local clients. However, this was accomplished to the satisfaction of the customers.

“The last three years have been used in developing sophisticated analogous types of meat and milk. This has been accomplished in the laboratory and we feel will soon be available for countries now pressed with shortage of milk. Should milk fall short in dairy farming countries, we know we can supplement this shortage with a vegetable source as acceptable as the product in shortage.

“In summary let me review:

“1. We are facing shortages in milk, which is produced with a ratio of 8 lbs. of feed to produce one gallon. We can produce a gallon of vegetable milk with a total of 1 lb. of fat, carbohydrate, and beans.

“2. A breakthrough in flavor control has been achieved, which eliminates the former taste objections.

“3. Breakthroughs have also been made in using the soy milk by-products for low cost meat analogues which are highly acceptable and nutritious.

“We have approached the time that the soybean protein will not only relieve food shortages but will also satisfy the most sophisticated taste.” Address: Cedar Falls, Iowa.

705. Parsons, Mothey. 1973. *Almonds to zoybeans: A cookbook of delicious, varied & high protein recipes for vegetarians*. New York, NY: Larchmont Books. 192 p. Illust. by Maren Ate and Jim Blackfeather. Index. 18 cm. [1 ref]  
 • **Summary:** An early natural-foods, vegetarian cookbook—inspired in part by *Diet for a Small Planet*, by Frances Moore Lappe. Contents: Introduction: How this book came to be written. Appetizers-dips. Eggs. Soups. Cheese dishes. Soybean dishes. Salads. Vegetable dishes. Jerusalem artichokes. Beverages. Miscellaneous. Desserts. Food charts: Sources of thiamine (vitamin B1), riboflavin (B2), niacin (B3), pyridoxine, vitamin B-12, pantothenic acid, biotin.

In the chapter titled “Soybean dishes” all the 14 recipes call for [whole dry] soybeans, cooked soybeans, or “thick soybean puree.”

The last recipe, “Mock turkey souffle,” combines soybeans and sage to give a baked dish that tastes “a lot like turkey.”

706. Salsbury, Barbara G. 1973. *Tasty imitations: A practical guide to meat substitutes*. Bountiful, Utah: Horizon Publishers. vii + 75 p. No index. 22 cm.

• **Summary:** This is a book of TVP recipes from a Mormon perspective. Contents: Foreword. About the author (autobiographical). Protein and proper nutrition. Textured soy protein: Soybean lore, what is T.S.P., types, availability, and storage. Suggestions for cooking with T.S.P.

Ten chapters of recipes use a different flavor of T.S.P. in each chapter with either “regular grocery items” or “home storage items.” The latter are typically part of a Mormon

food storage program. The T.S.P. flavors used are beef, bacon, chicken, ham, and sausage.

Chapter 14, “Legumes or dried beans,” includes recipes for cooked or dry soybeans. Address: Orem, Utah.

707. Kinderlehrer, Jane. 1974. Using soybeans instead of meat. *Prevention (Emmaus, Pennsylvania)*. Jan. p. 168-78.

• **Summary:** Ever since the price of meat began to skyrocket, substitutes for meat have been featured in American food columns. A large ad in the *Wall Street Journal* shows one soybean regally encased in a jeweled pill box with the caption “Life pill for an over crowded world.”

But the soybean should not be presented as a meat analogue—a fancy name for imitation, fabricated, or synthetic—in part because it is not a “complete protein.” However this is not a problem when you understand how to combine complementary proteins, and how to inactivate the soybean’s trypsin inhibitor—by high pressure steam cooking whole soybeans, or by transforming the soybean into milk or “bean curd.” Dr. Royal Lee suggests a method for cooking whole soybeans: Put a cup of soybeans in a quart of water, then put this in the refrigerator and let it stand for 24 hours. Change the water 4 times during that 24-hour period. The beans can then be cooked as you would regular beans such as navy beans—boiled for 20 minutes with constant stirring.

If you have a borderline iodine deficiency or suffer from a sluggish thyroid, the soybean may not be for you. The soybean also contains a shortage of calcium compared to its high phosphorus content. “Since the body requires more than twice as much calcium as phosphorus, it is a good idea to use a calcium-rich complementary food if you use much soy.

Next come three recipes: Soysesame pancakes (with “½ cup soy flour”). Soy balls (with “½ cup soy powder”). Soy cheeseburgers (with “¾ to 1 cup soybeans {preferably small variety}). Crack or split beans in food mill. Soak overnight and cook in the soaking water for two hours with these ingredients:...”

You can also enjoy the nutritional benefits of soybeans in the form of soy grits or soy meal (which need much less soaking and cooking than whole soybeans). Or try green soybeans (more attractive and delicious than fresh lima beans). Describes how to remove the pods and cook these as a vegetable.

“While the soy is certainly the greatest bean of them all, it is still a bean.”

“Enjoy your soybeans and you may find, as Mrs. Mito Umeda [of Kumamoto, Japan] did, that they lead to longevity.” According to an A.P. release of 25 March 1973 (which appeared in the *Milwaukee Journal*, 1 April 1973), she is believed to be the oldest woman in Japan at age 110. She said of her long life: “I eat any kind of food, but I never miss taking soybean flour as well as fruit once a day.”

708. Kushi, Michio. 1974. Natural agriculture and food

processing. *Michio Kushi Seminar Report (Brookline, Massachusetts)* No. 3. Feb. 26 and 27. p. 5-30. Edited by Ane & Mark Riegel.

• **Summary:** On Feb. 26 Mr. Kushi, a macrobiotic teacher, lectured on: Tekka—“Tekka is used not only as a condiment, but also for medicinal use. Tekka is made from three different roots—carrots, burdock, and lotus roots.” The “volume of miso is flexible... Homemade tekka is traditionally made in a cast iron frying pan.” The Japanese word “tekka” derives from *tetsu* (which means iron) and *ka* (fire). “For medicinal use, yang miso is better.”

Miso and miso manufacturing, including how to make malt (rice koji) (8 pages). Note: This section indicates that Mr. Kushi has some basic knowledge of the subject but there are many errors. 1. Koji is not malt (which refers to soaked, germinated cereal grains), but molded cereal grains or soybeans. 2. Koji kin is not malt bacteria, but koji molds. 3. One does not add enzymes to miso and enzymes do not grow. Even modern miso factories do not add enzymes when making miso. 4. The entire mixture is not stirred after 20-25 days to add oxygen. Kushi says you must keep miso for a least 6 months, but to cure sickness it must be kept for 2-5 years. Miso soup can compensate for the bad qualities of meat and eggs—so everyone should eat miso soup daily. Soup stocks and miso soup.

On Feb. 27 he discussed: General outline for making shoyu—soy sauce (4 p.), including discussions with Kikkoman on making natural shoyu starting with whole soybeans. In the early years after 1973, Kikkoman wanted to make natural shoyu and sent Kushi several samples, but he turned them all down, in large part because Kikkoman wanted to use defatted soybean meal instead of whole soybeans. Erewhon is buying shoyu from 3 companies in Japan. But Kushi says the quality is declining compared to five years ago [i.e., 1969], when it had powerful healing effects when taken with bancha or kuzu. He adds: “Around Boston or on our Ashburnham land, I really hope we can begin to make miso or soy sauce.” Kushi says that now, after pasteurization, coloring and flavoring is added [not true, except in HVP soy sauce]. “Traditionally [in Japan] for this they used natural herbs. For a sweeter taste and darker color they traditionally used kanzō [kanrō?] or ‘sweet grass = sweet herb.’”

“Formerly, until modern technological methods started to be applied, almost each village made their own shoyu like this, either as a joint community project, or someone with money made it and sold it to several villages.”

Using bean and grain sprouts—moyashi (including soy sprouts). Other soybean products: Fried tofu (two methods for agé). Ganmodoki. Kori-tofu or koya-tofu (freeze-dried tofu). Soybean milk (“Soy milk is very yin.” Note: Most Japanese and Japanese scientists consider soymilk to be an “alkaline” {*arukari-sei*} beverage, which therefore promotes good health). Yuba. In the discussion (p. 28), yogurt made



by leaving soymilk unrefrigerated and “Chinese fermented tofu... fu nyu” are mentioned. The U.N. [United Nations] recommendations on food, using vegetable proteins.

Note: This is the earliest English-language document seen (April 2013) that uses the term “freeze-dried tofu” to refer to dried-frozen tofu. Freeze drying, which is an expensive, modern, high-tech process that uses a vacuum chamber to dry a frozen food, is not a good term to use for this traditional Japanese food which is air-dried naturally. Address: Brookline, Massachusetts.

709. Jewel Food Stores. 1974. Janie reports: How to use soy protein products! (Ad). *Chicago Tribune*. Feb. 28. p. S\_A23. • **Summary:** Jane Armstrong, Jewel’s home economist, begins: “In a recent column I discussed what soy protein foods are and why they are important. This week I’d like to tell you how to prepare and use them.

“There are two primary uses for textured vegetable protein: as extenders for ground meat and analogs, used as alternatives for meat, fish or poultry protein.” “TVP products” include “Burger Plus, Proteinettes, Williamson, and Red Skillet Dinners.”

“Meat alternatives are available in frozen forms (Morningstar Farms breakfast foods and Freezer Queen skillet dinners for example), dehydrated, and fresh forms.”

You may be surprised to learn that “One acre of land produces 500 pounds of soybeans, but only 58 pounds of beef! So, you can see what future implications are with TVP... Quite a few TVP products are now available at Jewel, so why not try one this week?”

A portrait photo shows Jane Armstrong. Address: 1955 North Ave., Melrose Park, Illinois.

710. *Changing Times (The Kiplinger Magazine)*. 1974. Now there’s “meatless meat.” It cuts your food costs and may be healthier too. 28(2):53-54. Feb.

• **Summary:** Discusses textured vegetable proteins. “With the exception of the imitation bacon bits, such as Bac-Os from General Mills and Stripples from Worthington Foods, the textured vegetable proteins have not been available on most supermarket shelves. Now you can expect to see more of them...”

“The big breakthrough for textured vegetable proteins came in February 1971 when the U.S. Department of Agriculture approved their use in the national school lunch program. Soy proteins, fortified with vitamins and minerals, can replace up to 30% of the meat in patties, stews, poultry and fish dishes served for school lunches...”

When meat prices soared, soy processing companies began to market a new class of nutritious, dehydrated meat extenders in two- to three-ounce “envelopes,” similar to dry soup. They are often sold near the meat counter or with “other semiprepared dinner mixes, such as Hamburger Helper. The packets may contain natural soy crumbles or

caramel-colored granules that blend well with beef. They also come unflavored, so you can add your own seasonings, or preseasoned...”

Note: This is the earliest English-language document seen (Aug. 2011) that uses the term “soy crumbles,” probably to refer to small chunks of textured soy flour.

“Last summer, a midwestern food chain took a full-page newspaper ad to inform shoppers of the advantages of TVP, the trademark for Archer Daniels Midland’s product...”

“Late last year Cargill, Inc., a large grain company, entered the consumer market in the Southwest with Burger-Plus, a lightly seasoned textured soy protein. It test-marketed three-ounce packages at two for 49 cents. Each package of mix and water stretched a pound of ground beef to a pound and a half. Other recent market entries include Grand Union’s seasoned and unseasoned ‘meat’ mixes, General Mills’s Burger Builder and A.E. Staley’s Burger Bonus. More firms plan to package soy products.”

711. Doving, Folke. 1974. Soybeans. *Scientific American* 230(2):14-21. Feb. Cover story.

• **Summary:** The subtitle reads: “Now in a class with wheat and not far behind corn as a major U.S. crop, they have become one of the nation’s main exports. They are thus playing an important role in balancing payments for imports.”

A chart (p. 19) shows that in the year ending 30 June 1973, soybeans and soybean products were America’s largest agricultural export, followed by wheat and flour, feed grains, animals and animal products, fruits and vegetables, cotton, tobacco, and rice, in that descending order. Soybeans now account for more than 5% of all U.S. exports.

A map (p. 16) shows soybean growing areas in the USA; Each dot represents 10,000 acres planted to soybeans as determined by the 1964 census of agriculture. Most soybeans are grown in the Midwest (Ohio, Indiana, Illinois, Iowa), north of the Ohio River, and all along the Mississippi and Wabash Rivers. Photos show: A close-up of a page full of harvested soybeans (p. 15). A field of soybeans (p. 21). A man standing atop a large quantity of soybeans, surrounded by metal silos. A nice illustration shows a soybean plant heavy with pods, and a close-up of two soybeans in a pod. Graphs show: (1) Production of soybeans from 1935 to 1973, worldwide, USA, China, and Brazil. (2) U.S. consumption of margarine and butter (total and individually) from 1930 to 1972, plus use of soybean oil for making margarine. (3) Consumption of meat, poultry, and energy; both are rising in the USA, leading simultaneously to an increased dependence on imports of petroleum and meat, and to the use of more farmland to raise food for domestic animals.

Concerning dietary changes (p. 19): “Soy protein is nutritionally somewhat less complete than meat, but the few deficiencies can be made up easily from other vegetables, including corn. A complete [vegan] diet without animal

products is therefore readily attainable. Many more meat imitations than are currently available could be made from soybeans, including analogues of several boneless meat and poultry cuts.

“A move toward a more vegetable diet would have several advantages for the public, such as lowering the cost of living and reducing the ingestion of fat. It would lessen the pressure of economic activity on the environment, since the current energy crisis is symptomatic of an impending scarcity of resources that would be greatly relieved if less land were used to feed domestic animals.

“The production of natural bacon, for example, requires ten times as much cropland as the same quantity of bacon analogue from soybeans; beef production calls for from 15 to 20 times as much land as is needed for soy protein. Moreover, since soybeans obtain their own nitrogen fertilizer, they draw less on the energy intensive industries that manufacture commercial fertilizers. The ecological pressure from high levels of application of nitrogen fertilizers would also diminish, because less nitrogen would leak into the ground water and streams.” Address: Prof. of Agricultural Economics, Univ. of Illinois, Urbana.

712. **Product Name:** Soy Burger.

**Manufacturer’s Name:** East West Cookery.

**Manufacturer’s Address:** East West Center, Franklin Street, Hollywood, California.

**Date of Introduction:** 1974 February.

**Ingredients:** Incl. cooked whole soybeans, fresh onions, fresh carrots, fresh parsley.

**New Product–Documentation:** Talk with Ademar Reis. 1993. Nov. 29. He introduced this consumer retail product in either late 1973 or early 1974.

He was born in Brazil, but he had to flee the country in the early 1970s. He went to stay with friends in Los Angeles. Then he moved into the East West Center, a macrobiotic commune at 7357 Franklin Ave., Hollywood, California. First he started working as Roy Steevensz’ assistant making foods. Then in late 1973 or early 1974 he started a company named East West Cookery, where he made Soy Burgers, which he sold to many health food stores around Los Angeles, including the Erewhon retail store. To make the burgers he would soak whole soybeans, pressure cook them until soft, then cool and mash them for use as a binding agent. He would mix the mashed soybeans with cooked brown rice and fresh onions, parsley, and carrots. He would shape the mixture into patties, which he baked in an oven. He made the burgers in the kitchen of the big East West Center. In terms of logistics, he would wake up at 4:00 in the morning, cook the soybeans and let them cool. Later, after others had finished breakfast in the kitchen, he would shape and bake the burgers. He would put these between buns, with lettuce, tomatoes, etc. wrap them in Saran Wrap, insert a black-and-white label in between 2 sheets of wrap, and

distribute them to stores. For more details, see interview with Ademar Reis, Nov. 1993.

713. Gerner, Bob. 1974. Log of trip to Japan to study traditional natural foods, 28 Feb.–2 March 1974. Part II (Log–unpublished). Westbrae Natural Foods Inc., Berkeley, CA 94710. 26 p. Unpublished log. Handwritten. 20 x 8 cm. • **Summary:** Continued: March 19, Tues. Take bullet train to Kyoto to meet Steve Earle of Muso Shokuhin. We 3 go to Okayama to see Fuchu Miso, that makes mugi miso (the barley miso sold in our store) and sweet white miso. The president’s wife is the epitome of Japanese woman. For lunch we have tofu burgers with Italian sauce and mushrooms in a bento made by Akiko. Delicious. Take a boat to Shodo-shima where Marushima Shoyu Co. is located. Island is also famous for toasted sesame oil. Arrive at a ryokan at 6:30 P.M. VIP treatment. Bath before dinner and served in private room by geisha. Too much fish! Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “tofu burgers.”

March 20, Wed. Miso soup for breakfast. Visit Marushima Shoyu where Muso gets its “natural” shoyu for export to America. They have the newest wheat roasters (they roast it with sand), biggest presses. We see cement aging tanks in a temperature-controlled room, then onto a large red building with 150 aging tanks. But we see no whole soybeans, only soybean meal (*dasshi daizu*). “I feel the owner is a liar and this is a bogus operation. The scene gets heavy and ugly. Bill is great and presses on with questions.” The owner claims that 40% of their shoyu is natural, aged for 3 years and made with whole soybeans; 60% made with soybean meal, temperature controlled for 7 months. Thus there should be about 120 vats of natural versus 60 regular. But where is the natural? Their faces turn red. We have caught them red handed. The owner take us to one musty, dirty old building with 25 vats, only 8 of which contain shoyu, some only half full. Lots of cockroaches. Looks like no one ever goes here. Still no sign of a single whole soybean. Uneasy departure. Steve Earle is embarrassed. We take a train to Tokyo. We present Earle/Muso with a list of inconsistencies and ask for a written reply.

March 21, Thurs. Visit Mr. Kazama’s miso factory (*Ikeda Kojiro Miso Shoten* in Kawaguchi-shi near Tokyo), that makes barley miso, the only brown rice miso in Japan, and shoyu. Call Ty Smith of Muso. He says Muso was very happy with our findings concerning the problems at Marushima, and that they have contacted a new source in Kyushu. Marushima said their president died a year or so ago and his son took over. They have lost the old feeling and tradition.

March 22, Fri. 6:00 A.M. Meet with Bill Shurtleff at his tofu master’s tofu shop (*San-Gen-Ya*, run by Mr. Toshio Arai). We watch how he makes tofu. Beautiful place (12 feet square) attached to their home. Beautiful people; they don’t



speak English. Both make tofu starting early in the morning. He delivers in the afternoon and she sells out of the shop. He gave me hot rich soymilk (from *kinugoshi*) with wild mountain honey. Both incredible. So sweet and delicious. They also serve us freshly made agé, kinugoshi, and natto. Lunch at Shurtleff and Aoyagi's home: Noodles and tofu, Chinese fried tofu, tofu pudding, agé, kinugoshi, and mikan orange. We go over my notes from the miso factory. We copy all of his notes. Then I leave, very sad, but the friendship will remain. Akiko is a remarkable lady. Meet Mr. Kazama and go to Pacific Trading. Lousy meeting with Mr. Masaaki Miki (sales manager), and Masa Miyashita (export dept). Go to airport.

Results of the trip: (1) Westbrae started (about 9 months later) to import many varieties of miso, plus shoyu, and other products from Mr. Kazama in Japan. Bob Gerner was the founder, president, and chairman of the board of Westbrae; (2) Bob Gerner and Liz Horowitz taught "Tofu and Miso Cookery Classes" in Berkeley during 1976; (3) Westbrae published and distributed widely two brochures, *What is Miso?* (May 1976) and *What is Tofu?* (July 1976) written by Shurtleff and Aoyagi; (4) In 1976 Westbrae Natural Foods Inc. decided to sell its retail store at 1336 Gilman St. in order to focus on being a distributor and importer. The store had been losing money. Bob Gerner bought it in June 1976 for the low price offered by the highest bidder. He remodeled the store, renamed it Gilman Street Gourmet, and re-opened it in Sept. 1976. In the spring of 1977 Gerner added a deli to the store; there he made and sold Tofu Burgers, Tofu Treasure Balls, and Tofu Steaks Sauteed in Ginger Sauce. The same week that the deli opened, Gerner sold 3,000 to 4,000 of his new Tofu Burgers out of the Westbrae booth at the New Earth Exposition in San Francisco. Bob's nephew and sister (Margaret) made the tofu burgers. The burgers sold equally well at the same Expo in 1978 and 1979; (5) Shurtleff and Aoyagi wrote *The Book of Miso* and their New-age Foods Study Center moved toward becoming Soyfoods Center.

Note: In late November 1974 Mr. Kazama came to a meeting at Pajaro Dunes by Santa Cruz, sponsored by The Well. The idea was to set up a natural foods trade association. Erewhon wanted to control all imports of Japanese natural foods from Japan. Janus and The Well both had to import through Erewhon. They said Westbrae must buy through them via The Well (Roger Hillyard/Pure & Simple), and pay a 5% commission. Kazama had to defer to them. Gerner refused and they backed off. Ty Smith, now head of Erewhon, was upset that Westbrae was not paying a commission. Gerner told him "Tough." So Westbrae ended up importing from Kazama. Address: President & Chairman of the Board, Westbrae Natural Foods Inc., 1224 10th St., Berkeley, California 94710.

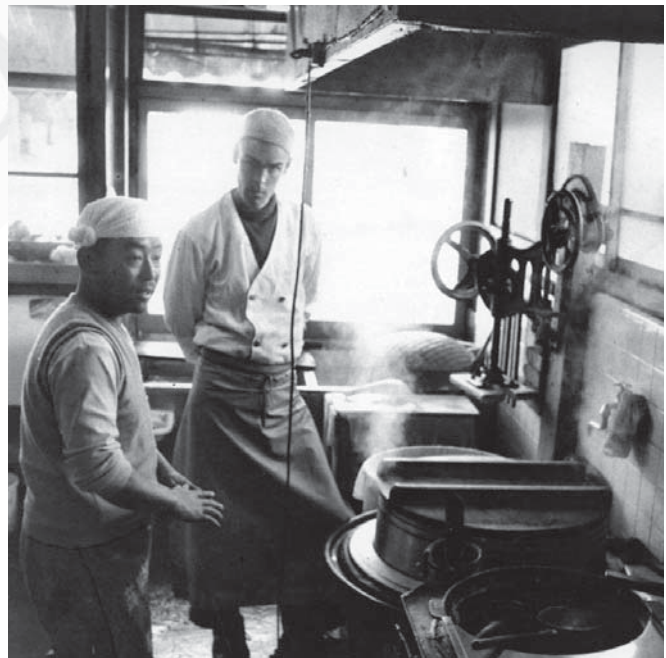
714. Hunter, Beatrice Trum. 1974. Textured vegetable proteins: Satisfactory meat substitutes. *Consumers' Research*

*Magazine* 57(2):32-35. Feb. [2 ref]

• **Summary:** The author concludes that "Soy proteins are not an adequate substitute for meat, poultry, and fish." This articles focus mostly on TVP brand textured soy protein, which has been widely promoted. TVP products are inferior in nutrient quality to traditional animal protein sources. They are indigestible for some individuals and produce flatulence. Blended with ground beef at levels up to 25%, the TVP can leave an aftertaste. "It was estimated that by the summer of 1973 one out of every four food stores across the country was selling such blends. Such sales have often outstripped sales of pure ground beef... Vegetable proteins are now said to be selling at a total rate of \$83 million annually, but the industry anticipates sales to reach \$1,500 million by the end of the present decade.

"Clearly, TVP products do not represent a move toward the rational use of plant protein in a world headed toward a serious shortage of animal protein. Rather, these products must be viewed as a new triumph of food technologists and processors who have succeeded in persuading many individuals to substitute such 'reasonable facsimiles' for real, natural foods."

715. *Japan in Pictures*. 1974. Bill Shurtleff, a perfect mania for bean curd. American who has come to Japan to study Zen. 16(1):16-17. [1 ref. Eng]



• **Summary:** Shurtleff is a 31-year-old American who has come to Japan to study Zen meditation and tofu. Five large, black-and-white photos of Shurtleff show him: (1) Deep-frying "ganmodoki" [tofu burgers] at San-Gen Ya, the shop of tofu master Toshio Arai in Nerima-ku, Japan, where Shurtleff is an apprentice, learning how to make tofu in the

traditional Japanese way. (2) Ladling cooked soybean puree (gô) out of the cauldron into the pressing sack. (3) Standing next to Mr. Arai. Much of the equipment in the shop can be seen as Mr. Arai talks about making tofu. (4) With Mr. and Mrs. Arai, sitting on the step that leads from their tofu shop into their home. (5) One sitting in full lotus position practicing meditation in the home of Mr. and Mrs. Kinjiro Aoyagi in Nerima-ku. His head is shaved and a small altar is in the background. Another article on previous pages of this issue discusses a new method for making instant tofu. Address: Japan.

716. Zell, Fran. 1974. New on the shelves: Brown, serve, and get 'em going early (Ad). *Chicago Tribune*. March 14. p. W\_A4.

• **Summary:** “(These products have been taste-tested by members of the Tribune food staff). Consumers trying to cut down on cholesterol and saturated fat now can try three new Morningstar Farm [sic, Morningstar Farms] breakfast products made from vegetable protein derived from wheat, soy, and yeast, Brown and serve Breakfast Patties, Links, and Slices, contain no cholesterol or animal fat and at least as much protein as the comparable cooked meat.”

The products are distributed by Miles Laboratories.

717. Dullea, Georgia. 1974. You don't have to be a Seventh-Day Adventist to like their cooking. *New York Times*. March 25. p. 37.

• **Summary:** They are teaching vegetarian cooking classes, and they are good at it. One couple took the classes and have been meatless for five months. To satisfy their taste for meat, they are eating the “vegetable protein food the Adventists produce under the Loma Linda label. Four soy patties cost 50 cents compared to about \$2 for the same amount of meat.”

The world's 2 million Adventists are not all strict vegetarians; while such a diet is recommended by the church, it is not considered a test of faith. Most Adventists avoid coffee, tea, cola beverages, and strong spices. A recipe for eggless “Soy mayo” (using ½ cup soy milk powder) is given.

718. **Product Name:** Bac-O-Bits, and Bontrae (Now made from Textured Soy Flour).

**Manufacturer's Name:** General Mills, Inc.

**Manufacturer's Address:** 9200 Wayzata Blvd., Minneapolis, MN 55440.

**Date of Introduction:** 1974 March.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1974. p. 124. “Textured Vegetable Proteins (Extruded).” Note that General Mills has reformulated their crumbled bacon analog to include textured soy flour as the main ingredient. It was formerly named Bac-O\*s and made with spun soy protein fibers.

719. **Product Name:** Loma Linda Non-Meat Balls

(Meatless).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1974 March.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1974. p. 120. “and ‘meat’ balls.”

720. *Tennessee Valley Authority, Bulletin*. 1974. Soybean: Production, marketing and use. Y-69. 187 p. March. Foreword by Gerald G. Williams, Agricultural Development, Tennessee Valley Authority. Illust. No index. 28 cm. [265 ref]

• **Summary:** Contents: The soybean, status and trends. Soybean production. Harvesting soybeans. Storage and handling. Marketing and use. Strategies for reaching potentials.

This conference was sponsored by the Tennessee Valley Authority, American Soybean Association, National Soybean Crop Improvement Council, and land-grant universities of seven valley states. It represents a multi-institutional, multi-disciplinary approach to identifying and developing the potentials for soybeans in this region.

On page 117, titled “Marketing and Use,” a full-page black-and-white photo shows various soy-related food products: Soy Town Roasted Soy Beans (Sea Salted), Wesson Pure Vegetable Oil, Kroger Bac'n Buds, Jell-o Whip'n Chill (Deluxe Dessert Mix), Nabisco Famous Cookie (Sampler, incl. Oreo, Lorna Doone, Cameo, etc.), Worthington Stripples, Butternut Candy Bar, Red Bird Imitation Vienna Sausage, Kroger's Pro Beef and Hydrated Textured Vegetable Protein Mix (keep refrigerated), Soft Parkay Margarine, Nestlé Crunch, Lipton Onion Soup and California Dip, Kraft Creamy Dressing, plus frankfurters and bread. Address: Muscle Shoals, Alabama.

721. *Newsweek*. 1974. Running out of food? April 1. p. 40-41.

• **Summary:** “In the last two years, famine has threatened India and visited widespread misery upon the sub-Sahara nations of Africa where an estimated quarter million people have died. Scarcely less shocking, half of the world's 3.7 billion people live in perpetual hunger. The industrial nations are swiftly buying up the dwindling supplies of food and driving up food prices so high that poorer countries cannot afford to pay them.

“Prospects for the future are clouded by the old Malthusian specter of population growth. A year from now there will be 4 billion human beings on earth, and by the end of the century that figure is expected nearly to double to 7.2 billion. Food production is simply not growing fast enough to feed that many mouths, and it is unlikely to do so in the decades ahead. A complicating factor in the race between food and people is the burgeoning affluence in



such parts of the world as Western Europe, Japan and the Soviet Union. Rising expectations in these areas have bred strong new demands on the world's food supplies. More and more people want their protein in the form of meat rather than vegetables, and this in turn has driven up the need for feed grains for the growing herds of livestock. 'Affluence,' argues economist Lester Brown, 'is emerging as a major new claimant on world food resources.'

"Even Agriculture Secretary Earl Butz, a notorious optimist on the subject of food, concedes that Americans may have to substitute vegetable for animal protein. 'We have the technology,' Butz told Newsweek's Tom Joyce reassuringly, 'to make better hamburgers out of soy beans than out of cows.'"

722. Nagelberg, Alvin. 1974. They'll eat (soy) shrimp, (soy) ham, (soy) filet: Boyd [sic, Boyer]. *Chicago Tribune*. April 14. p. A7.

• **Summary:** This is a brief biography of Robert Boyer [mistakenly called "Robert Boyd" throughout], age 64. He predicts that within five years housewives will buy shrimp, ham, and filet mignon made from soybean protein. More than 40 years ago, during the Great Depression, he was hired by Henry Ford to find industrial uses for farm crops. World War I interrupted the experiments. Boyer resumed work at a laboratory in Cincinnati, Ohio [Drackett Co.], and in 1949 he applied for his patent, which was issued in 1951.

Today Boyer is a part-time consultant to the Marshall division of Miles Laboratories (Worthington, Ohio); his patent for making edible protein fibers from soybeans expired in 1971. Yet he has done well. He is semi-retired, has a 57-foot cruiser, and condominiums in Florida and Columbus, Ohio.

Miles' first products have been targeted at the vegetarian and health foods markets. One of Miles' latest products is Morningstar Farms sausage, a frozen product made of soy protein, egg albumen, and wheat gluten. "The egg is a binder and the wheat makes it chewy."

723. Gnileerb, J.L. 1974. 2074 and all that. *Nutrition Today* 9(2):30. March/April.

• **Summary:** A humorous article. "The many food products formulated from soybeans have been a staple of the American diet for generations." The author, an eminent orthonutritionist, who contends he was born in 2030, is trying to locate alternate sources of protein. He describes his experiments to make imitation soyburgers out of beef. "Animal tissue and, in particular, beef provided a large portion of the protein in the American diet at one time. A few very old Americans may actually have tasted beef, and they may remember that some of the first soybean products on the American market were beef analogues." A cartoon shows a man viewing a restaurant menu with 6 flavors of soybean sandwiches.

724. *Better Homes and Gardens*. 1974. Soy savvy. 52:136. May; 52:99 June; 52:124 Nov.

• **Summary:** Part 1 gives a recipe for an Italian meat loaf using a mixture of ground beef and textured soy protein. Use of the TVP saves money and the soy protein absorbs the meat juices so the finished product is more moist and flavorful. And there is less shrinkage and no cholesterol.

Part 2 uses whole soybeans with millet in a meatless burger. Part 3 uses ham-flavored textured vegetable protein bits (soy) in a "Ham" medley recipe—a noodle casserole.

725. Erewhon. 1974. Natural and organic foods: Supplying natural food stores, co-ops, schools and communities (Catalog). Boston, Massachusetts. 16 p. Effective June 1974.

• **Summary:** The structure and design of this catalog is quite similar to the previous one of April 6, however four pages of new products and sizes have been added. The background of the illustration has been changed but the foreground is the same; it is now copyrighted by Erewhon. The note from Paul Hawken has been replaced by a similar one signed "the erewhonians." OG = Organically grown.

New additions to the catalog: Flyers: (1) Organic Merchants: The flour story. The salt story. (2) Issues of *East West Journal*. From Vol. IV, No. 6, July 1974, "Energy" to Vol. IV, No. 9, Oct. 1974, "Healing." (3) Natural Recipes: Three by five inch tear-off pads, each pad containing 100 of the same natural-food recipe. Four assortments (A-D), eight different pads in each assortment. There is one soy-related recipe pad in each assortment: (A) Soybeans au gratin. (B) Miso soup. (C) Soybean casserole. (D) Soyburgers.

This catalog cover (blue on white) was reprinted with permission from the Michio and Aveline Kushi Macrobiotics Collection, Archives Center, National Museum of American History, Smithsonian Institution, Washington, DC. Address: 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: (617) 542-1358.

726. Edwards, Larry. 1974. Soy extenders remain 'food of the future' as category sales dwindle. *Advertising Age*. July 29. p. 3, 46.

• **Summary:** Sales of textured soy protein products have dropped along with the price of ground beef. "The category, which sources say peaked at about \$4,000,000, now reportedly has dipped to about \$3,000,000, with most of the products gathering dust on retail shelves."

"Last year, in response to consumer disenchantment with skyrocketing meat prices, a flood of branded consumer meat extender entries hit the market. To date only Plusmeat from Central Soya's J. H. Filbert Co. has moved into broad distribution. Among other extender entries in limited test markets: Burger Bonus and Tuna bonus from A. E. Staley's consumer products group; Betty Crocker's Burger Builder from General Mills; Armour-Dial's Burger Savor; Ac'cent

ground beef extender from Ac'cent International, and Progresso Foods' Extend'n Flavor."

"Miles' Worthington Foods unit, forerunner to its development of Morningstar Farms, already has over a 50% share of an estimated \$12,000,000 vegetable protein market for religious groups such as Seventh Day Adventists.

"According to researchers at Frost & Sullivan, New York, market research company, the total vegetable protein market jumped to about \$115,000,000 during 1973, but has since leveled off. Its size was put at \$82,000,000 for 1972, and the company predicts it will climb to \$1,500 million dollars by 1980."

Miles Laboratories has stayed away from positioning their Morningstar Farms products as "meat substitutes." Other products that continue to do well are Gooch Foods' TVP Red Skillet Dinners and General Mills; Bac\*O's, one of the original consumer vegetable protein products.

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According to researchers at Frost & Sullivan, New York, a market research firm, the total vegetable protein market jumped to about \$115,000,000 during 1973, but has since leveled off. Its size was put at \$82,000,000 for 1972, and the company predicts it will climb to \$1,500 million by 1980.

727. Dunham, Wayne. 1974. Filet of soybeans. *Chicago Tribune*. Aug. 28. p. C4.

• **Summary:** The "meatless meat dish" is about to become widely available in the United States. Through its ad agency, Tatham-Laird & Kudner, Miles Laboratories is about to start "nationwide marketing of breakfast links and patties made from vegetable proteins, such as soybeans, instead of meat. The products, under the Morningstar Farms brand name will be available in most major supermarkets."

728. Brody, Jane E. 1974. Soybean has become the focus of drive to give more protein to world's hungry. *New York Times*. Oct. 12. p. 62.

• **Summary:** "This is the second of two articles on the drive to increase the amount of protein in the human diet." These are part of a series of articles examining the world food situation.

Americans are already familiar with at least two products made from soybeans: bacon-flavored bits and hamburger extender (also known as "textured vegetable protein"). Scientists believe that Americans will be among the hardest to please with new protein sources. General Mills, Inc. is presently test-marketing two soy protein meat analogues named "Country Cuts"—frozen, ready to eat cubes with the texture or flavor of chicken or ham. They are 25-40% less expensive than the meats they imitate. These products contain meat-like fibers made from defatted

soybean flour and pumped through a "spinnerette," which resembles a showerhead. The chewiness of the "Cuts" can be changed by adjusting the stretch on the fibrils as they pass through the spinnerette.

University of Illinois food scientists Steinberg, Wei, and Nelson are taking a different approach. Starting with the whole soybean (oil and all), they have developed a wide range of foods from soy "milk" and "yogurt" to an ice cream-like dessert, custard, and flakes—and gotten rid of the normal "beany" or "painty" flavor by heating the beans to inactivate the enzyme that causes it.

Another approach is fortification of foods with soy flour or the missing amino acids. Some are working to extract protein from green leaves or from waste, others to grow single-cell protein.

Some of these approaches are little more than ideas, on which a great deal of research needs to be done. However for others, such as "various soy foods" and fish protein concentrate, the technology has been nearly or completely worked out, at least on a pilot scale, and "could theoretically be incorporated soon into the diets of protein-starved people. But the obstacles to such incorporation are substantial."

Note 1. This is the earliest English-language document seen (Aug. 2013) that uses the term 'soy "milk"' in connection with soy milk.

Note 2. This article was reprinted in the *Times of India* (New Delhi) on 16 Oct. 1974 (p. 6) under the title "Looking for new protein sources in war on malnutrition."

729. Carruthers, Jeff. 1974. Ottawa appears baffled, stalling on what to call vegetable wiener. *Globe & Mail (Toronto, ONT, Canada)*. Oct. 29. p. 15.

• **Summary:** It will be months until an "all-vegetable wiener and other cheaper simulated meat products" are introduced for cost-conscious Canadian consumers, because of "federal Government infighting over naming and labeling these foods-of-the-future.

The Agriculture Department, defending the interests of Canada's meat industry, is opposed to the use of any "traditional" meat names—such as steak, burger, hamburger, wiener, sausage, and the like—for "non-meat or mostly non-meat simulated products." However Agriculture Minister Eugene Whelan said that a name such as "soyabean steak" was acceptable; the advertising could even say that it "tastes like beef."

However the Consumer Affairs Department, with support from the Health Department, has proposed that "the new vegetable protein products be called 'simulated' meat products." The label for a "simulated beefsteak" should state that it contains either "no meat or less meat than the traditional product."

In early 1973, while the regulations were being discussed, "some supermarkets in Eastern Canada introduced 'soyaburger' products (mixtures of real hamburger and soya



protein, made to look like hamburger, that sell for less than hamburger).”

At that time, “the federal government decided to allow soyaburger products to be marketed, even though they were not covered by the Food and Drugs Act.”

Now, consumers will have to wait. The issue is expected to be resolved before the year’s end.

730. Dinshah, Freya. 1974. *The vegan kitchen*. 9th ed. Malaga, New Jersey: The American Vegan Society. 48 p. Illust. Index. 29 cm. Spiral bound.

• **Summary:** A lifetime vegetarian, the author has been a vegan since 1959, and the Secretary of the American Vegan Society since 1960. Married to AVS President H. Jay Dinshah, she is an accomplished author, lecturer, and teacher. In this 9th edition, soy-related recipes include: Soya sprouts (p. 14). Soya patties (with soya flour, baked in an oiled dish, p. 23). Soya rounds (with whole soybeans, baked on a lightly oiled baking sheet, p. 24). Soya beans (dry roasted [soynuts], p. 25). How to shell green soya beans (p. 25). Soya loaf (with cooked soya beans, baked, p. 28). Soya butter (made with soya powder/flour, p. 29; this is not really soynut butter). Sesame/soya milk (with soya powder/flour and dates, p. 30-31; a photo shows a bag of Fearn Natural Soya Powder). Quick soya/tahini milk (with soya powder/flour, p. 32). Soya cheese Americana (tofu made with soya powder/flour and coagulated with lemon juice, p. 32). British Plantmilk cheese (tofu made with Plamil and lemon juice). Australian soya cheese (with soya powder, p. 33). Vegan soya/potato mayonnaise (with soya milk, p. 33). Basic jelled ice cream (with soya milk and agar-agar, p. 38).

The cover of this cookbook states: “Comprehensive total-vegetarian natural food system. Nutritionally balanced. Scientifically sound. Healthful and humane. Ethically unassailable. Ecologically superior. Recipes, menus, ideas, illustrations.” Address: The American Vegan Society, 501 Old Harding Highway, Malaga, New Jersey.

731. Farm, The. 1974. *Yay soybeans! How you can eat better for less and help feed the world*. Summertown, Tennessee: The Book Publishing Co. 14 p. Illust. 22 cm.

• **Summary:** This highly creative little booklet, printed with blue ink on white paper (a similar 1978 edition used brown ink on white paper), contains many original / pioneering soyfoods recipes (marked with an asterisk (\*)). Contents: Living on soybeans. Some of our favorite ways to eat soybeans. Basic cooked soybeans: Soybeans and tortillas, Soybean stroganoff, Soyburgers, Soy fritters, Cheezy soybeans (Good Tasting Nutritional Yeast gives the cheezy flavor), Soy nuts (dry roasted), Soy coffee. Soy milk: Homemade using soy flour or using soybeans, Soy ice cream—“Ice Bean,”\* (made with soy milk in vanilla or cocoa flavors), Soy yogurt\* (p. 5, made with soymilk and starter from Chr. Hansen’s Lab. in Milwaukee, Wisconsin).



Soy flour: Basic salad and sandwich spread, Seasoned sandwich spread. Soy cheese\* (made from fermented / soured soymilk), Soy cheesecake\* (made with “soy cheese”), Cookie crust for cheesecake, Soy mayonnaise\* (made with soymilk). Soy pulp [okara]: Introduction, Soy pulp burgers\*, Scalloped potatoes and pulp, Soysage\*, Protein spice cake (with soy pulp), Soy pulp cookies, and Soyola\* (soy pulp granola). Eggless cookery: Introduction, Pancakes (with soymilk), Chocolate cake (with sour fresh soymilk), Soy soufflé (with soy flour). Good Tasting Nutritional Yeast: Introduction, Melty nutritional yeast “cheese,” Nutritional yeast “cheese” crackers, Golden gravy. Nutrition of soybeans: Nutritional composition of 1 cup whole cooked soybeans, 1 cup sweetened soymilk, 1 cup mother’s milk, 1 cup cow’s milk. “We supplement our soymilk with vitamin A (150 mcg./cup), vitamin D (2.5 mcg./cup), and vitamin B12 (6 mcg./cup).” Composition of soymilk and soypulp (wet and dry, including PER). Some facts about people and food. Plenty.

Page 1 begins, “On The Farm we live on soybeans. They supply us with the protein part of our diet, taking the place of meat, fish, eggs, milk, and dairy products. We are complete

## SOYSAGE

4 cups soy pulp	1 ½ t. sage	½ t. cayenne
1 cup whole wheat flour	2 t. fennel seed	2 T. brown sugar
1 cup wheat germ	1 t. black pepper	2 T. liquid smoke (opt.)
¾ cup oil	¼ cup soy sauce	2 T. garlic powder
1 ½ cups soy milk	3 t. oregano	2 T. wet mustard
2 cups nutritional yeast	2 t. salt	2 t. allspice

Mix ingredients. Oil an ovenproof bowl or empty tin can, fill it, cover with tin foil. Steam on a rack in a covered pot or pressure cooker in 5 cups of water for at least half an hour. When it sits until cool, you can slice it and fry it. Use your imagination and whatever ingredients you have on hand.

## PROTEIN SPICE CAKE

2 cups soy pulp	2 cups sugar	1 T. cinnamon
2 cups white flour	2 cups soymilk (or water)*	1 t. ground cloves
4 t. baking powder	4 T. oil	1 t. ginger
1 t. salt	1 T. vanilla	1 t. nutmeg

Sift flour, baking powder and salt together. Add to soypulp and mix well. Add sugar and mix. Gradually add soymilk (or water) and mix. Add oil, vanilla and spices and mix well. Pour into an oiled 9 x 12 inch pan and bake at 350° for 35 to 45 minutes, top it with your favorite icing, and serve your family their protein for dessert!

## SOY PULP COOKIES

2 cups flour	½ cup margarine	½ t. salt
2 cups soy pulp	½ cup soymilk (or water)*	1 t. vanilla
1 ½ cups sugar	4 t. baking powder	

Sift together flour, salt and baking powder. Add soy pulp and mix well. Cream oil and sugar. Add soymilk or water and dry ingredients alternately. Mix well. Add vanilla and mix well. Drop by the spoon on an oiled cookie sheet and bake 20 minutes at 400°. This is a basic cookie dough to which you can add your favorite flavorings.

## SOYOLA

8 cups soy pulp	5 T. oil	1 T. vanilla, maple, or other flavoring (optional)
1 ¼ cups sugar	1 t. salt	

Thoroughly mix all ingredients in a bowl. Heat a large cast iron skillet and toast mixture over moderate heat, stirring constantly, scraping the bottom of the pan often. This mixture will stick at first, but perseverance furthers. As it dries out, it will stick less. Toast for about one hour, until brown and sharply crunchy. Store airtight after it cools. Serve as a breakfast cereal, plain or with soymilk.

Variations: Add rolled oats, nuts, or sesame seeds before toasting. Add raisins after toasting.

\*This recipe was developed with pulp from our soy dairy, which is drier and coarser than pulp from homemade soy-flour milk. If you're using soy-flour pulp, omit, or reduce the quantity of soymilk (or water).



## SOME FACTS ABOUT PEOPLE AND FOOD

Half the people in the world will go to sleep hungry tonight. Hunger is hardest on babies and children. They need lots of protein while they're growing rapidly. To us, eating meat in a hungry world doesn't make sense. We need more relief efforts, more agricultural and nutritional research and more education. But, basically, what's happening is that the consumption of expensive animal products in the rich countries is making it increasingly difficult for the people in the poor countries to get enough to eat.

*Suppose you eat ½ pound of meat and drink one pint of milk a day. The amount of grain and beans necessary to produce that much animal protein could feed ten people for that day.*

Two pounds of soybeans a week will give you all the protein you need. The United States grows ¾ of all the soybeans in the world—enough to feed one billion people or almost a quarter of the world. However, our soybeans feed only 1/20 of the world because most of our crop is consumed in America, Europe and Japan by livestock. On the average, in the U.S. it takes eight pounds of feed protein to produce one pound of meat protein.

More grain is used for feed in America, Europe and Japan, than is eaten by all the people in India and China combined. Grain sorghum is a basic staple cereal in many parts of Africa—places where there are people starving today. In America 98% of the grain sorghum crop is fed to animals. Many countries must import grain to feed their people. The rising demand for meat in the rich countries has increased prices on the world grain market so much that some of the poor countries will not be able to afford enough food next year.

The right to eat should be included under the universal right to life, liberty and the pursuit of happiness. Hunger is not necessary. There's enough to feed everybody right now.



## PLENTY



Living in Tennessee and eating our soybeans hasn't seemed like quite enough to be doing about world hunger and other areas of human need around the planet. So we have formed a new non-profit corporation called PLENTY, with the following purposes, as stated in its charter:

"To help share out the world's food, resources, materials, and knowledge equitably for the benefit of all;

"To help and aid any people anywhere in the world who due to any natural or man-caused disaster such as drought, famine, flood, earthquake, tidal wave, weather imbalance, disease epidemic, storm, fire, insect devastation, crop failure, population imbalance, war, political oppression, religious oppression, racial discrimination, or greed, are in need of food, clothing, shelter, medical aid and supplies, resources, materials; agricultural, engineering, or scientific assistance or education; or anything else, to enable them to lead healthy, comfortable, responsible, and productive lives in the pursuit of happiness...

"To accept donations, gifts, devises, bequests, and loans of food resources, materials, equipment, funds, stocks, bonds, and property of all kinds from any and all sources to help achieve the purposes of the corporation;

"To establish and coordinate a group of volunteer workers who will help achieve the purposes of the corporation; such volunteers will not be salaried, but will receive only necessary subsistence...

"To enter into any partnership or union of interest with others ...or produce food, resources, materials, funds, or knowledge that will help achieve the purposes of the corporation;

"To establish and operate orphanages and foster homes to care for and provide homes for orphans from all countries of the world..."

"To help and aid in finding homes with adopting parents for orphans from all countries of the world, and to help these orphans settle in these homes with adopting parents..."

We really do have PLENTY. Let's spread it around!

For further information, write: PLENTY, Route 1, Box 289, Summertown, Tennessee 38483.





If you make soymilk, you'll have soy pulp left in the cloth when your milk is done. Our soy dairy produces lots of pulp every day, and although the pulp contains less protein than the milk, the protein it has is high quality, so we've been putting our creative kitchen instincts to work developing new ways to use this nutritious foodage. We've found that soy pulp can be substituted for rice in many recipes. It also can be used in baked goods like cake and cookies, where it gives a coconutty flavor when combined with sugar and vanilla extract. It's also good sauteed with onions and other vegetables and spices, and when spiced it makes a good filling for ravioli, etc. Just remember: to be easily digested, soy pulp must be cooked until it's soft. We recommend pressure cooking pulp made from soy grits (ground soaked beans) for 20 minutes in 1/3 cup of water for every cup of pulp.

Here are a few recipes to stimulate your imagination. Try some of your own and share your results with us so we can pass them on to others.

### SOY PULP BURGERS

(This recipe is best made with fine pulp from soy-flour milk.)

2 cups soy pulp  
 ¼ cup rolled oats  
 ¼ cup cornmeal  
 1 t. salt

½ t. garlic powder  
 ¼ t. pepper  
 mustard to taste

Mix ingredients into a thick batter. Cover the bottom of a flat bowl or pan with an additional ¼ cup of cornmeal. Make a pattie and lay it in the cornmeal to cover one side. Turn it over and do the same. Fry in a skillet in ¼ cup of oil until crisp. Good with mustard, relish, ketchup, raw onions, pickles—whatever you like.

vegetarians and don't eat any of those foods. We are growing 150 acres of soybeans this year to feed our community of 800 folks... We've been living, working, and growing on this diet for four years now, as a community, and many of us have been vegetarians longer than that. So far we've delivered 230 babies here on the Farm..." The last page notes that The Farm has "formed a new non-profit corporation called Plenty, with the following purposes, as stated in its charter: To help share out the world's food, resources, materials, and knowledge equitably for the benefit of all..."

The section titled "Soy Pulp" (p. 7) states: "If you make soymilk, you'll have soy pulp left in the cloth when your milk is done. Our soy dairy produces lots of pulp every day, and although the pulp contains less protein than the milk, the protein it has is high quality, so we've been putting our creative kitchen instincts to work developing new ways to use this nutritious foodage. We've found that soy pulp can be substituted for rice in many recipes. It also can be used in baked goods like cakes and cookies, where it gives a coconutty flavor when combined with sugar and vanilla extract..." Three recipes are given.

The last page is about "Plenty." "Living in Tennessee and eating our soybeans hasn't seemed like quite enough to

be doing about world hunger and other areas of human need around the planet. So we have formed a new non-profit corporation called Plenty, with the following purposes, as stated in its charter:

"To help share out the world's food, resources, materials, and knowledge equitably for the benefit of all.

"To help and aid any people anywhere in the world who due to any natural or man-caused disaster such as drought, famine, flood, earthquake, tidal wave, weather imbalance, disease epidemic, storm, fire, insect devastation, crop failure, population imbalance, war, political oppression, religious oppression, racial discrimination, or greed, are in need of food, clothing, shelter, medical aid and supplies, resources, materials; agricultural, engineering, or scientific assistance or education; or anything else, to enable them to lead healthy, comfortable, responsible, and productive lives in the pursuit of happiness..."

"To accept donations, gifts, devises, bequests, and loans of food resources, materials, equipment,

funds, stocks, bonds, and property of all kinds from any and all sources to help achieve the purposes of the corporation;

"To establish and coordinate a group of volunteer workers who will help achieve the purposes of the corporation; such volunteers will not be salaried, but will receive only necessary subsistence..."

"To enter into any partnership or union of interest with others... or produce food, resources, materials, funds, or knowledge that will help achieve the purposes of the corporation;

"To establish and operate orphanages and foster homes to care for and provide homes for orphans from all countries of the world..."

"To help and aid in finding homes with adopting parents for orphans from all countries of the world, and to help these orphans settle in these homes with adopting parents..."

"We really do have Plenty. Let's spread it around!"

"For further information, write: Plenty, Route 1, Box 289, Summertown, Tennessee 38483."

Note 2. This is the earliest English-language document seen (June 2013) that uses the term "soy pulp" or the word "soypulp" to refer to okara.

Note 3. This is the earliest document (Oct. 2013) seen that contains a recipe for a soy cheesecake (one of two documents).

Note 4. This is the earliest document seen (June 2013) that uses the word “soysage” to refer to a meatless sausage-like food product in which soy pulp is the major ingredient. Whereas the original 1943 Soysage was a meatless dry mix, a yellow meal containing soy flour, peanut flour, cottonseed flour, etc., this Soysage is ready to be sliced and fried.

Note 5. This is the earliest document seen (Jan. 2010) concerning Plenty (Summertown, Tennessee).

Note 6. This is the earliest document seen (Feb. 2002) that mentions tofu (called “soy cheese”) in connection with The Farm.

Note 7. This is the third earliest publication seen (Jan. 2003) in the SoyaScan database under the subject heading “Soyfoods Movement.” Address: Tennessee.

732. Ford, Frank. 1974. *Pack to nature: Nutrition made easy in the home or in the woods*. Fort Worth, Texas: Harvest Press. vii + 157 p. Introduction by Roger Hillyard. Index. Oct. 18 cm. [13\* ref]

• **Summary:** This book, containing over 250 recipes, describes how to use whole, natural food staples in quick, easy to prepare dishes. By Sept. 1976 this book had become *The Simpler Life Cookbook from Arrowhead Mills*.

In the introduction, Roger Hillyard (writing in Oct. 1974 from Soquel, California) recalls that in late February of 1969, he and his wife and daughter were returning to Boston from California. They stopped in the small Texas town of Hereford to visit Deaf Smith County and the company that was supplying food to a growing number of natural foods followers and devotees—including Erewhon. Four years later they spent a year in Hereford working with Frank Ford and Arrowhead Mills. “During the five years I have worked with, lived with, and been friends with Frank, I have witnessed one of the most dramatic and beautiful personal unfoldings. Frank never wore that robe of self-righteousness, and he helped me to exchange mine for something more embracing.”

Soy-related recipes include: Quick soy pancakes (with soy flour, p. 35). Soybean salad (with cooked soy flakes, p. 43). Quick tamari orange salad dressing (with tamari soy sauce, p. 47). Paul’s salad dressing (with tamari, p. 47). Soybean chili (with dry soybeans and “tamari soysauce,” p. 54). Sprout soup (with 2 cups fresh soybean sprouts, p. 54). Sprouted lentil soup (with soy flour, p. 55). Squash stew (with soy flakes, p. 55). Tamari bouillon (p. 56). Vegetable-soy-sesame soup (with soy flakes, p. 59). Basic soybeans (p. 74). Basic soy flakes (p. 75). Basic bulghur-soy grits (p. 75). Lentil soy loaf (with cooked soybeans or soybean flakes, p. 84). Soy & mushroom loaf (with soy flakes, p. 85). Soy patties (with soy flakes, p. 87). Stuffed peppers (with soy flakes, p. 87). Soyflake & tahini spread (with soy flakes, p.

106).

A 2-page directory titled “Some Natural Foods Sources” (p. 153-54) lists 30 of the natural food industry’s pioneers, including Akin Distributors, Inc. (Tulsa, Oklahoma), Arrowhead Mills, Inc. (Hereford, Texas), Basic Needs (Grand Prairie, Texas), Cinagro Distributors, Inc. (Atlanta, Georgia), Cliffrose (Longmont, Colorado), Collegedale Distributors, (Collegedale, Tennessee), The Concord (Snowflake, Arizona), Deer Valley Farms (Guilford, New York), Eden Organic Foods (Ann Arbor, Michigan), Erewhon Trading Company (33 Farnsworth St., Boston, Massachusetts 02210, and 8454 Steller Dr., Culver City, California 90320), Food for Health (Phoenix, Arizona), Food for Life (Elmhurst, Illinois), Good Food People (Austin, Texas), Great Plains Distributors (Kansas City, Missouri), Happy Health Products (Miami, Florida), Janus (Seattle, Washington), Laurelbrook Foods (Bel Air, Maryland), Lifestream Natural Foods (Vancouver, BC, Canada; Ratana and Arran Stephens), Mottel Health Foods (New York, NY), Naturally Good Foods (Hereford, Texas), Nu-Vita Foods Inc. (Portland, Oregon), Organic Foods & Gardens (City of Commerce, California), Shadowfax (Binghamton, New York), Shiloh Farms (Sulphur Springs, Arkansas), Taiyo, Inc. (Honolulu, Hawaii), Tree of Life (St. Augustine, Florida), Vim & Vigor (Honolulu, Hawaii), The Well (San Jose, California), Walnut Acres Inc. (Penns Creek, Pennsylvania).

A small photo on the rear cover shows Frank Ford out hiking, wearing a backpack.

Note: This is the earliest published document seen (Feb. 2010) concerning Lifestream Natural Foods (Vancouver, BC, Canada). Address: Deaf Smith County, Texas.

733. **Product Name:** Betty Crocker Country Cuts (Textured Soy Protein) [Ham, or Chicken flavored].

**Manufacturer’s Name:** General Mills, Inc.

**Manufacturer’s Address:** Minneapolis, Minnesota. Phone: 612-540-2311.

**Date of Introduction:** 1974 October.

**How Stored:** Frozen.

**New Product–Documentation:** Brody, Jane E. 1974.

“Soybean has become focus of drive to give more protein to world’s hungry.” *New York Times*. Oct. 12. p. 62. Scientists believe that Americans will be among the hardest to please with new protein sources. General Mills, Inc. is presently test-marketing two soy protein meat analogues named “Country Cuts”—frozen, ready to eat cubes with the texture or flavor of chicken or ham. They are 25-40% less expensive than the meats they imitate. These products contain meat-like fibers made from defatted soybean flour and pumped through a “spinnerette.” The chewiness of the “Cuts” can be changed by adjusting the stretch on the fibrils as they pass through the spinnerette.

*Quick Frozen Foods* 1975. Oct. p. 25. “\$100-million market by 1980 is foreseen for frozen soy extenders



and analogues. Textured soy protein.” “General Mills is producing retail frozen soy products under the ‘Betty Crocker’ label in addition to ‘Bontrae.’ First introduced were Betty Crocker Country Cuts—textured soy protein with a flavor like ham, and Country Cuts with a flavor like chicken. The precut chunks may be thawed and served in salads or added directly from the freezer and heated with various hot dishes.”

734. Peterson, Franklynn. 1974. The bean that’s making meat obsolete. *Popular Mechanics* 142:84-87, 188. Oct.

• **Summary:** The subtitle continues: “Scientists are finding new ways to use the soybean, a staple for thousands of years, in creating new foods for a hungry world.” A full-page flowchart shows how soybeans are processed to make a variety of end products. “Almost fully automated plants can process 200,000 bushels of soybeans a day. Every part of the bean is useful, even the hull, which goes into animal feed. Meat analogs are textured soy products made to look and taste like chicken or ham.” A table, based on 1973 figures from Kansas State Univ., shows the comparative cost of a pound of protein from various sources: 50% [whole] soy flour is the least expensive at \$0.14, followed by wheat germ \$0.27, 70% protein [defatted] soy flour \$0.30, wheat \$0.38, isolated soy protein \$0.40, milk solids \$0.44, yeast \$0.67, eggs \$0.85, and beef \$4.20. This a pound of protein from beef costs 30 times as much as a pound of protein from soy flour.

“Vegetarian members among the Seventh Day Adventists experimented with soybean foods as early as the 1930s, hatching at least two commercially successful companies in the process. To this day, one of them markets 50 meat look-alikes made from soybeans. The other company once invited Fidel Castro to lunch at a church school in Cuba. ‘Best pork chops I ever ate,’ said the Premier as he wiped his beard. But the soybean ‘pork chops’ had never even been close to a pig.

“Soybeans began to come into their own as an important food source in the United States after the 1969 White House Conference on Food, Nutrition and Health. Experts at that meeting concluded that over a third of the people in this affluent country were surviving on faulty diets. To help overcome the problem, scientists developed new food technologies to provide low-cost but highly nutritious foods for school-lunch programs, day-care centers, hospitals and other institutional feeding centers.”

735. Slater, Lloyd E. 1974. Engineered protein: Miles Labs sets fast course by Morningstar. *Food Engineering* 46(10):37. Oct.

• **Summary:** The company that has dominated the market for fizzling tablets with Alka Seltzer for the past 40 years recently introduced “Morningstar Farms 100% textured vegetable protein products, a proud offspring of Miles’

Grocery Products Division.” The flavor and appearance of breakfast links, patties, and slices were considered “first rate.” Miles has special expertise in flavor development. The texture was not quite as good.

About a year ago the products were introduced in test markets in Chicago (Illinois), Florida, California, Arizona, and Wisconsin—with no price advantage over equivalent meat products. They have already become a number one dollar volume line in supermarket frozen breakfast sections. Last year General Mills was unsuccessful in the “debut of an analog sausage.” Miles’ Chicago ad agency TLK learned some valuable lessons, creating a “bucolic brand name and colorful old-fashioned package.” Extensive commercials emphasize good tasting food with no cholesterol—rather than cuttnig-edge food science. A color photo shows three packages on a large, old-fashioned skillet and the logo with barn and rolling hills.

736. Slater, Lloyd E. 1974. Engineered protein: Miles Labs sets fast course by Morningstar. *Food Engineering* 46(10):37. Oct.

• **Summary:** Last year Miles unsuccessfully debuted an analog sausage; it had a somewhat synthetic image. Now they have come back with a new line bearing the bucolic name “Morningstar Farms” in a colorful old-fashioned package. The writer tried it and loved it. A photo shows the packages of 3 Morningstar Farms products.

737. Claiborne, Craig. 1974. Traditional dining in Japan: In the evening and in the morning, too. *New York Times*. Nov. 3. p. 80.

• **Summary:** He enjoyed shioyaki, a wedge of fresh salmon, briefly salted and then broiled. It was accompanied “by a piping hot bowl of miso or bean or bean curd soup containing small squares of bean curd and midget-size brown wild mushroom caps,....”

In giving a history of oden restaurants in Japan, the writer explains that they were established as places where men could express their frustrations, hurt feelings or pent-up anger. Oden portions are typically large in size. Choices include “deep-fried bean curd patties (ganmodoki) made with chopped vegetables.”

738. **Product Name:** Wheatmeat (Seitan in the Form of Small Meatball-like Chunks—Sold in Bulk).

**Manufacturer’s Name:** Gimme Some Food Co. Renamed Wheatmeat Co. in 1975, then Vegetable Protein Co. in 1976.

**Manufacturer’s Address:** 17 Dent St., West Roxbury, Massachusetts. Then 51 Oak Ave., West Newton, MA. Then 140 River St., Cambridge, MA.

**Date of Introduction:** 1974 November.

**Ingredients:** Incl. water, wheat gluten, tamari, ginger.

**Wt/Vol., Packaging, Price:** In bulk in a large glass jar, in salty little meatball-like chunks.



**How Stored:** Refrigerated.

**New Product–Documentation:** 1988. April 19. United States Patent and Trademark Office. Trademark registration by John Weissman (United States Citizen) for “WheatMeat.” Trademark registration number: 1,485,401. Date Registered: 19 April 1988. Current address: 140 River St., Cambridge, Massachusetts 02139 [address no longer valid in March 1992]. For: Formed vegetarian protein used as a meat substitute, in Class 29 (U.S. CL. 46). Trademark first used: May 1976. Trademark first used in Commerce: May 1976. Ser. No. 667,393, Filed June 19, 1987. M.E. Bodson, examining attorney. Registered for a term of 20 years from April 19, 1988. Note: The above information was initially supplied by Mark Machlis of Ivy Foods in Salt Lake City, Utah. 1992. Feb. 27, then confirmed by ordering a copy of the trademark registration. John Weissman later stated that the Wheatmeat trademark was owned by ITT / Wonder Bread before he owned it. He waited until they let it go by not renewing it.

Talk with Sandy Chianfoni of Upcountry Seitan. 1991. Nov. 16. She moved to Boston in 1978 and enjoyed Tan-Pops from the time she arrived. They were probably made by the same guy who made “Wheatmeat” (a seitan product) and Wheatmeat Sandwiches, and who lived in Cambridge. She thinks he made Wheatmeat by mixing wheat and vital gluten together rather than by using the traditional process. Michael Cohen of Lightlife Foods might know who made it, since the manufacturer, whose company was named something like the “Vegetable Protein Company” may have offered to sell his company to Michael.

Talk with Joan Donovan, formerly of Upcountry Seitan. 1991. Nov. 17. She thinks this product was made in Jamaica Plain. It was kofu cooked in hot water without tamari. It had no flavor. People would flavor it themselves. She first saw it in about 1979-80 at the Erewhon store in Brookline Village. They sold it in a pan in the store.

Talk with Joel Wollner, a clerk at the Erewhon retail store on Newbury St. in Boston in the mid-1970s. 1991. Nov. 18. Joel recalls that a man named Johnny Weissman made both Wheatmeat and Tan-Pops. He owned the Vegetable Protein Company in Cambridge. Joel is not sure which product was launched first. Johnny still has a trademark on the term. He sold two types (white and brown), one plain unseasoned kofu and one made into seitan. He sold it in little heat-sealed polyethylene bags, 5-6 ounces each, refrigerated. There were several pieces or chunks per bag. They were not slices. There was a little seasoned broth in the bag with the brown seitan type. He brought it in refrigerated or frozen; Erewhon froze it. The product was introduced in about 1976, perhaps as early as 1975. To get details on the product and company, try doing a trademark search.

Talk with Paul Duchesne of Fairfax, California. 1991. Nov. 19. Paul was in Boston from Sept. 1978 for 9 months. Wheatmeat was definitely made by the Vegetable Protein Co. in Cambridge. Johnny Weissman was a partner with some other person in that company. But Paul thinks Johnny made the Tan-Pops on his own. Paul was in the place where Johnny made the Tan-Pops; it was a little deep-frying place in Cambridge, and no Wheatmeat was made there. Wheatmeat Seitan was launched before Tan-Pops. Paul saw Wheatmeat Seitan in natural food stores.

Talk with Lenny Jacobs. 1992. March 11. John Weissman, the first person to make seitan in America, is selling Solar Burgers and stuffed pita sandwiches at Stuff-Its in the Harvard Garage (a collection of little shops) in Harvard Square in Cambridge, Massachusetts. Lenny saw him about a month ago and thinks he can find his address and phone number. Solar Burgers are basically seitan plus some new ingredients. Talk with Lenny Jacobs. 1992. March 30. Johnny’s phone number is 617-783-3742. Stuff-Its is 617-497-2220.

Talk with Johnny Weissman of VegPro Co. in Brighton, Massachusetts. 1992. March 31. See this interview for details on this pioneering product and its history.

739. Brand, David. 1974. The food crisis: New-food research isn’t likely to ease poor nations’ hunger. Technology is too complex, costly in many instances. *Wall Street Journal*. Dec. 18. p. 1, 21.

• **Summary:** Researchers are taking the basic building blocks, such as soy protein, and changing them into new



shapes and textures. “So far, the researchers seem to have made the most progress in duplicating textures. General Mills’ Country Cuts ‘chicken’ cubes and ‘ham’ cubes and Miles Laboratories’ Morningstar Farms ‘sausage’ links and patties and ‘ham’ slices imitate the texture of the real meats with remarkable accuracy. But their flavor clearly is a problem.” Address: Staff reporter.

740. *SoyaScan Notes*. 1974. Chronology of soybeans, soyfoods and natural foods in the United States 1974 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1974 March. The first issue of *Vegetarian Times* published by Paul Obis in Chicago.

1974 April. Bob Gerner (of Westbrae) and William Shurtleff (guide) travel throughout Japan searching for quality sources of traditional miso and soy sauce. Right after the trip, Westbrae starts importing these products.

1974 Aug. 9. President Nixon, elected in 1968 and 1972, resigns after the Watergate scandal. Gerald Ford succeeds him as president. Butz continues as Secretary of Agriculture.

1974. Brazil passes West Germany to become the world’s second largest soybean crusher, after the U.S.

1974 late. Miles Laboratories / Worthington introduces the Morningstar Farms line of meat analogs based on spun soy protein fiber. Sold nationally at U.S. supermarkets.

1974 late. The Farm in Summertown, Tennessee, publishes *Yay Soybeans!*, a 14-page booklet containing many innovative soyfoods recipes, such as “soy ice cream–ice bean,” soy yogurt,” “soy cheese,” “soy cheesecake,” “soy mayonnaise,” and “soysage” (a meatless okara & soymilk sausage). Most of the dairylike products were made with fresh or cultured soymilk. The Farm now grows 150 acres of soybeans to feed its community of 800 people. It has just established Plenty, a non-profit corporation “To help share out the world’s food, resources, materials, and knowledge equitably for the benefit of all.”

1974. The Farm in Summertown, Tennessee, publishes *Hey Beatnik*, which contains the earliest know use of the term “Soy Dairy.” The Farm’s soy dairy now makes 60 gallons of soymilk a day at a total cost of \$0.30 per gallon.

1974. *Tofu Recipes*, the first book on tofu in English, written and self-published by Grace Kikuchi in Ann Arbor, Michigan. Spiral bound and 47 pages long, it gives a recipe for homemade tofu and uses tofu largely with fish and meat.

1974 Nov. World Food Conference in Rome, Italy. Delegates from 130 UN member countries adopt an international strategy to overcome world hunger and malnutrition.

1974-1975? Eden Foods starts to import natural foods, including miso and shoyu, from Japan.

741. **Product Name:** Lean Strips (Refrigerated Alternative to Bacon).

**Manufacturer’s Name:** General Foods Corp.

**Manufacturer’s Address:** White Plains, New York.

**Date of Introduction:** 1974 December.

**Ingredients:** Incl. formed vegetable protein and egg albumin.

**Wt/Vol., Packaging, Price:** 20 strips in 4 oz. in paperboard box. Retails for \$0.59 (1974/12).

**How Stored:** Refrigerated.

**Nutrition:** Serving of two slices: Calories 50, protein 3 gm, carbohydrate 1 gm, fat 4 gm.

**New Product–Documentation:** Spot (half page) in *Food Product Development*. 1974. Dec. p. 64. A black-and-white photo shows the front panel of the package. Below the product name: “textured protein strips with a flavor like bacon.” Product concept and positioning: To help offset the rising costs of meat, General Foods has developed this product that looks and tastes like bacon. It is now being introduced into test markets. It is also healthier than bacon, since it contains less animal fat and no cholesterol. Also, little shrinkage occurs during cooking and there is little excess oil to pour off. However 74% of the calories are derived from fat. The ratio of polyunsaturated to saturated fats is 1.0. And it requires only half the cooking time of bacon. The product is partially pre-cooked. The 20 strips in a 4-oz box yield about the same as a pound of uncooked bacon. Product may be cooked in a skillet or oven.

Spot in *Food Engineering*. 1975. May. p. 42. “TVP breakfast market expands: GF [General Foods] introduces bacon analog.” The product, Lean Strips, will compete with three TVP breakfast meats from the Grocery Products Division of Miles Laboratories. The GF product is being tested in Ft. Wayne, Indiana, and Dayton, Ohio.

Talk with W.E. Marshall of General Foods. 1979. Aug. 20. G.F. is currently test marketing two meat analogs: Lean strips (a refrigerated bacon-like product) and Crispy Strips (a fried, shelf stable product like bacon bits). Both contain soy protein concentrate and isolate.

*Food Engineering*. 1981. Aug. p. 106-07. “Diversified line of food products.” General Foods makes Lean Strips, a bacon analog. Talk with W.E. Marshall. 1981. Sept. 3. Lean Strips is being distributed in Virginia; Phoenix, Arizona, and on the West Coast. It is scheduled to go into nationwide distribution.

Talk with W.E. Marshall. 1983. May 27. Lean Strips has been discontinued. Acceptance level was too low to make it a profitable product.

742. Predicasts, Inc. 1974. World manufactured soybean foods. Special Study No. 108. Predicasts, Inc., 200 University Circle Research Center, 11001 Cedar Ave., Cleveland, OH 44106. vi + 93 p. Dec. 24. No index. 28 cm. Research Analyst: Frederick M. Ross.

• **Summary:** Contents: 1. Introduction. 2. Summary. 3. Economics of Soybean Foods: Soybeans, soy flour, meat

extenders (based on extruded textured soy flour), synthetic meat (based on spun isolates). 4. Industry structure: General, \$1,000 million food and feed giants (ADM, Cargill, Central Soya, General Mills/Takeda Chemical, Nabisco, Ralston Purina/Fuji Oil, and Esmark [Swift]), other major manufactured soy food companies (Unilever, General Host [New York], Miles Laboratories/Worthington & Kyowa Hakko Kogyo, A.E. Staley Mfg. Co., Stange [Chicago, Illinois], Chambers & Fergus [Humberside, England]), food industry structure. 5. Demand for manufactured soybean products: Demand for meat & substitutes, supply of natural meat, demand for meat substitutes, demand for soy flour. 6. North America: United States, Canada. 7. Latin America: General, Argentina, Brazil, Mexico, Other Latin America (Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay). 8. West Europe: General, France, West Germany, Italy, Spain, United Kingdom, Other West Europe. 9. East Europe: General, Hungary, Poland, USSR, Other East Europe. 10. Africa: General, Egypt, Nigeria, South Africa, Other Africa & Mideast. 11. Asia: General, China, India, Indonesia, Japan, Pakistan, Other Asia. 12. Oceania: Australia, New Zealand, Other Oceania.

Most sections contain numerous tables, mostly on meat and meat substitute consumption, and raw protein consumption, by country. Address: 200 University Circle Research Center, 11001 Cedar Ave., Cleveland, Ohio 44106. Phone: 216-795-3000.

743. *Progress Thru Research (General Mills, Inc., Minneapolis, Minn.)*. 1974. The ground beef-soy introduction: Case history of a new product. 27(2):1-3.

• **Summary:** With the new ground beef-soy mixtures, now popular with consumers, General Mills introduced a whole new class of foods. The story begins on 11 March 1973, at which time scientists at General Mills' research laboratories had accumulated 400 man years of research and development on textured vegetable protein. They had begun many years earlier with a license in the early 1950s from Robert A. Boyer to develop an edible product from pure soy protein. The first product was Bac\*Os, made at a new plant in Cedar Rapids, Iowa. The frozen, precooked product was sold under the Bontrae trademark.

March 11 was the date that Juicy Burger hit the retail market—a national “first” for Owl Stores, Inc. in Minneapolis, Minnesota. That product was soon improved and renamed Juicy Blend II.

744. **Product Name:** Morningstar Farms Breakfast Strips (Meatless Bacon).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1974 December.

**Ingredients:** Egg whites, soybean and/or corn oil, modified corn starch, textured soy concentrate, wheat gluten, flavorings (natural and artificial flavors, hydrolyzed vegetable protein, monosodium glutamate, spice, yeast), glycerin, soy isolate, salt, sodium citrate, caramel color, propylene glycol, monocalcium phosphate, carrageenan, sodium tripolyphosphate, locust bean gum, guar gum, malic acid, sucrose, sodium sulfite, artificial color including yellow 6, niacinamide, disodium guanylate, disodium inosinate, iron (as ferrous sulfate), thiamine mononitrate B-1, pyridoxine hydrochloride B-6, vitamin B-12.

**Wt/Vol., Packaging, Price:** 18 strips per 5 oz paperboard box. Retail for \$0.89 (1974/12).

**How Stored:** Frozen.

**Nutrition:** Serving of three strips: Calories 70, protein 4 gm, carbohydrate 2 gm, fat 5 gm.

**New Product—Documentation:** Spot (half page) in *Food Product Development*. 1974. Dec. p. 64. A black-and-white photo shows the front panel of the package. Above the product name is written: “Cholesterol free textured vegetable protein.” Below the name: Artificial Bacon Flavor. In a box to the left: “No Animal Fat. Protein rich.” This product is an addition to the line of “meat analogs” developed by Miles Laboratories to meet the needs of consumers who want products that are low in cholesterol and saturated fats. The ratio of polyunsaturated to saturated fats is 2.0. To serve, the frozen product is browned in polyunsaturated vegetable oil in a skillet.

Product with Label copyright 1978. Sent by Dr. Walter Wolf. Label is identical to that described in the 1974 ad above except, on front panel, in lower left, in black letters on a yellow background: “Shrinks less—Yields about as much as a pound of bacon cooked.”

Ad. 1980. “No cholesterol. No kidding.” Label reads: “Cholesterol Free. Artificial Sausage Flavor. Textured Vegetable Protein. No Animal Fat. Protein Rich.”

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

Ad (full-page, color) with coupon in *Vegetarian Times*. 1993. July. p. 29. “A delicious way to cut down on meat without cutting down on your options.” Shows new label designs for 4 Morningstar Farms meatless products.

Talk with Dick Leiss, Director of R&D for Worthington Foods. 1993. June 30. This product never contained spun soy protein fiber.

745. **Product Name:** [GranoVita Pasta Asciutta: Bologna-style Spaghetti Sauce].

**Foreign Name:** GranoVita Pasta Chuta Bolognese {Nudelsauce}.

**Manufacturer's Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach



1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.

**Date of Introduction:** 1974.

**Ingredients:** Tomato pulp, water, textured soya-protein, onions, grated cheese, soya-oil, salt, natural spices, corn-starch.

**Wt/Vol., Packaging, Price:** 200 gm can wholesales for DM 4; 400 gm for DM 6,40.

**How Stored:** Shelf stable.

**Nutrition:** Protein content: 10% protein.

**New Product–Documentation:** Full-page ad for 8 granoVita soy products in the book by Manfred Heide.

1977. *Vegetarische Ernährung: 193 Rezeptvorschläge und Speisepläne für ein Vierteljahr* [Vegetarian nutrition and food: 193 recipe suggestions and meal plans for a quarter of a year]. Stuttgart, West Germany: Paracelsus Verlag. This product is named “Pasta chuta Bolognese.”

DE-VAU-GE leaflet. 1980? *Rezepte aus der GranoVita Versuchskueche*. Manufacturer’s catalog. 1981. May 1. DE-VAU-GE Sortiments-Preisliste. 4 p. Manufacturer’s catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products. Note: In Italian, *pasta asciutta* refers to “macaroni and cheese.”

746. Duda, Zbigniew. 1974. Vegetable protein meat extenders and analogs; with special emphasis on proteins of soybean origin. Rome, Italy: Food and Agriculture Div. of the United Nations. Animal Production and Health Div. vii + 89 p. No index. 27 cm. [214 ref]

• **Summary:** Contents: Author’s preface. Acknowledgements. Foreword. Introduction. Raw materials: Soybeans, other raw materials. Definitions: Meat extenders, meat analogues. Protein rich products originating from soybeans: Soy flour and grits, food utilization of soybean flours and grits, soy protein concentrates, soy protein isolates, texturized soy protein. Technological and functional properties of vegetable protein. Market considerations. A random selection of T.V.P. extenders and analogues with their characteristics and uses: Miles Laboratories, Inc., Marschall Division, Elkhart, Indiana, USA, Vegetable protein food products (Temptein TM spun textured vegetable protein, vegetable protein meat analogues, bacon-like flavoured chips, dehydrated ham-like flavoured cubes, R pepperoni-like flavoured links, Pro-lean 45 TM, Maxten textured vegetable protein, Morningstar Farms–breakfast links, patties, slices), Swift food protein, General Mills, Inc.–textured vegetable protein foods, Worthington Foods, Inc.–textured vegetable protein foods, Archer Daniels Midland Co.–textured vegetable protein products, Purdy Steak Corp.–textured vegetable protein products, A.E. Staley Manufacturing Co.–textured and untextured vegetable protein products (200 series textured vegetable protein products, 400 series), Ralston Purina Company–textured soy protein products, Central

Soya International Inc.–soy protein products, Nabisco, Inc. Protein Food Division–textured vegetable protein products, Lucas Meyer–soy protein products. Possible sources of meat substitutes other than soybeans: Protein from beans, from rapeseed, from sunflower seed, from cottonseed, from peanuts, other sources of proteins. General technological considerations. Projected consumption and market penetration. Cost considerations: The scale of production, the degree of processing, the price of raw materials. Conclusions. Selected Bibliography. Appendix I: USA soybean processors and products manufactured. Appendix II: Selected recipes using TVP for type A school lunches. Appendix III: Addresses of some companies making soy protein products. Appendix IV: Soybean utilization chart.

This book is compiled from a British viewpoint and cites many British journal articles, thus making it a nice complement to the American articles and bibliographies on this subject. Its bibliography is excellent. Address: Meat and Milk Service, Animal Production and Health Div., FAO, Rome, Italy.

747. **Product Name:** Granose Soya Bean Pâte (Gluten Free). Later renamed Soya Bean Paste.

**Manufacturer’s Name:** Granose Foods Ltd. (Marketer). Made in Denmark by Nutana Helsekost.

**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1974.

**Ingredients:** Soya beans, onion, egg, textured soya protein, soya oil, yeast, salt, hydrolised vegetable protein, spices, monosodium glutamate.

**Wt/Vol., Packaging, Price:** 205 gm (7 oz) can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Manufacturer’s catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. Label. 1980?, undated. 9.5 by 2 inches. Green, black, yellow, and white. Text only “Granose soya bean pate makes delicious sandwiches with mushrooms, tomato, cucumber, etc.” Labels in Danish, Dutch, and Finnish.

Form filled out and Labels sent by Granose Foods Ltd. 1990. June 13. States that the product, made by Nutana, was introduced in 1974. It is now named Soya Bean Paste. Label. 1990. 9.5 by 2.25 inches. White, yellow, and black on green. Photo of a slice of bread spread with the paste garnished with a slice of tomato, avocado and a sprig of green. “Low calorie value. Gluten free. Ingredients: Textured soya protein, soya beans, water, onion, egg, soya bean oil, yeast extract, vegetable stock, leek extract. Directions for use: Soya Bean Paste is a delicious sandwich spread, which can be decorated with cucumber, tomato or mushroom.”

748. **Product Name:** Soyapro (Canned Texturised Vegetable Protein).

**Manufacturer's Name:** Granose Foods Ltd. (Marketer-Distributor). Made in Denmark by Nutana.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1974.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Clare Bryant. 1974.

*Everyday Vegetarian and Food Reform Cooking*. p. 137. The following is included in a list of meat substitutes. "Soyapro: A tinned [canned] texturised vegetable protein. Many other brands of TVP will appear on the market in the years to come." Neither the name or address of the maker is included.

749. **Product Name:** Loma Linda Meatless Entrees (Based on Spun Soy Protein Fiber) [Meatless Chicken Style, Meatless Roast Beef, or Meatless Turkey].

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1974.

**Ingredients:** Roast Beef: Wheat gluten, soy protein isolate, water, corn oil, egg whites, artificial and natural (vegetable) flavors, corn starch, salt, dried yeast, caramel color, soy protein concentrate, dextrose, onion, guar gum, garlic, soy lecithin, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin), spice.

**How Stored:** Frozen.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1977. p. 30. "New meatless chicken made with spun soy fiber." Recipe booklet, 1979, dated. Loma Linda probably purchased the spun soy protein fibers from General Mills. Sold frozen.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

750. **Product Name:** Pro-Lean 45: A Textured Vegetable Protein Product.

**Manufacturer's Name:** Miles Laboratories, Inc. Marshall Div.

**Manufacturer's Address:** Elkhart, Indiana. Made at 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1974.

**Ingredients:** Soy protein concentrate, spun isolated soy protein, isolated soy protein, sugar, salt, 1.93% hydrolyzed vegetable protein and caramel color. 0.1% titanium incorporated as food grade titanium dioxide in accordance with USDA regulations.

**New Product–Documentation:** Rosenfield & Hartman. 1974. *Journal of the American Oil Chemists' Society*. 51(1):91A-94A. Jan. "Spun-fiber textured products." The

product label for "Pro-Lean 45: A Textured Vegetable Protein Product" is shown. It is manufactured at Worthington, Ohio.

Predicasts. 1974. *World Manufactured Soybean Foods*. p. 13. This is a meat extender.

Horan. 1974. *Meat analogs*. p. 380. Prolean-45 is a textured soy protein isolate containing spun soy protein fibers.

751. **Product Name:** Sunburger.

**Manufacturer's Name:** Nature's Oven.

**Manufacturer's Address:** Fort Lauderdale, Florida.

**Date of Introduction:** 1974.

**Ingredients:** TVP, vital wheat gluten (powdered, 75% protein, serves as a binder), natural flavorings, natural spices, fresh onion.

**New Product–Documentation:** Talk with Richard Gross, owner of Nature's Oven, Florida. 1991. Sept. 3. This product, based on TVP, was sold at a chain of 7 restaurants that he owned in the Fort Lauderdale area of Florida, but from the beginning it was also sold in a few other restaurants and natural foods retail stores in Florida and New York. The burgers were made and deep-fried at a commissary that supplied the restaurants. He also made his own buns and sauce, and served all together. He sold the chain he owned in 1978 in parts to various people. Several of the restaurants were renamed Nature's Delight. Several of the people who bought two of the restaurants and the commissary continued to make the Sunburger; they distributed it more aggressively and widely to retailers, but not very successfully due to a fight between the 3 partners. Last year Richard got involved again, bought back the name, and started developing a new generation of Sunburger using textured soy protein concentrates.

Concerning ADM's new Harvest Burger (a name used only in the USA, called Vege Burger in the USSR and Veggie Burger, made by British Arkady in the UK and sold elsewhere in Europe), Richard finds its texture too tough and chewy (like the sole of a shoe), the flavor a little bit off, and he dislikes their use of methylcellulose as an ingredient (a binder) in the product; it is wood pulp processed with caustic soda and other chemicals, and there is a residue—it is not really natural as ADM claims.

752. **Product Name:** Sanitarium Health Foods Tender Bits (Vegetable Protein Bits).

**Manufacturer's Name:** Sanitarium Health Food Co.

**Manufacturer's Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1974.

**Ingredients:** Wheat gluten, sauce [incl. soy sauce], onion, flour, vegetable oil, water added.

**Wt/Vol., Packaging, Price:** 430 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Letter and Label sent by



Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1974. "Soy sauce is the first ingredient in the sauce."

**753. Product Name:** Sanitarium Health Foods Casserole Mince (Minced Vegetable Protein).

**Manufacturer's Name:** Sanitarium Health Food Co.

**Manufacturer's Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1974.

**Ingredients:** Wheat gluten, flour, soya sauce, hydrolysed vegetable protein, sauce, water added.

**How Stored:** Shelf stable.

**Nutrition:** Per 110 gm (¼ can): Protein 16 gm.

**New Product–Documentation:** Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1974.

**754. Product Name:** All American Fun-Links (Meatless Hotdogs).

**Manufacturer's Name:** Swift Chemical Co. Vegetable Protein Products. Subsidiary of Esmark.

**Manufacturer's Address:** Chicago, Illinois.

**Date of Introduction:** 1974.

**New Product–Documentation:** Predicasts. 1974. World Manufactured Soybean Foods. p. 11. "Esmark (Chicago, Illinois), through its wholly-owned Swift unit, manufactures various types of spun soy protein synthetic meat products such as 'All American Fun-Links' meatless hotdogs. Esmark is a relative newcomer to the synthetic meat field but already has extensive soy food research facilities and marketing networks."

**755. Product Name:** Somos (Textured Soy Flour, and Protein Stew Flavors), MaxTen (Textured Soy Flour), and Sossies.

**Manufacturer's Name:** Tiger Miles Protein Industries (Pty) Ltd. Subsidiary of Miles Laboratories Inc. and Tiger Oats & National Milling Co. Ltd.

**Manufacturer's Address:** Plant: Fedler St., Randfontein 1760, Transvaal, South Africa. Office: P.O. Box 575, Randfontein.

**Date of Introduction:** 1974.

**New Product–Documentation:** Horan. 1974. Meat analogs. p. 401. This product is made of textured soy flour (50% protein). The manufacturer is given as Tiger Oats Ltd., South Africa.

Anne and Gerald Machanik. 1974. *Nutritious Dishes that Replace Meats and Fishes*. South Africa: HAUM. Somos is used in a recipe on p. 61.

*Soybean Digest Blue Book*. 1976. p. 50.

**756. Product Name:** Alborada (Beef-Flavored Textured Soy Flour).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1974.

**Wt/Vol., Packaging, Price:** Paperboard box.

**How Stored:** Shelf stable.

**New Product–Documentation:** *Soybean Digest*. 1975.

May. p. 8. "ASA [American Soybean Assoc.] promotes soy for nutrition." Alborada is beef-flavored TVP which is made by the Miles/Worthington group. Sold in an attractive paperboard box, it "has received very good acceptance by the public and is being sold in all the leading supermarkets. It is also sold in large quantities to institutions such as restaurants, hospitals, meal packaging plants and canned food producers." A photo shows the box.

H.L. Wang, et al. 1979. Soybeans as human food—Unprocessed and simply processed. p. 36. "Since 1973, other textured soy products have been independently manufactured and distributed in Mexico. For example, Miles/Worthington, Elkhart, Indiana, has produced a beef flavored TSP called ALBORADA..."

**757. Product Name:** Morningstar Farms Breakfast Patties (Meatless Sausage).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1974.

**Ingredients:** Textured vegetable protein (wheat gluten, soy concentrate and isolate), egg whites, soybean and/or corn oil, partially hydrogenated soybean and cottonseed oil, sodium caseinate, flavorings (artificial flavors, salt, monosodium glutamate, spices, lactose, dextrose, etc.).

**Wt/Vol., Packaging, Price:** 1998: 6 patties in 8 oz paperboard box. Retail for \$2.29 (1998/10, Concord, California).

**How Stored:** Frozen.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 174. The ingredients in "Breakfast Patties are (Morningstar Farms)" are "textured soy protein, vegetable oils (corn, and partially hydrogenated soybean and cottonseed) oats, egg albumen, natural and imitation flavors, spices, salt, emulsifier, corn starch, sodium phosphates, HVP, caramel color, niacin, iron, thiamin, vitamin B-6, riboflavin, vitamin B-12."

Ad. 1980. "No cholesterol. No kidding." Label reads: "Cholesterol Free. Artificial Sausage Flavor. Textured Vegetable Protein. No Animal Fat. Protein Rich." Product with Label. 1989. Sept. 7. Sold at Diablo Foods, a supermarket in Lafayette, California. Label is copyright 1987. The cholesterol-free sausage-like patties (8 oz., 6

patties) retail for \$2.25.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

Ad (full-page, color) with coupon in *Vegetarian Times*. 1993. July. p. 29. "A delicious way to cut down on meat without cutting down on your options." Shows new label designs for 4 Morningstar Farms meatless products.

Talk with Dick Leiss, Director of R&D for Worthington Foods. 1993. June 30. This product originally contained spun soy protein fiber. But after several years it was reformulated; the fiber was removed and replaced by other textured vegetable proteins.

Product (Meatless Breakfast Patties) with Label (new design) purchased at Safeway supermarket in Lafayette, California. 1994. May 18. 7.75 by 5.5 by 1 inch. Gold, white, blue, and red on dark green. A color photo on the front panel shows 3 patties with part of a waffle above and 2 strawberries to the right. Price: \$2.49. Frozen. Six patties. Ingredients are now: Textured vegetable protein (wheat gluten, soy protein concentrate and isolate), egg whites, corn oil, soy oil, partially hydrogenated cottonseed and soybean oil, sodium caseinate, modified food starch,... Soyfoods Center Taste Test. 1994. June 7. Good taste and texture. Easy to heat and serve.

Product (Breakfast Patties) with Label (new design) purchased at Safeway supermarket in Lafayette, California. 1995. Aug. 17. 7.75 by 5.5 by 1 inch. Orange, white, blue, gold, and red on green. A color photo on the front panel shows 2 patties on a white plate with diced fried potatoes. Price: \$2.59. Frozen. Six patties. Ingredients, which have been changed, are now: Textured vegetable protein (wheat gluten, soy protein concentrate and isolate), egg whites, corn oil, sodium caseinate, modified food starch, soybean oil... On the back is Worthington's own green V symbol "Suitable for vegetarians."

Product with Label purchased at Trader Joe's in Concord, California. 1998. Oct. 30. Six patties weigh 8 oz. Retail price: \$2.29.

Product with Label purchased at Trader Joe's in Lafayette, California. 2002. April 28. Six patties weigh 8 oz. Retail price: \$2.49. New package design with large strawberry in lower right corner of front panel. "75% less fat than pork sausage."

**758. Product Name:** Morningstar Farms Breakfast Links (Meatless Sausage).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1974.

**Ingredients:** Jan. 1974: Textured vegetable protein (wheat, soy, yeast), water, vegetable oils (corn oil and

partially hydrogenated soybean and cottonseed oils), oats, egg albumen, natural and imitation flavors and spices, salt, emulsifier (mono and diglycerides, glyceryl lacto esters of fatty acids), corn starch, sodium phosphates (tripolyphosphate, pyrophosphate, hexameta-phosphate, monophosphate), hydrolyzed vegetable protein, caramel color, niacin, iron (as ferrous sulfate), thiamine (vitamin B-1), pyridoxine (B-6), riboflavin (B-2), cyanocobalamin (B-12).

**Wt/Vol., Packaging, Price:** 8 oz (10 links).

**How Stored:** Frozen.

**New Product–Documentation:** See next page. Rosenfield & Hartman. 1974. *Journal of the American Oil Chemists' Society* 51(1):91A-94A. Jan. "Spun-fiber textured products." The ingredients in Breakfast Links are shown above.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 174. The ingredients in "Breakfast Links (Morningstar Farms)" are vegetable protein (wheat, soy, yeast), vegetable oil, oats, egg albumin, natural and imitation flavors, spices, salt, emulsifier, corn starch, sodium phosphates, HVP, caramel color, iron, thiamin, vitamin B-6, riboflavin, vitamin B-12.

Ad. 1980. "No cholesterol. No kidding." Label reads: "Cholesterol Free. Artificial Sausage Flavor. Textured Vegetable Protein. No Animal Fat. Protein Rich." Product with Label. 1989. Sept. 7. Sold at Diablo Foods, a supermarket in Lafayette, California. Package is copyright 1987. The cholesterol-free meatless sausages (8 oz., 10 links) retail for \$2.25.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

Product with Label (new design) purchased at Lucky Foods supermarket in Lafayette, California. 1993. June. 7.5 by 4.25 by 0.75 inches. Paperboard box. Green, white, blue, gold, and red. "Morningstar Farms Meatless Breakfast Links. Artificial sausage flavor. No animal fat. Zero cholesterol. Microwaveable." Price: \$2.35 for 8 oz. Frozen. Ingredients: Textured vegetable protein (wheat gluten, soy concentrate and isolate), egg whites, corn oil, sodium caseinate, natural and imitation flavors from non-meat sources, spices, salt, modified corn starch, sucrose, caramel color, vegetable gums (guar and carrageenan), onion powder, disodium guanylate, niacin, iron (as ferrous sulfate), vitamin B-1 (thiamine), vitamin B-6, vitamin B-2 (riboflavin), vitamin B-12.

Ad (full-page, color) with coupon in *Vegetarian Times*. 1993. July. p. 29. "A delicious way to cut down on meat without cutting down on your options." Shows new label designs for 4 Morningstar Farms meatless products.

Talk with Dick Leiss, Director of R&D for Worthington Foods. 1993. June 30. This product originally contained spun soy protein fiber. But after several years it was reformulated; the fiber was removed and replaced by other textured vegetable proteins.





**Morningstar Farms**

**Cholesterol Free Breakfast Links**

Artificial Sausage Flavor Textured Vegetable Protein

NO ANIMAL FAT  
PROTEIN RICH

CHOLESTEROL INFORMATION APPEARS ON BACK

NET WT 8 OZ 10 LINKS

NEW Improved Flavor  
No Oil Needed

SEVERAL SERVING SUGGESTION (K) D

\$1.19

The packaging features a central image of four breakfast links on a white plate with a fried egg and a slice of tomato. The Morningstar Farms logo is in the top left, and a price tag is overlaid on the left side.



**MORNINGSTAR FARMS**

*Meatless*

**BREAKFAST LINKS**

Artificial sausage flavor  
No animal fat

Ten Links  
NET WT  
8 OZ (225 g)

MICROWAVEABLE  
Precooked - Just Heat and Serve

**ZERO CHOLESTEROL**  
See back for nutrition information

SEVERAL SERVING SUGGESTION (K) D

The packaging features a central image of several breakfast links in a pan with scrambled eggs and tomatoes. The Morningstar Farms logo is at the top, and the product name is in a large, stylized font.



Product (Meatless Breakfast Links) with Label (new design) purchased at Safeway supermarket in Lafayette, California. 1994. May 18. Price: \$2.39. Frozen.

Product with Label (new design) purchased at Safeway supermarket in Lafayette, California. 1995. Aug. 1. Price: \$2.19. Frozen.

Product with Label purchased at Trader Joe's in Lafayette, California. 2002. April 28. Ten links weigh 8 oz. Retail price: \$2.89. New package design with strawberry near lower right corner of front panel. "78% less fat than pork sausage."

**759. Product Name:** Morningstar Farms Breakfast Slices (Meatless Ham or Sausage Slices).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1974.

**Ingredients:** Jan. 1974: Textured soy protein, water, vegetable oils (partially hydrogenated soybean and cottonseed oil, corn oil), natural and imitation flavors and spices, egg albumen, lactose, salt, sodium caseinate, sugar, modified tapioca starch, sodium phosphates (tripolyphosphate, pyrophosphate, hexametaphosphate, mono-phosphate), hydrolyzed vegetable protein, carrageenan, niacin, U.S. certified colors, iron (as ferrous sulfate), thiamin (vitamin B-1), pyridoxine (vitamin B-6), riboflavin (B-2), cyanocobalamin (vitamin B-12).

**New Product–Documentation:** Rosenfield & Hartman. 1974. *Journal of the American Oil Chemists' Society* 51(1):91A-94A. Jan. "Spun-fiber textured products." The ingredients in Breakfast Links are shown above.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 174. The ingredients in "Breakfast Slices (Morningstar Farms)" are basically the same as they were in Jan. 1974.

Shurtleff & Aoyagi. 1983. *History of Worthington Foods.* p. 9.

Talk with Dick Leiss, Director of R&D for Worthington Foods. 1993. June 30. This product originally contained spun soy protein fiber. But after several years it was reformulated; the fiber was removed and replaced by other textured vegetable proteins. In 1979 it was reformulated again and its name was changed to Morningstar Farms Luncheon Slices.

760. Brooks, Karen. 1974. *The forget-about-meat cookbook.* Emmaus, Pennsylvania: Rodale Press. 215 p. 23 cm.

• **Summary:** The glossary (p. 10-11) includes Pero (a coffee substitute made from barley and rye), tamari soy sauce (Contains no chemicals and is made from water, soybeans, wheat, and sea salt), and wheat-soy macaroni (made with whole wheat and soy flours). A "Grain texture chart" (p. 19) gives tips for using soybeans and soy flour. Soy-related

recipes include: Soya-raisin griddle cakes (with soy flour, p. 59). String beans with roasted soybeans (p. 134). Soybean-lentil-rice loaf (with cooked soybeans, p. 136). Soyburgers (with cooked soybeans). Notes on cooking beans (incl. soybeans, p. 126). Address: Easley, Missouri.

761. Cottrell, Edyth Young. 1974. *The oats, peas, beans & barley cookbook.* Santa Barbara, California: Woodbridge Press. 271 p. Illust. Index. 24 cm.

• **Summary:** This very creative Seventh-day Adventist vegetarian cookbook, featuring nature's most economical foods, contains 450 recipes including many using soybeans and gluten (see p. 59-68), and many color photos. One acre of soybeans will supply 34 times as many calories, 49 times as much protein, and 33 times as many vitamins as beef produced on one acre. Soy-related recipes include: Garbanzo-soy-oat patties with Brazil nuts (p. 39). Soybeans–Prairie gold (Boiled soybeans, p. 51. Freezing soaked soybeans helps to shorten the cooking time. The use of soft or spring water in soaking and cooking also helps to reduce the cooking time. The author adds salt to soybeans after they have been boiled for at least 1 hour. Baked soybeans (p. 52). Soy-oat patties with tomato sauce (with whole soybeans, p. 53). Tofu (p. 54, curdled with calcium lactate or calcium carbonate, then seasoned with Vegex or Savorex). Creamed curd cheese: May be used as cottage cheese (p. 55; made with tofu curds and soy sour cream). Scrambled tofu (p. 56). Rice with tofu–Chicken style (p. 56-57). Home-baked bread (with soy flour, p. 70-76). Modified pioneer bread (with soy flour, p. 81). Pioneer soy bread (p. 82). Soy-oat waffles (p. 109). Barley-soy waffles. Cornmeal-soy waffles. Millet-soy waffles (p. 111). Rice-soy waffles (p. 112). Soya French toast (p. 116). Cornmeal with soy grits (p. 117). Corn granola (with soy flour, p. 118). Good earth granola (with soy flour, p. 119).

One chapter, titled "Soybean Magic" (p. 121-26) contains the following soy-related recipes: Soybean concentrate: Replaces milk and eggs in many recipes (Note: This is fresh soybean puree, or gô, made with the hot water grind method). Soy milk and concentrated soy milk. Cream sauces. Soy whipped topping. Soy cream. Soy sour cream. Sweet cream custard sauce.

Whipped soy topping (with fortified soy milk powder, p. 141). Cabbage baked in 'soy sour cream' (p. 165). Cauliflower baked in soy cream (p. 167). Soy mayonnaise (with concentrated soy milk, p. 195). Savory yeast spread with soy milk, p. 196).

Pages 255-67 give a nutritional analysis of each of the recipes in this book. A photo on the rear cover shows Cottrell. A second edition was published in 1980 by Woodbridge. As of early 1993 some 157,000 copies of this book are in print. Address: Research Nutritionist, Loma Linda Univ. School of Health, Loma Linda, California.



762. Derevitzky, Catherine. 1974. Tansy cakes with honey: A cookbook. Morrill, Maine: C. Derevitzky. 44 p. Color illust. 23 cm.

• **Summary:** This vegetarian cookbook, which contains many color illustrations, is hand-lettered and written for children, and includes 22 low-cost meatless recipes from soups to desserts collected from all over the world. Tansy is a common, weedy herb (*Tanacetum vulgare*) with an aromatic odor and very bitter taste.

Soy-related recipes include: Soy-rice casserole (with dry soybeans, p. 13-14), and Soy patties (with cooked soybeans, p. 20). Address: Morrill, Maine.

763. Hannaford, Kathryn. 1974. Cosmic cookery. Berkeley, California: Starmast Publications. xixd + 264 p. Illust. by Lorena Laforest. 21 cm.

• **Summary:** This vegetarian cookbook contains 190 recipes created and tested at the communal One World Family Natural Foods Restaurant. Page 35 lists uses and seasonings of beans, including aduki beans and soy beans. Favorite seasonings for the latter are thyme, oregano, basil, green pepper, tomato, cheese, soy sauce, onion, or garlic. Soy-related recipes include: Soy grits (p. 75). Macroburger mix (with cooked soybeans, p. 83). Soy mayonnaise (with soy milk powder, p. 111). Chunky soy spread (p. 130). Miso tahini spread. Creamy soy spread (p. 131). Miso soup (p. 144). Miso-scallion broth (p. 145). Macro-sausage (with Soy Spread, p. 163). Spaghetti with miso sauce (p. 176). Super soybean casserole (p. 182). Miso sauce (p. 200). Soya carob nut brownies (with soy milk powder, p. 227). Address: Berkeley, California.

764. Himalayan International Institute. 1974. The Yoga way cookbook. 1st ed. Honesdale, Pennsylvania: Himalayan International Institute. 203 p. \*

• **Summary:** This is a natural foods, vegetarian cookbook. Page 7 contains basic information about various soyfoods. Soy-related recipes include: Soybean rice (p. 37). Soy burgers (p. 38). Soy tacos (p. 39). Miso soup (p. 99). Tofu-avocado sandwich (p. 193). Tofu salad dressing (p. 194).

765. Kikuchi, Grace F. 1974. Tofu recipes. Ann Arbor, Michigan: Published by the author. 47 p. Illust. by Lou Bohr. No index. 22 cm. Spiral bound.

• **Summary:** Contents: 1. To begin with: Homemade tofu, okara. 2. Soups and sauces: Clear and miso soups, mushroom tofu soup, tofu sauce for vegetables. 3. Poached, steamed, fried: Hiyadofu—chilled, yudofu—hot, stewed tofu, fried tofu, steamed tofu, ganmodoki. 4. Pots—one dish meals: Hamanabe, fresh pork and vegetables, chicken mizutaki, sukiyaki, shabu shabu, sin sul lo. 5. With fish: Seafood mizutaki, tofu steamed with fish, tofu with flounder, sakamushi, tofu and tuna fish. 6. With this and that: Stir-fried tofu, soboro domburi, mandoo, meatballs made with tofu,

tofu with scrambled eggs, tofu with pork and miso, beef with tofu and chili peppers. Glossary.

There is a full-page illustration at the beginning of each section. On the book's cover, occupying the top 80% of the page, above the English title, are the two large Chinese characters for "tofu."

Note 1. This is the earliest known book on tofu ever published in the Western world or in a European language. It is spiral bound, sells for \$1.25, has white covers front and back, and was printed by Braun-Brumfield, Inc. in Ann Arbor, Michigan. All but 12 of the recipes contain meat, fish, or poultry. A small sheet, stapled to the title page, is titled: "Meatless recipes in this book."

Note 2. The author's formal married name is Mrs. Chihiro Kikuchi. Address: 260 Sumac Lane, Ann Arbor, Michigan 48105.

766. Larson, Jeanne R.; McLin, Ruth. 1974. The vegetable protein and vegetarian cookbook. New York, NY: Arco Publishing Co. 216 p. Illust. Index. 24 cm. Reprinted in 1980.

• **Summary:** The authors may be Seventh-day Adventists since they make widespread use of "meatless meats" made by Loma Linda Food Co. and Worthington Foods, both Adventist-run companies. Pages 11-14 list these meatlike products in the following categories: 7 dry vegetable proteins to which liquid must be added, or which are used for seasonings: Granburger. Vitaburger. Meat loaf mix. Burger aid. Stripple zips. Baco-Bits. Gravy quik.

35 canned foods: Rediburger. Vegeburger. Chopletburger. Vegetarian burger. Madison burger. Non-meat balls. Prime burger. Vitaburger. Chili. Choplets. Cutlets. Skallops. "209." Vegesteaks. Dinner bits. Tender bits. Dinner cuts. Tastee cuts. Dinner rounds. Salisbury steak. Frysticks. Numete. Protose. Proteena. Nuteena. Vegechee. Vegecona. Wham. Beef slices. Chicken slices. Linketts. Little links. Big franks. Saucettes. Veja-links.

30 frozen foods (said to be by far the tastiest of the vegetarian meats): Beef slices, loaf, and cubes. Corned beef slices, loaf, and cubes. Smoked beef slices, loaf, and cubes. Beef pie. Chicken slices, roll, cubes. Chicken pie. Chickettes. Wham slices, roll, cubes. Prosage. Vegetarian fillets [fish alternatives]. Holiday roast. Salisbury steak. Stripples. Smoked turkey slices or loaf. Fri-pats. Soy-chee. Vegechee. Soycheeze. Lentils. Garbanzos. Boston style soybeans. Green soybeans [probably harvested dry rather than fresh]. Savorex. Tastex. Savita. Vegex. Chicken seasoning. Beef seasoning. Smoke. Baco-bits.

Soy-related recipes include: Soybean loaf (with cooked mashed soybeans, p. 39). Tofu loaf (p. 149; "Tofu can be obtained at Chinese food stores. If not, use canned soy cheese found in most health food stores"). Tender crisp vegetables (soybean sprouts, p. 197).

767. Ohsawa, Lima. 1974. *The art of just cooking*. With Nahum Stiskin. Hayama, Japan and Brookline, Massachusetts: Autumn Press. 216 p. Illust. by Maurice Owen. Index. 19 x 23 cm. Reissued in 1984 as *Macrobiotic Cuisine* by Japan Publications, NY. 175 p. [26 ref]  
 • **Summary:** This work is based on Lima's Japanese-language book titled *Macrobiotic Cookery* (1971). In 1953, at age 54, Lima Ohsawa first ventured beyond the shores of her native Japan. She and her husband, Georges Ohsawa, left on their first world tour. In 1955-56 they spent time with Dr. Albert Schweitzer in Lambarene, Gabon. "Being vegetarian Dr. Schweitzer was always very interested in the nutritional assets of the soybean and asked me to show him different ways to prepare it" (p. 10). During this and many subsequent travels, Lima learned many traditional, natural recipes from around the world.

Contains numerous Japanese macrobiotic style recipes. Page 32 gives good definitions of miso and shoyu. Soy-related recipes include: Brown rice with soybeans (p. 53). Inarizushi (p. 55). Brown rice porridge with vegetables and miso (p. 58). Soya omochi (mochi with soya flour). Burdock with miso and lemon peel (p. 90). Broccoli and radish with miso dip (p. 92). Carrot with green beans and tofu (p. 95). Ninjin shiro-ae (with "½ cake of *tofu*, drained and mashed (p. 173)," p. 95). Cucumber with wakame and walnut miso (p. 96). Cucumbers with miso and sesame (p. 97). Onion nitsuke with miso (p. 100). Onion goma-miso-ae (onion with sesame miso, p. 100). Eggplant nabeshigi-yaki (with miso, p. 101). Scallion and aburage nitsuke (p. 101). Scallion dengaku (with miso, p. 102). Renkon ikada age with kuzu-lemon sauce (p. 103). Kabocha miso ni (p. 106). Kabu miso-ae (turnips with sesame miso, p. 109). Daikon age rolls (with aburage, p. 114). Vegetable skewers with koya-dofu (dried-frozen tofu, p. 114). Kombu with shoyu (p. 117). Renkon miso inro (lotus root tempura with miso, p. 123). Coltsfoot buds with miso (p. 126). Wakame miso soup (p. 137). Mugi-miso soup (p. 137). Sake-no-kasu jiru (miso soup with sake lees, p. 137). Go jiru (soybean potage with aburage, p. 141). Oden with ninjin and gobo kombu maki (with aburage, p. 146).

Condiments and pickles (p. 154-57): Gomashio (sesame-salt). Tekka miso (sauteed vegetables with miso). Shigure miso (moist tekka). Miso sauté. Soybeans with miso and burdock. Soybeans with miso. Miso pickles (fall and winter). Sauces, spreads and salad dressings (p. 161-63): Lemon shoyu. Ginger shoyu. Orange shoyu. Tsuje-jiru dipping sauce (with shoyu). Goma joyu sauce (with shoyu). Scallion miso. Walnut miso. Citron miso. Goma miso (sesame).

Beans (p. 165-78). Black bean ni (the black beans are actually black soybeans. Soak 1 cup soybeans overnight in 3 cups water. "Drain the beans through a strainer reserving any soaking water." Add enough fresh water to equal 4 cups then pour this liquid into a heavy saucepan. Add the soaked beans, bring to a boil over high heat. Reduce heat to low,

cover and simmer for 2+ hours, or until tender. Add water during cooking if liquid completely evaporates. Toss pan to stir. When done, season with a dash of salt and/or shoyu. "In Japan this exquisitely sweet dish [nimame] is a must on New Year's Day. It gets even sweeter after standing for a day or two." Cooking soybeans with a small strip of *kombu* helps to soften them). Gomoku-mame (soybean nitsuke).

Tofu ryori (p. 173-78; "Tofu or bean curd is rich in vegetable protein. Although it is rather *yin* in our classification of foods, the recipes I have included here balance its *yin* characteristics with *yang* so don't hesitate to use it occasionally. It's delicious in miso soup, stews and *nabe*, and as a dish by itself. It is available at Oriental food shops and can also be made at home.") Homemade tofu (p. 174; 3 cups soybeans plus nigari make 1 lb. tofu; also describes how to make nigari {sea brine} by dampening 5 lb. sea salt). Variation: Homemade grilled tofu. Unohana pouches (with okara and aburage). Gammudoki. Tofu with kuzu sauce. Tofu roll. Koya-dofu sandwich. Tofu nitsuke. Chinese dow-foo oroshi-ae. Tofu mold (with kuzu). Tofu tempura. Goma dofu (sesame tofu).

Note 1. This is the earliest English-language document seen (April 2013) that contains the term "grilled tofu."

Squid and scallion miso-ae (p. 183). Salmon head soup (with soybeans, p. 183). Surimi shinoda (with aburage, p. 184). Red snapper in miso. Koi koku (with miso, p. 184). Egg tofu (p. 185). Amazake manju (sweet sake dumplings, p. 198). Amazake (homemade, using glutinous "sweet" brown rice, p. 207).

The section titled "*Kofu*: Wheat Gluten" (p. 85-86) includes recipes for Homemade kofu (wheat gluten, including Kofu loaf and Seitan), and Kofu cutlet. "First introduced to Japan from China by Buddhist monks, *kofu* became a very popular food in Zen temples. It is delicious in soups and stews and mixed with sautéed vegetables. *Kofu* cutlet looks, feels, and tastes like meat." Seitan is made by simmering 5 cups cold wheat gluten, separated into small pieces, for 3 hours in shoyu, sesame oil, and minced gingerroot.

Dandelion coffee (made from minced and dry roasted, ground dandelion root) and Yannoh (prepackaged grain coffee, made from 5 different grains) are described on p. 206-07.

The book, which contains many fish recipes, begins with a nice photo of Lima at age 75—she looks 20 years younger—and ends with a good glossary. Lovely illustrations, a wealth of original information on Japanese foods.

Note 2. This is the earliest document seen (July 2000) that mentions "Tekka miso" (spelled that way).

Note 3. This is the earliest English-language document seen (Feb. 2005) that used the word "kofu" to refer to wheat gluten. Address: Tokyo, Japan.

768. American Soybean Assoc. 1974? Soybeans: From



America's fertile soils the worlds versatile protein resource. Hudson, Iowa. 16 p. Undated. No page numbers. All color.

- **Summary:** On a page titled "Utilization," color photos show many soy products including: Milnot (can), Worthington Soyameat (can), Nabisco Sociables (paperboard box), Candied Pernuts: Toasted Soybeans (paperboard box), Bac\*Os (glass jar), Crisco (shortening; can), Hain Soy Oil (glass jar), Dream Whip: Whipped Topping Mix (paperboard box), Hamburger Helper (paperboard box), Worthington Veja-Links (can), RG Lecithin (jar), Yoshihara Oil Mill, Ltd. Golden Soybean Salad Oil (can, 2 sizes), and 3 brands of bottled soymilk made in Korea. Another page shows Soyor bottled soy oil. The addresses of American Soybean Association offices in Hudson, Iowa (USA), Tokyo (Japan), Taipei (Taiwan), Brussels (Belgium), Hamburg (West Germany), Vienna (Austria), and Mexico City (Mexico) are given. Address: Hudson, Iowa.

**769. Product Name:** Loma Linda Meatless Chicken Style or Beef Style (Based on Spun Soy Protein Fiber).  
**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.  
**Date of Introduction:** 1974?  
**Wt/Vol., Packaging, Price:** Can.  
**New Product–Documentation:** Loma Linda probably purchased the spun soy protein fibers from General Mills. Sold in both canned and frozen forms.

770. Mother Nature's Inn. 1974? Our menu. 1813 West 4th Ave., Vancouver, BC, Canada. 4 p. Undated.

- **Summary:** Contents: [Basics]: Soup of the day, Brown rice, Mother Nature's bread or sprouted 8 grain, Tahini, soy lecithin or vegie butter, Chapatti–whole wheat flatbread of India (buttered or with vegie butter), Sprouted 7 grain English muffin (buttered or with tahini or vegie butter), Bible bread with any spread. Fresh salads (incl. alfalfa sprouts or Tabouli salad). Salad dressings (incl. sesame tahini dressing). Mom's great sandwiches, Daily special, Evening dinner menu (as posted on menu board) or Golden Lotus Macroplate.  
 Chapizza, Vegeburger (with vegetable protein patty). Desserts. Juices. Teas (incl. Healthy coffee, Roastaroma, Mu, Red Zinger). At the bottom of page 3: "All food served by Mother Nature's Inn are purely vegetarian and natural, We use neither eggs, sugar, nor cheese with animal rennet. Our fare is lovingly prepared from the freshest, highest quality produce available.

"May the long time sun shine upon you  
 All love surround you  
 And the pure light within you  
 Guide your way home."

On the rear cover is a large oval illustration of a child [Jesus] dressed in a long white road, leading a sheep, a lion

and two cows. Around that, the name of the restaurant. Below: Its hours (Mon.–Sat. 11:30 am–5 pm, Sunday 12-7) and address.

Accompanying this menu is a photo (angled upwards) of a waitress at Mother Nature's Inn (Lisa) holding out a plate of food in her right hand; behind her are a hanging light, hanging plant, and the restaurant's ceiling. Address: Vancouver, BC, Canada. Phone: 733-5528.

771. *Christian Science Monitor*. 1975. Low-cost soybeans: 'meat that grows on vines.' Jan. 16. p. 11.

- **Summary:** Soybeans come in many forms. There "are fresh soybeans in their fuzzy pods, dried soybeans, soy and wheat noodles, spaghetti and macaroni, soy grits, soy flour, soy milk, soy cheese [tofu], nutlike roasted soybeans, sprouted soybeans, textured soy, soy oil, and soy butter." When these are combined with other foods, the possibilities are almost without limit.

Soybeans are high in protein and low in cost—about 35 cents a pound.

Recipes: How to cook basic whole dried soybeans. Soyburgers (with 2 cups cooked soybeans and 1 cup cooked brown rice). Four ideas are given for adding cooked soybeans to other recipes. Finally, soy flour and its uses are discussed in detail. Now is a "perfect time to get acquainted with the versatile soybean." Address: Special to the Monitor.

772. *Grocer (The) (London)*. 1975. C&B [Crosse & Blackwell] move into the TSP [textured soya protein] market. 196(6167):23-25. Jan. 25. See also p. 4.

- **Summary:** Mince Savour is designed to be added to minced meat "to make it more tasty and go further." The product comes in two sizes, 1 oz and 2.125 oz, ready seasoned and expected to retail at 7p and 13 p. respectively. C&B are processing the protein at their Aylesbury factory. One ounce added to water and mixed with 8 oz. mincemeat produces 12 oz. before cooking.

The brief introduction on p. 4 notes that Mince Savour "is being launched in London and the South and is being backed with a £250,000 campaign... While there are soya protein lines being used in catering and Standard Brands have a hamburger type product in the grocery trade," this appears to be the first meat extender of its type on the market. "Of course, Courtaulds have already tested their Kesp pies through the trade and are now on sale through selected Sainsbury stores." Address: England.

773. *Grocer (The) (London)*. 1975. Kesp on test in 30 Sainsbury stores. 196(6167):23. Jan. 25.

- **Summary:** "Kesp soya protein pies from Courtaulds are being sold by Sainsbury in a test operation through 30 stores. The 1 lb pies sell for 25 pence each from refrigerated cabinets." Address: England.

774. **Product Name:** Kesp Soya Protein Pies (Meat Analog Based on Spun Soy Protein Fibers Chunks and Mince in Gravy).

**Manufacturer's Name:** Kesp Protein Foods, Courtaulds Ltd.

**Manufacturer's Address:** P.O. Box 16, Coventry CV6 5AE, England.

**Date of Introduction:** 1975 January.

**Wt/Vol., Packaging, Price:** 1 lb. Retail for 25 pence (1/75, London).

**How Stored:** Refrigerated.

**New Product–Documentation:** The Grocer (London).

1975. Jan. 25. p. 23. "Kesp on test in 30 Sainsbury stores." Kesp soya protein pies from Courtaulds are being sold by Sainsbury in a test operation through 30 stores. The 1 lb pies sell for 25 pence each from refrigerated cabinets.

775. *Hartford Courant (Connecticut)*. 1975. Meat alternatives suggested as relief for budget woes: Table talk. Feb. 25. p. 19.

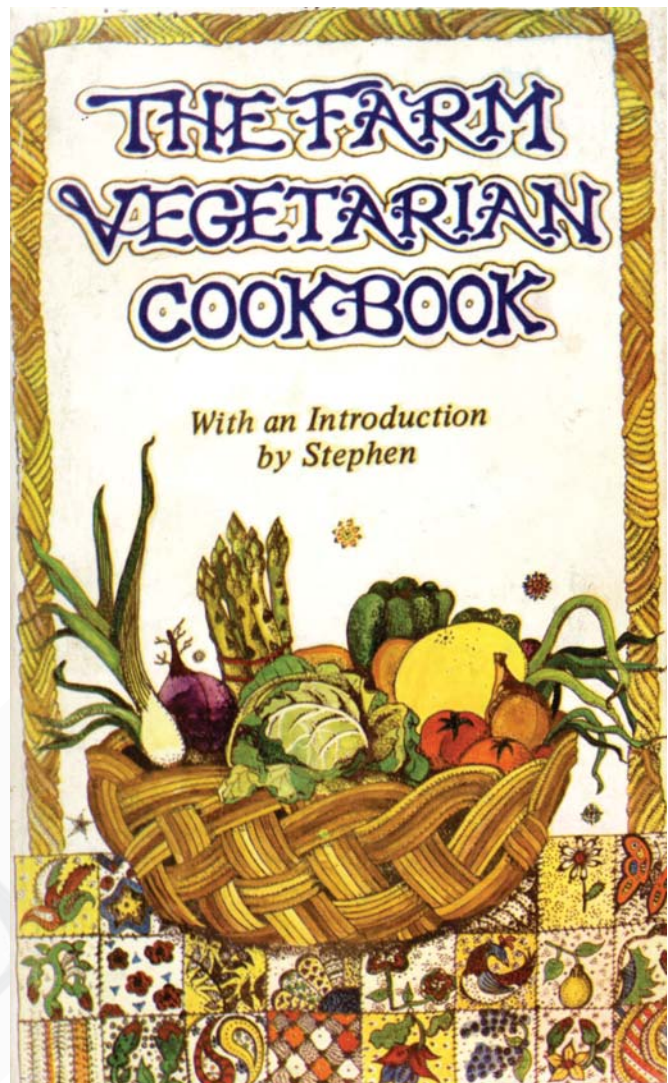
• **Summary:** Storrs, Connecticut—Traditionally, Lent has been the time of year for meatless meals. However today (according to Janina Scajkowski, extension nutritionist at the University of Connecticut) "increasing your use of meat alternatives all year can help your budget." Combining "vegetable sources of protein" can provide high quality protein containing all the necessary amino acids. For example lentils or beans or peas plus rice. Gives recipes for Old-fashioned lentils, and Lentil loaf. Soy is not mentioned.

Note: This is the earliest English-language document seen (Aug. 2014) with the term "meat alternatives" (or "meat alternative"—with any combination of quotation marks) in the title.

776. *Farm, The*. 1975. *The Farm vegetarian cookbook*. Summertown, Tennessee: The Book Publishing Co. 128 p. Illust. Index. 18 cm. Revised edition by L. Hagler. 1978. 223 p.

• **Summary:** Expanding on the pioneering "Yay Soybeans!" (1974), this creative and creatively illustrated vegan cookbook contains many extremely innovative and original recipes including: Soybean Stroganoff. Soyburgers. Spaghetti Sauce with TVP. Soysage. Soy fritters. Indonesian fried tempeh. Soymilk. Tofu. Tofu spreads. Soy "yogurt." Soy "cheese." Soy "butter" (made with soy flour). "Cream cheese" (made with soymilk). Soy "mayonnaise." Soy "whipped cream." Soy "coffee." "Soy 'nuts.'" Soy pulp granola. Ice Bean [soy ice cream] (Recipes include: Pineapple "sherbet" and "Vanilla ice bean," each made with soy milk instead of dairy milk). Mellowmeal (breakfast cereal containing soy flour). Soy "yogurt" Danish pastry. Soy bread. Soy pulp cookies. Soy "cheese cake." Blintzes (filled with tofu).

Gluten recipes (p. 54-59) include: Basic gluten (feeds



8 generously). Gluten roast. Gluten burritos. Chili gluten. Oven-fried gluten. Janice's barbeque [barbecue] gluten ribs.

The rear cover states: "We are a large, long-haired spiritual community in Tennessee. We came together through open meetings in San Francisco with Stephen. We have 750 people, including 250 kids, living on 1,750 acres. This cookbook is to help as many people be vegetarians as possible without turning any of them off and making them think its strange or weird and to let people know that it tastes good, is nice, graceful, and it can be a turn-on, that it'd be really neat to eat, and make you look forward to meal-times and make you really happy to eat such good food." The Introduction, by Stephen, begins: "The thing about our cookbook is we don't want to be faddish or cultish or scare people off. We just honestly want them to know how to make it on vegies, even somebody who doesn't particularly have a moral reason for being a vegetarian, but just wants to eat a little cheaper, or somebody who learns to be a vegetarian to lose weight, 'cause you maintain a really healthy natural weight on vegetables... The main thing is that we're absolute



vegetarians. We don't do meat or milk or eggs or cheese or fish or fowl."

"You can increase the world's food supply by being a vegetarian. So its good for everybody else, its good for the individual for health, and its good for the soul and the spirit not to be involved in killing. And I understand that vegetables are alive, but like I've said before, I've been to pig stickings, and I've been to rice boilings, and rice boilings have better vibrations than pig stickings."

Photos show: Facing title page: People planting white potatoes at the edge of a large field in front of the woods. The lady in front is Sylvia Tepper, Robert Tepper's wife. Pages: (1) Little Susannah Frohman eating a rolled up soybean tortilla. (3) Stephen Gaskin. (18) Ruth Thomas, making lunch in the kitchen of the only house on the property when Farm folks first came here. It housed The Farm's clinic, school, bank offices, and receptionist for a number of years until other facilities were built for these purposes. Ruth could make a mean soybean burger (which is pictured). (23) Laurie Sythe making potato soup on the other side of the same kitchen Ruth was pictured in. (35) Poblano chili plants. (60-61) Tempeh sliced to be round to fit on buns, resting on a plate (L) and a tray (R). (64). Uncle Bill (age 82, center, surrounded, from left by: Marilyn Keating, Jeffrey Keating, Ruth Thomas, Patrick Thomas, Uncle Bill, Joel Kachinsky, Roberta Kachinsky, Bruce Moore, Roslyn Moore {holding baby Sam}. All at their home on Schoolhouse Ridge. The house, named "Kissingtree," was originally built for Stephen and family, but he declared it "too fancy" for him, and he passed it on to this group {women were mostly schoolteachers in our school}). (67) Janice Hunter making stir fry at the Tower Road House kitchen. (68) John Hurgeton drinking a glass of soymilk on a construction site somewhere. (71) Sue Ellen, who worked in The Farm's soy dairy, holding a glass of soymilk and relaxing. (89) Sour soymilk Danish pastry. (106) Jars of canned goods stored at the Farm's canning facility. Thanks to Cynthia Holzapfel for providing photo captions.

Illustrations appear on almost every page: On the front cover is a color illustration of a basket full of vegetables on a quilt. Many of the pages have illustrated borders or unique illustrations (line drawings) (flowers, plants, leaves, a pot of steaming food, psychedelic designs, native American motifs, etc.) where there would otherwise be empty space. Pages: (10) A Farm member eating, with one hand, a tortilla wrap filled with cooked whole soybeans. (20) A young woman in a kitchen facing the stove. (28-29) Illustrations of two Farm members making pizza. (65) Uncle Bill in a kitchen stirring a pot. (81) A pitcher labeled "Soy Milk." (83) An old-fashion, hand-turned ice cream machine for making Ice Bean. (88) Sour soymilk Danish pastry. (95) A happy man and a woman eating bagels. The man's finger, pointing up, serves as a bagel holder. Yum! (100) Overhead view of a round table with ten people eating. (105) A vase full of kitchen utensils.

(113) A lady holding a cake—a very favorite recipe on The Farm. (120) A lady rolling out dough on a table.

Note 1. This book played an important role in introducing soyfoods (especially tempeh and soy ice cream), as well as a vegan diet, to America.

Note 2. This is earliest publication seen by The Farm that contains a tempeh recipe.

Note 3. This is the earliest document seen (Oct. 2008) that contains the word "vegies" (one of two documents).

Note 4. This is also the earliest document seen (Oct. 2008) that uses the word "barbeque" or "barbequed" rather than the standard "barbecue."

Note 5. This is the earliest English-language document seen (Oct. 2013) that contains the term "Soy 'whipped cream' (regardless of capitalization).

Note 6. Some sources (OCLC/WorldCat) cite Stephen Gaskin as the author of this book. Others cite Louise Dotzler; her maiden name was Louise Hagler, but she was married to Thomas Dotzler in 1975. Later that decade they separated and Louise reverted to using her maiden name As "Louise Hagler," she was the editor / author of several later revised and expanded editions of *The Farm Vegetarian Cookbook* (1978, 1988) plus several outstanding books about soyfoods published at The Farm. Address: Summertown, Tennessee.

777. Wu, Lawrence C.; Bates, R.P. 1975. Protein-lipid films as meat substitutes. *J. of Food Science* 40(1):160-63. Jan/Feb. [21 ref]

• **Summary:** Starting with traditional yuba, texturization is achieved in two ways with rehydrated and flavored films: (1) The yuba sheets are soaked in appropriate flavoring solutions such as soy or meat broths, layered several sheets thick, rolled tightly, wrapped firmly in cloth, then tied to retain internal pressure. The rolls are then steamed for about one hour and consumed as a main dish.

(2) Layers of the moist, flavored films are packed into aluminum molds shaped like whole chicken or fish. "The center of the mold may be stuffed with film remnants or fitted with a wooden plug, thus providing a hollow space for subsequent stuffing ingredients. The mold is closed and screwed or clamped shut thereby applying manual pressure. Note: For best results the mold should be steamed.

These yuba products were found to be highly acceptable to due to a combination of pleasing texture and flavor characteristics.

The most influential variable affecting both the texture and appearance of the meat substitutes was the film moisture content. A moisture content of 50-75% was found to represent a good range for fabrication.

Contains 4 figures and 3 tables. Address: Food Science Dep., Univ. of Florida, IFAS, Gainesville, FL 32611.

778. **Product Name:** Cedar Lake Vegeburger (Meatless). **Manufacturer's Name:** Cedar Lake Foods.

**Manufacturer's Address:** Box 116, Cedar Lake, MI 48812. Phone: 517-427-5590.

**Date of Introduction:** 1975 March.

**Ingredients:** Wheat gluten, water, soy flour, oatmeal, corn, yeast, salt, hydrolyzed vegetable protein, onion, celery salt.

**Wt/Vol., Packaging, Price:** 19 oz can

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Label printed 19 March 1975.

Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 22. Cedar Lakes. "Vegeburger" (19 oz).

Cedar Lake Foods wholesale price list. 1976. March 15.

779. **Product Name:** Cedar Lake Vegetarian Mix for Sloppy Joes.

**Manufacturer's Name:** Cedar Lake Foods.

**Manufacturer's Address:** Box 116, Cedar Lake, MI 48812. Phone: 517-427-5590.

**Date of Introduction:** 1975 March.

**Ingredients:** Wheat protein, water, tomato paste, textured soy protein, corn meal, oatmeal, rehydrated celery, rehydrated green and red bell peppers, food yeast, soy sauce, salt, hydrolyzed vegetable protein.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Label printed 19 March 1975. Cedar Lake Foods wholesale price list. 1976. March 15.

780. **Product Name:** Solar Burgers (Soy-Wheat; Not so named until 1976 [late summer or fall]).

**Manufacturer's Name:** Vegetable Protein Co.

**Manufacturer's Address:** 140 River St., Cambridge, MA 02139.

**Date of Introduction:** 1975 March.

**Ingredients:** Soy flour [textured extruded; TVP], water, wheat gluten, wholewheat flour, tamari, vegetable oil, yeast extract.

**Wt/Vol., Packaging, Price:** 7 oz net plastic bag (2 burgers).

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Label designed in late 1976 or 1977 (when the company was located at 140 River St., Cambridge, Massachusetts) sent by John Weissman on 8 May 1992. 4 inches square. Self adhesive. Red, orange, and white. "100% vegetarian–High protein. This product is made from soy and wheat, two of the world's most abundant crops. Fry, broil, grill, bake, steam, serve with your favorite sauce. May be used without cooking. All natural."

Talk with and letter from John Weissman. 1992. May 8. In early 1975, based on information about protein combining in *Diet for a Small Planet* by Frances Moore Lappé, John began grinding cooked soybeans into the wheat gluten and selling the burger-like patties. This was the first Solar Burger,

but it had not yet been named. Then in 1976 he named the burger "Solar Burger" and reformulated it with TVP. Robert Allen, his friend, suggested that their company, now named the Vegetable Protein Co., might sell the Solar Burger to other, competing sandwich makers—which they did. Shortly thereafter they stopped making their own sandwiches. Vacuum packing of these burgers and the flavored Wheatmeal began in 1980.

Talk with Ademar Reis. 1993. Nov. 30. In 1976 the Solar Burger was still being made by John Weissman. Ademar started making and private labeling the product in 1979. John had a plant in Cambridge, Massachusetts. Then John closed the plant and Ademar bought some of his equipment and started making the Solar Burger for John. At that time, Ademar first discovered Response, textured soy protein concentrate.

Talk with John Weissman. 1993. Dec. 1. John introduced Ademar to Response textured soy protein concentrate. John invented this product by mixing cooked whole soybeans and wheat together when he lived with Sakee Israel, before he moved to River Street in Cambridge. They first sold it as a Wheatmeal Sandwich but it didn't last for very long and it was not a bona fide burger patty until he moved to River Street. Then he decided to sell the patty by itself to sandwich companies—since he had stopped making sandwiches. He wanted to focus on packaged products. The soy component of the patty kept changing. Initially it contained cooked ground soybeans, then it evolved to TVP, then to Response (textured soy protein concentrate). John made the Solar Burger and sold the patties in bulk to two competing sandwich makers—Season's Harvest owned by Ademar Reis and Sunrise Sandwiches owned by Tom Iglehart. They both made burgers by putting John's Solar Burger patty on a bun with all the trimmings. Iglehart dropped out first. In about 1979, when John dismantled his shop, Ademar manufactured the Solar Burger patty for a very brief time (no more than 8 batches). It didn't work out so Ademar discontinued it.

781. **Product Name:** Wheatmeal Sandwiches [Cabbage/Carrot & Coleslaw, or Tomato & Lettuce with Natural Russian Dressing].

**Manufacturer's Name:** Wheatmeal Co. Renamed Vegetable Protein Co. in 1976.

**Manufacturer's Address:** 17 Dent St., West Roxbury, Massachusetts.

**Date of Introduction:** 1975 March.

**Ingredients:** Incl. pita bread, vegetables, seitan (made with washed wholewheat dough, tamari, safflower oil, ginger, garlic). The Cabbage/Carrot Coleslaw was made with grapefruit juice instead of vinegar. The Tomato & Lettuce with Natural Russian Dressing used ketchup and eggless mayo, with other herbs and spices.

**Wt/Vol., Packaging, Price:** Saran-wrapped.

**How Stored:** Refrigerated.



**New Product–Documentation:** Talk with Sandy Chianfoni of Upcountry Seitan. 1991. Nov. 16. She moved to Boston in 1978 and enjoyed Wheatmeat Sandwiches, made by a man who lived in Cambridge. His company was named something like the “Vegetable Protein Company.”

Talk with Lenny Jacobs. 1992. March 11. John Weissman, the first person to make seitan in America, is selling Solar Burgers and stuffed pita sandwiches at Stuff-Its in the Harvard Garage (a collection of little shops) in Harvard Square in Cambridge, Massachusetts. Lenny saw him about a month ago.

Talk with John Weissman. 1992. March 31. In about late 1975 or early 1976 he and Sakee, now business partners, began making seitan in their apartment in West Roxbury, and selling it in bulk (5-10 lbs). Their first customer was a macro study house, but 2-4 weeks later they began selling their seitan, labeled “Wheatmeat,” at Erewhon, refrigerated, in bulk and as “Wheatmeat Sandwiches,” stuffed in pita bread in several flavors—one with homemade cole slaw, another with tomatoes and lettuce; each had a sauce and was Saran-wrapped with a little paper label. Their main drawback was a short shelf life—only several days.

Letter from John Weissman. 1992. June 25. “Fern Israel originally showed us the method as sautéing the gluten, then stewing in tamari and water, using about half as much tamari as water. When I thought of putting seitan in a sandwich, I decided to lower the proportion of tamari drastically. Thereafter we only stewed the product in tamari broth, ginger and garlic, leaving out the frying or sautéing in oil. This was while still at 17 Dent Street, West Roxbury.”

**782. Product Name:** Wheatmeat (Cutlets Made of Seitan). Renamed Wheatmeat: Gluten Cutlet by 1977.

**Manufacturer’s Name:** Wheatmeat Co. Renamed Vegetable Protein Co. in 1976.

**Manufacturer’s Address:** 17 Dent St., West Roxbury, Massachusetts. Then 51 Oak Ave., West Newton, MA. Then 140 River St., Cambridge, MA.

**Date of Introduction:** 1975 April.

**Ingredients:** In 1977: Water, wheat gluten, wheat flour, tamari, yeast extract.

**Wt/Vol., Packaging, Price:** In 8 oz heat-sealed polyethylene bags.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label for “Wheatmeat: Gluten Cutlet” designed in late 1976 or 1977 (when the company was located at 140 River St., Cambridge, Massachusetts) sent by John Weissman on 8 May 1992. 4 inches square. Self adhesive. Dark brown on yellow. “100% vegetarian–100% natural. Use in casseroles, soups, stews, sandwiches. Dip in batter and deep fry. Baste with marinade and bar-be-que. Fry strips and serve with noodles or grains, sauce, cheese, Put in omelets. Keep refrigerated or frozen.” Ingredients are shown above.

**783. Product Name:** Tan-Pops (Made with Seitan).

**Manufacturer’s Name:** Wheatmeat Co. Renamed Vegetable Protein Co. in 1976.

**Manufacturer’s Address:** 17 Dent St., West Roxbury, Massachusetts. Then 51 Oak Ave., West Newton, MA. Then 140 River St., Cambridge, MA.

**Date of Introduction:** 1975 May.

**Ingredients:** Wheatmeat: Wheat gluten, soy sauce, gingerroot, garlic, and onion. Batter: Corn flour, wheat flour, onion, garlic, herbs, spices, salt.

**How Stored:** Unrefrigerated and perishable.

**New Product–Documentation:** R. Leviton. 1983.

*Vegetarian Times*. Jan. p. 32-37. “Mochi, amazake and seitan: Introducing three new foods from the Orient.” “A product named “Tan-pops” was sold several years ago in Boston. They were large fist-sized chunks of seitan, breaded in cornmeal, deep-fried, and sold unwrapped in wicker baskets by the check-out counters of a few natural foods stores in Boston.

Talk with Lenny Jacobs. 1991. Nov. 14. Corn Dogs are a traditional New England food made by inserting a skewer into the end of a hot dog, dipping it in a thick cornmeal batter, then deep-frying it. The Tan-Pops made from seitan were on a skewer that was as thick as a chopstick; each was dipped in batter, then deep-fried. Starting in the early 1970s, they started to be sold at natural food stores in Boston, and probably on the West Coast. Lenny saw Tan-Pops sold by the cash register at a number of natural food stores in Boston. They were in a big, uncovered serving bowl, lined with oil-stained paper towels. It was a very unsanitary presentation. [John Weissman responds: “Tan-Pops were put, not ‘presented.’ They usually sold before they could spoil, and people breathing on them didn’t contaminate them because the world was clean then”]. Since it was a fresh, perishable product, it was not distributed outside of the local area where it was made. Barry Creighton may have made them [actually, he did not]. He was with Cable Springs Bakery, and he now lives in Alaska. Kathy Bellicchi might know more about this product. The key point is that the person who made the seitan for these Tan-Pops was one of the first, if not the first, person to manufacture seitan commercially in America—even before Grain Dance.

Talk with Sandy Chianfoni of Upcountry Seitan. 1991. Nov. 16. She moved to Boston in 1978 and at that time they sold Tan-Pops at the Erewhon retail store. They were the same shape as a fat hot-dog on a stick, as they were also dipped in a thick cornmeal batter then deep fried. They were not shaped like a fist. The meat-based ones were also called “Corn Dogs.” She does not know who made them but her cousin Richard might know. It may have been the guy who made “Wheatmeat” (a seitan product) and Wheatmeat Sandwiches, and who may have lived in Cambridge. She thinks he made Wheatmeat by mixing wheat and vital gluten

together rather than by using the traditional process. He sold it vacuum packed by itself. It was in Boston when she arrived in 1978. Michael Cohen of Lightlife Foods might know who made it, since the manufacturer, whose company was named something like “The Protein Company” may have offered to sell his company to Michael.

Talk with Joel Wollner, a clerk at the Erewhon retail store on Newbury St. in Boston in the mid-1970s. 1991. Nov. 18. Joel recalls that a man named Johnny Weissman made both Wheatmeat and Tan-Pops (or were they spelled Tan-Pups?). He owned the Vegetable Protein Company in Cambridge. Joel is not sure which product was launched first. He thinks at least one of them was being sold by 1976, maybe as early as 1975. Andy Levine, a clerk in the Newbury Street store who now runs Yellow Emperor (they make Chinese herbs) in Eugene, Oregon (Phone: 503-465-6664) might well know more about Johnny. Tan-Pops were about the shape and size of a Corn Dog—which is a hot dog on a stick, deep-fried in a blanket. In the name Tan-Pops, “Tan” comes from seitan, and “Pops” comes from Popsicles. A wiener-shaped piece Wheatmeat was made into seitan, which must have had a lot of garlic in the broth, was skewered, breaded with a combination of cornmeal, soy grits, and maybe some seasonings or spices, then deep-fried. Johnny delivered them to stores in a basket while they were still hot. “Tan-Pops were an incredibly good product. They sold themselves by their intense aroma. You’d have to be careful not eat too many when they first came in so you’d have some left to sell. They were outrageous. After a while you’d learn not to eat them all. They were crispy and crunchy on the outside, then you’d bite in and they’d be juicy and rich on the inside.”

Talk with Paul Duchesne of Fairfax, California. 1991. Nov. 19. Paul was in Boston for 9 months starting in Sept. 1978. Wheatmeat was definitely made by the Vegetable Protein Co. in Cambridge. Johnny Weissman was a partner with some other person in that company. He is sure that the straight Wheatmeat Seitan was developed before the Tan-Pops. He made more money off the Tan-Pops than off the seitan. But Paul thinks Johnny made the Tan-Pops on his own—he had been making them for about 12-18 months. Paul does not know the name of the company that made Tan-Pops, but the business definitely had a name. Paul was in the place where Johnny made the Tan-Pops; it was a little deep-frying place in Cambridge. The Tan-Pops had a wonderful smell and were delicious but quite greasy. While Paul was there, Johnny was moving his Tan-Pops operation out of that deep-frying place into his house. He was converting his basement into a food plant, in part because of his fear of health inspectors. Johnny was very creative in making foods. In 1979 he developed a Tofu Bologna and some other tofu-based meatlike product, but he was so paranoid that other companies would copy him after he launched them that he never did. “I tasted the Tofu Bologna at his home and I

flipped out. It was just fantastic—great texture and flavor—I’ll never forget it.” He was good at product development but poor at marketing. Between late 1978 and 1979, the health department made him stop selling Tan-Pops in a paper-lined basket, asking him to place each one in small, individual, open-top plastic bags in the same basket. Kathy Bellicchi, who ran Cable Springs Bakery, knew Johnny.

Talk with Joan Donovan, co-founder of Upcountry Seitan. 1991. Dec. 7. She remembers that this product was sold at natural food stores in the Brookline/Boston area but she does remember any details about the manufacturer or product.

Talk with Johnny Weissman. 1992. March 31. See this interview for details on the product and its history.

784. Gallese, Liz Roman. 1975. Soy is rebounding as a substitute for animal protein. *Wall Street Journal*. June 4. p. 24.

• **Summary:** “‘Meats’ made from soybeans are making a comeback.” When meat prices were high in 1973, so was enthusiasm for soy extenders and substitutes. When those prices dropped, so did the enthusiasm. But now meat prices are rising again and soybean prices are falling, so more food processors are using soy protein ingredients in a wider range of products—frozen entrees, packaged meals, canned meats, and dairy foods.

But there are other reasons for the better acceptance. The quality of the soy products has improved. And the Food and Drug Administration recently changed its policy; it no longer requires the word “imitation” to be used on labels containing soy protein, as long as these products are nutritionally equivalent to the real thing.

Arthur D. Little Inc. recently published a study on substitute food ingredients. It concludes that imitation animal proteins, including soy, protein from cow’s milk [whey], and others will grow at 8% a year to 1.3 pounds by 1980. More specifically, the study says that soy protein use will grow 25% a year to 439 million pounds; that is from 270 million pounds this year to 225 million pounds in 1970.

Makers of soy protein say food processors are already placing larger orders. Central Soya Co. says uses for soy are increasing so fast that it will “bring out a new soy food product within a month” to increase its share of the new market.

785. Machida, Yoshiro. 1975. Suisan neriseihin to shite no daizu tanpaku kaado [Using soymilk curds like fish pastes]. *Japan Fudo Saiensu (Japan Food Science)* 3(3):41-45. June. Bessatsu. [5 ref. Jap]  
Address: Sugiyama Industrial Chemical Research, Tokyo, Japan.

786. MacMillan, Joan Bradford; Smith, Elizabeth B. 1975. Development of a lacto-ovo vegetarian food guide. *J. of the*



*Canadian Dietetic Association* 36(2):110-17. Summer. [13 ref]

• **Summary:** Page 111: “Whether the plant-based diet is arrived at by means of simple elimination of meat, fish and poultry, or by judicious substitution of suitable high protein vegetable sources for the animal proteins, it is known that it is possible to supply a nutritionally adequate dietary by means of plant foods plus milk and eggs.” “The guide was designed for vegetarians who consume some milk and eggs.”

Page 112: Table 1. Food groups and serving sizes. “The standard serving of milk is one cup whole, 2%, skim (added Vitamins A and D).” Other dairy products, such as 4 oz. cream cheese, may be substituted. “One and a half eggs on the average are recommended by the guide. This includes those used in baked items,…”

The four food groups are: 1. Bread, cereal, pasta, and rice. 2. Vegetable protein foods, including TVP, A. Legumes: 1 cup cooked soybeans or other beans, ¼ cup peanuts or peanut butter, 6 oz. soybean curd. “Meat analogues: These are usually canned or frozen meat-like foods derived from vegetable protein (often soy, gluten or nut protein).” B. Nuts and seeds (1½ oz. or 3 tablespoons). 3. Milk and eggs. 4. Fruits and vegetables.

Note: This is the earliest document seen (Nov. 2014) that contains the term “plant-based diet” in a nutritional context. This term, which is now widely used, denotes a diet that contains a high percentage of calories from plant foods, with an optional small percentage of animal foods allowed. There is no universally agreed numeric value for the definition of high vs. small percentages in this context. The term appears to mean different things to different authors; these diets can range from strict vegan to non-vegetarian with limited consumption of flesh foods. Address: 1. Research Assistant; 2. Associate Professor. Both: Dep. of Foods and Nutrition, Faculty of Home Economics, Univ. of Manitoba, Winnipeg [Canada].

787. Wenger Manufacturing. 1975. A new concept in meat analogs: Wenger Uni-Tex process (Leaflet). Sabetha, Kansas. 2 p. Front and back. 28 cm.

• **Summary:** The front of this glossy color dated leaflet shows seven color photos of products (both rehydrated and not) made by the Uni-Tex process. At the top is a field of soybeans. Across the bottom is written: “Shown for the first time at Wenger booth 1807-1809, I.F.T. Show, Chicago [Illinois], June 9-12, 1975.”

On the back, the words “Uni-Tex” are written boldly six times, one below the other in increasingly dark colors. Below that: “A new concept in meat analogs.” Address: Plant and general offices—Sabetha, Kansas 66534. Industrial sales—Kansas City, Missouri 64112. Phone: 816/531-6833.

788. Wenger Manufacturing. 1975. A “Jack and the bean” talk (Ad). *Soybean Digest*. July. p. 32.

• **Summary:** The wizard from Wenger Manufacturing showed Jack, a bright young food scientist, “how Wenger extrusion cooking systems can be used to make textured vegetable protein meat extenders, and the exciting new economical meat analog, UNI-TEX (a Wenger developed, patent applied for, universal textured protein) or full-fat soy flour for bakery products, beverages, and infant foods; or even dry-expanded and semi-moist petfoods.”

Illustrations show: (1) Jack sitting cross-legged, looking perplexed. (2) The Wenger Wizard standing in front of smiling Jack. Above them is a small photo of a Wenger extruder. (3) Happy Jack resting, reclining on his elbows, in a patch of soybeans.

This ad also appeared in *Food Processing* (Chicago), Aug. 1975, p. 45. Address: Sabetha, Kansas 66534.

789. *Food Engineering*. 1975. Lower-cost meat analogs made directly by extrusion-cooking of various proteins. 47(8):27. Aug.

• **Summary:** Kansas City, Missouri: A new process for making “meat analogs” from relatively inexpensive materials has been developed by Wenger manufacturing here. The analogs, called Uni-Tex, can be produced from “defatted soy,” peanut, or a wide range of other vegetable proteins. A large photo shows the meat-like texture of a piece of ham analog next to a piece of real ham.

790. *Consumer Reports*. 1975. A low-fat imitation of pork sausage. 40(9):525. Sept.

• **Summary:** About Morningstar Farms Breakfast Links, which are sold frozen and contain wheat gluten, soy, yeast, vegetable oils, egg albumen, sugar etc. The biggest selling point is their low fat content, however oil must be used when preparing the links. They were found to be a poor imitation of real links—“crumbly in texture and beanlike under a heavy mask of spices.”

791. *NHK Kyo no Ryori (Tokyo, Japan)*. 1975. Jiman ryôri: Biru Shurutorefu. Tôfu [Recipes I am proud of: Bill Shurtleff and tofu]. Oct. 1. p. 84-85. [Jap]

• **Summary:** This magazine is published by Japan’s largest and most popular television station, NHK public TV. The contents are taken from NHK-TV programs. This one shows Bill Shurtleff and Akiko Aoyagi teaching Japanese how to make tofu at home. Black-and-white photos show: (1) Shurtleff, wearing an apron, ladling soymilk curds from a metal pot into a cloth-lined forming box (tofu kit). (2) Pouring soaked soybeans into a blender. (3) Straining the soymilk from the fiber. (4) Ganmodoki salad with tofu mayonnaise. (5) Ganmo burger sandwich. (6) Shurtleff and Aoyagi, seated cross-legged on tatami mats, with a large meal prepared in front of them.

792. Erehwon Trading Co., Inc. 1975. Erehwon harvest ‘75.

Boston, Massachusetts. 48 p. Oct. Catalog and price list.

• **Summary:** On the front cover, a brown and white photo shows a rustic farmer, holding a pitchfork, standing by his horse and hay wagon with wife and child. On the rear cover, Erewhon's president, Tyler Smith, writes a poetic passage about the beauty of wheat. Products include: Grains: Lone Pine in Arkansas grows organic short grain and long grain brown rice. Wehah Farms in California grows organic short grain brown rice and non-organic sweet brown rice [glutinous rice]. Baker in Louisiana grows organic medium grain brown rice. Organic hard red winter wheat is grown in Nebraska and in Deaf Smith, Texas. Organic hard red spring wheat is grown by Ted Whitmer in Montana and Ricke in Minnesota. Organic hard amber durum wheat is grown by Whitmer in Montana. Organic soft white pastry wheat is grown by Wild Winds in New York. Other organically grown grains are pearled barley (Idaho), whole unhulled buckwheat for sprouting, hybrid yellow or white corn (Deaf Smith), open-pollinated yellow corn (Minnesota), blue corn, whole oats, and rye. Cereals include organic soy flakes from Deaf Smith (25 lb). Flours include organic soybean flour (25 lb, steelground, full-fat). Pasta (packaged or bulk) includes Japanese soba, Soy Rice Shells.

Snacks from "Erewhon L.A." include Chico-San Yinnies, and Date-Nut Delight. Nik's Snaks (p. 8): This full page lists about 30 products. Of these, eleven are "tamari-roasted" whole-food snacks. The 30 products are sold in 5 sizes: 2.5 oz, 3.5 oz, or 6 oz. pick-up packages, or 25 lb bulk. The soybeans (dry roasted with tamari, no salt) are sold only in 25 lb packs. Other tamari-roasted seeds include: Spanish peanuts, sunflower seeds, roasted almonds (all 2.5 oz or 25 lb), cashews or pumpkin seeds (25 lb). Non tamari-roasted products include: Raisin walnut mix. Roasted mixed nuts. Raw mixed nuts. Raisin nut mix. Peanut raisin mix. Trail mix (Honey almond granola, roasted peanuts, raw sunflower seeds, date pieces, raisins, and sea salt). Honey almond granola. Chia seeds. Bee pollen. Alfalfa seeds. Date sugar. etc. Erewhon Aztec organic corn chips. Baked goods from Cable Springs Bakery in Cambridge, Massachusetts. Fruit juices from Erewhon, Heinke's, Knudsen, Lehr's (natural grape juice from Germany), and Biotta (Swiss Vegetable juices).

Dairy Products: Cheeses from Alta Dena (also kefir and yogurt) in California, Superior Cheese Co. in Massachusetts, Redwood Natural Cheese Co. in California. Also Favorite Foods yogurt.

Dried fruit, including organically grown Monukka and Thompson raisins, prunes, dates, apricots, apples, Bing cherries, black mission figs, and Calimyrna figs. Peanut-, apple-, sunflower-, and sesame butters. Sesame tahini. Pure & Simple "fruit butters sweetened with honey only; terrific old-fashioned jams (apple, apricot, peach, plum, raspberry, strawberry, grape, cherry). Erewhon apple sauce. "Pumpkin Sour" apple sauce and apple butter made in Plainfield,

Vermont. Tree of Life fresh fruit preserves from Florida (8 varieties).

Seeds & nuts, incl. Erewhon organic soybeans in 1-lb packs, and Erewhon organic stoneground soybean flour in 24-oz packs. Arrowhead Mills packaged products, incl. Bulghur-soy grits (24 oz), Soy flakes (16 oz, organic), Roasted soy flour (24 oz, organic). Beans, incl. Aduki (25 lb, from Japan or Mainland China), yellow soybeans (50 lb, organic, New York), black soybeans (25 lb, non-organic from Japan, or organic from New York), green soybeans [dry] (25 lb, organic). Erewhon granola (17 products, including various sizes), Arrowhead Mills granola, Back to Nature granola (unsalted).

Oils, incl. Arrowhead Mills soybean oil (pints, quarts, or 5-gallon jug). Honey. Baking, incl. Premose barley malt, and Yinnies grain syrup from Chico-San. Tea, incl. 2 pages from Celestial Seasonings, and Erewhon Mu tea (9 or 16 herbs), Lotus root tea, Kukicha-branch twig tea. Springwater.

Tamari & Miso: 4 pages of descriptions and prices for Hacho miso (all misos are sold in 1 lb or 44 lb keg), Mugi miso, Kome miso, Tamari soy sauce [actually shoyu] (8 oz, pints, quarts, ½ gallons, gallons, or 4.7 gallon tin), Barley koji (1 lb). Specialties, incl. Unrefined sun-dried sea salt with natural trace minerals from the north coast of Brittany in France, Tekka, kuzu, umeboshi, sesame salt, Herbamare salt, nigari, brown rice vinegar, non-alcoholic beer (Birell, Kingsbury), Bambu instant coffee substitute.

Fearn Soya Foods: Soya granules, Soy-O wheat cereal, Soy-O corn bread & muffin mix, Soy-O bran muffin mix, Soy-O pancake mix–buckwheat, Soy-O pancake mix–wholewheat, Sesame burger mix, Natural soya powder.

Sea vegies: Agar-agar, dulse, hiziki, kombu, wakame, nori seaweeds (a description of each is given).

Erewhon certified organic produce, incl. Daikon grown in California. Soaps, incl. Cattier clay products and Dr. Bronner's Peppermint castile soap, Orjene, Nature's Gate, Tom's Natural Soap.

Cookware, mostly imported from Japan, incl. Soy [sauce] dispenser, 4½ inch. Growing [sprouts and sprouters]. Cast iron. Flyers, incl. Talking Food series, Natural recipes (3 by 5 inch tear-off pads. Soy-related recipes include: Soy au gratin, Soy casserole, Miso soup, Soyburgers, and Soy loaf).

A map shows Erewhon's delivery region (Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey) and schedule. The company also has an office near New York City at 303 Howe Ave., Passaic, New Jersey 07055. Phone 212-594-6455.

Note 1. This is the earliest document seen that uses the word "vegies" (spelled as such, one of two documents) to refer to vegetables, or "Sea vegies" to refer to sea vegetables (edible seaweeds).

Note 2. This is the earliest document seen (May 2006) that uses the term "trail mix" to refer to a non-perishable



mixture of dried fruits, seeds, nuts, roasted soybeans, granola, etc. to be eaten as a snack, as when hiking or walking. Nik Amartseff coined the term “trail mix” and launched the first commercial trail mix product through Erewhon Trading Co. in 1974. At the time, Nik was studying and practicing macrobiotics in Boston, Massachusetts. By the late 1970s several brands of trail mix were on the market in both natural food stores and supermarkets; by the 1980s there were many, as it became a mainstream American snack.

This catalog cover was reprinted with permission from the Michio and Aveline Kushi Macrobiotics Collection, Archives Center, National Museum of American History, Smithsonian Institution, Washington, DC. Address: 33 Farnsworth Street, Boston, Massachusetts 02210. Phone: 617-542-1358.

793. *Quick Frozen Foods*. 1975. \$100-million market by 1980 is foreseen for frozen soy extenders and analogues: Textured soy protein. 38:24-26. Oct.

• **Summary:** The market is growing for textured soy protein products that can “stand in” for more expensive meat, poultry and seafood in frozen usage. The trend is toward analogues that extend animal protein to the point of replacing it as the main component in new products entering the field. After industry consultation this magazine estimates that by 1980 these extenders and analogues combined will range from a low of \$60 million to a high of \$200 million in frozen food use.

Products discussed include: Central Soya Co.’s Response (textured soy protein concentrate). Ardex 700, one of the “TVP” [sic, soy protein concentrate] products from ADM. Nabisco’s VMR line with its beef, chicken, and seafood extenders. General Mills’ Bontrae “no-meat meats” (beef, chicken and ham products spun from soy protein isolate) and no-tuna tuna. Most Bontrae products are sold frozen to food service people for better flavor. Mott’s Soyloin entree line available from the Foodservice Division of Duffy-Mott Company, Inc., New York, NY. “These frozen, pre-cooked products include soy-analogues resembling traditional Sloppy Joe, Chili Con Carne, Chili Hot Dog Sauce with Meat, Sliced Meat Loaf in Tomato Sauce, Salisbury Steak in Gravy or in Sweet ‘N’ Sour Sauce, Meat Balls with or without Spaghetti Sauce.”

“In the retail field, complete lines of vegetable protein analogues of animal foods are exemplified by the products of Worthington Foods, Worthington, Ohio... and the Joshua Foods Division of Food Producers, Inc., Minneapolis, Minnesota, among others... Twenty-eight of the [Worthington] items are frozen, with sales amounting to almost half of the company’s total. The frozen products are predominantly spun from high-protein isolates. Their primary advantage is their well-wrought texture, and they also have shipping and storing advantages.

“The Joshua Foods products include meatless ‘sausage’

pizza, meatless ‘meat’ casseroles with noodles and macaroni, meatless lasagna, stew and barbecue cubes. All are shipped frozen. The Joshua Foods Division is in partnership with the Israeli developer of the special structurization process the company utilizes. The firm first produced its basic Joshua Filet, simulating beef, in 1973, and offered it to hospitals and other institutions. Retail product development followed success in the institutional market in the same year—initially with ground beef extender.”

“General Mills is producing retail frozen soy products under the ‘Betty Crocker’ label in addition to ‘Bontrae.’ First introduced were Betty Crocker Country Cuts—textured soy protein with a flavor like ham, and Country Cuts with a flavor like chicken. The precut chunks may be thawed and served in salads or added directly from the freezer and heated with various hot dishes.

“Two new Betty Crocker products, in three varieties each, are currently undergoing testing in the Fort Wayne and Tucson marketing areas—a croquette entree in ham, chicken and seafood flavors (with the seafood variety containing some real cod) and ham, chicken and barbecue beef meat sticks that blend real animal protein with vegetable protein in a potato crust. Each 1½-ounce box of Meat Sticks contains 12 sticks.”

794. Singer, Peter. 1975. *Animal liberation: A new ethics for our treatment of animals*. New York, NY: New York Review. Distributed by Random House. xix + 301 p. Oct. Illust. Index. 18 cm. Paperback edition published Sept. 1977 by Avon Discus. [200\* ref]

• **Summary:** This book, a milestone in and “bible” of the animal rights movement worldwide, first popularized the concepts of animal rights and speciesism (pronounced SPEE-shees-iz-um, a term first used in 1973) as logical extensions of human rights and racism. It helped to make 1975 a year that saw explosive growth in the animal rights and vegetarian movements. Singer is an Australian academic.

The author, an Australian philosopher, argues for an end to oppression and exploitation of non-human animals, discusses animal experimentation and factory farming, and presents vegetarianism as an opportunity to take a political, economic, and moral stance in our daily lives.

Contents: Preface (It begins: “This book is about the tyranny of human over nonhuman animals. This tyranny has caused and today is still causing an amount of pain and suffering that can only be compared with that which resulted from the centuries of tyranny by white humans over black humans. The struggle against this tyranny is a struggle as important as any of the moral and social issues that have been fought over in recent years”). Acknowledgments. 1. All animals are equal... or why supporters of liberation for blacks and women should support animal liberation too. 2. Tools for research... or what the public doesn’t know it is paying for. 3. Down on the factory farm... or what happened to your dinner

when it was still an animal. 4. Becoming a vegetarian... or how to reduce animal suffering and human starvation at the same time. 5. Man's dominion... a short history of speciesism. 6. Speciesism today... defenses, rationalizations, and objections to animal liberation. Appendices: Cooking for liberated people (incl. Seventh-day Adventists, bread, peanut butter, tahini, miso, hummus, and Tartex, Chinese recipes, mung bean sprouts and tofu, Indian recipes, Middle Eastern recipes, flat Arabian bread, chickpeas and felafel, Italian recipes, macrobiotic recipes {incl. soy sauce, soybeans}, meat substitutes {incl. TVP, Granburger, Protoveg, Itona, Vitpro, Loma Linda meatless frankfurters, imitation bacon bits}, and milk substitutes—often made from soybeans), further reading, organizations.

Singer's book was not just a philosophical treatise. It was a call to action. Invoking the concept of speciesism, Singer deplored the historic attitude of humans toward non-humans as a "form of prejudice no less objectionable than racism or sexism," and urged that the liberation of animals become the next great cause after civil rights and the women's movement. Singer's popular book produced two important effects. First, it reintroduced to the anti-vivisectionist cause an intellectual basis, a philosophical orientation, and a moral focus. Second, it attracted to the animal rights cause a host of new activists who started many new organizations. The most active and visible of these has been PETA (People for the Ethical Treatment of Animals, in Washington, DC), which by 1988 was thought to have 200,000 dues paying members in the USA.

Singer maintains that: "to treat animals as resources and argue about when use is sustainable, is a classic example of economic rationalism running heedlessly over non-economic values. We should no more hand our wild animals over to the tender mercies of the market than we should hand our children over to the same market forces. Neither children nor wild animals are a 'product' or a 'resource' at all."

Note: This is the earliest document seen (Oct. 2009) that mentions Itona, a British maker of soymilk and meat alternatives. Address: Australia.

795. Smith, Oak B.; Crocco, Stephanie C. 1975. Engineering "meat": Analogs that look and taste like meat are a real challenge to engineered foods' technology for affluent nations. *Food Engineering* 47(10):ef-22, 23, 26, 28, 30, 32-33. Oct.

• **Summary:** "How can you engineer a meat analog with true meat texture from soy ingredients without resorting to costly isolates and concentrates?... The solution is a double extrusion process that turns out bite-size analogs with almost unlimited application." These meat analogs are being made by Wenger Manufacturing's new Uni-Tex process, which uses the principles of high temperature / short time (HT/ST) extrusion-cooking. Color photos show: Pieces of ham-flavored Uni-Tex. Below them is a black-and-white

illustration of the front of a hog. (2) Photomicrographs of defatted soy flakes, first uncooked, then extrusion cooked. (3) Beef-type steak bites. (4) Rehydrated ham analog, separated by knife and fork, to show "its untwisted layering, characteristic of muscle tissue." (5) Pieces of real ham and ham-flavored Uni-Tex side by side for comparison. (6) A flow diagram of two processes: Extrusion cooking and Uni-Tex. Address: 1. President, Wenger International, Inc.; 2. Midwest Editor, Food Engineering.

796. **Product Name:** Cedar Lake Soynut Loaf (Meatless). **Manufacturer's Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).

**Manufacturer's Address:** Cedar Lake, MI 48812.

**Date of Introduction:** 1975 November.

**Ingredients:** Water, peanut butter, soy flour, wheat protein, tomato juice, peanut meal, salt, vegetable seasoning.

**Wt/Vol., Packaging, Price:** 19 oz can

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 22. Cedar Lakes. "Soynut Loaf." Label.

797. **Product Name:** Cedar Lake Chippetts / Chipettes (Meatless).

**Manufacturer's Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).

**Manufacturer's Address:** Cedar Lake, MI 48812.

**Date of Introduction:** 1975 November.

**Ingredients:** Wheat protein, water, soy sauce, vegetable seasoning, salt.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 33. Cedar Lakes. "Chippetts" (19 oz).

Label. Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27. "Chipettes–Meatless. Cedar Lake foods."

798. **Product Name:** Cedar Lake Sloppy Joe (Meatless).

**Manufacturer's Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).

**Manufacturer's Address:** Cedar Lake, MI 48812.

**Date of Introduction:** 1975 November.

**Ingredients:** Wheat protein, water, tomato sauce, vegetable seasoning, cornmeal, soy sauce, oatmeal, corn oil, salt, brown sugar.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor,



Michigan. 108 p. See p. 22. Cedar Lakes. "Sloppy Joe" (19 oz).

Label.

**799. Product Name:** Cedar Lake Hostess Cuts (Meatless).  
**Manufacturer's Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).

**Manufacturer's Address:** Cedar Lake, MI 48812.

**Date of Introduction:** 1975 November.

**Ingredients:** Wheat protein, whole wheat flour, water, soy sauce, vegetable seasoning, salt.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 22. Cedar Lakes. "Hostess Cuts" (19 oz). Plus Label sent by Cedar Lake.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27. First ingredient is written as "Wheat gluten."

**800. Product Name:** Cedar Lake Vegetarian Chops.

**Manufacturer's Name:** Cedar Lake Foods.

**Manufacturer's Address:** Box 116, Cedar Lake, MI 48812. Phone: 517-427-5590.

**Date of Introduction:** 1975 November.

**Ingredients:** Wheat gluten, water, soy sauce, salt, hydrolyzed vegetable protein, onion, celery salt.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 22. Cedar Lakes. "Vege Chops" (19 oz).

Cedar Lake Foods wholesale price list. 1976. March 15. Label printed March 1976.

801. Cedar Lakes. 1975. Products (Document part). In: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. '75. Ann Arbor, Michigan. 108 p. See p. 33

• **Summary:** Soynut Loaf (20 oz), Vegeburger, Vegetarian Chili Burger, Vegetarian Chops, Turkettes, Sloppy Joe, Tender Tip, Hostess Cuts, Ready Roast, Meatlike, Chippettes (19 oz each), Breakfast Links, Luncheon Loaf (14 oz each). Note the spelling "Cedar Lakes," rather than "Cedar Lake." It may be an abbreviation of Cedar Lake Foods. All these foods are vegetarian. Address: [Cedar Lake, Michigan].

802. Fearn. 1975. Products (Document part). In: Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. '75. Ann Arbor, Michigan. 108 p. See p. 41-42.

• **Summary:** Lecithin Liquid (16 or 32 oz). Soya granules (16 oz or 3 lb). Soya powder–natural [whole] (11 or 36 oz). Soya powder–low fat (12 oz or 40 oz). Soya pancake mix–salt free

(16 oz). Soya pancake red–unbleached (16 oz or 3 lb). Soya pancake blue–whole wheat (16 oz or 3 lb). Soya buckwheat pancake mix (1 lb). Bran muffin mix (12 oz). Corn & muffin mix (16 oz). Rice baking mix (16 oz). Wheat cereal & soy (16 oz). Rich earth pancake mix (16 oz). Sprouting mung beans (16 oz). Cooking soybeans (16 oz). Soybeans, wheat, or alfalfa for sprouting (16 oz). Sprouter kit. Non fat dry milk (3 lb). Rice flour (3 lb). Sesame burger mix (16 oz). Qualipro65 Muscle Protein (12 oz). Protein 600 tablets (vanilla or chocolate, 325/bottle). Hi Pro powder (vanilla, chocolate, or carob, 16 oz). Soy Protein 91% (10 or 40 oz). Whole Wheat Flour stgr. [stone-ground] (24 oz). Address: [Melrose Park, Illinois 60160].

803. Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. '75. Ann Arbor, Michigan. [vii] + 93 + 8 p. Index. Illust. 28 cm.

• **Summary:** This catalog, largely printed by a computer, contains many ads on unnumbered pages. Contents: Hi! Ordering and service information. Bulk: Whole grains, beans, seeds and nuts, dried fruit, nut butters, etc. Refrigerated and frozen ("Frozen meats {beef}–No DES, steroids, female hormones, antibiotics, or stimulants used in feeding; Chickens–No hormones & antibiotics. Ask for turkeys and hens during Thanksgiving." "Frozen soy products: soy milk and tofu soybean curd"). Books. Packaged (by company and product category). Index by product. Index by manufacturer.

"We are happy to announce that Midwest and Mountain High are now one entity... We go into the fall and winter seasons with a fall and winter catalog, delivery schedule, and computer system." For new developments, watch the monthly newsletter and sale sheets. "Your Friends at Midwest."

Includes the following ads (the number is that of the facing page). Wheat Stalk Soya Burger (Cotati, California, p. 17). Arrowhead Mills (p. 27). Dr. Bronner's Magic Soap (p. 32). Chico-San (p. 35). Erewhon (p. 41, incl. "Trail Mix, Niks"). Fearn Soya Foods (p. 42; shows a package of Fearn Soy/o Buckwheat Pancake Mix). Flavor Tree–Pernut soy beans (p. 42). Hain (p. 49, "Cold pressed safflower oil," mayonnaise, and margarine). Health Main (p. 54; soy is not mentioned–only natural potato chips and yogurt dressing & dip). Infinity Herbal Products Ltd. (p. 56). Malt-O-Meal–Soy Town (dry roasted soy beans, p. 60). NF Factors (Lafayette, Calif., p. 67. A photo shows a can of Protesoy). Pure & Simple (p. 72, 795 West Hedding St., San Jose, California 95126; mainly fruits, fruit juices, fruit butters, vinegars). Sovex (p. 83-84. "The fastest selling natural cereal line on the market... Here's the one that started it all, the original Crunchy Granola"). Viobin (wheat germ oil, p. 85F, 89). Tiger's Milk Products (p. 86).

Companies whose products are listed with ads include: Back to Nature (granola, p. 28). Country Natural (granola,

p. 36). El Molino (p. 38-39; incl. Cara Coa Crunch Bar, Carob Fruit & Nut Bar, Carob Mint Candy, Chia Seeds, Flaxseed–Whole, Pumpkin seeds, Soybeans–whole, Soya flour, Soya grits, Carob Coated Soybeans). Ener-G-Foods–Jolly Joan (incl. Instant Soy Milk Powder, Wheat & Soy P&W [Pancake & Waffle] Mix {regular and low salt}, p. 39). Flavor Tree (Pernola cereal, Pernut soy beans–salted, cinnamon, salt free, garlic, Pernut toasted soybeans–salted, salt free, garlic, onion). Wok sets in gift box, Quaker City grain grinder, Corona hand mill (p. 58). Lassen Foods (granola, p. 60, 60F). Mac Knives (p. 60). Orjene (p. 70-71). Parkelp–Ocean Labs (p. 71, incl. Sea Zun).

The Chico-San Inc. ½-page ad (facing p. 35) features four products; a photo of each is given and each is K-Parve: Rice Cake San-Wich (filled with sesame seeds and Yinnies Rice Syrup). Yinnies Rice Syrup (natural sweetener, made from rice and barley). Yinnies (traditional oriental confection, wrapped like individual candies). Rice Cakes in 4 varieties: Salted or Unsalted, Rice Cakes with Millet–Salted. Rice Cakes with Buckwheat–Salted. “Other Chico-San Products: Organically grown brown rice. Lima soy sauce, miso (soybean puree), rice malt vinegar, sesame butter, sesame oil, nigari, barley koji, tekka, sesame salt, sea salt, salt plums, kuzu, organic rice cream, organic rice flour, black soybeans, azuki beans, sea vegetables, mu tea, lotus root tea, twig tea, toothpowder, seaweed shampoo.” Address: Ann Arbor, Michigan 48107. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

**804. Product Name:** Soya Burger [Plain, Curry, Taco, Bar-B-Que].

**Manufacturer’s Name:** Wheat Stalk.

**Manufacturer’s Address:** Cotati, California. Phone: 707-795-0091.

**Date of Introduction:** 1975 November.

**Ingredients:** Blend of finely ground soya beans, carrots, wheat germ, eggs, oatmeal, garlic, onion, soya oil, salt, 10 spices and herbs.

**Wt/Vol., Packaging, Price:** 12.0 oz.

**How Stored:** Frozen.

**Nutrition:** 147 calories. 9.9 gm protein.

**New Product–Documentation:** Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See ad facing p. 17.

**805. Product Name:** Cadbury’s Soya Choice (Canned Meat Substitute) [Mince, or Casserole Chunks].

**Manufacturer’s Name:** Cadbury Typhoo Ltd.

**Manufacturer’s Address:** Franklin House, Bouvinnville, P.O. Box 171, Birmingham B302NA, England.

**Date of Introduction:** 1975 December.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Archer Daniels Midland (ADM) Annual Report. 1977. “What’s new: A 75 year report

from Archer Daniels Midland Company.” p. 8. “Who needs high priced foods? Not the British. Cadbury’s Soya Choice fills the bill. Based on TVP, these products are a raging success. It has the good flavor and nutrition of meat. At half the price. A color photo shows two cans of Cadbury’s Soya Choice (Casserole Chunks, and Mince).

Cummings. 1979. *Food Manufacture* (London). 54(1):49-51. Jan. The product was launched in Dec. 1975.

*Food Engineering*. 1979. Jan. “Marketing Soy Products.” A photo shows four cans of Cadbury’s Soya Choice (Curry, Mince Italian Style, Casserole Chunks, and Mince).

Cummings. 1979. *Journal of the American Oil Chemists’ Society* 56(3):400-03. March. “Launching a successful product on the consumer market.” Development of the product by Cadbury Schweppes started in 1973 at a time when meat prices in the UK has started to rise and the economy was in one of its periodic downturns. “The final product was launched in December 1975. The brand name chosen was Soya Choice... We originally launched in blue cans but have since changed to discriminate between the mince and the chunk form.”

Jenny Botsford. 1980. Soya. p. 50. Shows a black-and-white photo of two cans of Cadbury’s Soya Choice, one in Casserole Chunks and one in Mince texture. The photo on the can shows the product in a pie. The text on the front bottom of the can reads: “Textured soya casserole chunks (or mince) with onions in beef gravy.”

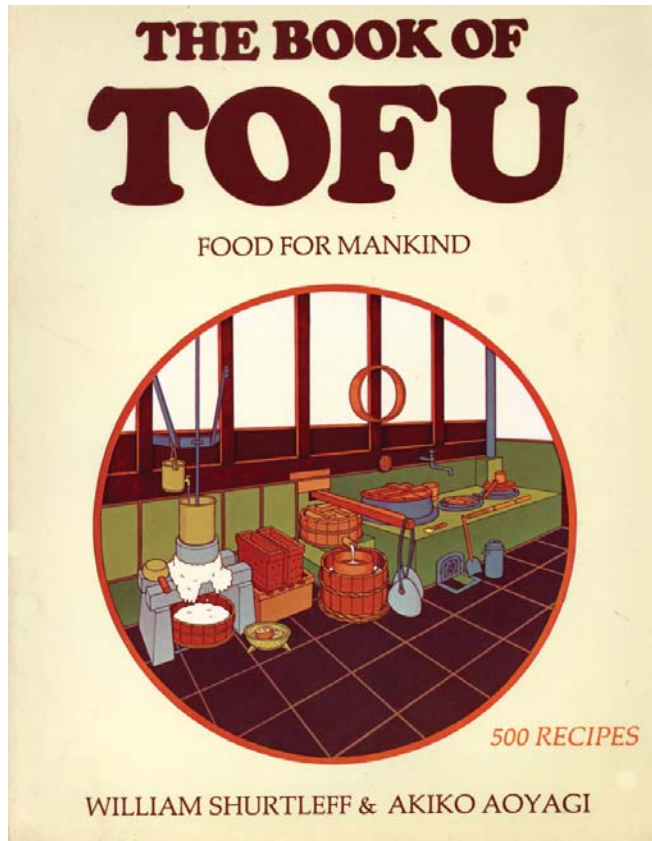
R.A. Sair. 1981 (presented Aug. 1978). Marketing plant protein in Europe. p. 395-97. Shows a black-and-white photo of each product in its can. States that test marketing of the product in London began in Jan. 1976. Describes how the product and marketing strategy was developed.

W. Pringle. 1991. “Soya protein, past experience & future potential.” In: *Soja in Lebensmitteln: Vortraege 2. Hamburger Soja-Tagung*. p. 156. Cadbury Soya Choice was launched in Jan. 1976. It consisted of extruded textured soya in gravy. There were three different products in cans. All of the meat extenders or meatlike products launched in the UK during 1975 and 1976 enjoyed real success for a period of time. “In particular Cadbury’s Soya Choice sold well for about three years in every area of the U.K. Sad to relate, however, all of them quietly and gradually lost sales and finally disappeared from the market.”

806. Shurtleff, William; Aoyagi, Akiko. 1975. The book of tofu: Food for mankind. Hayama-shi, Kanagawa-ken, Japan: Autumn Press. 336 p. Illust. by Akiko Aoyagi. Index. Dec. 28 cm. Rev. ed. 1977 Autumn Press, Brookline, MA. [53 ref]

• **Summary:** This pioneering work started the “tofu revolution” in America. Contents: Preface. Acknowledgments. Part I. Tofu: Food for mankind. 1. Protein East and West. 2. Tofu as a food: Introduction, rich in high quality protein (NPU, biological value, protein





score, amino acid content), high protein complementarity (tofu contains an abundance of lysine, an essential amino acid that is deficient in many cereal grains; increase usable protein by combining tofu with wheat, rice, corn, etc.), easy to digest, an ideal diet food, low in saturated fats and free of cholesterol, rich in vitamins and minerals, a health-giving natural food, backbone of the meatless / vegetarian diet, free of chemical toxins, low in cost, easily made at home, quick & easy to use, versatile.

3. Getting started: Introduction, buying and storing tofu, basic ingredients (whole-wheat flour, miso {rice-, barley-, and soybean miso, special Japanese miso, Chinese chiang}, oil, brown rice, salt, shoyu {natural shoyu, shoyu, Chinese soy sauce, synthetic or chemical soy sauce}, sugar, vinegar, monosodium glutamate {MSG}), Japanese kitchen tools (each illustrated), preparatory techniques (salt rubbing, rinsing and pressing leeks and onions, soaking burdock root, reconstituting dried sea vegetables {dried hijiki, wakame, agar}, wheat gluten and kampyo [kanpyo], parboiling, cutting tofu and vegetables, using sesame seeds, toasting nori, preparing a steamer), basic recipes (soup stocks and broths {dashi}, basic shoyu dipping sauces {tsuke-jiru}, miso toppings {sweet simmered miso / *nerimiso*, miso sauté / *abura miso*, special miso toppings and dipping sauces, finger lickin' miso, and regular miso}, miso salad dressings, nut and seed butter toppings (incl. sesame butter or tahini, peanut butter), spreads and dressings, basic sauces, rice, noodles and

other basic preparations).

Our favorite tofu recipes (lists about 80 recipe names for each of the different types of tofu, plus soymilk, yuba, whole soybeans, gô, okara, and curds; very favorites that are also quick and easy to prepare are preceded by an asterisk).

Part II. Cooking with tofu: Recipes from East and West (500 recipes). 4. Soybeans: History of soybeans and “soybean foods,” cooking with whole dry soybeans, roasted soybeans (*iri-mame*), fresh green soybeans (*edamame*, incl. a recipe for “Sweet emerald bean paste {*Jinda*}),” kinako (roasted full-fat soy flour, incl. Japanese health food treats such as *kinako amé*, *gokabo*, *kokusen*, *kankanbo*, and *abekawa mochi*), soybean sprouts (*daizu no moyashi*), natto (“sticky fermented whole soybeans,” with “gossamer threads”), tempeh (fermented soybean cakes), Hamanatto and Daitokuji natto (raisin-like natto), modern western soybean foods (natural soy flour [full-fat], soy granules, defatted soy flour and grits, soy protein concentrates, soy protein isolates, spun protein fibers, textured vegetable protein {TVP}, soy oil products). 5. Gô (a thick white puree of well-soaked uncooked soybeans). 6. Okara or Unohana. 7. Curds and whey. 8. Tofu (includes history, and preparatory techniques: Parboiling, draining, pressing {towel and fridge method, slanting press method, sliced tofu method}, squeezing, scrambling, reshaping, crumbling, grinding, homemade tofu (basic, from powdered soymilk, fermentation method related to soymilk yogurt), tofu quick and easy {incl. Chilled tofu–Hiya-yakko}, tofu dressings, spreads, dips and hors d’oeuvre {incl. Creamy tofu dressings and dips, Tofu mayonnaise dressing, Tofu tartare sauce, Tofu cream cheese, Tofu sour cream, Tofu cottage cheese, Tofu guacamole}, tofu in salads {Western style and Japanese style salads incl. Shirae}, tofu with sandwiches and toast, tofu in soups {Western style and Japanese style soups, incl. miso soup}, tofu in sauces, tofu in breakfast egg dishes, tofu baked, tofu sautéed, stir-fried or topped with sauces {incl. Mabo-dofu [Ma Po doufu]}, deep-fried tofu, tofu with grains, tofu broiled {incl. Tofu dengaku}, tofu simmered in one-pot cookery and seasoned broths, tofu steamed, tofu desserts {incl. Tofu whipped cream or yogurt, Banana tofu milkshake, Tofu icing, Tofu ice cream, Tofu cheesecake, Tofu-peanut butter cookies}).

9. Deep-fried tofu: Thick agé or nama-agé (incl. *atsu-agé* meaning “thick deep-fried tofu,” “three-cornered agé” {*sankaku-agé*} in Kyoto, agé cubes {*kaku-agé*}, “five-color agé” {*gomoku-agé*}), ganmo or ganmodoki (incl. *hiryozu / hiroso*, “Flying Dragon’s Heads,” “treasure balls,” “Ganmo treasure balls”), agé or aburagé (incl. *kiji*, “agé pouches,” “crisp agé,” *kanso aburagé*, “agé puffs,” “fried soybean cakes,” “hollow agé cubes,” “Smoked tofu,” p. 189-91, 197).

Note 1. This is the earliest English-language document seen (April 2013) that contains the following terms related to deep-fried tofu (p. 180-90): “Thick agé,” *nama-agé*, *atsu-agé*, *Hiryozu*, “Dragon,” “Flying Dragon’s Heads,” “treasure

balls,” “five-color agé,” *gomoku-agé*, “Ganmo treasure balls.” “fresh or raw deep-fried tofu,” “three-cornered agé,” *sankaku-agé*, “agé cubes,” *kaku-agé*, *kiji*. “agé pouches,” “crisp agé,” *kanso aburagé*, “agé puffs,” “fried soybean cakes,” or “hollow agé cubes.”

10. Soymilk. 11. Kinugoshi (“*Kinu* means ‘silk’; *kosu* means ‘to strain’; well named, kinugoshi tofu has a texture so smooth that it seems to have been strained through silk.” It is made from concentrated soymilk). 12. Grilled tofu (incl. *sukiyaki*). 13. Frozen and dried-frozen tofu. 14. Yuba (incl. many meat alternatives such as Yuba mock broiled eels, Buddha’s chicken, Buddha’s ham, sausage). 15. Tofu and yuba in China, Taiwan, and Korea (incl. Savory tofu {*wu-hsiang kan*}; see p. 258 for illustrations of many meat alternatives, incl. Buddha’s fish, chicken, drumsticks, and duck, plus vegetarian liver and tripe, molded pig’s head, and molded ham). One type of Korean soybean miso is called *kotsu jang* [sic, *kochu jang*]. When tofu is served with miso [Korean-style, *Tenjang*] as the dominant seasoning, and with rice, “it becomes the popular *Tenjang Chige Pekkem*” (p. 262). 16. Special tofu.

Note 2. This is the earliest (and only) English-language document seen (March 2009) that uses the word “*Tenjang*” to refer to Korean-style soybean *jang* (miso).

Part III—Japanese farmhouse tofu: Making tofu for more and more people. 17. The quest. 18. Making community tofu. 19. The traditional craftsman. 20. Making tofu in the traditional way.

Appendices: A. Tofu restaurants in Japan; many are vegetarian: In Tokyo: *Sasa-no-yuki / Sasanoyuki*, *Goemon*, *Hisago*, *Sanko-in*, *Shinoda-zushi*, *Dengaku* (south of Tokyo in Kamakura). In Kyoto: *Nakamura-ro*, *Okutan*, *Takocho*, *Izusen*, *Junsei*, *Nishiki*, *Hakuun-an*, *Rengetsu*, *Sagano*, *Sorin-an*. Tea ceremony cuisine (*Kaiseki ryori*), Zen temple cookery or Buddhist vegetarian cookery (*Shojin ryori*), Tea ceremony cookery from China (*Fucha ryori*), Wild gathered cookery (*Sansai ryori*). A directory of these and others, with addresses and phone numbers, is given (p. 312).

B. Tofu shops in the West (Directory of 43 shops in the USA, 3 in Europe, and 3-7 in Latin America {Mexico City, Rio de Janeiro and Sao Paulo, Brazil}). C. People and institutions connected with tofu. D. Table of equivalents. Bibliography. Glossary. Index. About the authors (autobiographical sketches; a photo shows Shurtleff and Aoyagi, and gives their address as New-Age Foods Study Center, 278-28 Higashi Oizumi, Nerima-ku, Tokyo, Japan 177). Sending tofu in the four directions.

Pudding recipes include: Rice pudding with *gô* and apple (p. 76, incl. 2 cups soymilk). Tofu *chawan-mushi* (p. 147; Steamed egg-vegetable custard with tofu). Tofu fruit whips (p. 148). Tofu rice pudding (p. 150, incl. 1 cup soymilk). Tofu custard pudding (p. 152). Soymilk custard pudding (p. 208). Brown rice pudding (p. 208, with 2 cups soymilk). Soymilk *chawan-mushi* (p. 209). *Chawan-mushi*

with *yuba* (p. 249).

Dessert recipes include: Tofu whipped cream or yogurt (p. 148; resembles a pudding or *parfait*). Tofu ice cream (p. 149, with chilled tofu, honey, vanilla extract and salt). Banana-tofu milkshake (p. 149). Tofu cream cheese dessert balls (p. 149). Tofu icing (for cake, p. 149). Tofu cheesecake (p. 150). Tofu-pineapple sherbet (p. 151). Also: Soymilk yogurt (cultured, p. 205). Healthy banana milkshake (p. 206). On p. 160 is a recipe for “Mock tuna salad with deep fried tofu.”

Note 3. This is the earliest English-language document seen (Sept. 2013) that uses the term “Tofu ice cream” to refer to soy ice cream or that contains a recipe for “Tofu ice cream.”

Note 4. This is the earliest English-language document seen (April 2013) that uses the term “Tofu Cheesecake” and the first to give a recipe for a tofu cheesecake.

Note 5. This is the earliest English-language document seen (Oct. 2013) that uses the term “Tofu sour cream” (p. 109) or that contains a recipe for “Tofu sour cream.”

Note 6. This is the earliest English-language document seen (April 2013) that uses the term “tofu milkshake” or that gives a recipe for a shake made with tofu.

Note 7. This is the earliest English-language document seen (Jan. 2012) that uses the term “sticky fermented” to refer to *natto*.

Note 8. This is the 2nd earliest English-language document seen (April 2013) that uses the term “dried-frozen tofu.”

Note 9. This is the earliest English-language document seen (April 2013) that describes preparatory techniques for tofu (p. 96-98).

Note 10. This is the earliest English-language document seen (April 2013) that contains the term “smoked tofu.”

Note 11. This is also the earliest English-language document seen (April 2013) that uses the term “kinugoshi tofu” to refer to silken tofu.

Note 12. As of March 2007, the various English-language editions of this book have sold more than 616,000 copies.

Note 13. This is the earliest English-language document seen (Aug. 2011) that contains the term “Modern Western soybean foods” (see p. 69), a term that Shurtleff would soon (by 1983) replace by the more accurate “Modern soy protein products.”

Note 14. This is the earliest published English-language document seen (Jan. 2012) that contains the term “creamy tofu dressings” (or “dressing”).

Note 15. This is the earliest English-language document seen (Sept. 2012) that contains the term “Soymilk yogurt.”

Note 16. This is the earliest document seen (Oct. 2012) that contains an adequate or detailed description of how to make *yuba* at home.

Note 17. This is the earliest English-language document



seen (June 2013) that contains the term “whole dry soybeans.”

Note 18. This is the earliest published English-language document seen (Oct. 2013) that contains the term “Tofu whipped cream” (regardless of capitalization). This term appears on pages 113, 148 (with recipe), 149, 153, and 179. Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

807. Shurtleff, William; Aoyagi, Akiko. 1975. Yuba [in Japan] (Document part). In: W. Shurtleff and A. Aoyagi. 1975. *The Book of Tofu*. Hayama-shi, Kanagawa-ken, Japan: Autumn Press. 336 p. See p. 238-49.

• **Summary:** On the front cover of *The Book of Tofu* is a color illustration of Yuba Han, a traditional yuba shop in Kyoto, by Akiko Aoyagi. The tofu forming boxes are not in the actual yuba shop.

Contents: Introduction (What is yuba, how it is made in commercial shops, history, yuba shops in Japan). Types of yuba in Japan: Fresh yuba (*nama yuba*), half-dried yuba (*nama-gawaki* or *han-gawaki*), dried yuba (*kanso-* or *hoshi-yuba*). The varieties of yuba in Japan (with illustrations): Fresh yuba sheets (*nama-yuba*), flat yuba sheets (*hira-* or *taira-yuba*), fresh yuba rolls (*maki-yuba*), long yuba roll (*komaki*), small yuba rolls (*kiri-komaki*), tied yuba (*musubi-yuba*), large yuba spirals (*omaki-*, *futomaki-*, or *uzumaki-yuba*), ginkgo-leaf yuba, *Oharagi-yuba* (slightly flattened roll tied with a thin piece of kombu), sweet yuba (*amayuba* or *ama-yuba*), fresh yuba trimmings (*kirehashi*), yuba flakes (*kuzu-yuba* and *mimi*), trough-shaped yuba (*toyuba* or *to-yuba*). An illustration (line drawing) accompanies each variety.

The chapter begins: “If you have ever simmered a pot of milk over very low heat or set a bowl of hot milk aside to cool, you have no doubt noticed the thin, delicate film that soon forms on the milk’s surface. The longer it is allowed to set, the firmer and thicker it becomes. And if you have ever tried lifting this film off and tasting it, you may well have found it to be soft, warm, and delicious. In the same way, if fairly thick soymilk is gently heated, a thin film soon covers its surface. In Japan this film is called yuba, and since ancient times it has been considered a true delicacy. It is easily prepared at home, and since it is best when fresh and warm, yuba made in your own kitchen and served as an hors d’oeuvre or as part of a meal will have a tenderness and fragrant richness that can far surpass that of the yuba ordered from even the finest traditional shops.”

Reconstituting dried yuba. Homemade fresh yuba—How to make fresh yuba at home: Variations—half-formed yuba (*tsumami-agé*), large sheets of fresh yuba, fresh yuba rolls (*maki-yuba*), dried yuba.

Yuba recipes: Yuba hors d’oeuvre (15 recipes, mostly Japanese- or Chinese-style). Chinese-style deep-fried yuba hors d’oeuvre: Yuba chicken (*ssu-chi* or *suji*), deep-fried

Buddha’s yuba, yuba nori roll, yuba drumstick (*Sso-tsai*), glutinous rice roll. Yuba in salads, soups, and sauces (2 recipes). Yuba in sandwiches, egg dishes, and oven cookery (one recipe). Yuba sautéed and deep-fried (5 recipes, including *Tamago yuba with ankake sauce*, *Kenchin maki*, *shinoda maki*, and *yuba harumaki*). Yuba with noodles or with rice and sushi. Yuba in one-pot cookery and seasoned broths (Incl. *Happosai*). Yuba steamed (Incl. *Chawan-mushi*, *Yuba kenchin-maki*, and *Yuba shinjo*). Chinese-style steamed yuba (Yuba-filled steamed buns, Pressed yuba with peanut sauce).

“Sweet yuba (*Amayuba*): This is the last sheet of yuba lifted (and often partially scraped) from the bottom of the steaming tray. It has a sweet rich flavor and slightly reddish color. Thicker and less delicate than most yuba, its edges are often ragged and uneven. Eaten fresh and warm at the yuba shop, it is ambrosial. It is usually dried and sold in large pieces of various sizes in sealed cellophane bags. The least expensive of all types of yuba, sweet yuba is, in our opinion, the most delicious, especially when deep-fried, lightly salted, and served like potato chips. Dried pieces may be added to soups, egg dishes, or sautéed vegetable preparations” (p. 241).

Note 1. A full-page illustration (p. 258) shows many types of Chinese yuba mock meats (meat alternatives).

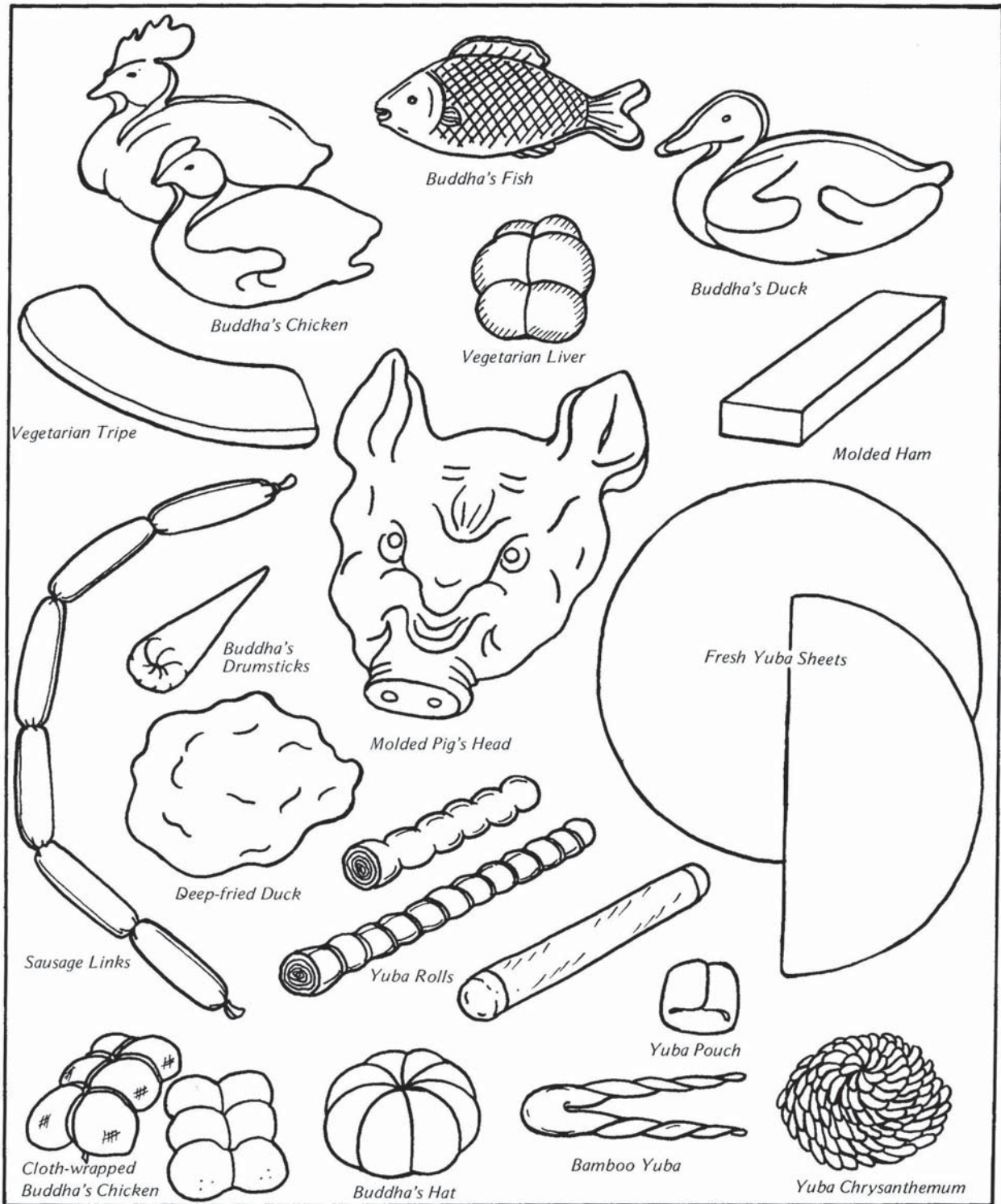
Note 2. This is the earliest English-language document seen (Oct. 2012) that gives the Japanese names for many popular types and varieties of yuba, and suggests a useful English equivalent for each, for example: Fresh yuba (*nama yuba*), sweet yuba (*amayuba* or *ama-yuba*), etc. An illustration shows each of the many types and varieties.

Note 3. This is the earliest English-language document seen (Oct. 2012) that gives a variety of authentic Asian yuba recipes, including both Japanese and Chinese. Many of these recipes are illustrated.

The word “yuba” appears on 59 pages of this book; pages 4, 8, 12, 21-25, 52, 70, 73, 117, 118, 120, 125, 128, 136, 147, 152, 177, 190, 203-205, 209, 236-250, 252, 257-59, 261, 262, 310-12, 316, 330-34, rear cover. Address: Lafayette, California.

808. Shurtleff, William; Aoyagi, Akiko. 1975. Tofu, soymilk and yuba in China, Taiwan, and Korea (Document part). In: W. Shurtleff and A. Aoyagi. 1975. *The Book of Tofu*. Hayama-shi, Kanagawa-ken, Japan: Autumn Press. 336 p. See p. 250-64.

• **Summary:** Contents: Introduction. Three varieties of tofu. Doufu: Known as *tojo* or *tokua* in the Philippines, or as *tahu* in Indonesia. Pressed tofu (*doufu-kan*): Savory tofu (*wu-hsiang kan*), soy-sauce pressed tofu (*chiang-yu doufu-kan*), pressed tofu sheets (*pai-yeh*, incl. pressed tofu noodles or “beancurd shreds” {*doufu-ssu*, *kan-ssu*}, pressed tofu loops {*pai-yeh chieh*}, Buddha’s Chicken {*su-chi*} or Buddha’s Ham {*suhuo-t’ui*}, salted dry tofu {*doufu-kan*}). Chinese





soft kinugoshi (*shui-doufu*, *sui-doufu*, *nen-doufu*, *nan-doufu*, *shin-kao doufu*). Warm soymilk curds: Chinese smooth curds (*doufu-nao*, *dou-nao*; often served for breakfast by street vendors), curds-in-whey (*doufu-hua*). Deep-fried tofu (*yu-doufu*, *cha-doufu*, *doufu-kuo*, *kuo-lao doufu*). Frozen tofu (*tung-doufu*, *ping-doufu*).

Note 1. This is the earliest English-language document seen (April 2013) that uses the term *tung-doufu* or the term *ping-doufu* to refer to frozen tofu.

*Doufu-ru* [fermented tofu]: white fermented tofu (*pai doufuru*, incl. 5 different types such as red pepper, sesame oil and red pepper, five-spice, etc.), red fermented tofu (*hung doufuru*, *nanru*, *nanyu*, made by adding Chinese red fermented rice [red rice koji] {*ang-tsao*} to the brining liquor to give it a deep red color, thick consistency, and distinctive flavor and aroma; soy sauce is generally used in place of rice wine; another variety is rose essence fermented tofu), stinky fermented tofu (*tsao-doufu*, *ch'ou doufu*, incl. green stinky fermented tofu), *chiang-doufu* (prepared by pickling firm cubes of tofu for several days in either Chinese-style miso {*chiang*} or soy sauce).

Soymilk (*doufu chiang*, *dou-chiang*, *dou-nai*, *dou-ru*): Widely enjoyed as a spicy hot breakfast soup (p. 204) or a warm, sweetened beverage (p. 207). Sometimes sold bottled by street vendors.

Yuba: Yuba is much more popular and much less expensive in China and Taiwan than it is in Japan. There are hundreds of yuba shops throughout Taiwan and probably thousands in China, and yuba plays an important role in the nutritional life of the people in home and restaurant cookery. Called bean curd “skin” or “sheets” in most Chinese cookbooks, yuba is known in Mandarin as *doufu-p'i* (“tofu skin”) or *doufu-i* (“tofu robes”). “One of the obvious differences between the uses to which yuba is put in China as compared to Japan is the remarkable ingenuity and inventiveness employed by the Chinese in giving yuba the semblance of meat. Imagine walking by the display case of attractive restaurants or marketplace yuba shops and seeing perfect replicas of plucked hens, roosters, and ducks, light-brown fish (complete with fins, gills, eyes, and mouth), juicy hams, tripe, liver and rolled meats—all made from yuba (fig. 111). Rich red sausage links hang in rows and deep-fried drumsticks are handsomely arranged on a large platter—together with a life-sized pig’s head. Most of these imitation meat dishes are prepared by pressing fresh yuba into a hinged (wooden or aluminum) mold,” clamping the mold closed, then steaming it until the yuba’s shape is fixed. Served at *su-tsai* restaurants which specialize in Buddhist vegetarian cookery, each has its own well-known name: Buddha’s Chicken (*suchi*), Buddha’s Fish (*suyu*, *sushi*), Buddha’s Duck (*suya*), Vegetarian Tripe (*taoto*) or Liver (*sukan*); Molded Pig’s Head (*tutao*), Molded Ham (*suhuo*), Sausage Links (*enchan*), Buddha’s Drumsticks (*sutsai tsui*), Deep-fried Duck (*suya*). A full-page illustration

(p. 258) shows these products. Fresh yuba. Dried yuba (*kan doufu-p'i*, incl. sweet yuba and Bamboo yuba {*fuchu* [dried yuba sticks]}). Tofu and yuba in Chinese cookery: Mandarin cookery, congee (rice porridge), “red broiled” sauces (*hong-sao*), meatless days, vegetarian restaurants.

The Chinese tofu shop: Description of the process for making tofu. Tofu in Korea. Recipes: Fermented tofu dressings, spreads, dips, and hors d’oeuvre. Fermented tofu in sauces, egg dishes, and with grains.

Illustrations show: (102) A woman cutting doufu at the marketplace. (103) Making pressed tofu using a hand-turned screw press. (104) Pressed tofu noodles. Buddha’s chicken. (105) Street vendor selling soymilk curds. (106) Pressing tofu in forming boxes using stone weights. (107) Deep-frying agé triangles in a wok. (108) Threaded thick-agé cubes. (109) Net-like thick agé. (110) A soymilk vendor carrying bottled soymilk using a shoulder pole. (111) Yuba mock meats. (112) Yuba steaming pots. (113) Steam-heated drum can cooker in Chinese tofu shop. Doufu-ru [fermented tofu] cubes on plate, in bottle, in can. Woman selling tofu, seated by the street side.

Note 2. This is the earliest English-language document seen (April 2013) that uses the word “doufu” to refer to Chinese-style tofu.

Note 3. This is the earliest English-language document seen (Oct. 2012) that uses the word *fuchu* or the word *suohuo* or the term *suohuo-t'ui* or the term “tofu robes” or the term “tofu skin” to refer to yuba. Address: Lafayette, California.

809. Shurtleff, William; Aoyagi, Akiko. 1975. The book of tofu: Food for mankind (Illustrations—line drawings). Hayama-shi, Kanagawa-ken, Japan: Autumn Press. 336 p. Illust. by Akiko Aoyagi. Index. Dec. 28 cm. Rev. ed. 1977 Autumn Press, Brookline, MA. [53 ref]

• **Summary:** Continued: Illustrations (line drawings, both numbered and unnumbered) show: A hearth in a traditional Japanese farmhouse with tofu dengaku roasting around a bed of coals in a sunken open-hearth fireplace. An old Japanese plum tree blossoming in winter. Three pieces of skewered tofu dengaku with a sansho leaf atop each in a special serving box. A sprig of sansho with berries. Stylized top of a soybean plant in a circle. Fig. (4) Tofu products available in the West (tofu, dofu, kinugoshi, thick agé triangles, cubes, and cake, agé and agé puffs, hollow agé cubes, soymilk, tofu pudding, doufu-ru {white and red}, ganmo {patties, small balls, and treasure balls}, grilled tofu, dried-frozen tofu, instant powdered tofu, okara, dried yuba, soymilk curds, pressed tofu, savory tofu). A wooden cutting board and Japanese broad-bladed vegetable knife (*nagiri-bôcho*) with vegetables and tofu on a woven bamboo tray.

Note 1. This is the earliest English-language document seen (April 2013) that uses the term “treasure balls” to refer to Chinese-style tofu mixed with various finely-chopped vegetables, rolled into balls, and deep-fried tofu. (8) A

wooden keg of red miso and a plastic bag of barley miso. (9) Shoyu in a metal can, wooden keg, glass bottle, and table-top dispenser. Traditional Japanese kitchen tools: *Miso-koshi* (woven bamboo strainer used in making miso soup). cutting board, Japanese vegetable knife, wooden spatula, bamboo rice paddle (*shamoji*) and spoon, woven bamboo colander or tray (*zaru*), suribachi, Japanese grater (*oroshi-gané*), *sudaré* (bamboo mat), pressing sack for tofu or soymilk, serrated tofu-slicing knife, tawashi scrub-brush (made of natural palm fiber), wok with draining rack and wooden lid, stir-frying ladle and spatula, long cooking-chopsticks, mesh skimmer, deep-frying thermometer, Chinese bamboo steamer (*seiro*), charcoal brazier (*konro*, *shichirin*), broiling screen. Covered pot steamer. Small lidded pottery pot. More kitchen tools (p. 50-51). (10) A soybean measuring box (*isshô-bako*). (11) The soybean plant. Two views of a soybean seed with seed coat, hilum, and hypocotyl labeled. A bag full of soybeans. Roasted soybeans in a woven bamboo tray (*zaru*). Edamame in the pods. Three shapes of kinako treats. Soybean sprouts. Natto on a bamboo mat (*sudare*). Natto wrapped in rice straw as it ferments. A hand holding chopsticks that lift natto up from a bowl of natto—connected by gossamer threads. Tempeh (round and square pieces). Wrapping a small packet of inoculated soybeans to make tempeh. (15) Two Japanese women in traditional clothing using hand-turned grinding stones (quern) to grind soaked soybeans when making tofu. (16) Push-pull grinding stones. (17) Motor-driven grinding stones. (18) Water-powered millstones. (19) Wind-powered millstones. (20) Unohana. (21) A tofu maker sitting on a traditional lever press that presses soymilk from the okara in a pressing sack on a rack. A heavy iron skillet. (22) Folding okara omelet pouches. Okara doughnuts. (23) A bamboo colander. (24) A tofu maker weighting a colander with a brick so that whey will collect in it. (25) Ladling whey from curds; it foams! (27) A horse drinking whey from a wooden vat. Soymilk curds in a bamboo mat. (28) Ladling curds for Awayuki. (29) Fresh tofu in a plastic tub. (30) A tofu maker placing a weight on pressing lids as tofu is pressed in settling boxes (forming boxes). Transferring tofu-filled settling box to sink. Cutting a block of tofu into cakes under water. Eggplant halves in a yin-yang dance. Preparatory techniques used with tofu (slanting press, sliced tofu, squeezing, scrambling, reshaping, crumbling). (32) Utensils for making tofu at home. (33) Three designs for a homemade settling container. (34) Preparing homemade tofu (a-l). (35) Removing tofu from a farmhouse-style settling container (forming box). (36) Chilled tofu. Iceberg chilled tofu. A hot, moist, white towelette (*o-shibori*) is used to wipe the face and hands before (or occasionally after) a meal. Tofu salads in three Japanese pottery dishes. Japanese soups in three types of containers. (37) Chrysanthemum tofu. (38) Tofu poached egg. Tofu-stuffed green peppers. A wok. (39) Filling a wok with oil. (40) Testing oil temperature in a wok. (41) Deep-frying tofu tempura—and (42) Serving it

in a shallow bamboo basket. (43) Making *Kaki-agé*. (44) *Dengaku Hoshi* (from *Tofu Hyaku Chin*). (45) Skewered Tofu dengaku. Preparing Tofu dengaku in old Japan (from Hokusai's sketchbooks). (46) A variety of skewers. (47) Chinese firepots. (48) A Simmering Tofu wooden serving container heated by coals from within. (49) Miso oden. (50) Tofu wrapped in rice straw. (51) Nanzenji wrapped tofu. (52) Gisei-dofu. (53) Serving freshly deep-fried agé. (54) The deep-frying area of a traditional tofu shop. (55) Deep-frying tools. (56) Wooden bamboo tray with raised sides. Chinese cleaver. (57) Nori-wrapped sushi with agé (making and serving; six drawings). Eating noodles from old Japan (from Hokusai's sketchbook). (58) Preparing homemade noodles. (59) The Oden man on a winter's eve. A pottery bowl of Oden. Kombu rolls. (60) Making konnyaku twists. (61) Nishime in a multi-layered lacquerware box. (61) Pressing tofu for thick agé in a tofu shop. (62) Deep-frying tofu for thick agé. (63) A tofu maker with deep-fried thick agé triangles on screen trays.

Note 2. This is the earliest English-language document seen (May 2012) that contains the terms “deep-fried thick agé triangles” (p. 181) or “hollow agé cubes” (p. 23).

(64) Stuffing thick agé. (65) Thick agé stuffed with onions. (66) Pressing tofu for ganmo. (67) Adding seeds and vegetables. (68) Deep-frying ganmo. (69) A farmhouse open-hearth fireplace with nabe kettle. (70) Preparing homemade ganmo. Ganmo balls in a draining tray. Ganmo cheeseburger. (71) Cutting tofu to make agé slices (*kiji*). (72) Deep frying agé. (73) Opening agé into pouches. Agé treasure pouches.

Note 3. This is the earliest English-language document seen (April 2013) that contains the term “treasure pouches” or the term “Agé treasure pouches” They refer to a Kyoto-style delicacy made with deep-fried tofu pouches.

(74) Agé pouches sealed with foodpicks. Inari shrine with Shinto torii. (75) Kampyo-tied pouches [kanpyo]. (76) Making rolled agé hors d'oeuvre. (77) Tofu maker ladling gô (fresh soy puree) into a cauldron. (78) Stirring down the gô. Pressing soymilk from okara with a hand-turned screw press. (79) Serving fresh soymilk in a tofu shop. Six Japanese commercial soymilk products. Little girl at The Farm (Summertown, Tennessee) seated on a small chair drinking a cup of soymilk. Chinese breakfast soymilk soup with deep-fried crullers (*Siento-chiang* with *yu-chiao tsaio pi*). (80) Takigawa-dofu. (81) Tofu maker pouring the soymilk for kinugoshi tofu. (82) Adding solidifier. (83) Trimming kinugoshi from sides of box. (84) Modern lactone kinugoshi (with GDL). (85) Modern kinugoshi factory. (86) Sasa-no-Yuki's Gisei-dofu container. (87) Kinugoshi with ankake sauce. The entrance way to a traditional Japanese restaurant featuring tofu. Traditional metal skewer for making grilled tofu. (88) Traditional tofu maker grilling tofu over a charcoal brazier (*hibachi*). Grilling tofu in a traditional open hearth. (89) An early method of elaborate grilling. Pieces of tofu on different types of skewers. Farmhouse sukiyaki with



grilled tofu. (90) Tying frozen tofu with rice straw. (91) Drying farmhouse frozen tofu. (92) Pressing frozen tofu at home. (93) Deep-fried frozen tofu with cheese. (94) Making deep-fried frozen tofu sandwiches (*Hakata-agé*). (95) Frozen tofu wrapped in kombu. (96) Steaming table in a yuba shop. Ten different types / shapes of yuba. (97) Lifting yuba away from soymilk. (98) Yuba sashimi. (99) Yuba envelopes. (100) Deep-fried yuba dengaku. (101) Folding yuba into bundles. Trimming half-dried yuba from a skewer. (102-113) Tofu and yuba in Taiwan, China, and Korea (see separate record). Sesame tofu in pottery bowl. (114) Traditional farmhouse tofu, tied into a package with rice straw rope. (115) Shirakawa-go farmhouses with water-powered rice-dehusker in foreground. (116) Making seawater tofu at Suwanose. Mortar and pestle for pounding mochi. Making community tofu: Western metal hand mill, hand-turned stone mill apparatus, faces of upper and lower stones, colander and cloth, two shapes of cooking pots, Japanese farmhouse earthen cooking stove, cooking pot set on cut-off oil drum, ladle, two wooden paddles, pressing rack, pressing okara, lever press, pressing sack, wooden settling [forming] container with cloths. (117) Making nigari with salt in bamboo colander, a traditional “salt boat” for refining salt of nigari. (119) Country farmhouse tofu (5 illust.). (121) Morning shopping at a tofu shop. (122) Diagram of a tofu-shop floor plan. (123) Modern pressure with hydraulic press. (124) Modern centrifuge with 3 soymilk barrels. Thirty-one unnumbered illustrations showing every step in making and selling tofu in a traditional Japanese shop (p. 299-306). (125) Cutting tofu for Dengaku (from *Tofu Hyaku Chin*). (126) Ladies busy making dengaku (from *Tofu Hyaku Chin*). (127) Hearth at Nakamura-ro. (128) The garden at Okutan. Six types of Japanese sea vegetables: Hijiki, aonori, wakame, agar, nori, kombu. (129) Japanese vegetables (27 illustrations). Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

810. Shurtleff, William; Aoyagi, Akiko. 1975. Sukiyaki (Document part). In: W. Shurtleff and A. Aoyagi. 1975. *The Book of Tofu*. Hayama-shi, Kanagawa-ken, Japan: Autumn Press. 336 p. See p. 224-25.

• **Summary:** “A Japanese cookbook written over 350 years ago contains the following recipe for Sukiyaki: ‘Obtain either wild goose, wild duck, or antelope, and soak the meat in *tamari* shoyu. Heat a well-used Chinese plow (*kara-suki*) over an open fire. Place the meat on the plow, garnish with thin rounds of *yuzu*, and broil on both sides until the color changes. Serve and be happy.’

“The word *sukiyaki*—pronounced *skee-ya-kee*—means ‘broiled on the blade of a plow.’ Although the modern preparation generally features beef as the basic ingredient, *sukiyaki* was traditionally prepared with wild game, fowl, fish, or shellfish. Wild boar was also a favored ingredient, and seafoods such as tuna, yellowtail, whale, wreath shells,

and scallops were and, in areas such as Kyoto, still are widely used in the dish.

“Before reaching its present form, *sukiyaki* passed through a number of unusual historical transformations. The earliest preparation was undoubtedly developed by farmers, hunters, and fishermen who broiled their catch over an open fire using a plow or whatever other utensil was available. Since the earliest plow, the predecessor of the present *nabe*, was nothing but a flat iron plate, it was unable to hold cooking liquids. It was probably for this reason that the meat came to be marinated or basted with *tamari* shoyu, a technique that is still practiced in some Japanese restaurants. Gradually, sake or *mirin* came to be used in the marinade, various vegetables and grilled tofu were broiled with the meat, and the traditional flat plow or griddle became inadequate to hold the juices of this cornucopia of new ingredients. A new container was needed, and at this point, the ancient tradition of broiling wild meat on a plow merged with the newly-imported tradition of *shippoku*, a type of beef-*nabe* cookery which originated about 300 years ago, just after the first contact with Western traders and missionaries.

“Developed in the international port town of Nagasaki, *shippoku* was said to have its historical culinary roots in Holland, Portugal, China, and Korea. As a result of the merger, the original *sukiyaki* ingredients eventually came to be cooked in heavy iron or Korean-style stone pots, and the dish was served as a one-pot meal prepared at the table. Consequently ‘*sukiyaki*’ became a misnomer, for the new dish was neither broiled nor prepared on a griddle-like plow. But neither was the new *sukiyaki* a true *nabe* dish, since its ingredients were not simmered in a seasoned broth. Rather, this unique Japanese creation straddled three categories: it was a broiled dish insofar as the meat was first cooked in a sizzling-hot pan; it was a *nabe* dish since it was a one-pot prepared at the dining table; and it was a *nimono*, or simmered dish, insofar as the meat and vegetables were simmered together in a rich mixture of shoyu, sake, and dashi.

“Up until this time, the Japanese had never apparently considered using beef or other livestock in *sukiyaki*. According to a popular legend, *kamado-gami*, the god of the kitchen hearth, is said to have instructed the Japanese people in ancient times to refrain eating the meat of all four-legged animals, especially of livestock. This admonition was reinforced by the nation’s emperors and the vegetarian teachings of Buddhism, so that for about 1200 years—from the 8th century until the 19th century—most Japanese did not eat meat. However with the arrival of Christianity in the 16th century, the eating of beef was also forbidden, and *sukiyaki* was once again prepared exclusively with seafood, wild game, or poultry. Those who developed a longing for broiled meat, but who were not allowed to prepare it in the family’s common pot or in the presence of those who kept the faith,

were compelled as a last resort to prepare their sukiyaki the traditional way, substitution using a plow or mattock for the kettle and enjoying the forbidden delicacy alone and in secret in the barn, field, or forest. This tradition of ‘underground sukiyaki’ is said to have continued until about 1900.

“With the opening of Japan to the West in the mid 19th century and the relaxation of traditional prohibitions, meat eating gradually became fashionable in the cities. Yet most Japanese tasted their first beef with considerable trepidation, having been warned by priests and traditionalists that their action was an affront to their ancestors and that dire consequences would befall them. Little by little, however, beef sukiyaki came to be accepted.

“The first Japanese who worked up the courage to actually eat beef did not prepare it Western-style as steak or roast beef. Rather, they cut the meat into paper-thin slices, employing the same method they had used for centuries to prepare *sashimi*, or raw fish. And they seasoned this meat with shoyu in much the same way they would season simmered vegetable or tofu dishes. Many Japanese probably ate their first beef in the form of sukiyaki, and different parts of the country soon developed unique styles of serving it. To this day in the Kyoto area, restaurants place dispensers of shoyu, *mirin*, and sugar on the table and allow each guest to season his food to taste, whereas restaurants in Tokyo have developed their own unique mixtures of these ingredients to form standard cooking liquids.

“Throughout the world people now associate sukiyaki with fine Japanese cookery. In a sense, this is ironic because Japanese cuisine makes relatively little use of meat, and much of sukiyaki’s historical influence came from abroad. The ancient delicacy of Japanese hunters and the imported *nabe* preparation have now been totally transformed to become Japan’s most famous international dish. And although tofu plays a relatively inconspicuous role in creating the flavor of this dish, sukiyaki has nevertheless been the vehicle whereby thousands of Westerners have had their first taste of ‘soybean curd.’

“Although most present-day sukiyaki uses beef as the featured ingredient, our recipe uses ganmodoki—mock goose—in deference to the earliest traditions of using wild fowl. Homemade frozen tofu and frozen thick-agé, the textures of which resemble that of tender beef, make excellent substitutes. Although regular tofu is occasionally used in sukiyaki, grilled tofu is generally preferred for its ability to absorb the flavors in the rich broth; its substantial, almost meaty texture; its ability to keep its form during the frequent stirring; and its barbecue flavor. In Japan, more grilled tofu is used in sukiyaki than in any other type of cuisine.” A recipe follows. Address: Lafayette, California.

811. Shurtleff, William; Aoyagi, Akiko. 1975. The book of tofu: Food for mankind (Recipes and food types with Japanese names). Hayama-shi, Kanagawa-ken, Japan:

Autumn Press. 336 p. Illust. by Akiko Aoyagi. Index. Dec. 28 cm. Rev. ed. 1977 Autumn Press, Brookline, MA. [53 ref]  
 • **Summary:** Teriyaki sauce (p. 48). Ankake sauce (p. 49). Sushi rice (Rice in vinegar dressing, p. 51). Gomashio (Sesame salt). Gari (Sweet vinegared gingerroot, p. 51). Budomame (Sweet soybeans, p. 62). Kombu mame, kuro mame, gomoku mame (p. 62). Iri-mame (Roasted soybeans, p. 63). Edamame (Fresh green soybeans, p. 63). Jinda (Sweet emerald bean paste [made with edamame], p. 64). Kinako (Roasted full-fat soy flour, p. 64). Abekawa mochi (with kinako, p. 65). Kinako amé or genkotsu amé (Kinako candy, p. 66). Daizu no moyashi (Soybean sprouts, p. 67). Natto (Sticky fermented whole soybeans, p. 67). Hamanatto and Daitokujinatto (also spelled Daitokuji-natto) (Raisin-like natto, p. 69). Gô (Fresh soy purée, p. 70+). Gôjiru (Thick miso soup with gô, p. 74). Bakudan agé (Deep-fried gô patties, p. 76). Okara or unohana (p. 77+).

Unohana-jiru (Chilled okara soup, p. 79). Unohana no iri-ni (Okara & vegetable sauté, p. 81). Unohana-iri (Unsweetened fried okara, p. 82). Unohana dango (fried okara patties, p. 82). Sushi okara chakin (Okara omelet pouches, p. 84). Oboro (curds, p. 87). Oboro-dofu (Warm soymilk curds, p. 90). Awayuki (homemade curd dumplings, p. 90). Karashi-dofu (Curd dumplings with mustard, p. 90). Gomoku-dofu (Five-color tofu, p. 105). Hiya-yakko (Chilled tofu, p. 105). Menoha-dofu, nameko-dofu (p. 106). Ryanban-doufu (Chinese-style chilled tofu, p. 107). Imokake-dofu (Chilled tofu with glutinous yam and egg, p. 107). Tofu no misozuke (Tofu pickled in miso, p. 110). Kanten-dofu (Jelled tofu, p. 114). Aemono and Shira-ae (“White salad,” p. 114+, 160). Arare no aemono (Hailstones salad, p. 115). Suimono (Clear soup, p. 119). Kikka-dofu (Clear soup with chrysanthemum tofu, p. 120). Kenchin-jiru (p. 120). Tamago-toji (Japanese-style tofu, eggs & onions). Nanjen-dofu or Iritsuke-dofu (Chinese-style egg tofu, p. 123). Kenchin-yaki (p. 126). Iridofu [Iri-dofu] (Crumbly scrambled tofu, p. 128). Mabo-dofu [Ma po doufu] (Chinese-style tofu with red pepper sauce, p. 128). Hao-yu doufu (Chinese style oyster sauce & tofu, p. 129). Fanchie-dofu (Chinese-style tofu & tomatoes, p. 129). Tofu no kara-agé (Crisp agé slices, p. 131). Unagi-dofu (Tofu mock eels, p. 132). Kaminari agé (Thunderbolt tofu, p. 132). Agédashi-dofu [Agedashi-dofu] (Deep-fried tofu in dipping sauce, p. 133). Tendon (Deep-fried tofu with rice and broth, p. 133). Tofu furai (Breaded tofu cutlets, p. 134). Tempura (and batter and dipping sauce, p. 134). Zosui or Ojiya (Rice gruel, p. 138). Tofu dengaku (p. 139). Tofu teriyaki (p. 141). Yudofu or Tofu no mizutaki (Simmering tofu, p. 142). Nabeyaki-udon, Nabeyaki-soba, Udon-tsuki (p. 144). Yosenabe (p. 144). Miso oden (p. 145). Yukinabe (The snow pot, p. 148). Niyakko (p. 145). Tsuto-dofu or Komo-dofu (Simmered tofu wrapped in rice straw, p. 146). Tofu chawan-mushi (Steamed egg-vegetable custard, p. 147). Nanzen-ji no Tsusmi-dofu (Nanzen-ji wrapped tofu, p. 147). Yuzu-gama (Yuzu treasure pot, p. 147). Naruto-dofu



(Tofu spiral in butterbur leaves, p. 147). Gisei-dofu (Tofu cheesecake-like dessert, p. 152). Datémake [Datemaki] (Tofu-egg roll, p. 153). Noppei-jiru (Noppei soup, p. 163). Kinpira (Agé with carrots and burdock root, p. 167). Yaki-soba (Fried buckwheat noodles with deep-fried tofu, p. 168). Chahan or yaki-meshi (sizzling rice with deep-fried tofu, p. 168). Soboro (p. 169). Norimaki-zushi (Nori-wrapped sushi with agé, p. 170). Kitsune domburi (Fox domburi, p. 172). Kitsune soba or udon (Fox noodles, p. 172). Yamakake soba (Buckwheat noodles with grated glutinous yam and agé, p. 172). Hiyashi-soba (Noodles & deep-fried tofu in chilled broth, p. 172). Nikomi udon (Ganmo simmered with homemade noodles and miso, p. 173). Kabayaki or Yaki-Shinoda (Agé mock broiled eels, p. 174). Oden (p. 175-78). Nishime (p. 178-79). Horoku-yaki (Thick agé stuffed with onions, p. 183). Hiryo-zu (Ganmo treasure balls, p. 188). Inari-zushi (Vinegared sushi rice in sweetened agé pouches, p. 194). Fuku-bukuro (Agé treasure pouches with crunchy vegetables, p. 195). Takara-zutsumi (Sacks of gold, p. 195). Shinoda-maki (Matchstick vegetables wrapped in agé pouches, p. 195). Kinchaku and takara-bukuro (Drawstring purses and treasure bags, p. 196).

Note: This is the earliest English-language document seen (April 2013) that contains the term *Fuku-bukuro* or the term “treasure bags.” They refers to a way of preparing deep-fried tofu pouches.

Hasami-age (Mashed potatoes deep-fried in agé pouches, p. 196). Shinoda-maki (Agé cabbage rolls, p. 197). Shinoda mushi (Steamed agé with tofu and vegetables). Soymilk chawan-mushi (p. 209). Yose-dofu (Jelled and molded soymilk dishes, p. 209). Takigawa-dofu (Swirling jelled soymilk, p. 210). Shikishi-dofu (Kinugoshi custard, p. 216). Kinugoshi tofu dishes from Sasa-no-yuki (p. 217-19): Hiya-yakko, yuzumiso-dofu, gisei-dofu, ankake-dofu, kijoyu, chiri-meshi, kuya-dofu or kuya-mushi, iridofu. Yaki-dofu (p. 220). Sukiyaki (p. 224-25). Koya-dofu or kori-dofu (Dried-frozen tofu, p. 226+). Tamago-toji (Frozen tofu with eggs and onions, p. 231). Gyoza [Chinese jiaozi] (p. 232). Orandani (Deep-fried frozen tofu in lemon sauce, p. 234). Soboro (Grated frozen tofu rice topping, p. 234). Hakata-agé (Deep-fried frozen tofu sandwich, p. 235). Koya-dofu no kombu maki (Frozen tofu wrapped in kombu, p. 236). Sanshoku gohan (Three-color brown rice, p. 236). Fukuyose-ni (Frozen tofu simmered in sweetened broth, p. 236). Abekawa-dofu (Frozen tofu rolled in sweetened kinako, p. 237). Yuba (p. 238-42). Nama-yuba (Fresh yuba). Nama-gawaki or hangawaki yuba (Half-dried yuba). Kanso- or hoshi-yuba (Dried yuba). Hira- or taira-yuba (Flat yuba sheets). Maki-yuba (Fresh yuba rolls). Komaki (Long yuba rolls). Kiri-komaki (Small yuba rolls). Musubi-yuba (Tied yuba). Omaki-, futomaki- or Uzumaki-yuba (Large yuba spirals). Oharagi yuba (Slightly flattened yuba roll tied with a thin piece of kombu). Amayuba (Sweet yuba). Kirehashi (Fresh yuba trimmings). Kuzu-yuba or mimi (Yuba flakes). Toyuba

(Trough-shaped yuba, p. 242). Kaori yuba (Sweet miso deep-fried in fresh yuba, p. 244). Yawata-maki (Yuba-burdock root roll, p. 245). Toji yuba (deep-fried yuba with ginkgo nuts and lily bulbs, p. 245). Yuba no kabayaki (Yuba mock broiled eels, p. 245). Maze-gohan or Gomoku-zushi (Five-color sushi rice with agé, p. 169). Suhuo-t’ui (Homemade Buddha’s ham). Tamago-toji yuba (Raw eggs cooked over hot yuba, p. 247). Tamago yuba (Deep-fried yuba in ankake sauce, p. 248). Kenchin-maki (Large yuba rolls with tofu and vegetables). Yuba shinjo (Yuba steamed with eggs, p. 249). Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

812. Shurtleff, William; Aoyagi, Akiko. 1975. Okara or unohana (Document part). In: W. Shurtleff and A. Aoyagi. 1975. *The Book of Tofu*. Hayama-shi, Kanagawa-ken, Japan: Autumn Press. 336 p. See p. 77-85.

• **Summary:** This chapter begins: Unohana (*Deutzia scabra*) is a tiny white flower that grows in thick clusters on briar bushes and blossoms in the spring (Fig. 20). In 1869, the haiku poet Basho, on his last long trek to the back country of northern Japan, wrote of unohana in his journal:

Mounting towards the Shirakawa barrier  
 “Autumnal winds” hummed in my ears,  
 “The maple” stood imagined,  
 But leafgreen branches haunting too,  
 Against unohana white white briars,  
 As if pushing through snow. (Cid Corman translation)

The word “unohana” is also used in connection with tofu. After gô is ladled into a cauldron of boiling water and simmered, it is transferred to a heavy cloth sack set on a rack on top of a wooden curding barrel. The sack’s mouth is twisted closed and the sack is pressed. In farmhouses a grinding stone is set atop the sack; in tofu shops the sack is pressed either with a traditional lever (fig. 21) or with more modern equipment. In each case liquid soymilk filters through the sack into the curding barrel. The soybean pulp—called okara or unohana—remains in the sack. The soymilk is eventually made into tofu; the okara has its own special uses.

Okara is beige in color and has a crumbly, fine-grained texture. Some Westerners have remarked—only half in jest—that its appearance reminds them of moist sawdust. But the Japanese, in line with their ancient tradition of honoring even the simplest and most humble of foods, place the honorific prefix *o* before the word *kara*, which means “shell, hull, or husk.” Thus *o-kara* means “honorable shell.” In Chinese it is called “child of tofu lees” (*doufu chatsu* [*dou zha*, *douzha*, *doufu-zha*]), “soy lees” (*docha*), or “tofu’s head” (*douto*) in contrast with the soft curds which are called the “tofu’s brain.” Trying to translate any of these words into descriptive English is almost impossible; terms such as “soybean lees, grounds, mash, pulp, fines, residue, dregs,” or the like hardly do justice to this fine food.

Note: This is the earliest English-language document

seen (June 2013) that uses the word “lees” or the terms “tofu lees” or honorable shell, or soybean lees, to refer to okara (see p. 22, 77).

When Japanese refer to okara as an ingredient in cooking, they call it unohana, in honor of Basho’s tiny white blossoms. And, indeed, it deserves this high evaluation for, when properly prepared, it is a tasty and nutritious food which serves as an important ingredient in traditional Japanese cuisine. Okara dishes are available in most delicatessens and at many fine restaurants. Light and almost fluffy, okara absorbs flavors well and gives body to sautéed vegetable dishes, soups, casseroles, breads, and salads.

The most important constituent of okara is what nutritionists and doctors call “dietary plant fiber” and now consider to be an essential part of every well-balanced diet. Fiber, by definition, is indigestible. Composed of carbohydrates found in the outer bran layers of whole grains and the cell walls of natural vegetables and pulses, it passes unchanged through the human digestive tract performing two key functions: it provides the “bulk” or “roughage” necessary for regular bowel movements and the prevention of constipation; and it absorbs toxins (including environmental pollutants) and speeds their passage out of the body.

The recent re-evaluation of the importance of fiber-rich foods such as okara has resulted from the recognition of three dangerous trends in the dietary patterns of most industrialized nations: (1) our intake of dietary fiber is now only 20 percent of what it was one hundred years ago due both to the rapid rise in the consumption of sugar, meat, fats, and dairy products (all of which contain no fiber) and the decrease in the use of grains and vegetables; (2) a large proportion of the grains we do consume are in their refined, processed forms (such as white bread, rice, or pasta) which have been stripped of their fiber-rich (and nutritious) outer layers; (3) the average person has a steadily increasing intake of toxic substances from both food additives and the environment. Serving okara, therefore, allows us to make use of natural soybeans in the most holistic and health-giving way.

Containing about 17 percent of the protein in the original soybeans, okara itself consists of 3.5 percent protein by weight, or about the same proportion found in whole milk or cooked brown rice. While it is perhaps unfortunate that all of this protein is not transferred to tofu, its presence in okara is just that much more reason for utilizing this byproduct of the tofu-making process.

The tastiest and most nutritious okara is that removed in the process of making kinugoshi tofu, a variety made from very thick soymilk. Since this okara is pressed only once, it retains a great deal of the soymilk’s flavor and nutrients, and has an obviously moist, cohesive texture. In the process of making regular tofu in tofu shops, soymilk is filtered through first a coarsely woven and then a finely woven sack. The

small quantity of very fine-grained okara that collects in the second sack is usually pressed by hand (rather than with a press) so that it, too, retains a large portion of the soymilk taste and food value. During the winter months when the cold air ensures their freshness, both varieties are shaped into 4½-inch-diameter balls or sealed in small plastic bags to be sold for a few pennies per pound. Some tofu makers present okara to their customers free of charge as a token of appreciation for their patronage.

Before World War II, most tofu-shop okara was sold for use in cooking. Young apprentices at the shop were often allowed to cook the day’s okara any way they wished and then sell their creations from door to door. At New Year’s, okara croquettes and other tasty dishes, made and sold in this way, earned an impoverished apprentice a little pocket money.

In some parts of China, okara is pressed into cakes about 6 inches in diameter and 1 inch thick, and allowed to ferment for 10 to 15 days until each is covered with a mycelium of white mold. The cakes are dried for a few hours in the sun, then deep-fried or cooked with vegetables and sold as a nutritious flavoring agent called meitauza [okara tempeh]. In Indonesia, a similar product called ontjom is said to be well liked for its tasty almond-like flavor.

In Japan, a typical tofu shop produces about 15 gallons of okara daily, or roughly 1 gallon for each gallon of dry soybeans used. But at most, only one gallon or so of this is retailed. The remainder is picked up daily at the shop by local dairymen who feed it to their cows to stimulate milk production and enrich the milk’s nutrient content. In China, many tofu makers run small hog farms and use okara as their principal source of fodder. Okara also works well as an organic mulch and fertilizer, or as a free, high-protein pet food. (In Japan it is now used commercially in dried dog- and cat foods.)

Nursing mothers have used okara for centuries to enrich their milk and stimulate its flow. It also serves as a traditional cure for diarrhea. Wrapped in a cloth and used to rub down the household woodwork, okara’s natural oils coat and darken the wood, thus serving as a wax and polish.

At present in the United States, okara is available at some Japanese and Chinese groceries and, of course, at all tofu shops. But the easiest way to obtain okara is to prepare Homemade Tofu (p. 99) or Soymilk (p. 204). If you prepare enough tofu for two people, you will have as a byproduct about 1 cup of okara, or enough for two to four servings.

Then come instructions for “Roasting or parching okara” and for “Homemade okara.”

The chapter ends with 7 pages of okara recipes, grouped as follows: Okara in salads. Okara in soups. Okara in sauces. Okara with eggs. Okara baked. Okara stir-fried, sautéed, and deep-fried (incl. Okara burgers and okara tempeh). Okara with grains and sushi. Okara desserts.

Note 1. This book contains the most information about



okara and the most okara recipes of any book published in English to date. Before publication of this book, okara was very difficult to obtain in the West, except directly from Asian tofu shops. Soon, however, people started making their own tofu at home (often using tofu kits) and many new tofu shops sprang up and became sources of fresh okara.

Note 2. This book (and its companion, *Tofu & Soymilk Production*, 1979) were largely responsible for the word “okara” becoming widely used in English.

Note 3. Within 5 years after the book’s publication the importance of fiber in the diet began to be widely publicized.

Note 4. This is the English-language document seen (Nov. 2014) that contains the term “Okara burgers” (or “Okara burger”). Address: Lafayette, California.

813. Chen, Wen-liang; Wang, F.J.; Huang, F.M.; Wang, I.K.; Chu, S.H.; Wang, C.Y. 1975. Po mo chuang tan pai shih p’in, tou fu p’i, chih tsao fang fa chih yen chiu [A study on the process of protein-lipid film food manufacturing]. *Shih P’in Chia Kung (Food Processing)* No. 45. 16 p. [10 ref. Chi; eng]

• **Summary:** “An automatic continuous method for producing soybean protein-lipid film was developed successfully in a pilot plant scale experiment. Sodium alginate at the level of 0.6% by weight was added into soybean milk. After mixing thoroughly and deaeration, the mixture was extruded through a narrow slit into a flow channel of calcium chloride solution (5%), and coagulated to form a thin film immediately. This film was different in physical properties from the traditional product. Using this film some kinds of delicious Chinese foods, such as pan-fried protein-lipid film, egg rolls and vegetarian chicken meat could be prepared.” Address: China.

814. **Product Name:** Soy Burger.

**Manufacturer’s Name:** East West Cookery. Renamed Season’s Harvest in about 1977.

**Manufacturer’s Address:** 23 Wisconsin Ave., Somerville, MA 02145. Phone: 617-628-1182.

**Date of Introduction:** 1975.

**Ingredients:** Incl. cooked whole soybeans, fresh onions, fresh carrots, fresh parsley.

**New Product–Documentation:** Talk with Ademar Reis. 1993. Nov. 29. He first introduced this consumer retail product in Los Angeles in late 1973 or early 1974. Then he moved to Boston, re-activated the company in Somerville, and started making the product again in about 1975—with exactly the same ingredients. First he made the product out of his home at 23 Wisconsin Ave. in Somerville, then they moved out of the home to 77 North St. in Somerville, and later to 52 Broadway, where they are now located.

815. **Product Name:** Fearn Sesame Burger Mix.

**Manufacturer’s Name:** Fearn Soya Foods.

**Manufacturer’s Address:** 4520 James Place, Melrose Park,

IL 60160.

**Date of Introduction:** 1975.

**Wt/Vol., Packaging, Price:** 10 oz.

**How Stored:** Shelf stable.

**New Product–Documentation:** Erewhon catalog titled “Erewhon Harvest ‘75.” 1975. p. 35. This product, which contains soy flour, is now sold by Erewhon. Label purchased in 1980. Brown, blue, green and red on orange. “Serves four. All natural. All vegetable.” 4.2 oz. in foil pack.

816. **Product Name:** Betty Crocker Croquettes [An Entree in Ham, Chicken, and Seafood Flavors], and Meat Sticks [In Ham, Chicken, and Barbecue Beef Flavors in a Potato Crust].

**Manufacturer’s Name:** General Mills, Inc.

**Manufacturer’s Address:** Minneapolis, Minnesota. Phone: 612-540-2311.

**Date of Introduction:** 1975.

**How Stored:** Frozen.

**New Product–Documentation:** *Quick Frozen Foods* 1975. Oct. p. 25. “\$100-million market by 1980 is foreseen for frozen soy extenders and analogues. Textured soy protein.” “General Mills is producing retail frozen soy products under the ‘Betty Crocker’ label in addition to ‘Bontrae’... Two new Betty Crocker products, in three varieties each, are currently undergoing testing in the Fort Wayne and Tucson marketing areas—a croquette entree in ham, chicken and seafood flavors (with the seafood variety containing some real cod) and ham, chicken and barbecue beef meat sticks that blend real animal protein with vegetable protein in a potato crust. Each 1½-ounce box of Meat Sticks contains 12 sticks.”

817. **Product Name:** Loma Linda Turkey Deli Slices (Meatless).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1975.

**Ingredients:** Water, corn oil, soy protein concentrate, soy protein isolate, wheat gluten, egg whites, potato flakes, salt, artificial and natural (vegetable) flavors, whole wheat flour, brown sugar, dried yeast, onion powder, spice, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** Paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 2 slices (2.0 oz–57 gm): Calories 160, protein 10 gm, carbohydrate 3 gm, fat 12 gm, cholesterol 0 mg, sodium 1350 mg, potassium 110 mg.

**New Product–Documentation:** Recipe booklet. 1979, dated.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1975, but this label is copyrighted 1985.

**818. Product Name:** Loma Linda Bologna (Meatless).  
**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1975.

**Ingredients:** Wheat gluten, water, vegetable shortening, corn oil, soy protein concentrate, dried yeast, soy protein isolate, natural (vegetable) flavors, salt, egg whites, dextrose, corn starch, onion powder, garlic powder, vegetable mono- and diglycerides, soy lecithin, artificial flavors, whole wheat flour, caramel color, spices, artificial colors, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**How Stored:** Frozen.

**New Product–Documentation:** Recipe booklet. 1979, dated. Loma Linda probably purchased the spun soy protein fibers from General Mills. Sold frozen. See also *Vegetlona*.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

**819. Product Name:** Loma Linda Salami Deli Slices (Meatless).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1975.

**Ingredients:** Wheat gluten, soy protein isolate, water, corn oil, egg whites, salt, dried yeast, natural (vegetable) flavors, corn starch, soy protein concentrate, dextrose, onion powder, artificial flavor, guar gum, caramel color, garlic powder, soy lecithin, spices, artificial colors, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 8 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 2 slices (2.0 oz–57 gm): Calories 130, protein 13 gm, carbohydrate 2 gm, fat 7 gm, cholesterol 0 mg, sodium 640 mg, potassium 70 mg.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1975, but this label is copyrighted 1985.

**820. Product Name:** Loma Linda Savory Meatballs (Meatless).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1975.

**Ingredients:** Wheat gluten, soy protein isolate, water, corn oil, wheat flour, egg whites, soy protein concentrate, corn starch, soy flour, dried yeast, artificial flavors, dextrose, onion, oat flour, natural (vegetable) flavor, onion powder,

salt, garlic powder, caramel color, guar gum, artificial colors, spice, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 7 meatballs (2.5 oz–70 gm): Calories 190, protein 22 gm, carbohydrate 7 gm, fat 8 gm, cholesterol 0 mg, sodium 420 mg, potassium 170 mg.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1975.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

**821. Product Name:** Fritini: Vegetable Pattie Mix, and Packaged Meals [Regular, with Herbs, with Curry, or with Paprika].

**Foreign Name:** Fritini: Préparation pour Galettes végétales.

**Manufacturer's Name:** Somalon AG.

**Manufacturer's Address:** Switzerland.

**Date of Introduction:** 1975.

**Ingredients:** In 1975: Shredded whole wheat and rye, dehydrated potatoes, soybean protein, bread crumbs, oat flakes, millet flakes, dehydrated carrots, peas, onion, and parsley, salt, spices.

**Wt/Vol., Packaging, Price:** 7 oz (200 gm) box.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan*. 4th ed. p. 175. The ingredients in “Fritini (Somalon AG)” are given.

Eden Foods Spring Catalog. 1976. March. Under packaged meals is Fritini (regular, with herbs, with curry, or with paprika; 8 oz).

Thérèse Caty. 1984. France Dietetique. Feb/March. p. 24-31. “Dossier: Le soja.” Lists “Fritini (Aux herbes).”

Color photo of Fritini package in *Linda McCartney's Home Cooking*. 1990. p. 18. Package is red, brown, and white. A color photo shows two patties on a plate with garnishes.

Label (aux herbes) sent by Heather Paine of SoyaFoods in London. 1993. Nov. 3. The manufacturer is now given as “bio-familia AG, CH-6072 Sachseln, Switzerland.”

**822. Product Name:** Non-Meat Balls (Or: Non-Meatballs).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1975.

**Ingredients:** In 1975: Soy protein concentrate, hydrogenated vegetable oils, modified tapioca starch, non-fat dry milk, isolated soy protein, dehydrated potato, dehydrated onions, artificial flavors, egg white solids, wheat flour, fats,



sucrose, salt, HVP, garlic powder, oregano, caramel color, niacin, thiamin, iron, vitamin B-6, riboflavin, vitamin B-12.  
**Wt/Vol., Packaging, Price:** 19 oz can. Retail for \$2.79 (7/90, California).

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 176. The ingredients in “Non-meat Balls (Worthington)” [non-frozen] are given (see above, incl. soy protein concentrate and isolated soy protein).

Shurtleff & Aoyagi. 1983. *History of Worthington Foods.* p. 11.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27. The ingredients are: Broth: Water, modified corn starch, hydrolyzed vegetable protein. Non-meatballs: Textured vegetable protein (wheat gluten, soy protein isolate and concentrate), partially hydrogenated soybean oil, skim milk, soybean and/or corn oil, egg whites, potatoes, flavorings (hydrolyzed vegetable protein, salt, yeast extract, monosodium glutamate, disodium guanylate, disodium inosinate), tapioca starch, onion, onion powder, garlic powder, spice, niacinimide [niacinamide], iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12.

823. **Product Name:** Non-Meat Balls (Frozen; Or: Non-Meatballs).

**Manufacturer’s Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1975.

**Ingredients:** In 1975: Soy protein, Fibroprotein [spun soy protein fiber], hydrogenated vegetable oils, nonfat dry milk, corn oil, egg white solids, wheat flour, artificial flavors, onion powder, sucrose, salt, HVP, MSG, garlic powder, oregano, caramel color.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 176. The ingredients in “Non-meat Balls, frozen (Worthington)” are given.

824. **Product Name:** Sandwich Spread.

**Manufacturer’s Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1975.

**Ingredients:** In 1975: Wheat protein [wheat gluten], corn oil, soy flour, dextrose, dehydrated onions, salt, corn syrup solids, soy protein, soy oil, yeast extract, MSG, dehydrated bell peppers, HVP, garlic powder, vegetable gum, celery and sage extracts, niacin, thiamin, iron, vitamin B-6, riboflavin,

vitamin B-12.

**Wt/Vol., Packaging, Price:** Dehydrated in 10 oz Pure Pak paper carton (like milk). Retail for \$2.70 (7/90, California).

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 177. The ingredients in “Sandwich Spread (Worthington)” are given.

825. **Product Name:** Beef Style Soyameat.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1975.

**Ingredients:** In 1975: Fibroprotein [spun soy protein fiber], corn oil, dried egg white, flour, yeast extract, starch, flavorings, corn syrup solids, salt, caramel color, onion powder, dextrose, nucleotides.

**Wt/Vol., Packaging, Price:** Canned.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 174. Lists the ingredients in “Beef Style soyameat.”

826. **Product Name:** Chicken Style (Meatless; Resembles White Meat).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1975.

**Ingredients:** In 1975: Fibroprotein [spun soy protein fiber], corn oil, egg white solids, soy protein, salt, MSG, natural and artificial flavorings from vegetable sources, carrageenan, niacinamide, soy flour, thiamin mononitrate, iron, vitamin B-6, U.S. certified color, riboflavin, vitamin B-12.

**How Stored:** Frozen.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 174. The ingredients in “Chicken Style, frozen (Worthington)” are given.

827. **Product Name:** Protose (Meatlike Product Made of Wheat Gluten with Soy Flour).

**Manufacturer’s Name:** Worthington Foods.

**Manufacturer’s Address:** Worthington, Ohio.

**Date of Introduction:** 1975.

**New Product–Documentation:** This product, introduced in 1900 by the Sanitas Nut Food Co. of Battle Creek, Michigan, was originally based on peanuts. Worthington Foods acquired this company, which had been renamed Battle Creek Foods, in 1960. By 1975 (as shown below), wheat gluten was the main ingredient, and soy flour had been added to formulation.

Seventh-day Adventist Dietetic Assoc. 1975. *Diet Manual, Utilizing a Vegetarian Diet Plan. 4th ed.* p. 176. The

ingredients in “Protose (Battle Creek)” are “wheat protein [wheat gluten], peanuts, wheat and soy flour, corn oil, yeast extract, soy sauce, salt, HVP, niacinamide, thiamin, iron, vitamin B-6, riboflavin, vitamin B-12.”

828. Deer. 1975. The cookbook for people really who love animals. God’s Religion, Route 2, Box 98E, Brooksville, FL 33512. 31 p. Illust. No index. 18 x 22 cm.

• **Summary:** This typewritten vegan cookbook with no price on it, copyrighted in 1975 by Burton Waldbaum, expresses the group’s world view. The cover title is hand written below an illustration (line drawing) of a girl kneeling down with a cow, lamb, pig, and chicken. The book contains a good collection of 62 vegan recipes, which are straightforward, appetizing, and nutritious.

Contents: Introduction, by Sun. Thank you page, by Deer. Breakfasts (12 recipes). Main dishes: Sauté (5), Vegetable and grains (10), Potatoes (3), Variety dishes (4). Sauces (6). Soups (6). Salads (4). Dressings (3). Healthful treats (8). Glossary. Abbreviations. Memo section. Essential items for cooking.

This spiritual vegan community, founded by Burton Waldbaum (who is also called “Light”), was later renamed “World of God,” and after that “Gentle World.”

The Introduction begins: “The Human Race (that is, the race to reach human perfection) has evolved to an exciting point; at least this is true of these who are in the lead. There is a world of truly gentle people on this planet, growing stronger, and surer, and healthier, and happier, and higher every day. And it’s time for the rest of the race to have a good look at them, and to see that it’s their gentleness that allows them to run faster and better; so that everyone can eventually reach the goal of evolving; so that everyone can win its rewards.

“In spite of all the pessimism, all the cruelty, all the brain dirtying, all the lies, all the injustice and all the hypocrisy; in spite of all the internal and external pollution that men and women have been heir to, there is a new breed emerging, and it’s rising clear and sweet and free. Never before, in the history of the world, have so many people stood up in front of each other and announced, very bravely, ‘I don’t eat meat anymore.’ And that standing up has been as a seed that has been nourished and spread, and that will bear much fruit in the New World—a world in which all creatures are gentle; all creatures are unafraid.

“... which is leading the world to a new, much higher, loving and understanding of GOD. Gentleness is the necessary beginning for a new world, but it is only the beginning...”

Soy-related recipes include: Granola (with “½ cup soy granules, {optional},” p. 5.). Bran muffins (with “¼ cup soy milk {1 cup water and 4 T [tablespoons] soy flour}, p. 7). Oatmeal chewies (with “2 T soy powder,” p. 7). Banana bread (with “2 T soy powder mixed with 2 T water,” p. 7).

Soy burgers (with soy beans and tamari, p. 10). Chick pea loaf (with soy powder, p. 11). Tahini tamari sauce (p. 19). Tomato soup (with soy powder, p. 21). Carob ice cream (with soy powder, p. 25). Vanilla ice cream (with soy powder, p. 25). Quick buckwheat pancakes (with soy or nut milk, and soy powder, p. 25). Carob cookies (with soy powder, p. 27). Carob cake (with soy or nut milk, and soy powder, p. 27). Frosting for carob cake (with soy powder, p. 28). Soy butter (Mix ¼ cup water, ½ cup soy powder or soy flour, ¼ cup oil, 1 tablespoon of sweetener, 1 tablespoon herba-mare [seasoning salt mixture]. Delicious with muffins, bread, or crackers). The glossary (p. 29) lists two soy products: “Soy powder—made from soy beans. Used instead of milk or eggs. As an egg substitute: 1 egg equals 1 tablespoon soy powder and 1½ tablespoons water. As a milk substitute: 4 tablespoons soy powder to 1 cup water, blend.

“Tamari—made from aged soybeans, A pure soy sauce. A definite must in all vegetarian kitchens. Used in almost everything that you will be cooking.” Indeed, tamari is used to season more than half the recipes in this book; most are not specifically mentioned above. Address: Brooksville, Florida.

829. Goulart, Frances Sheridan. 1975. Bum steers: How and why to make your own delicious high protein mock meats, fake fish & dairyless desserts, and avoid useless calories, cholesterol, sodium nitrate, salmonella, trichinosis & high prices. Old Greenwich, Connecticut: Chatham Press. 205 p. Illust. Recipe index. 21 x 19 cm.

• **Summary:** This vegetarian cookbook, interspersed with many well-selected anti-meat quotations, describes how to make meatless meats and non-dairy products at home. Contents: Introduction. On the block: Major mock-meat-making supplies. Vegebutchering: Master mock-meat recipe file. Bogus beef. Pseudo pork. Unreal veal. Sham lamb. Con game. Phony poultry. Fake fish. Un-innards. The vegedeli. Mocking up: General dishes. The mock crock. On the side. Dairyless desserts. Steerage (sources of unfamiliar ingredients).

Chapter 1 begins with an introduction to and nutritional composition of tofu, followed by the soybeans, gluten flour, other legumes, etc. Under “Flavors enhancers” are listed soy lecithin granules or flakes, miso, yeast extract (marmite), soy sauce and tamari, and Worcestershire sauce. Chapter 2 contains recipes for making gluten, tofu, grainola (with soy grits), a stock with miso for non-meat dishes (p. 32), mock milk I (made with soy flour), mock milk II (made with raw cashews or almonds), mock (soy) butter (made with soy flour), and mock cream (with soy flour and soy cream), and mock yogurt (with cashew nuts and soy yogurt culture).

Note: This is the earliest document seen (Sept. 2012) that mentions a non-soy, non-dairy yogurt—in this case one made with cashew nuts. A sampling of the many other soy-related recipes include: Moo-less ragout (with tofu,



soy sauce, and soy butter, p. 43). Vegetarian rolladen (with cooked ground soybeans, p. 52). Good red meat (with gluten or tofu, p. 53). Greenbutcher's meatballs (with tofu, p. 57). Mock Mac I (burger with soybeans, p. 64-65). Pineapple pig (with tofu, p. 72). Half-calf (with tofu, p. 79). Surrogate salami (with "bean pulp (residue from making Tofu)" [okara], p. 125). Bumsteads: Two burgers for meat-totalers (with tofu, p. 131). Meatless mincemeat (p. 142). Soybean mustard (with soy sprouts, p. 165). Cow tow: Cowless milk candy (with soy milk powder). Jersey bounce: A moo-juice-less junket (with soy milk, p. 184). Bum bombe: Egg-less, cream free (with soy cream, p. 184). Two 100% vegetarian ice creams: Eggless, milkless (with soy powder, p. 186).

Many recipes also contain wheat gluten: Charisma: Char-broiled bum steers (p. 48). Pig-less pork sausage (p. 70-71). Roast loin of veal (p. 80). Fake steaks: Two sham schnitzels (p. 80-81). Vegetarian cutlets (p. 82). Mocking birds I (p. 83). Fruit stew (p. 86). Sham lamb (p. 89). Sham lamb curry (p. 91). Bum bunny (p. 97). Sweet breads (p. 121).

Azuki beans are used in Moo-less rice pudding (p. 183). Sources of ingredients include: Walnut Acres, Penns Creek, Pennsylvania 17862 (herbs, spices, oils, whole grains, flours, seaweeds, etc.). Erewhon Trading Co., 342 Newbury St., Boston, Massachusetts 02115 (seaweeds and general goods, grains, beans, vegetables, seeds, etc.). Shiloh Farms, Route 59, Box 97, Sulphur Springs, Arkansas 72768. Arrowhead Mills, Box 866, Hereford, Texas 79045. Dynamic Nutritional Products, P.O. Box 528, North Hollywood, California 91603 (Milk-free yogurt culture. Trade names: Soyadophilus and Theradophilus).

Sample quotation: "... traditional American reliance on meat, particularly beef, is perhaps the single largest inefficiency in world dietary patterns..."—*New York Times* Oct. 25, 1974. Address: Wilton, Connecticut.

830. Kuramoto, S.; Katz, I. 1975. Flavoring fabricated foods. In: G.E. Inglett, ed. 1975. *Fabricated Foods*. Westport, CT: AVI Publishing Co. vii + 222 p. See p. 159-69. Chap. 12. [49 ref]

• **Summary:** "A bacon-like product called Baco's was offered in the supermarkets with resounding success during the last decade. It was one of the first attempts by a major food corporation to introduce a meat analog into the American diet. In 1971, the U.S. School Lunch Program authorized the use of up to 30% rehydrated textured soy flour in combination with meat, fish, or poultry. The principle use was in hamburger, and some 25 million school children began consuming vegetable protein in patties, chilies, meat loaves, and spaghetti sauce.

"In 1973, when meat prices were beginning to arouse the ire of consumers, the Red Owl Stores in Minneapolis [Minnesota] pioneered the 25% extended raw hamburger, which presented the housewife with the meat-extender

concept. Today beef patty mixes and 'juicy burgers' appear to have become a permanent product in the meat case...

"Markets for meat flavors closely parallel the development of these fabricated meat analogs... With the advent of gas chromatography, flavorists are able to 'sniff' chemicals as they are eluted." Address: 1. Vice President, Director, Technical Support, International Flavors and Fragrances (U.S.), Flavor Div., New York, NY; 2. Director of Flavor Research, International Flavors and Fragrances, Inc., Union Beach, New Jersey.

831. Liener, Irvin E. 1975. Effects of antinutritional and toxic factors on the quality and utilization of legume proteins. In: M. Friedman, ed. 1975. *Protein Nutritional Quality of Foods and Feeds*. Vol. 1, Part 2: Quality Factors—Plant Breeding, Composition, Processing, and Antinutrients. New York, NY: Marcel Dekker. xx + 674 p. See p. 523-50. [81 ref]

• **Summary:** An excellent review by a pioneer in the field. Contents: Introduction (incl. definition of food legumes; "Much of the material contained in this review is taken from a similar review on this subject published elsewhere—Liener, I.E. 1973. "Toxic factors associated with legume proteins." *Indian J. of Nutrition and Dietetics* 10:303"). Protease inhibitors: Historical background, mode of action in the animal organism, factors affecting the trypsin inhibitor content (heat treatment, germination, fermentation, soybean isolates), possible significance in animal and human nutrition. Phytohemagglutinins. Goitrogens. Cyanogens. Anti-vitamin factors. Metal-binding constituents (incl. phytic acid binding soy protein). Lathyrogens. Favism. Conclusions.

Tables show: (1) The trypsin inhibitor activities of soybean flour / soylour (unheated), soybean isolate, soybean fiber, chicken analog, ham analog, beef analog [the last 3 probably containing spun soy protein fiber]. (2) Effect of removing soybean hemagglutinin (SBH) on the growth promoting activity of raw soybean extracts. Lists five protein components of the diet: Original soybean extract (324, 0.91), original soybean extract minus SBH (29, 1.13), original soybean extract heated (6, 2.25), raw soy flour (330, 1.01), heated soy flour (13, 2.30). The two figures in parentheses after each are: Hemagglutinating activity per gm of protein  $\times 10^{-3}$ . And PER = protein efficiency ratio. Address: Dep. of Biochemistry, College of Biological Sciences, Univ. of Minnesota, St. Paul, Minnesota.

832. Moncrieff, R.W. 1975. *Man-made fibres*. 6th ed. New York and Toronto: John Wiley & Sons. A Halsted Press Book. 9 + 1094 p. See p. 289-90. 23 cm.

• **Summary:** Today, the nylons, the polyesters, and the acrylics are the dominant fibers, having replaced large amounts of cotton and wool. In part 2 of this book, titled "Fibres Made from Natural Polymers," chapter 8, "The first rayons" (p. 157-61) notes that the first rayons were

developed, starting in the 1830s, as “artificial silk” from natural sources of cellulose, especially wood-pulp. The first practical process for making artificial silk (later called rayon) was invented by Count Hilaire de Chardonnet and patented in 1885; large amounts of Chardonnet silk were first produced starting in the 1880s. The process for making viscose rayon was discovered in 1891 by C.F. Cross and E.J. Bevan, then patented in 1892. “The greatest single factor in the development of the viscose process has undoubtedly been the support given to it by Courtaulds, Ltd. The pioneer work was undoubtedly carried out by Courtaulds, Ltd., who not only founded and developed an important new industry, but also introduced it to America under the name “The American Viscose Co.” In 1900 world production of viscose rayon was about 1,000 tons. In 1920 it was 15,000 tons and in 1940 it was 1,100,000 tons. Note: Courtaulds, Ltd. was a pioneer in making a spun soy protein fiber named Kesp for food uses in the UK, starting in 1973.

Chapter 17 in Part 2, titled “Casein fibres” (p. 307-09) discusses Lanital, Aralac, Fibrolane, and Merinova. In 1904 Todtenhaupt disclosed a method of making casein filaments, but they were brittle and lacked sufficient resistance to water to withstand wet processing. Early attempts by him and others to make a commercially successful casein fibre were unsuccessful, and it was not until 1935 that the problem was really solved by an Italian named Ferretti, who conducted his research from 1924 to 1935. He succeeded in making pliable fibres with certain wool-like characteristics. The Italian rayon manufacturer Snia Viscosa purchased Ferretti’s patents and began large-scale production of casein fibre, named Lanital (*lana* means “wool” in Latin) from milk. In 1937 they made 1,20 tons Lanital.

Chapter 18 in Part 2 is titled “Ardil, Vicara, Soybean.” It is very similar to the same chapter in the 1963 edition. Ardil fiber is made from peanuts (groundnuts), and Vicara from corn (maize) protein.

Chapter 19 discusses nylon, which was a product of the genius of Wallace H. Carothers. This brilliant organic chemist left his academic life at Harvard University to undertake fundamental research work in 1928 with the huge American chemical combine of E.I. du Pont de Nemours & Co. He was interested in fibers made of polyesters and polyamides. By 1938 the du Pont Co. was making nylon at a small pilot plant in Wilmington, Delaware. In the UK this fiber is spun by I.C.I. Ltd. (the huge chemical combine) at Doncaster, Pontypool, and Gloucester. Address: United Kingdom.

833. Noorbergen, Rene. 1975. Programmed to live: A scientific confirmation of health reform. Mountain View, California: Pacific Press Publishing Assoc. 159 p. No index. 18 cm. [158\* footnotes]

• **Summary:** Contents: 1. Health care–The nation’s vital problem. 2. Meat and fat–are they fit for consumption? 3.

Sugar and alcohol–The fingers of death. 4. Cancer–Curse of the good life. 5. Nicotine and caffeine–The twin dangers. 6. Don’t upset the body clock. 7. Forget the steak! Have an analog. 8. Embrace life–Don’t be a statistic.

Quoting extensively from medical research and the writings of Ellen G. White, this book states the case for the Seventh-day Adventist diet and lifestyle, and against the unhealthy products listed above.

In 1904 only 67.7 deaths per 100,000 U.S. population were caused by cancer; today the figure has grown to 166.6–2.46 times as many. In 1904 heart disease caused 359.5 deaths per 100,000 population, but by 1972 it had jumped to 493.9–up 37%. Each hour in America, 144 heart attacks occur, and each year 600,000 people die of heart attacks. Thus more Americans die of heart attacks each year than died in all of World War II (400,000).

Before the Biblical deluge, God told humans to eat plants. But after the Flood, God granted Noah and his family permission to eat the flesh of the clean animals that had been preserved in the ark (Genesis 9:3) since every green thing had been destroyed by the flood.

On the copyright page appreciation is expressed to Drs. Mervyn G. Hardinge, U.D. Register, and J.A. Scharffenberg.

834. Rombauer, Irma S.; Becker, Marion Rombauer. 1975. Joy of cooking. Indianapolis/New York: Bobbs-Merrill Co. 915 p. Illust. by Ginnie Hofmann and Ikki Matsumoto. Index. 25 cm.

• **Summary:** One of the great American cookbooks. A classic and an all-purpose cookbook, this is the last edition revised by Marion Rombauer Becker. Soy-related recipes and descriptions include: Soy or lima bean casserole (p. 255-56). Soy cakes (“patties” of mashed cooked soybeans, rice, vegetables and eggs, rolled in sesame seeds and sauteed, p. 256). About fresh beans–edible soy beans (p. 284-85, with illustration {line drawing}). Green soybeans (cooked, p. 286; “Use the edible vegetable type, not field varieties of beans”). Low-fat tofu dressing (p. 369). About vegetable and nut milks: These are all nutritionally inferior to animal milks, “as their protein is of lower biologic value and their vitamin content is different.” Almond and walnut milks have long been known in Europe. Native Americans used hickory and pecan milk. These milks, and coconut milk, with their delicate, fragile flavors “are a great delicacy in sauces and puddings.” Gives recipes for almond milk, soybean milk (p. 534-35). Soybean curd or tofu (homemade, p. 535; “For other suggestions, see *The Book of Tofu*, by William Shurtleff and Akiko Aoyagi). Soybean paste or extender (cooked soybeans pressed through a colander, p. 535). Alternate or engineered foods (p. 535-36; textured vegetable proteins, “TVPs,” CSM, WSB). Soy flour (p. 549). Soy meal (p. 549-50; coarser than flour). About seeds, grains, beans and peas–Roasted soybeans (p. 564). About commercial sauces–Soy sauce and shoyu (p. 574). Soy whole wheat bread (with soy



flour, p. 608).

In the long, excellent section titled “Know your ingredients” (p. 519+), under “The capers and caperlike buds and seeds” (p. 580) we read: “Similar in Use are Chinese fermented black beans, or *toushi*, which are available in cans;...”

Note: This is the earliest English-language document seen (Nov. 2011) that uses the term “Chinese fermented black beans” or the word “toushi” to refer to fermented black soybeans.

As of April 1996 the book has not been revised since 1975. It is now a Scribner book published by Simon & Schuster. Hardcover price: \$24.00. Address: Jennifer Becker, 38537 S.E. Hudson Rd., Sandy, Oregon 97055.

835. Yuchi Pines Institute. 1975. “Blessed art thou, o land, when... thy princes eat... for strength, and not for drunkenness.” Ecclesiastes 10:17. Seale, Alabama: Yuchi Pines Institute. 222 p. Undated. Illust. Index. 26 cm.

• **Summary:** A natural foods and vegetarian cookbook, with considerable nutritional information. On spine: “Eat for strength.” Chapter III, titled “Dairy product substitutes” (p. 43-59) contains numerous recipes that use soy as an ingredient. Soy-related recipes include: Soy bread (p. 15, with soy flour). Soy-bran crackers (p. 25, with soy flour, lecithin, whole wheat flour, and bran). Soy crackers (p. 27, with whole soaked soybeans and lecithin). Soy noodles (p. 28, with Soy Base—see p. 46). Soy waffles (p. 41, with whole soaked soybeans). Double strength soy milk for cream (p. 45—Save pulp [okara] to use in Soy Crackers. Use rich soy milk as a base for Mayonnaise or Sour Cream, as Soy milk, or as Soy yogurt). Sour cream (p. 45, made with soy milk). Madison milk (p. 46, with whole dry soybeans). Banana soy milk (p. 46). Soy base and milk with various flavors (p. 46). Soy sour cream (p. 47). Vegetarian cream (p. 47, with double strength soy milk). Sesame spread (p. 48, with soy base). Soy cottage cheese (p. 52, with soy grits). Scrambled tofu—Soy cheese (p. 53). Tofu (homemade, 3 methods, from soy flour or whole soybeans). Soy yogurt (p. 54, from soy milk). Simple soy butter (p. 55, with soy flour or dry soybeans). Food yeast butter (p. 55, with Soyonnaise). Soy butter (p. 57, with soy flour, lightly browned). Margarine [non-hydrogenated] (p. 58, with coconut oil, oil, hot water, lecithin, lemon juice, and onion salt). Carrot pie (p. 69, with soy milk and soy flour). Banana cream toast (p. 72, with soy or nut milk). Carob drink (p. 74, with soy or nut milk). Bread pudding (p. 75, with Soy base). Soaked soybeans (p. 85, 210). Soynuts I and II (p. 85-86). Soy patties I and II (p. 86, with mashed soybeans and peanut butter). Soy loaf (p. 87, with soaked soybeans). Soy cheese balls (p. 88, with Soy cottage cheese or chopped Tofu). Soy soufflé (p. 88, with soaked soybeans). “Salmon loaf” (p. 90, with soy flour). Soy corn chowder (p. 105, with Soy milk or Basic Cream Sauce). Cucumber soup (p. 106, with Soy milk or Basic

Cream Sauce). Fresh cream of corn soup (p. 107, with Soy or nut milk). Vichyssoise (p. 109, with Soy or nut milk). Corn chowder (p. 110, with Soy or nut milk). Rice and soybean loaf (p. 119, with cooked soybeans). Basic cream sauce (p. 127, with Soy base). Soyonnaise I-IV (p. 133-34, incl. with Soyagen or canned Soyalac).

Recipes containing peanuts or wheat gluten: Nut cheese (p. 54). Emulsified peanut butter (p. 55). Peanut butter balls (p. 65). Peanut butter loaf (p. 86). Peanut butter Creole (p. 89). Chinese pepper steak (p. 93, with gluten). Nuttose (p. 95, with nut butter). Gluten (p. 96). Peanut butter gravy (p. 126). Grandmother’s gravy (p. 126, with peanut butter).

A table titled “Irritating substances” (p. 123) lists the name of the substance, the chemical, and the effect. The substances are: Black pepper, chili peppers, cayenne, horseradish, cloves, cinnamon, mustard seed, ginger, nutmeg, vinegar, baking soda, baking powder, salt (sodium chloride). On the facing page is a list of 25 “Safe herbs.”

Note: A later edition of the book was copyrighted in 1979, then revised in 1983. The title was changed to “East for Strength” and the author was listed as Dr. Agatha Thrash. Yuchi Pines Institute (renamed Uchee Pines Inst. in the late 1980s or early 1990s) was founded in 1970 by Drs. Agatha and Calvin Thrash, who are both physicians and Seventh-day Adventists. As of April 1992 both are still living at Uchee Pines.

Talk with Dr. Agatha Thrash. 1999. June 4. This book was first published (with the above title) in 1975. They copyrighted it in 1979. Address: Route 1, Box 273, Seale, Alabama.

836. *Grocer (The) (London)*. 1976. S. Daniels—A year on. Record turnover is achieved and they enter the TVP [textured vegetable protein] market. 198(6217):60-61, 64. Jan. 17.

• **Summary:** S. Daniels & Co. is a London importing house widely known for their Danoxa brand. This year the company’s biggest new product launch will be Danoxa Kesp Curry in a joint venture with Courtaulds Protein Foods. A photo shows a can of the product. “It is better than any ready-to-serve meat curry on the market. It is cheaper... We will be backing the launch with the heaviest advertising campaign ever undertaken by the company.”

Note 1. This is the earliest document seen (Oct. 2014) that mentions Courtaulds Protein Foods in connection with Kesp, a meat alternative.

Note 2. This is the earliest document seen (Oct. 2014) that mentions S. Daniels & Co. or their Danoxa brand in connection with Kesp, a meat alternative made by Courtaulds.

837. *Grocer (The) (London)*. 1976. Daniels sell Kesp curry. 198(6217):23. Jan. 17.

• **Summary:** “S. Daniels & Co., the London food importing and distributing house, have entered the textured vegetable

protein consumer market with 15½ oz Danoxa Kesp Curry. Daniels have been talking with Courtaulds for two years and say this will be the forerunner of many more Kesp products under the Danoxa label.”

838. S. Daniels & Co. Ltd. 1976. Danoxa Kesp Curry: A great new curry experience. A great new way to spice up your profits (Ad). *Grocer (The) (London)* 198(6217):46-47. Jan. 17.

• **Summary:** This cartoon shows a housewife serving her husband Danoxa Kesp Curry, tender chunks of spun soy protein fibers in a spicy sauce. He loves it and keeps calling it “Kesp beef.” She replies: “But its not beef. It’s Kesp soya protein.” “It’s NOT beef, cloth ears, it’s Kesp. That’s why it’s tender. No gristle, no fat, no waste... It’s Kesp soya protein.” Kesp is a registered trademark of Courtaulds Ltd. S. Daniels & Co. are the sole distributors. Photos show: (1) The can of Danoxa Kesp Curry, subtitled “Tender chunks of soya protein in a rich curry sauce.” (2) The curry served over a dish of rice. Address: Wilec House, 82-100 City Road, London EC1Y 2BU, England. Phone: 01-253-9013.

839. *Grocer (The) (London)*. 1976. Good start for Kesp. 198(6218):5. Jan. 24.

• **Summary:** “The first retail selling operation for Kesp—the vegetable protein food from Courtaulds—has exceeded expectations. In the first 4½ days of a special promotion at Burton’s of Smithy Row, Nottingham—part of Fine Fare—5,500 Kesp pies were sold. Courtaulds hope to have the product in the retail market proper within 18 months to two years.”

840. S. Daniels & Co. Ltd. 1976. Danoxa Kesp Curry: A great new way to spice up your profits (Ad). *Grocer (The) (London)* 198(6218):78. Jan. 24.

• **Summary:** This cartoon shows how people really go for Danoxa Kesp Curry, tender chunks of spun soy protein fibers in a spicy sauce. Kesp is a registered trademark of Courtaulds Ltd. S. Daniels & Co. are the sole distributors. Address: Wilec House, 82-100 City Road, London EC1Y 2BU, England. Phone: 01-253-9013.

841. **Product Name:** Kesp (Meat Analog Based on Spun Soy Protein Fibers Chunks and Mince in Gravy) [5 Canned Products].

**Manufacturer’s Name:** Kesp Protein Foods, Courtaulds Ltd.  
**Manufacturer’s Address:** P.O. Box 16, Coventry CV6 5AE, England.

**Date of Introduction:** 1976 January.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1977. p. 36. Maureen Byrne. 1988. Oct. p. 53. A spun soy protein brand-named Kesp was originally developed by Courtaulds, which sold the technology to Master Foods

(formerly Dornay Foods) in the early 1980s, but products containing Kesp have now been discontinued.

W. Pringle. 1991. “Soya protein, past experience & future potential.” In: *Soja in Lebensmitteln: Vortraege 2. Hamburger Soja-Tagung*. p. 156. Cortaulds Kesp was launched in Sept. 1976. It consisted of spun soya fibre chunks and mince in gravy. There were 5 different products, all canned.

842. **Product Name:** Danoxa Kesp Curry: Tender Chunks of Soya Protein in a Rich Curry Sauce.

**Manufacturer’s Name:** S. Daniels & Co. Ltd. (Distributor).  
**Manufacturer’s Address:** Wilec House, 82-100 City Road, London EC1Y 2BU, England.

**Date of Introduction:** 1976 January.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** *The Grocer (London)*.

1976. Jan. 17. Article on p. 60-61, 64. “S. Daniels—A year on. Record turnover is achieved and they enter the TVP [textured vegetable protein] market.” S. Daniels & Co. is a London importing house widely known for their Danoxa brand.

This year the company’s biggest new product launch will be Danoxa Kesp Curry in a joint venture with Courtaulds Protein Foods. A photo shows a can of the product. “It is better than any ready-to-serve meat curry on the market. It is cheaper... We will be backing the launch with the heaviest advertising campaign ever undertaken by the company.”

Ad on p. 46-47. “Danoxa Kesp Curry: A great new curry experience. A great new way to spice up your profits.”

843. **Product Name:** [Unico {Soy Protein Concentrate}, and Dubit {Textured Soy Protein Concentrate; Renamed Unibit in Jan. 1976}].

**Foreign Name:** Unico, Dubit, Unibit.

**Manufacturer’s Name:** Unimills B.V. Renamed Loders Croklaan B.V. in 1986. Subsidiary of Unilever.

**Manufacturer’s Address:** Lindtsedijk 8, 3336 LE Zwijndrecht, Netherlands.

**Date of Introduction:** 1976 January.

**Wt/Vol., Packaging, Price:** 25 kg valve bags and in bulk.

**New Product–Documentation:** *Soya Bluebook*. 1980. p. 54 (concentrates), p. 55 (textured soy proteins, extruded—apparently textured concentrates). Note: No brand name is given for this product. This company is owned by Unilever. The address, apparently incorrect, is given as Lindtsedijk 8, Box 18, NL 3330 Zwijndrecht. *Soya Bluebook* 1981, p. 64 (soy protein concentrates; no brand names are given). Address is now Lindtsedijk 8, 3336 LE Zwijndrecht; 1987. p. 72. Unimills B.V., affiliate of Unilever N.V. of Rotterdam, makes Unico and Soycomil Soy Protein Concentrates, at Zwijndrecht. They contain 60.5% protein on a dry basis and come in a variety of particle sizes.

Talk with Torben Svejgard of Aarhus in Denmark. 1990.



July 20.

Letter (fax) from Aat Visser of Loders Croklaan. 1990. Aug. 6 and Aug. 27. "Unico was introduced in Jan. 1976. Unico is also available as a textured soya concentrate, named Unibit, introduced in Jan. 1976 as Dubit." Says the original address was Lindtsedijk 8, 3336 LE Zwijndrecht, Netherlands (which differs from Soya Bluebook listing). The concentrates and flour are available in various particle sizes and degrees of functionality in 25 kg valve bags and in bulk. The current address is: Lindtsedijk 8, 3336 AA Zwijndrecht, Netherlands. Or P.O. Box 18, 3330 AA Zwijndrecht.

Product brochure (undated) for Unibit sent by Aat Visser. 1990. Aug. 6. Unibit is a textured soya protein concentrate, with improved flavor, sold in two types: S102 (natural) and S202 (caramel). Each contains 68% protein and 1% fat. It has 5 advantages over textured soya flour: Higher protein content (70% vs. 52%), a more bland taste with little or no soya off flavors, does not cause the flatulence problems associated with textured soy flour, because of the bland taste and absence of flatulence, it can be applied at high levels in good quality meat products, and though it is more expensive than textured soy flour it offers greater savings in its ability to replace more meat. Uses: Cooked sausages, minced meat products (such as beef burgers), pâté and spreads, sauces (Bolognaise and curry ragout), vegetarian products (mousaka filling, vegetable burger mix). Product brochure (undated, full color, 8 pages) for Unico sent by Aat Visser. 1990. Aug. 6. Unico is a soya protein concentrate. Types include Unico 75, 600, 850, and 850/180.

Note: This is the earliest Dutch-language document seen (Nov. 2014) that mentions a meatless burger–beef burgers.

844. Clayton, Hugh. 1976. Vegetable protein: A new ingredient in the British diet. *Times (London)*. March 19. p. 19, cols. 4-8.

• **Summary:** "Students of propaganda will find an interesting field for study in the debate about the use of textured soya protein where only meat was used before. Farmers and butchers are pursuing a loud campaign against 'moc meat' [mock meat] and appear to be winning the argument."

Representatives of the National Farmers' Union (NFU) have "spoken darkly about the 'disquieting reports' about the long-term effects of using" textured vegetable protein (TVP). "The soya lobby is less vocal but no less influential." Since 30% TVP is now allowed as a meat extender, some of Britain's largest meat processors, such as Unilever and Spillers, now sell catering packs of TVP.

The retail market was harder to crack. Nestlé, the first to jump in, "used the prestigious and long-standing Crosse & Blackwell label as a vehicle for a meat extender." A table shows companies that followed Nestlé's lead with tinned [canned] products: Cadbury Schweppes (Cadbury's Soya Choice, canned chunks in beef gravy, 15 oz for 30p. The product contains 6% by weight of beef fat). S. Daniels,

a distributor of Danoxa hams, sausages, and tinned stew (Danoxa Kesp Curry, 15¼ oz for 30p. Based upon the Cortauld spun protein product Kesp). Spillers (Tyne, large stewed steak, 43½ p.). Unilever (Walls 15 oz stewed steak with gravy, 46 p.). RHM (Chesswood 15 oz curry with beef, 38p.). Allied Breweries (Appleford, 15 oz meatless steak, 36p.)

Two companies sell canned, precooked beans in sauce: Allied Breweries (Delicia 10 oz soya beans in tomato sauce, 24 p.). Heinz (Heinz 20 oz baked beans in tomato sauce, 19½ p.). Miles Laboratories, which markets TVP in Britain, sells an imitation bacon in the USA. Address: Agricultural correspondent.

845. **Product Name:** Cedar Lake Terkettes (Meatless).

**Manufacturer's Name:** Cedar Lake Foods.

**Manufacturer's Address:** Cedar Lake, MI 48812.

**Date of Introduction:** 1976 March.

**Ingredients:** Gluten from unbleached and whole wheat flour, water, salt, hydrolyzed protein, onion salt.

**Wt/Vol., Packaging, Price:** 20 oz (1 lb 4 oz) can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Label (printed 24 March 1976) sent to Soyfoods Center by Cedar Lake Foods. 4¼ x 11 inches. Dark blue, red, black, and yellow on light yellow. "Cedar Lake Foods are developed to meet the dietary needs of Millions of Americans who recognize the benefits of a meatless diet."

846. Norinsho. 1976. *Nihon shokuhin hyôjun seibunhyô* [Food composition tables for Japan. 2nd ed]. Tokyo: Ishiyaku Shuppan K.K. 180 p. March 25. Index. 15 x 21 cm. [Jap]

• **Summary:** The first edition of this book was published on 15 Jan. 1964. The first revised edition (130th printing) was published on 25 Jan. 1969. This is the second revised edition (265th printing), published on 25 March 1976. Also published by Joshi Eiyo Daigaku Shuppan-bu.

For soybeans and soyfoods, see pages 33-35, 69, and 74 (basic nutritional composition), and 111-12 (amino acid composition).

Page 88, No. 812: Amazake. Per 100 gm. Calories 101, moisture 74.0 gm, protein 2.4 gm, fat 0.1 gm, carbohydrates (sugars 22.7 gm, fiber 0.6 gm), ash 0.2 gm, calcium 74 mg, phosphorus 25 mg, iron 0.4 mg, vitamin A 0 mg, vitamin B-1 0.08 mg, vitamin B-2 0.06 mg, nicotinic acid 0.06 mg, vitamin C 0 mg.

A later edition (after 1976), containing at least 298 pages, gives details on the following soy-related foods (p. 76-80): Japanese-grown whole soybeans (dry, or boiled). Whole dry USA-grown soybeans. Whole dry Chinese-grown soybeans. Green immature soybeans (edamame; raw, or boiled). Soybean sprouts (raw, or boiled). Defatted soybeans (whole, or dehulled). Kinako (soybeans roasted and ground). Budô-mame (soybeans boiled with shoyu). Momen tofu

(regular). Kinugoshi tofu (silken). Soft tofu. Packed tofu. Okinawa tofu. Yaki-tofu (grilled). Nama-age. Abura-age. Ganmodoki. Kôri-dofu. Tofu-chikuwa (steamed type, or roasted type). Natto (fermented soybeans): Itohiki-natto, Goto natto, or tera-natto.

Miso: Rice-koji miso (sweet type, light yellow type, dark yellow type). Barley-koji miso. Soybean-koji miso. Dried miso. Kinzanji miso. Hishio-miso.

Other: Okara. Soymilk (regular, reconstituted, or soft drinks). Yuba (wet, or dried).

Page 254 gives the amino acid composition of soybeans and various soyfoods. Page 298 gives the protein scores, amino acid values, and chemical scores of selected foods. Page 8 gives the energy conversion factor for tofu, agé, and yuba.

847. Puski, Gabor; Konwinski, Arthur H. Assignors to Central Soya Company, Inc. (Fort Wayne, Indiana). 1976. Process of making a soy-based meat substitute. *U.S. Patent* 3,950,564. April 13. 7 p. Application filed 2 Aug. 1974. [1 ref]

• **Summary:** “A process for preparing a soy-based meat substitute characterized by relatively flat, elongated, generally longitudinally aligned fibrous masses having the appearance of stacked platelets which simulate the compactness, chewiness and texture of meat; achieved by extrusion of a soy protein-containing source material at higher moisture content and lower temperature (as contrasted to prior art), minimizing expansion with reduction of pressure in the extruder in a somewhat stepwise fashion by modifying the extruder so as to allow more shearing action and to allow space for alignment of fibrous masses.” Address: 1. Hanover Park, Illinois; 2. Melrose Park, IL.

848. Hartman, Warren E. 1976. Plant protein foods: From whence they came to where they are going? Paper presented at the American Chemical Society Symposium, “One Hundred Years of Agricultural and Food Chemistry—Challenges of Food Processing and Flavor: Past, Present, and Future.” 20 p. April 7. Unpublished manuscript. [21 ref]

• **Summary:** Contains a detailed discussion of the work of Dr. John Harvey Kellogg, and other Seventh-day Adventist vegetarians, which greatly influenced Worthington. Their pragmatic approach led to the development of various meat analog products called “nutmeats.” “Usually nuts were finely ground into a paste or nut butter and water was then added to produce an emulsion. To this emulsion was added flours, starches, cereals, or other ingredients. This white milk-like oil and water emulsion was then retorted or cooked to set up into a solid mass. This product could be diced or sliced for salads or used as a main entree. The texture of the resulting product depended mainly upon the degree of emulsification and the varying degree of particle sizes incorporated within the product.

Extracted wheat proteins or wheat gluten was also used as one of the basic raw materials for the early vegetarian protein products. The gluten or protein extraction process usually starts with a high protein hard wheat flour which is mixed with water to form a dough in a conventional dough mixer. This dough is repeatedly washed with water to remove the starch. The carbohydrate water is decanted off and the process repeated several times until the gluten reaches the desired protein content, typically around 72% protein on a dry basis. This dough-like elastic mass of gluten is cut into slices or cubes and cooked in boiling water where it expands and the protein simultaneously denatures, giving an expanded cellular chewy texture to the product. This product may be canned in a bouillon-type broth or may be ground through a chopper to simulate minced meat or hamburger. The wheat gluten also provided an elastic matrix for incorporation of nuts, grains, flours, legumes, and other vegetable material into a mass, when mixed vigorously at high speed with considerable shear for an extended length of time would yield a thin, string-like fibrous textured dough mass in which other materials could be incorporated. This product was also canned and cooked to produce a solid textured loaf-type product which served as a vegetarian entree, or was diced or ground for use in home recipes.

“Similar products are being manufactured today and wheat protein or wheat gluten is still an important basic raw material for its contribution to texture. The Worthington division of Miles Laboratories presently has a number of products based almost exclusively on wheat gluten which are peculiar, yet significantly textured protein products. Miles Laboratories also is becoming basic in the production of vital wheat gluten for utilization by industries throughout the world.”

“Worthington Soyamel was the first soymilk-type beverage to be based on or formulated primarily from soy protein isolate.” Also discusses spun soy protein fibers. Address: Worthington Foods, Worthington, Ohio.

849. Longacre, Doris Janzen. 1976. More-with-less cookbook. Scottsdale, Pennsylvania: Herald Press. 328 p. April. Illust. Index. 22 cm. Introduction by Mary Emma Showalter Eby. Spiral bound. [30\* footnotes]

• **Summary:** Commissioned by the Mennonite Central Committee. On the cover: “Suggestions by Mennonites on how to eat better and consume less of the world’s limited resources.” However, this is not a vegetarian cookbook. Contents: Introduction. Part I: More with less. 1. Less with more: World shortages, North America: Five times as much, overspending money, overeating calories, overeating protein, overeating sugar, overcomplicating our lives. 2. Change—An act of faith: Does it really help anyone if I cut back?, it seemed inadequate, we liked it better the second time. 3. Building a simpler diet: The protein question, what is complete protein?, amino acid teamwork, no-meat, low-



meat, and which meat, increasing protein content in foods.

II. Sharing the recipes. Soy-related recipes (all use whole soybeans unless otherwise stated): Nameless soybeans (p. 47). Soybean granola (with roasted soybeans, p. 91). Section of soybean recipes (p. 96-98, 109-15): Savory baked soybeans. Soybean loaf. Soybean hamburger casserole (with ground beef). Soybean casserole. Fresh soybean-cheese casserole (with “fresh green soybeans”). Soybean pie. Refried soybeans. Soybean soufflé. Sweet and sour soybeans. Marinated soybeans. Soybean sandwich spread. Basic soybean spread or dip. Soybean curd sauté (with bean curd [tofu]). Gather up the fragments. Soy, cheese and meat loaf (with “vegetable-protein meat extender, p. 166). Basic burger mix (p. 166). Quick soybean soup (p. 211). Soybean salad (p. 259). Roasted soybeans (3 recipes, p. 305).

Soy is also mentioned elsewhere: Soybeans contain complete protein (p. 28). Protein complementarity: In Indonesia fermented soybean cakes go with a rice meal. Chinese and Japanese use bean curd [tofu] and bean sprouts with rice (p. 29) Use soybeans or soy flour to increase protein content of foods (p. 31). Table showing protein and calorie content of some common foods (low fat soy flour, dry soybeans, immature cooked soybeans, mature cooked soybeans, p. 34). Table showing comparative costs of protein sources (dry soybeans {the least expensive of all!}, textured vegetable protein meat extender, soybean breakfast sausage, soy flour, p. 37). Soybeans and soy flour (p. 45). Cook large amounts of soybeans and freeze them to save time (p. 48). Soybeans contain fewer calories per gram of protein than common white beans (p. 49). When making granola, add soy flour, soy grits, roasted soybeans, or soaked soybeans (p. 88). Address: Akron, Pennsylvania.

850. Frouin, A. 1976. Usage des protéines végétales en charcuterie en France [Use of vegetable proteins in pork-butcher's shops in France]. *Revue Francaise des Corps Gras* 23(5):271-74, 285-86. May. [2 ref. Fre; eng; ger]

• **Summary:** Proceedings of a conference during the Days of Information I.T.E.R.G., Paris, held in May 1975, on the flours and proteins of oilseeds and legumes in human nutrition. There are many promising applications for soy proteins with meats and dairy products. Address: Societe Olida et Caby associes, Service des Recherches appliquees, 92300 Levallois-Perret.

851. Huang, Su-hei (Miss). ed. 1976. Chinese cuisine: Wei-Chuan cooking book. Taipei, Taiwan: Wei-Chuan Publishing Co. 221 p. May. Illust. Index (at front). 27 cm. [Chi; Eng]

• **Summary:** This attractive book of Chinese cooking from the Wei-Chuan Cooking School is a bilingual Chinese / English edition. On each page is one recipe and a 1/3-page color photo of the prepared dish. The title of the recipe is written in Chinese in large bold characters and is also given (to the right) in smaller bold letters in English. Above the

number of servings is the province or region of China from which the recipe comes (e.g., Szechuan, Cantonese, Peking, Hunan, etc.) Most of the recipes call for ¼ to ½ teaspoon of MSG; many call for soy sauce.

The introduction (p. 2-17) contains: (1) Seasonings for Chinese cooking, incl. soy sauce. (2) Instruments [utensils] for Chinese cooking. (3) Culinary idioms (basic techniques, such as cleaning, cutting, heating the pan, stir frying, etc.). (4) Arrangement of seating order at feast. (5) Arrangement of the dinner sets at a feast. (6) Arrangement of food and menu. (7) Basic principles of arranging the menu. (8) Sample menus for banquets or ordinary meals. (9) Commonly used vegetables (2-page color photo, incl. “9. yellow soybean sprouts”).

(10) Commonly used dry materials and canned foods (2-page color photo, incl. “6. fried gluten balls { ‘mien jin pau’ }.” 13. pickled plums (‘umeboshi’). 18. agar-agar. 33. nori (purple laver sheet). 35. bean curd skin [yuba, tofu p’i]. 36. bean curd roll. 37. Pressed bean curd cake [doughgan]. 39. kau fu. 40. bean curd wrapper (bai yeh; pressed tofu sheets). 41. vegetarian gluten roll (mien jin). 42. dried bean curd noodles [kan-ssu]. 43. Fermented black beans [fermented black soybeans]. 44. bean curd stick [dried yuba stick] (‘fu dzu’). 47. Soy sauce. These two pages also show Wei-Chuan Foods Corp. is a manufacturer of many Chinese-style foods.

(11) Description of some other special ingredients. “1. Hot bean paste (pronounced ‘la jiao jiang’). A thick spicy paste made from ground hot red peppers and soy beans.” “2. Sweet bean paste (‘t’ien mien jiang’). Made ‘from ground, fermented steamed bread and spices’ [soy is not mentioned]. “3. Soy bean paste (‘do ban jiang’). A thick black paste similar in taste to sweet bean paste, but made from fermented soybeans.” “8. Fermented black beans: Small black [soy] beans which have been marinated in soy sauce and salt and are used to flavor steamed fish and meat or in stir-fried dishes.” “10. Pickled bean curd or Chinese cheese [fermented tofu] (‘do fu ru’). Bean curd cubes which are first dried and then mixed with wine, spices and salt and allowed to ferment. It is used to season braised pork and duckling.” “21. You tiau. A deep-fried crispy Chinese cruller...” \* “Kau fu: A spongy type of vegetarian ingredient made from wheat gluten” (see p. 151). “Fried gluten ball (‘mien jin pau’): A type of light, round, deep-fried ball made from wheat gluten and water.” “Su tsang: A type of long thin roll made of wheat gluten and water.”

Interesting soy related recipes: Bean curd noodle and celery salad (with “4 oz. bean curd noodles,” Szechuan, p. 23). Steamed spareribs with fermented black beans (with “3 T. [tablespoons] fermented black beans,” garlic, ginger root, rice wine, and soy sauce, Cantonese, p. 60). Steamed pork in preserved bean sauce (with “2 squares fermented bean curd” (‘do fu ru’), Cantonese, p. 74). Steamed carp with fermented black beans, Hunan, p. 88. Braised carp with hot bean paste

(with “1½ T. [tablespoons] hot bean paste” (‘la do ban jiang’), Szechuan, p. 100). Stir-fried oysters with fermented black beans (Taiwanese, p. 132).

One section of the book titled “Bean curd & eggs” (p. 140-49) contains various tofu and yuba recipes, including: Ma-Po’s bean curd (Szechuan, p. 140). Vegetarian chicken loaves (with “16 sheets bean curd skin” [yuba], Shanghai, p. 147). Eggplant rolls with chopped pork (with “1 sheet bean curd skin, Taiwanese, p. 148). Stuffed bean curd rolls (with “8 bean curd sheets (*bai ye*), Shanghai, p. 149). Bean curd is counted in squares. Address: Taiwan.

852. Rodale, Robert. 1976. Looking for Chinese health secrets. *Prevention (Emmaus, Pennsylvania)*. May. p. 23-30. • **Summary:** Three years ago Mr. Rodale had the good fortune to be able to travel throughout China for 27 days, “As I sat on the Northwest Orient plane, eating an airline meal of chicken, potatoes, bread and a salad, I thought how I would rather be eating some rice, bean sprouts and perhaps some tofu, or bean curd... Recently we learned the Chinese lesson that sprouted seeds are much more nutritious than dry, dormant seeds. Protein and vitamin values are improved dramatically by sprouting, and minerals in the seeds are absorbed much more easily. I think there is tremendous potential in the U.S. for wide use of sprouts as food...”

“Bean curd is another great Oriental food that is making friends here rapidly. It is a creamy, mild-tasting kind of ‘cheese’ made from soybeans—inexpensive and rich in protein. Most people here call it tofu, which is the Japanese name for bean curd. The Chinese call it dofu. No matter what you call it, bean curd is a much better soybean food than the fake meats and meat fillers made from spun soybean fibers that are being sold to American consumers now. They are hoked up with additives to give the resulting food color and flavor, and are far more expensive per ounce of protein than bean curd. The white color and mild flavor of tofu are part of its appeal, so why load yourself up with harmful additives just to make believe that soybeans are really bacon?”

A photo (p. 29) shows six large, square flats of pressed tofu stacked atop one another, separated by boards. The caption reads: “Bean curd, Taiwan style, is not sold in fancy packages. But it’s clean, fresh, low in cost, and full of excellent protein.”

In Taiwan, Dr. Doris C.N. Chang (photo, p. 27) is an American-trained scientist looking for better ways to sprout soybeans and mung beans. Ton Yen Street in Taipei, known as “the street of sprouts,” is where soybeans and mung beans are grown in large crockery sprouting urns and watered every 5 hours. A secret “hormone accelerator” may be added to the water bath to make the sprouts grow faster, and have them end up fatter with shorter roots. Doris Chang thinks it’s an auxin-like material, probably a common weed killer like 2,4-D or 2,4,5-T; those herbicides kill plants by making them grow too fast in a short time. In Taiwan Mr. Rodale also

visited AVRDC in Tainan; they were growing amaranth and sweet potatoes.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “fake meats” (or “fake meat”). Address: Emmaus, Pennsylvania.

853. **Product Name:** The “Billy Biggins,” and the “Weymouth Whitney” (Wheatmeat Sandwiches).

**Manufacturer’s Name:** Wheatmeat Co. Renamed Vegetable Protein Co. later in 1976.

**Manufacturer’s Address:** Waltham, Massachusetts.

**Date of Introduction:** 1976 May.

**Ingredients:** Incl. pita bread, seitan, vegetables.

**Wt/Vol., Packaging, Price:** Saran-wrapped.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Johnny Weissman. 1992. March 31. After introducing larger Wheatmeat sandwiches, John introduced a new line of smaller seitan sandwiches, in hamburger-sized pita pockets. They were named after people he knew.

Letter from John Weissman. 1992. June 25. In the spring of 1976 John moved the kitchen to a location behind a bar in Waltham, Massachusetts. With friend Robert Allen, they introduced a new line of smaller seitan sandwiches, in hamburger-sized pita pockets. They were named after people he knew, like the “Billy Biggins,” a Wheatmeat sandwich with grated carrots and tahini sauce, etc. Billy Biggins owned the bar. Then they rented space in a basement “mall” in Central Square, Cambridge, to begin a restaurant featuring Wheatmeat, Tan Pops and waffles. The developers ran away after somehow failing. John named another pee-wee sandwich the “Weymouth Whitney,” after the construction manager. It contained Wheatmeat, sauerkraut, caraway seeds, and Russian dressing made with Hain eggless mayo. These little sandwiches didn’t sell very well.

854. Clayton, Hugh. 1976. Acquiring a taste for meals without meat. *Times (London)*. June 11. p. 8, cols. 4-5.

• **Summary:** The article, written in a negative tone throughout, begins: “If some farmers and butchers had their way, meat-like groceries made from soya beans would be banned from shops and the catering market. They condemn such products as undesirable and possibly unsafe substitutes foisted upon the public by unscrupulous food companies that make them masquerade as meat.”

“Soya flour and other derivatives” have long been used in meat products, “but products based on soya and containing little or no meat are new to shops in this country. Here is a guide to some of them:

Name, description, use, price and packaging is given for each. Crosse & Blackwell Mince Savour. Appleford’s Meatless Stew, Goulash and Curry. Cadbury’s Soya Choice. Danoxa Kesp Curry. Delicia Soya Beans in Tomato Sauce. Meat Extenders Coloured Mince and Coloured Flakes, from



A.E. Staley (Decatur, Illinois). Unflavored soya protein supplied by The British Arkady Co. of Old Trafford.

The article concludes: “The great obstacle is flavouring. A mouthful of soya protein flakes tastes very much as this page probably would.” So highly-flavoured sauces must be used. “The great advantage” is “that soya beans do not have to be slaughtered before we eat them.”

855. Becker, Kenneth W.; Tiernan, Eugene A. 1976. New technology in oilseed proteins. *J. of the American Oil Chemists' Society* 53(6):327-31. June. [46 ref]

• **Summary:** Contents: Abstract. Introduction. Single cell protein—an alternative. Leaf protein concentrate—second alternative. Algae (incl. *Chlorella*)—third alternative. Improvements in known technology. Emerging oilseed technologies. Development of alcohol and solvent wash processes (NRRL, including an excellent chronology). Oilseeds cleaning and dehulling. Texturized vegetable proteins (Wenger UniTex, British patent specification 1,325,110). Steam texturization (General Mills' process). New rapeseed technology. Small portrait photos show K.W. Becker and E.A. Tiernan.

Tables show: (1) Alfalfa LPC advantages. (2) A chronology of the development of alcohol and solvent extraction and wash of soy proteins in the U.S. (1940s to 1975; each entry has the source cited). (3) Hydrated extrudates -characteristics, British Patent No. 1,325,110. (4) Products characteristics of steam texturization. (5) Typical analysis of rapeseed protein concentrate (from *Brassica napus*, winter type).

Figures show: (1-2) Flowcharts of two processes for making alfalfa LPC. (3) Flow diagram of steam texturization process (General Mills). Address: Arthur G. McKee & Co., 10 South Riverside Plaza, Chicago, Illinois 60606.

856. *Vegetarian World* (Los Angeles). 1976. Tofu: Prime hope for a starving world. No. 6. p. 7. June.

• **Summary:** Discusses the work of Bill Shurtleff and Akiko Aoyagi with tofu. Photos show: (1) The two holding a block of homemade tofu on a plate. (2) A hungry child. Gives four “quick and easy recipes for delicious tofu dishes:” Crumbly scrambled tofu, Tofu mayonnaise dressing, Grilled tofu steak, and Tofu ice cream. “In *The Book of Tofu* by Bill Shurtleff and Akiko Aoyagi, the authors assert that the exotic cakes of soybean curd, found primarily in health food stores in the U.S., are about to revolutionize world-wide eating habits.” Address: Lafayette, California.

857. *New York Times*. 1976. From column A to column Z (Advertorial). July 4. p. ADS12.

• **Summary:** This is a full page advertorial describing and promoting China's different regional cuisines, including Taiwanese cuisine. We are not told which organization is paying for the ad. Could it be the government of Taiwan?

“For Chinese cuisine—which is unmatched by any other—is a brilliant blend of contrasting tastes and textures. But then, it's the product of several thousand years of genius.” “As all aficionados of Chinese food know, Taipei [capital of Taiwan] is a gourmet's paradise.” The island republic of Taiwan is a “vital center of vegetarian cuisine.” Most customers at these meatless restaurants are Buddhists, who are vegetarians for religious reasons. Over the past 2,000 years, Buddhists have developed a host of totally vegetarian [vegan] dishes that simulate their Chinese counterparts based on meat, fowl, or fish. For example, monks long ago developed a snack that “tastes surprisingly like ham by blending dry-roasted peanuts with tofu, or bean curds, that had been sauteed in soy sauce.”

“In vegetarian restaurants, the menu features such dishes as ‘roast duck’ or ‘pork balls’ or ‘fried fish.’ But in fact the ingredients are such non-meat products as soy bean curds, mushrooms, seaweed, water chestnuts, and wheat gluten. Yet so artfully are they prepared and sauced that most non-vegetarians, unless they are forewarned, believe they are savoring meat dishes.” Address: Food editor.

858. Bates, Cynthia. 1976. Tempe (Leaflet). Summertown, Tennessee: The Farm. 4 panels each side. Each panel: 22 x 14 cm. Undated.

• **Summary:** Printed with blue ink on white paper. Describes how to make 5 pounds of tempe. Describes the differences between good and bad tempe. Gives four recipes: Indonesian fried tempe. Tempe burger. German tempe sandwich. Albert's tempe topping.

Photos show (1) Close-up of tempe cake. (2) Cross section of tempe cake. Two parts of this cross-section are circled and described: “Not done yet. Mold around beans too sparse.” “Well done. Heavy mold around each bean.”

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Tempe burger” or “Tempeh burger” or a tempeh burger recipe. This leaflet was distributed with tempeh starter and “Fermentation Funnies” (cartoons designed to help introduce tempeh). The leaflet was revised as “Tempeh” in 1977, for distribution with Farm Foods' commercial tempeh. Address: Summertown, Tennessee.

859. Litman, Ira; Pava, Barry. 1976. Problems related to flavoring vegetable protein analogs. *Cereal Foods World* 21(7):308-10. July. [7 ref]

• **Summary:** In Nov. 1974, at the World Food Conference in Rome, representatives of 130 nations met to analyze and to find solutions to the world's food problems. “The conference closed with a Declaration on the Eradication of Hunger and Malnutrition: ‘Every man, woman and child has an inalienable right to be free from hunger and malnutrition...’” Address: Flavor & Fragrance Dep., Stephan Chemical Co., Northbrook, Illinois.

860. Bates, Cynthia; Lyon, Alexander; Sorenson, S.; Keller, B.; Jenkins, Suzy. 1976. Beatnik tempeh making. Summertown, Tennessee: The Farm. 20 p. Undated. 28 cm. Mimeograph. [8 ref]

• **Summary:** Contents: Abstract. Introduction. Methods of preparing inoculum: Pure culture propagated on rice (in California and Kentucky), dry inoculum (Tennessee), inoculum grown on sweet potatoes (Tennessee), serial transfer (Tennessee).

Methods for making tempeh: Making tempeh at home (5 lb.; soaking the beans, splitting the beans, second boiling, cooling the beans, inoculation, incubation), making tempeh for a large family group (about 4 kg [8.8 lb] per day), community scale production (25 kg [55 lb], Tennessee), commercial production in California (10 kg. [22 lb] per day). soy pulp [okara] tempeh. Quality control. A table compares “good tempeh” with “bad tempeh” in terms of texture, color, odor, uniformity, and taste. Tempeh is a great favorite on the Farm and easily digested.

Recipes for tempeh: Indonesian fried tempeh. Tempeh burger. German tempeh sandwich. Albert’s tempeh topping. The great potential of tempeh. Expanding our tempeh operation (on the Tennessee Farm). Some facts about tempeh and food. References. Acknowledgement.

“Introduction: The Farm is a non-denominational religious community of 1,100 men, women and children living in southern Tennessee. We also have a dozen smaller communities living in other parts of the U.S., also in Canada, Europe and Guatemala. We are complete vegetarians: we eat no meat, eggs or dairy products because we found out that, on the average in the U.S., it takes eight pounds of feed protein to produce one pound of meat protein. We believe that by being vegetarians we can utilize our planet’s resources more efficiently, and this make more food available for our hungry world.

“Over the last five and one-half years that we’ve been together, we’ve developed a tasty, nutritious diet of beans and grains that centers around soybeans as a protein source. We have a soy dairy that produces 120 gallons of soy milk fresh each day to supply our community. The Soy Dairy also makes soy yogurt, soy cheese [tofu] and Ice Bean (soy milk ice cream) from the soy milk. We love the good tasting, versatile, high protein soybean and one of our favorite ways of eating it is the fermented product, tempeh. At present our communities are making tempeh in Tennessee, California [San Rafael], Colorado, Kentucky, New York, and Louisiana [Houma].”

“We plan to increase tempeh production on the Tennessee Farm to 135 kg. daily for the community, and to introduce it to neighboring towns.” “Our Colorado Farm makes solar dehydrated tempeh chips for soup mix, and this operation could be expanded or duplicated.”

“Acknowledgement: We would like to thank Don

Wilson for the information on the California Farm method of making tempeh and inoculum.” Thanks also to Diane Darling, “the Farm Tempeh Crew, and friends who’ve helped: Debra Heavens, Valerie Epstein, Paul Meltzer, Maureen Hale, Deborah Stevenson, Laurie Sythe, David Handel, JoAnn Else, Paula Denton, and Corey Ford.

Later summarized as “Utilization of Tempeh in North America” in K.H. Steinkraus, ed. 1983. *Handbook of Indigenous Fermented Foods*. New York: Marcel Dekker. p. 48-50. Address: The Farm, Summertown, Tennessee.

861. Farm Food Company. 1976. August. New soyfoods restaurant or deli. 820 B. St., San Rafael, CA 94901.

• **Summary:** Shurtleff & Aoyagi. 1976. Sept. Tofu & Miso America Tour Itinerary. Contact: Kathleen Sandler.

Questionnaire filled out by Robert & Constance Dolgin. 1980. Jan. The Farm Food Co. in San Rafael opened its deli in about Aug. 1976, and the same month started making tempeh, tofu and soymilk. Shurtleff & Aoyagi visited in Sept. 1976. A list is given of dishes containing soyfoods served at the deli during its first year in business: Fried tofu sandwiches, tofu salads [like eggless egg salads], tofu salad dressings, and tofu cheesecake; tempeh burger, deep-fried tempeh cutlet, tempeh with creamy tofu topping, and Indonesian delight (tempeh strips with peanut butter and miso sauce over rice); soymilk ice cream, soymilk shakes, soy yogurt, soymilk mayonnaise, and soy whipped creme; soybean stroganoff and burritos; TVP chili; and Vege-Links (canned Loma Linda meatless hot dogs). Also for sale at the food store were packaged tofu, soymilk, tempeh, soy mayo, and Ice Bean [soy ice cream], all made in the same building.

Shurtleff & Aoyagi. 1982. Report on Soyfoods Delis, Cafes & Restaurants. p. 3.

Laurie Sythe Praskin. 1985. “The Farm soy history: An overview.” States (p. 3) that it was named “Farm Foods Cafe.”

Note 1. This is America’s first “soy deli,” offering a host of highly creative and delicious recipes, served at a counter or tables.

Note 2. At this deli was developed and made the world’s first “Tofu Salad,” which would soon (made by various companies, including Farm Foods in San Francisco) become one of America’s first popular tofu products, widely called “Eggless Egg Salad” (1977), “Tofu No-Egg Salad” (1978), and “Missing Egg Salad” (1978). Address: San Rafael, California. Phone: 415-454-3797.

862. *Family Health*. 1976. Is there a TVP in your future? 8(9):52. Sept.

• **Summary:** Contains 9 recipes using textured vegetable proteins, which you can find in local supermarkets and health food stores. The ingredients include: Sausage-like breakfast links. Bacon-like breakfast strips. Ham-like breakfast slices. Refrigerated cholesterol-free egg substitute. Sausage-like



breakfast patties. Vegetable protein patties. Vegetable protein links.

863. Mayer, Jean. 1976. TVP: Can you tell the meat substitutes from the 'real' thing? (Only chickens, pigs and cows know for sure)! *Family Health* 8(9):40-41, 69. Sept. • **Summary:** Discusses TVP and soy-based meat analogues, their history, how they are made, and reasons for eating them. These foods are an outgrowth of the "extenders" added to ground beef after the 1973 rise in meat prices. "Today, the canned and frozen-foods sections in many large supermarkets sport long rows of soy-based meat analogs (definition: something similar in function to, but differing in structure from, something else)—diced 'ham,' sliced 'bacon,' or 'chicken' or 'sausage' patties, 'cheese' bits, chili-con-TVP, and dried stuffing-like mixtures that can be shaped into 'meat' loaves or 'hamburgers' or used as extenders." The future for TVP looks bright. Some experts predict growth of 25-50% a year, "and its estimated that by 1985 extenders and analogues will comprise about 10 percent of the total meat consumed in the United States!"

But such foods are not new. For centuries, Chinese and Japanese have processed soybeans and wheat into products resembling meat and cheese. "Similarly, prototypes of many of today's vegetable-protein foods were developed at the turn of the century by Dr. John Harvey Kellogg for his Seventh-Day Adventist patients—all vegetarians—at the Adventist sanitarium in Battle Creek, Michigan... Determined to provide his patients with a nutritious, balanced and tasty vegetarian diet, he produced 'coffee' made from cereals, decaffeinated coffee and peanut butter. His first meat analogues, which he called 'nutmeats,' combined nut butters with water in an emulsion. Then flours, starches, and cereals with different textures and flavors were added to the line. These mixtures were cooked and served as entrées or diced and added to salads. Kellogg made the analogues by extracting gluten, the main protein of wheat, washing away the starch, and mixing the gluten at high speed with nuts, grains and beans. The result: a fibrous, stringy dough that could be cooked as a loaf, diced, and canned for making vegetable bouillon or ground like hamburger." Dr. Kellogg's peanut butter and breakfast cereals soon became popular across America. But the "meat substitutes" were sold only to a small, specialized clientele. A photo shows various meat analogues served on plates. Address: Prof. of Nutrition at Harvard Univ. from 1950 to 1976, is the new president of Tufts Univ. [Medford, Massachusetts].

864. Shurtleff, William; Aoyagi, Akiko. 1976. Tofu & Miso America Tour: 29 Sept. 1976 to 3 Feb. 1977. Continued from Jan. 1977. [Itinerary with two maps]. Lafayette, California: New-Age Foods Study Center. Unpublished manuscript. • **Summary:** Continued: 1976 Dec. 21. Arrive at The Farm in Summertown, Tennessee. Meet Margaret Nofziger and

Stephen Gaskin. Stay until 2 Jan. 1977. We stayed most of the time at "Hoot Owl Hollow," a large community owner-built home with many families; our host was Edward Sierra. During the next few weeks we stayed in a parked mobile home (owned by the Sandler) in a lovely valley about 1 hour drive away. I worked on *The Book of Kudzu* final draft. Heavy confrontation with Farm folks—as I am about to start a program—about how they didn't like my way. Write a 4-page pamphlet titled "What is Tempeh?" jointly with Cynthia Bates. 1976 Dec. 31—This is our first year with significant income (\$27,390, mostly from Autumn Press royalties) but no profit. During 1976 thirty articles and book reviews about our work with tofu and miso were published in magazines and newspapers in the USA and Japan.

1977 Jan. 2—Our Tofu & Miso America Tour continues. Jan. 3—Stay in a suburban home with Lynn Delacruz in Meridan, Mississippi. Jan. 4—Program for Atlantis Distributors in New Orleans. That night we stay in a trailer home with John and Katherine Gabriel in Houma, Louisiana. They are from The Farm and make commercial tempeh in their trailer. Jan. 6—Jim Baker (Dallas, Texas). After the program I meet Dr. Ralph Sand who is studying tofu and soy cheeses at Anderson Clayton. We also visit with my cousin, Bob Shurtleff, near Dallas. Jan. 7—Jane Binante in Denton, Texas. Jan. 9—Jim Hemminger of Gregg St. Tofu Co. (started by Thom Leonard) in Fayetteville, Arkansas. His partner is Mary Weingartner. We sleep on the floor of a small house in Fayetteville and the next morning see Jim make tofu in a bathtub. Jan. 10—East Wind in Tecumseh, Missouri. Jan. 12—Stay with Robert Nissenbaum (a fine, humble fellow) in St. Louis, Missouri. I finish typewritten manuscript of "What is Tempeh?" Jan. 13—Program at a restaurant, The Sunshine Inn (St. Louis). Sponsored by The Ethical Society. Stephen Uprichard, Dale Deraps, and Robert Nissenbaum are there.

Jan. 15—Meet David and Danette Briscoe (Kansas City, Missouri; they soon start publishing *Soycraft*, a small periodical on soyfoods), dinner with Thom Leonard at his home in Lawrence, Kansas (we have miso soup with miso that Thom made, then do a big program sponsored by the Mercantile Community Co-op in downtown Lawrence at either the Lawrence Library or Community Center—in a big downstairs room. I tape the lecture. Unbeknownst to me, Ken Bader, CEO-to-be of the American Soybean Assoc., is in attendance). Jan. 16—Visit Bob Amelay of the Omaha Food Co-ops in Omaha, Nebraska. Jan. 17—Drive across Nebraska to Denver. Jan. 18-19—Dave Bolduc and Christie Shurtleff in Boulder, Colorado. The first night we do a big tofu program in the historic Boulder Theater. That afternoon we have an audience with the Karmapa—a high Tibetan spiritual leader, who has diabetes; we give him an inscribed hardcover copy of *The Book of Tofu*. Akiko recalls cooking tofu burgers for him. That evening in a large, packed hall, we witness his Holiness conduct the Black Crown Ceremony.

Jan. 20. Jimmy Carter is inaugurated as president. Jan.

24—Program for The Colorado Farm in Hotchkiss, Colorado—way out in the boondocks. Jan. 25—Stay with Andrea Chin in Taos, New Mexico. Visit Lama Foundation high above Taos in the snow (Steve Durkee, teacher). They have many small meditation cubicles around the hillside and have just finished a nice adobe meditation hall. Near Durango, Colorado, we visit Ed Tripp, who looks lonely, sad and desolate, farming a little patch of organically grown wheat and living alone in a bare shack on coffee and cigarettes.

Jan. 26. We stay somewhere in New Mexico. Jan. 27—Program at the First Unitarian Church in Albuquerque (79 p.m.) hosted by Michele E. Martin of Jemez Bodhi Mandala Zen Center, Jemez Springs, New Mexico. Sit meditation in their cold Rinzaï zendo then soak in the hot springs outside in the snow. Their teacher, Sasaki roshi, is not there. Jan. 28—Susan Berry in Silver City is supposed to host a program. We cannot find her house. At one point along in here we do a program in or near Utah in a remote church up on a little bluff. Dinner before at Frosty Hot Dog place. Jan. 29—Long drive across Arizona to San Diego. Jan. 30—Big program in San Diego for 350 people at the Ocean Beach Community School hosted by David and Barbara Salat, publishers of *Well Being* magazine. Afterwards we stayed overnight on their houseboat in San Diego Bay. Magical. Akiko had a bad cough and was very tired.

In Los Angeles we spend a day (in late January or early February 1977) with Lewis Headrick and Jimmy Silver visiting three small tempah shops: Bali Foods (in Baldwin Park, run by Mr. Henoch Khoe), Country Store Health Foods (in Sun Valley; Joan Harriman), and Toko Baru (in West Covina; Randy Kohler). One evening we had dinner with Mr. Yamauchi and perhaps Al Jacobson. I gave a presentation on tofu. Afterwards, in the parking lot, Mr. Yamauchi gave me an envelope containing several hundred dollars in bills—his way of saying thank you for the work we were doing on behalf of tofu.

Feb. 1. Drive to northern California, then have dinner at the home of Herman and Cornelia Aihara (Oroville, CA). Feb. 2. Last program of the tour for Harold Lockhard of the Sacramento Natural Foods Co-op (Sacramento, California; Program is in a modern college building).

On 3 Feb. 1977 arrive home in Lafayette, California.

On this 4-month tour the Shurtleffs, trying to do for soyfoods what Johnny Appleseed did for apples, presented 70 public programs attended by about 3,646 people, did many media interviews and appearances, and travelled 15,000 miles. They had a gross income of \$18,020 from honoraria and sales of their books (*Book of Tofu*, *Book of Miso*), tofu kits, pamphlets, and nigari. Total trip expenses were about \$5,361 plus about \$7,200 for books from the publisher, leaving a net income of about \$5,459. It was a huge, challenging, and exhausting Odyssey that bore abundant fruit in the founding of a new tofu shop almost everywhere they spoke.

1977 Feb. 9—Meeting in Lafayette (790 Los Palos Dr.) with Robert Dolgin and David Sandler (from the Farm and Farm Foods in San Rafael) and Larry Needleman leads to the establishment of Bean Machines, Inc. (BMI). The Farm places a firm order for a Japan tofu system.

1977 Feb. 12—Bill and Akiko leave America and fly to Japan. Air fare paid by Hydrometals. Address: 790 Los Palos Manor, Lafayette, California 94549. Phone: 283-3161.

865. Worthington Foods, Inc. Div. of Miles Laboratories, Inc. 1976. Why textured vegetable protein? The real facts about meat substitutes and how they contribute to balanced nutrition (Ad and booklet). *Mother Earth News* No. 41. Sept. p. 45. Also in No. 42. Nov. p. 57.

• **Summary:** Shows peanuts in the shell, soybeans, and ears of wheat on a plank of wood. “Vegetable protein foods are made primarily from soybeans, wheat and peanuts... Worthington products average more than 16.5% of the U.S. Recommended Daily Allowance for protein in each serving... There are no animal derivatives of any type, no preservatives and no cholesterol. Ingredients are primarily from natural sources. Vegetable protein foods help make the transition to a non-meat diet quick and easy... Most Worthington products contain important minerals and vitamins (like B-12) that are sometimes lacking in vegetarian diets.”

The booklet lists Worthington product names: 3 are dry, 18 are canned, and 25 are frozen. Address: Worthington, Ohio 43085.

866. Robertson, Laurel; Flinders, Carol; Godfrey, Bronwen. 1976. Laurel’s kitchen: A handbook for vegetarian cookery and nutrition. Nilgiri Press, Box 477, Petaluma, CA 94952. 508 p. Oct. Foreword by George M. Briggs, Prof. of Nutrition, Univ. of California, Berkeley. Illust. Index. 24 x 20 cm. Bantam Books pocketbook ed. Dec. 1978. 641 pages. [45 ref]

• **Summary:** One of the best, most original, and most influential books of lacto-ovo vegetarian recipes and nutritional information published during the 1970s. Handsomely illustrated with woodcuts by Laurel, this classic is divided into three parts: Part I, “Giving the Gift of Life (p. 10-62), is by Carol Flinders, a superb writer who majored in creative writing at Stanford University. It begins with her preface and a dedication that reads: “This book is dedicated to the glossy black calf on his way to the slaughterhouse many years ago, whose eyes met those of someone who could understand their appeal and inspire us, and thousands of others like us, to give the gift of life.” The first section describes how one woman, Laurel, made the transition from Sloppy Joes to vegetarian culinary and nutritional mastery. The second section, “The Keeper of the Keys, talks about alternate and traditional roles for women in the home and society.

Part II is recipes and menus (p. 65-297). Pages 66-69



introduce “The Four Food Groups”: 1. Grains, legumes, nuts, & seeds. 2. Vegetables. 3. Fruit. 4. Milk & eggs. The “Four Food Groups for the Vegan” (p. 320-24) are grains-nuts-seeds, legumes, vegetables, and fruit.

Part III, “Nutrition for a Meatless Diet” (p. 298-486) is one of the best sources available on vegetarian nutrition. Of special value are the extensive tables on nutrient composition of foods, which include vitamins and minerals; they are up to date and well documented. A 22-page index adds to the books usefulness.

Soybeans and soy products are praised as an excellent source of low-cost high quality protein (p. 69). Pages 82-83 give details on soy flour (full-fat) and soy powder.

Soy-related recipes include: High protein bread (with soy flour, p. 91). Pumpnickel (with soy meal, p. 92). Soy bread (with cooked whole soybeans or soy grits, p. 92-93). Pine nut pinwheels (with Soy Spread, p. 97). Breakfast beans (p. 122). Better-Butter (p. 123, a blend of 1 cup each vegetable oil and butter plus 2 tablespoons each water and dried skim milk, ¼ teaspoon lecithin, and ½ teaspoon salt). Soy milk (basic information and how to make at home using the Cornell method, p. 134-36). Sandwich ideas (incl. Soy burgers, Tofu patty, Soy Pâté, p. 138). Soy spread (p. 140). Tofu-peanut butter spread (p. 141). Minestrone (p. 166). Creamy green soup (p. 170). Stuffed peppers (with soy grits, p. 202). Chinese vegetables & tofu (p. 217). Soybean stock (p. 224). Soy stock gravy (p. 229). Zucchini oat-flake loaf (with soy meal, p. 243). Vegetable bean noodle bake (with soybeans, p. 245). Beans (with “1 cup cooked soy pulp, or coarsely chopped soybeans,” p. 257-60). Savory dinner loaf (with soy grits, p. 265). Soy burgers (p. 266). Neat balls (with Soy spread, p. 266). Tofu patties (p. 267).

Pages 299-486 are about nutrition for a meatless diet. Information on soy is given on pages 307, 322-24, 381 (“Soybean protein is a complete protein; its amino acid pattern conforms closely to that of milk.”), 460 and 463-64 (tables of nutritional composition).

Note: The authors use the term “soy pulp” to refer to soybeans that have been cooked and ground, and the term “insoluble residue” (p. 136) to refer to okara. Address: California.

867. United Press International (UPI). 1976. Tofuburgers in dining halls (News release). Washington, DC. 1 p. Syndicated in newspapers nationwide, Nov. and Dec. 1976. • **Summary:** Orono, Maine (UPI)—At the University of Maine at Orono, in the dining hall, students “will soon be able to munch on tofuburgers.”

A tofuburger is made of soybean curd (low in cost and a good source of protein) fried with onions, carrots and sunflower seeds.

Ann S. Johnson, assistant manager of dining halls at the university, thinks their great as part of an attempt “to wean students at the university away from junk foods and empty

calories.”

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term “tofuburgers” (or “tofuburger”).

Note 2. This news release was occasioned by a lecture and cooking demonstration given on Nov. 7 by William Shurtleff and Akiko Aoyagi at the University of Maine, Orono—as part of their Tofu and Miso America Tour.

868. *Feedstuffs*. 1976. Central Soya, General Mills sign soy pact. 48(147):1, 59. Nov. 15.

• **Summary:** General Mills has signed a long-term leasing and licensing agreement with Central Soya giving the latter company exclusive rights to use General Mills’ patented soy protein technology, but only to produce protein products for institutional food service and food processing markets. The agreement includes equipment and technology for steam texturizing vegetable proteins and transfers to Central Soya exclusive rights to the Bontrae trademark. Central Soya plans to install the steam-texturing equipment at its soy protein plant in Gibson City, Illinois.

General Mills retains the rights to make its lines of Bac-Os and Bac-O-Bits.

869. United Press International (UPI). 1976. Tofu-burger no junk food. *Bangor Daily News (Maine)*. Nov. 18. p. 1-2.

• **Summary:** Students will soon be able to munch on tofuburgers in the University of Maine at Orono school dining hall. Anne S. Johnson, assistant manager of dining halls, said the new tofu-burger is part of an attempt “to wean students at the university away from junk foods and empty calories.”

“Mrs. Johnson was introduced to the new vegetarian fare through a food book written by Bill Shurtleff and Akiko Aoyagi. She hopes to have the item on the dinner menu by early next month.” “About 150 of the university’s dormitory students line up nightly to consume vegetarian fare at the Wells Common Dining Hall... The cost of preparing the vegetarian meal is no greater than for the regular one.”

A photo shows Barbara Hill, a student at the University of Maine, as she is about to take her first bite of a Tofu-Burger, a Japanese inspiration that contains no meat.

Note 1. This is Maine’s largest daily newspaper. Many other newspaper articles were generated by this UPI story. Three (from unknown newspapers) are titled: “Tofuburgers in dining hall.” “Shamburger deluxe.” “Maine tofuburgers.”

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term “tofu-burger” (or “tofu-burgers”).

870. Wenger Manufacturing. 1976. Wenger X-25 Uni-Tex meat analog process (Ad). *Soybean Digest*. Nov. p. 20k.

• **Summary:** A photo shows the extruder arrangement for the manufacturing of Uni-Tex, Wenger’s new economical meat analog made by extruding defatted soy or peanut

flours, concentrates, or grits. The capacity of the X-25 is 500 pounds per hour of finished product. “Uni-Text is not a meat extender, but is instead, a dense, untwisted, uniformly layered, vegetable protein base replacer of meat. It can be readily flavored, colored, and given a texture like that of ham, beef, chicken or sea foods.” Address: Plant and general offices—Sabetha, Kansas 66534. Industrial sales—Kansas city, Missouri 64112.

871. Maglaty, Jeanne. 1976. Use as answer to nutritional needs. Couple praises soybean uses. *Hartford Courant (Connecticut)*. Dec. 1. [2 ref]

• **Summary:** William Shurtleff and Akiko Aoyagi, authors of *The Book of Tofu* and *The Book of Miso*, on a national speaking tour, visited Hartford. “‘We’re trying to do for soybeans what Johnny Appleseed did for apples,’ said William Shurtleff of Lafayette, California.” A photo by Michael McAndrews shows the two; Shurtleff is speaking into a microphone and holding a copy of *The Book of Tofu*. Aoyagi is holding a wooden tofu kit.

Recipes: Creamy tofu dressing with curry. Tofu, peanut butter and banana spread. Tofu burgers (deep-fried). Floating cloud miso dressing (“Tomatoes and (deep-fried) tofu make excellent accompaniments”). Peanut miso.

872. United Press International (UPI). 1976. Vegetarian burgers (Photo caption). *Cleveland Press (Ohio)*. Dec. 3. p. A11.

• **Summary:** A large photo shows a male chef cooking about 7 burgers on a grill; a woman is standing next to him. The caption reads: “Vegetarian burgers—Ron Goslin, chef at Wells Dining Hall on the University of Maine campus at Orono, prepares tofu-burgers, a soybean curd fried in onions, carrots and sunflower seeds, while student Paula Fallon of Westfield, Massachusetts, looks on. About 150 students line up each night for the vegetarian fare. Dietitians are hoping more students will be weaned away from junk foods with their empty calories by the low-cost Japanese protein food.”

Note: This news release was occasioned by a lecture and cooking demonstration given on Nov. 7 by William Shurtleff and Akiko Aoyagi at the University of Maine, Orono—as part of their Tofu and Miso America Tour.

873. *SoyaScan Notes*. 1976. Chronology of soybeans, soyfoods and natural foods in the United States 1976 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Feb. KQED-TV in San Francisco, California, airs a 30-minute special titled “Tofu.” It is an interview with William Shurtleff and recipe preparation by Akiko Aoyagi.

March. “The Joys of Soy” by Brenda Bortz, published in *Organic Gardening and Farming* magazine is the first major popular article on tempeh in America. In June, *Prevention* magazine runs a cover story on tempeh.

April. Soybeans: Brazil as a Competitive Force by J.M. Schultz and W.P. Mason submitted as a Harvard Business School MBA thesis. One of the best early in-depth analyses.

April. The second of the new wave of commercial Caucasian-run tofu shops is started by Peter and Judy Beane in Portland, Maine. There were at least 7 small commercial Caucasian-run tofu shops in America by the end of 1976.

May-June. *Mother Earth News* publishes the first of five long articles on soyfoods, each excerpted from *The Book of Tofu*.

June 2-5. First International Workshop on Low-Cost Extrusion Cookers held at Colorado State University, with 51 participants. Organized by Judson Harper and Richard Jansen, with funding from USAID through USDA. The 173-page proceedings, edited by Wilson and Stumpf, are published shortly thereafter. Cereal-soy blends are seen as having great promise for production in developing countries.

This year cereal-soy blends are first produced in Third World countries using low-cost extrusion cookers: Thripasha in Sri Lanka and Maisoy in Bolivia.

July 20. What is Tofu? pamphlet by Shurtleff and Aoyagi published by Westbrae Natural Foods in Berkeley.

Aug. 6. New-Age Foods Study Center established by Shurtleff and Aoyagi in Lafayette, California. The name was changed to The Soyfoods Center in Sept. 1980.

Aug. Larry Needleman of The Learning Tree in California introduces America’s second tofu kit, which soon becomes the best-seller nationwide.

Aug. Farm Food Company, a branch of The Farm in Tennessee, opens America’s first soy deli, in San Rafael, California. They serve tofu sandwiches, salads, salad dressings, and cheesecakes; tempeh burgers, deep-fried tempeh cutlets, tempeh with creamy tofu topping, and Indonesian delight (tempeh strips); soymilk ice cream, shakes, yogurt, mayonnaise, and whipped creme; soybean stroganoff and burritos; and TVP chili. They essentially launched the concept of second-generation soyfood products.

Sept. 23. *The Book of Miso*, by Shurtleff and Aoyagi published by Autumn Press.

Sept. 29. Shurtleff and Aoyagi begin “Tofu and Miso America Tour.” They do 70 public programs nationwide and travel 15,000 miles in their white Dodge van, continuing until 3 Feb. 1977. In the van they carry hundreds of copies of *The Book of Tofu* and *The Book of Miso* and many of Larry Needleman’s tofu kits, plus little bags of natural nigari, all of which they sell at their programs. They usually have meals and spend the night with the people who have sponsored and organized their program. They also visit numerous soyfoods producers and researchers, including The Farm in Tennessee from Dec. 21 to Jan. 2. After the tour, tofu shops started in most of the areas where they spoke.

Sept. Dr. Kenneth Bader becomes executive director of the American Soybean Association. With the help of increasing funding from checkoff programs, he ushers in an



era of growth, and increased activity and strength for ASA.

Oct. 13-15. Seminars on the use of soy protein for foods and meal for feeds are held in Moscow, sponsored jointly by the U.S. Foreign Agricultural Service, the American Soybean Assoc., and the Food Protein Council. More than 200 Soviet officials attended.

Oct. *The Joy of Soy*, by Sylvia E. Anderson self-published in New Jersey.

Nov. Island Spring starts making tofu in Vashon, Washington. Founded by Luke Lukoskie and Sylvia Nogaki.

Dec. The term “soyfoods” (spelled as one word) is coined by Benjamin Hills of Surata Soyfoods in Eugene, Oregon, for use in their company name. It is first used in a book (*Tofu & Soymilk Production*) by Shurtleff and Aoyagi in July 1979, and as a magazine title in July 1980.

Dec. Morinaga Milk Industry Co. in Japan is granted the world’s first patent on a method for manufacturing aseptically packaged tofu (in Tetra Brik cartons), U.S. Patent 4,000,326.

\* Kibun, in Japan, introduces East Asia’s first commercial fermented soymilk products, a line of acidophilus soymilk drinks brand-named Soena.

\* Beginning of the rise of the modern soymilk industry in Japan. This is the first year that a significant amount of soymilk was sold.

\* Kikkoman soy sauce passes La Choy to become America’s best selling brand of soy sauce. The three major soy sauce markets are consumer retail, restaurants and other institutions, and industrial (for food processors). La Choy may still be the leader in consumer retail; Kikkoman leads in restaurants.

\* Beef consumption in America peaks at 95.4 pounds per capita. It had risen rapidly from 38.6 lb/person in 1930. After 1976 it falls steadily, hitting 75 lb/person in 1985.

\* National Soybean Research Program established in Brazil, building upon the National Soybean Project (1972) and the National Soybean Research Center (1975).

874. Anderson, Sylvia E. 1976. *The joy of soy*. Pleasantville, New Jersey: New Life Press. 48 p. Dec. Illust. Index. 23 cm. Spiral bound. Rev. ed. 1977. Spiral bound.

• **Summary:** Contents: What is the joy of soy. Whole, dry soybeans (“My favorite way to cook whole, dry soybeans is to pressure cook them”). Soymilk. Tofu. Sweet tofu. TVP. Okara. This vegan cookbook was inspired by The Farm, a large spiritual community in Tennessee, where the author and her children lived for several years. “When I arrived on The Farm, I thought I didn’t like soybeans... Now I love soybeans and soymilk—not because my tastebuds have changed and I’ve acquired a new taste for them, but because I’ve learned new ways to cook soybeans so that they taste good to those same old tastebuds.

“The recipes in ‘The Joy of Soy’ have been developed through feedback from members of The New Life Co-op

(326 S. Main St., Pleasantville, New Jersey), where products made from them have been selling rapidly for the past nine months.”

Note: The author’s favorite recipes are: (1) Grandma’s chickenless soup with Kreplach (and tofu, p. 19). (2) “Cheezy” soybean d’lishes (p. 6). (4) Garden salad d’lishes (with tofu, p. 21). (5) Pizza d’lishes (with tofu, p. 23). (6) Tofu cookie bars (sweet, p. 26). (7) Tofu cinnamon rolls (sweet, p. 27). (8) Tofu-filled carob cupcakes (sweet, p. 28). (9) Okara soysage (p. 40). (10) Soysage d’lishes (with TVP, p. 37). (11) Okara spice cake (sweet, p. 45). (12) Dairyless macaroni and cheese (with tofu, p. 15). Address: Pleasantville, New Jersey.

875. Cedar Lake Foods. 1976. Wholesale price list. March 15. Box 116, Cedar Lake, MI 48812.

• **Summary:** The following products are listed: Chops, Vegeburger, Terkettes, Sloppy Joe, Soynut Loaf, Chili Burger, Chipetts, Tender Tips, Breakfast Links, and Hostess Cuts. Terkettes and Tender Tips (and perhaps some others) contain no soy. Address: Cedar Lake, Michigan. Phone: 517-427-5590.

876. **Product Name:** [GranoVita Soy Goulash in Tomato Sauce].

**Foreign Name:** GranoVita Soja-Goulasch in Tomaten Sauce.

**Manufacturer’s Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.

**Date of Introduction:** 1976.

**Ingredients:** Non-hydrogenated vegetable fats, soya protein, carrots, celery, tomatoes, wheat flour, natural spices. **Wt/Vol., Packaging, Price:** 425 gm can wholesales for DM 6.

**How Stored:** Shelf stable.

**New Product–Documentation:** Full-page ad for 8 granoVita soy products in the book by Manfred Heide. 1977. *Vegetarische Ernährung: 193 Rezeptvorschläge und Speisepläne für ein Vierteljahr* [Vegetarian nutrition and food: 193 recipe suggestions and meal plans for a quarter of a year]. Stuttgart, West Germany: Paracelsus Verlag.

DE-VAU-GE leaflets. 1980? *Rezepte aus der GranoVita Versuchskueche*. And *Neue Rezepte mit Soja-Goulasch*. Manufacturer’s catalog. 1981. May 1. DE-VAU-GE Sortiment-Preisliste. 4 p. Manufacturer’s catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products.

877. **Product Name:** [GranoVita Soya Ragout {Meatless}].

**Foreign Name:** GranoVita Soja-Ragout fin.

**Manufacturer's Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1976.

**Ingredients:** 1983: Water, Soya-zart, mushrooms, wheat flour, cream, vegetable margarine, onions, spices.

**Wt/Vol., Packaging, Price:** 400 gm can. Retail for DM 7.35.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 100 gm.: Protein 9 gm, fat 10 gm, usable carbohydrates 4 gm, calories 142. 1 BE (Broteinheit, or diabetic exchange) = 300 gm.

**New Product–Documentation:** Manufacturer's catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products.

Label sent by Anthony Marrese. 1990. Jan. 9 by 4 inches. Red, blue, and black letters on beige. A color photo on the front panel shows this dish served in an elegantly simple setting. "Contains no flesh. Alternative eating is meatless eating. It is modern and brings transformation and joy from new experiences in taste. Alternative eating is likewise healthful and nourishing. We recommend for your meatless menu, a fresh salad, and an after-meal walk. And so will your meatless days increase your well-being." Neufarm certification symbol. Ingredients (1990): Water, Soja-zart (piquant soya meat), onions, Feiner Soja-Aufschnitt Delikat, vegetable margarine, wheat flour, onions, powdered cream, spices, corn starch, seasonings. A 400 gm can retails for DM4.56.

878. **Product Name:** [GranoVita Soyameat Balls; Renamed Soya Balls by 1983].

**Foreign Name:** GranoVita Sojafleisch-Kloesschen (Renamed Soja-Kloesschen by 1983).

**Manufacturer's Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.

**Date of Introduction:** 1976.

**Ingredients:** Soya protein, water, corn germ oil, egg protein, bread crumbs, spices, sea salt, wheat protein, wheat flakes, yeast, onions, potato starch.

**Wt/Vol., Packaging, Price:** 350 gm can wholesales for DM 6.4.

**How Stored:** Shelf stable.

**New Product–Documentation:** Manufacturer's catalog. 1981. May 1. DE-VAU-GE Sortiment-Preisliste. 4 p. Manufacturer's catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products.

879. **Product Name:** Granose Soyapro Wieners. Later renamed Soya Wieners.

**Manufacturer's Name:** Granose Foods Ltd. (Distributor). Made in Denmark by Nutana.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1976.

**Ingredients:** 1980: Soya protein, vegetable oil, egg albumin, oats, salt, glucose syrup, vegetable stabilizer.

**Wt/Vol., Packaging, Price:** 385 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Manufacturer's catalog. 1980. April. "Soya sausages. Serve as frankfurters. Can be broiled, grilled or fried."

Form filled out and Labels sent by Granose Foods Ltd. 1990. June 13. States that the product, made in Denmark by Nutana, was introduced in 1976. It is now named Soya Wieners. Can Label. 1990. 9.5 by 4 inches. Photo of the prepared dish, three wieners on a plate with rice and vegetables against a brown background. Vegetarian. Ingredients: Water, soya bean oil, egg white powder, textured soya protein, tomato puree, onions, soya protein isolate, salt dextrose, spices, soya sauce, oatmeal, guar gum (E412), sodium alginate (E401), hydrolyzed vegetable protein, smoke flavor. Serving suggestion: Heat or roast Soya Wieners and serve with spaghetti or mashed potatoes. Sliced Soya Wieners are delicious in salads. Ideal for lunch and dinner. Dietary analysis available on request.

880. **Product Name:** Granose Soyapro {Canned Slices} [Beef Like, Chicken Like, or Ham Like].

**Manufacturer's Name:** Granose Foods Ltd. (Marketer-Distributor). Made in Denmark by Nutana.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1976.

**Ingredients:** 1980: Soya protein, vegetable oil, egg albumen, hydrolysed vegetable protein, salt, flavourings.

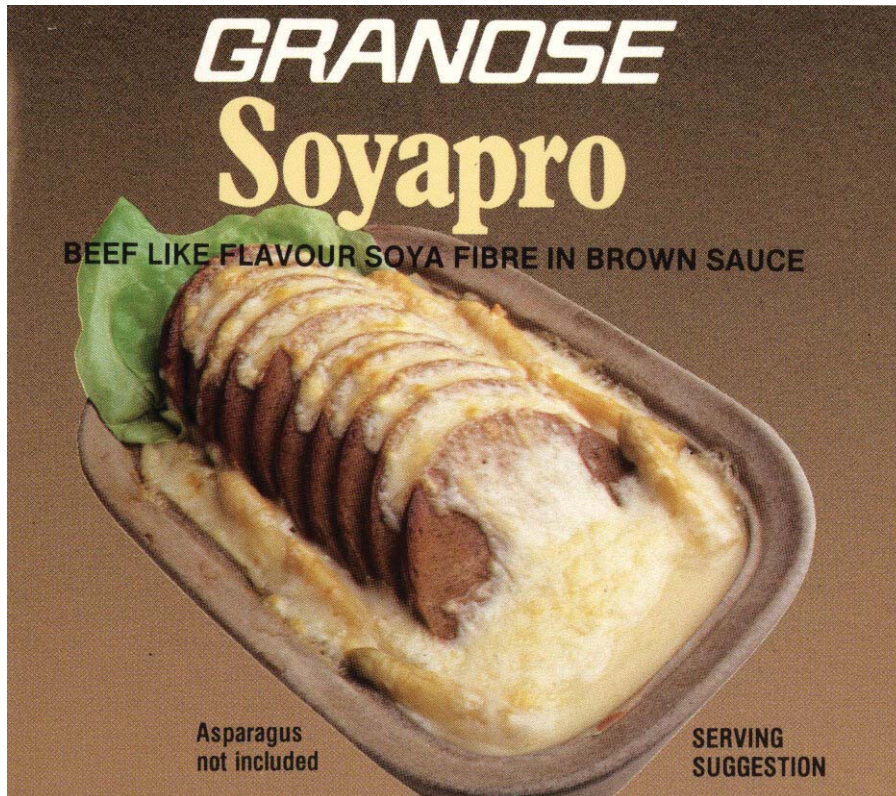
**Wt/Vol., Packaging, Price:** 400 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Manufacturer's catalog. 1980. April. "Slices of flavoured soya protein fibre canned in sauce. May be used hot or cold as slices or added in pieces to pies, casseroles, etc. Beef like flavour only contains in addition, wheat protein."

Form filled out and Labels sent by Granose Foods Ltd. 1990. June 13. States that the product was introduced in 1976. Made by Nutana. Subtitle is now, for example, "Chicken Like Flavour Soya Fibre in Brown Sauce." Can Label. 1990. 9.5 by 4 inches. Photo of the prepared dish on a plate with rice and vegetables against a brown background. "Ingredients: Water, textured soya protein, soya bean oil, egg white powder, starch, hydrolysed vegetable protein, yeast extract, vegetable stock, wheat flour, celery powder, salt,





stabilizer. Serving suggestion: Cut into shreds and place in a stew of carrots and peas, sprinkle with parsley, serve with potatoes and a salad. Ideal for lunch and dinner.”

881. INTSOY. 1976. Development of improved varieties of soybeans. Urbana, Illinois: University of Illinois, College of Agriculture International Soybean Program. 140 p. Illust. No index. 28 cm. [84 ref]

• **Summary:** Final report on Contract AID/CM/ta-c-73-19. April 1, 1973 to March 31, 1976. Submitted to the U.S. Agency for International Development, Department of State, Washington, DC. The principal investigator and contractor was William N. Thompson. Total AID funding of contract to date: \$980,605.

Summary of accomplishments: “An extensive program in soybean variety evaluation was conducted to acquire information on soybean varieties having potential for home and commercial production in the less-developed countries of the tropics and subtropics. By the third year of contract operations, 90 countries had volunteered to participate in the program. Seed from varieties exhibiting promising production characteristics was increased in Puerto Rico and was distributed during the last quarter of the contract for use in preliminary observation trials at selected locations in six countries...

“Research in soybean food use led to development of concepts for rapid preparation of weaning foods and soybean-cereal patties, a procedure for preparation of a

soybean beverage for village use and the appropriate technologies for home and village level preparation of the foods and beverage. A study was made on the effects of using corn, rice or wheat flour as ingredients in drum dried soy-cereal weaning foods. Investigations were carried out on water uptake and use of sodium and ammonium bicarbonate and their effect/relationship to tenderness of cooked soybeans. Protein efficiency ratios were determined on many prototype foods made wholly or partly from field varieties of soybeans.

“Dissemination of research results was accelerated through an active publication series, a newsletter, regional workshops, training courses, and country programs. The soybean development network was expanded through formal linkages between INTSOY and national and international organizations and with a host of individuals and institutions who share INTSOY’s interest ‘to expand the use of soybeans for human food.’”

Appendix IV (p. 97-134), titled “Soybean Food Use,” summarizes accomplishments in more detail. An innovative sock filter and cradle filter for soymilk are illustrated and described. Appendix V, Project Output, is a bibliography of publications resulting from this research in the fields of: Soybean variety development (8 publications), Taxonomic Information Retrieval System (TAXIR; 5), Insect control and entomological studies (36), Soybean pathology (24 publications). Address: INTSOY, Univ. of Illinois.

882. **Product Name:** Loma Linda Roast Beef Deli Slices (Meatless).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1976.

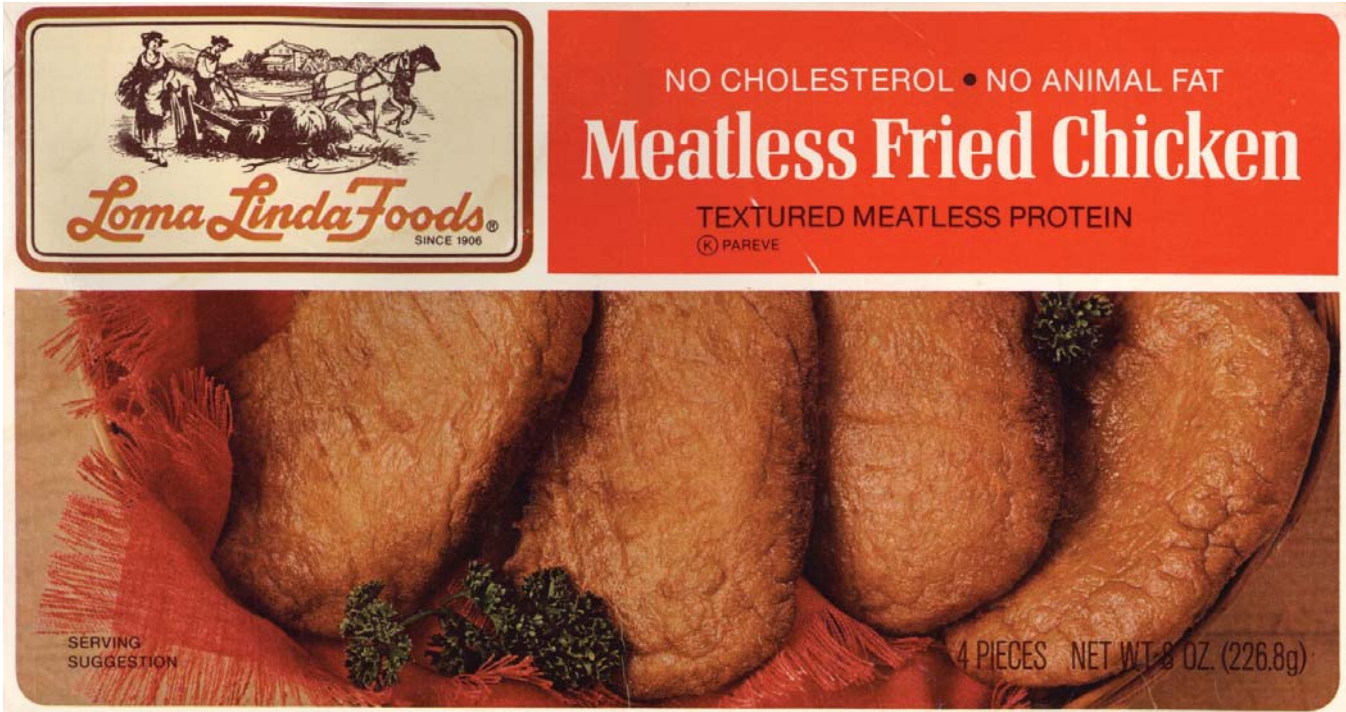
**Ingredients:** Water, corn oil, soy protein concentrate, soy protein isolate, wheat gluten, egg whites, artificial flavors, potato flakes, salt, natural (vegetable) flavors, whole wheat flour, caramel color, dried yeast, onion powder, dextrose, oleoresin paprika, monosodium glutamate, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 8 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 2 slices (2.0 oz–57 gm): Calories 150, protein 11 gm, carbohydrate 2 gm, fat 11 gm, cholesterol 0





mg, sodium 670 mg, potassium 120 mg.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1976, but this label is copyrighted 1985.

883. **Product Name:** Loma Linda Chicken Deli Slices (Meatless).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1976.

**Ingredients:** Vegetable proteins (soy protein concentrate, soy protein isolate, wheat gluten), water, corn oil, egg whites, potato flakes, artificial and natural (vegetable) flavors, salt, whole wheat flour, dried yeast, sugar, onion powder, spices, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 8 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 2 slices (2.0 oz–57 gm): Calories 160, protein 10 gm, carbohydrate 1 gm, fat 13 gm, cholesterol 0 mg, sodium 330 mg, potassium 120 mg.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1976, but this label is copyrighted 1985.

884. **Product Name:** Loma Linda Fried Chicken (Meatless).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1976.

**Ingredients:** Soy protein isolate, water, corn oil, egg whites, potato flakes, wheat gluten, artificial and natural (vegetable) flavors, dried yeast, salt, dextrose, onion powder, spices, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 8 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 1 piece (2.0 oz–57 gm): Calories 180, protein 13 gm, carbohydrate 2 gm, fat 14 gm, cholesterol 0 mg, sodium 510 mg, potassium 80 mg.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1976.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

885. **Product Name:** Ganmotoki (Fried Soybean Cake).

**Manufacturer's Name:** Matsuda & Hinode Tofu Mfg. Company.

**Manufacturer's Address:** 526 Stanford Ave., Los Angeles, CA 90013.

**Date of Introduction:** 1976.

**Ingredients:** Soy bean, soy bean oil, water, carrots, seaweed, yam flour.

**Wt/Vol., Packaging, Price:** 1 7/8 oz plastic pouch.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1979. 4.5 by 7 inches. Plastic film. Red yellow and blue on clear plastic. On 1982 letterhead for Matsuda-Hinode Tofu Mfg. Co.





“Ganmotoki.” Product with Label purchased. 1988. Hinoichi Tofu Fritter (Ganmodoki). 3.5 by 5 inches. Red, white, and black on clear film. This label was printed after the merger of Hinode Tofu Co. and House Foods in 1983. Ingredients: Soybeans, water, soybean oil, carrots, seaweed, fish powder (tuna, seaweed, mushrooms), salt. Weight: 1 7/8 oz (70.8 gm) in a plastic pouch. Retail for \$0.93 (10/88, Los Angeles).

**886. Product Name:** [Maxten, and Temptein {Extruded Textured Soy Protein}; Pro-Lean].

**Manufacturer’s Name:** Productos Nutricionales S.A. (Pronasa). Subsidiary of Miles Laboratory.

**Manufacturer’s Address:** A Garcia y Flo. Juarez, Celaya, Guanajuato, Mexico. Offices at Lago Muritz 84-A, Mexico 17, DF.

**Date of Introduction:** 1976.

**New Product–Documentation:** *Soybean Digest Bluebook*. 1976. p. 38; 1977. p. 37. Talk with Gil Harrison of American Soybean Assoc. 1989. April 21. This company was run by Donald Reese, a graduate of Stanford University. He made

defatted soy flour, and cereal-soy blends. General Mills was the first company to make a defatted soy flour in Mexico. They had had their own little cereal-soy mixing plant. Their first experiments were done with a soy beverage (made from defatted soy flour and flavor) served to government dam workers. They probably started in the late 1960s and were definitely there by 1971. When they couldn’t make it go, Don Reese purchased all the machinery from General Mills. He wouldn’t let Gil Harrison into his plant on Lago Muritz in 1971. He made cereal-soy blends and a soy beverage, both containing sesame. He ended up making all the infant formulas for Mead Johnson and others. The plant finally closed over a labor dispute. He is still in Mexico but is no longer doing soy.

**887. Product Name:** Sanitarium Health Foods Canned Vegetable Protein Sausages.

**Manufacturer’s Name:** Sanitarium Health Food Co.

**Manufacturer’s Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1976.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1976. p. 37.

**888. Product Name:** Veggie Burger (Sandwich with Wheatmeat-Based Solar Burger Patty).

**Manufacturer’s Name:** Season’s Harvest.

**Manufacturer’s Address:** 52 Broadway, Somerville, MA 02145.

**Date of Introduction:** 1976.

**Ingredients:** Incl. seitan (Wheatmeat), textured soy protein concentrate (Response), whole wheat flour, and soy protein isolate.

**How Stored:** Unrefrigerated and perishable.

**New Product–Documentation:** Talk with Joel Wollner, a clerk at the Erewhon retail store on Newbury St. in Boston in the mid-1970s, and manager of the store in the late 1970s. 1991. Nov. 18. Joel recalls that two sandwich companies in the Boston area bought Wheatmeat or seitan from Johnny Weissman of the Vegetable Protein Company, then used it to make sandwiches. One sandwich was an ethnic variety on whole wheat bread made by Baldwin Hill Bakery, with sauerkraut and mustard. The other was on light, semi-whole wheat bread with lettuce, mayonnaise, and mustard; it resembled a roast-beef sandwich.

Letter from John Weissman. 1992. June 25. Season’s Harvest in Somerville, Massachusetts, introduced Solar Burger sandwiches, in 1976. Ademar Reis owned the company.

Talk with Ademar Reis. 1993. Nov. 30. In 1976 the Solar Burger patty was still being made by John Weissman. Ademar used that patty in a sandwich he named Veggie Burger. He started making and private labeling the product

in 1979. John had a plant in Cambridge, Massachusetts. Then John closed the plant and Ademar bought some of his equipment and started making the Solar Burger patty for John. At that time, Ademar first discovered Response, textured soy protein concentrate.

Note: This is the earliest commercial soy product seen (March 1999) that is a sandwich (one of two such products).

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “Veggie Burger” (or “Veggie Burgers”).

**889. Product Name:** [Fansteco or Fan’ssteco (Simulated Meat Products)].

**Manufacturer’s Name:** Societe Industrielle des Oleagineux (SIO).

**Manufacturer’s Address:** Main Office: 30 Rue des Peupliers, 92000 Nanterre, France.

**Date of Introduction:** 1976.

**New Product–Documentation:** B. Julien. 1976. Foreign Agriculture. April 19. p. 6. Soya Bluebook. 1986. p. 92.

**890. Product Name:** Solar Burger (Sandwich with Wheatmeat-Based Solar Burger Patty), and Smoke Flavored Spread sandwich.

**Manufacturer’s Name:** Sunrise Sandwiches.

**Manufacturer’s Address:** Massachusetts.

**Date of Introduction:** 1976.

**How Stored:** Unrefrigerated and perishable.

**New Product–Documentation:** Talk with Joel Wollner, a clerk at the Erewhon retail store on Newbury St. in Boston in the mid-1970s, and manager of the store in the late 1970s. 1991. Nov. 18. Joel recalls that two sandwich companies in the Boston area bought Wheatmeat or seitan from Johnny Weissman of the Vegetable Protein Company, then used it to make sandwiches. One sandwich was an ethnic variety on whole wheat bread made by Baldwin Hill Bakery, with sauerkraut and mustard. The other was on light, semi-whole wheat bread with lettuce, mayonnaise, and mustard; it resembled a roast-beef sandwich.

Letter from John Weissman. 1992. June 25. Sunrise Sandwiches owned by Tom Iglehart introduced Solar Burger sandwiches in 1976 or 1977. They also introduced a popular smoke flavored spread sandwich. The spread used John’s Smoky Soy Bits, tahini, and other ingredients that Tom might remember.

Note: This is the earliest commercial soy product seen (March 1999) that is a sandwich (one of two such products).

**891. Product Name:** Seitan.

**Manufacturer’s Name:** Unknown small company owned by Jos van de Ponselee and 2 Americans.

**Manufacturer’s Address:** Boston, Massachusetts.

**Date of Introduction:** 1976.

**New Product–Documentation:** Letter (fax) from Jos van

de Ponselee and Magda Verfaillie of Mycelia b.v.b.a. in Gent, Belgium, in response to an inquiry. 1992. July 6. Jonathan was the first company in Europe to make seitan for sale commercially. Jos van de Ponselee, the founder of Jonathan, first learned about seitan during a 9-month stay [with his wife and family] at the Kushi Institute in Boston from March to December 1976. He thought it would be a good meat substitute for the growing group of vegetarians in Europe. [Note: Jos was a butcher with a large meat processing operation before he became a macrobiotic vegetarian]. In Boston, he learned how to make seitan on a home scale from Tamara Uprichard. Then, at the very end of his stay in Boston, he started up medium-scale production of seitan with two Americans; he no longer remembers the name of the company or the names of his Americans partners. They sold seitan to macrobiotic study houses in Boston and to the Erewhon retail store. Returning to Belgium, he founded Jonathan.

Talk with Ed Esko. 1992. July 8. He remembers Jos but he does not remember him making any commercial food products.

Talk with John Weissman, seitan pioneer in Boston and developer of Wheatmeat and Tan Pups. 1992. July 8. One day a European man, maybe from France or Belgium, (probably Jos van de Ponselee), called John and asked if they could meet and if John would please tell him how to make seitan. He explained that he planned to make seitan in Europe and would therefore not be competing with John. They met for lunch at a restaurant named the Coffee Connection in Boston. John told Jos just enough so that he would not go away disappointed. John does not recall the product being on the market, nor does he remember the name of the company or the names of the Americans involved. He does recall a frozen seitan cutlet of very poor quality being on the market briefly in Boston in the late 1970s (about 1978). It was sold in round, thick patty-like shapes resembling a burger. John thinks the seitan was ground then stuffed into a thick casing then sliced crosswise. It was sold at Charlie Christopher’s Organic Food Cellar (among other places). The first competing seitan product that he remembers in Boston was that made by Upcountry.

Talk with Charles Kendall. 1992. July 9. He talked with Jos once when Jos visited his apartment (where Charles and his wife-to-be were making natto and pickles) to ask about making foods such as mochi and miso. He remembers Jos as the butcher who turned to macrobiotics. They had a lovely chat, but Charles does not remember that Jos made seitan or any other commercial food products.

**892. Product Name:** Stakelets (Vegetarian Beefsteak).

**Manufacturer’s Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.



**Date of Introduction:** 1976.

**Ingredients:** Textured vegetable protein (soy concentrate and isolate, wheat gluten), soybean and/or corn oil, flavorings (artificial flavors, hydrolyzed vegetable protein, salt, spices and spice extractives, onion, garlic powder, paprika), egg white solids...

**Wt/Vol., Packaging, Price:** Four x 2.5 oz. stakelets in 10 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1976, undated. “A Soy Protein Entree / Artificial Beef Flavor. Sizzling Good Flavor. Completely Meatless. Heat and Serve.” Frozen.

893. **Product Name:** Chik Stiks (Vegetarian Chicken Drumsticks).

**Manufacturer’s Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1976.

**Ingredients:** Textured vegetable protein (soy protein isolate and concentrate, wheat gluten), egg whites, soybean and/or corn oil, flavorings (hydrolyzed vegetable protein, onion, turmeric, extractives of spices, natural smoke flavor), partially hydrogenated soybean and cottonseed oil, potatoes, oat flour, sodium caseinate, modified tapioca starch, salt, yeast extract, carrageenan, sugar, niacinamide, etc.

**Wt/Vol., Packaging, Price:** 10 oz (283 gm) paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1980, dated. “A Vegetable Protein Product. Completely Meatless. Deliciously Satisfying.”

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

894. Clamp, Betty Ann. 1976. *Cooking with low-cost proteins: Nutritious, economical, and easy recipes using less familiar protein sources.* New York, NY: Arco Publishing Co. 176 p. Index. [27 ref]

• **Summary:** Contents: Introduction. What protein is. Foods which supply protein. Why we need protein. Protein’s relationship to a total menu plan. Recipes: Soybeans, tofu, textured vegetable protein (TVP), legumes, grains, nuts, and seeds, breads, eggs and cheese, meat stretchers, fish. References.

Given the relatively early date of this book, there is a fairly large amount of information about tofu, including nutritive value, cooking tips and 22 recipes. Some of this was supplied by The Quong Hop Company of South San Francisco. There are also 15 recipes using TVP [textured soy flour].

The author graduated Phi Beta Kappa and With Honors

from the University of California at Berkeley, with a major in Home Economics. After earning a Masters Degree from Cal in Nutrition, she taught home economics in high school for 5 years and is presently assistant prof. at Ohlone College in Fremont, California. Address: USA.

895. Dinaburg, Kathy; Akel, D’Ann Ausherman. 1976. *Nutrition survival kit: A natural foods recipe and reference guide.* San Francisco, California: Panjandrum Press and MidPress Productions. viii + 248 p. Illust. Index. 23 cm. [152 endnotes]

• **Summary:** This book advocates a natural-food (but not vegetarian; see p. 156-58) diet in place of a junk-food meat-centered diet.

Chapter 6, which emphasizes the importance of dietary fiber—found in whole grains and many other natural foods—advises (p. 110) that cooks use 2 tablespoons of soy granules for every cup (dry measure) of grain or grain product cooked. This will not affect the texture or taste, but it will usually raise the NPU to a level comparable to or greater than that of meat. On page 119 in this chapter is a recipe for Grainburgers (with soy grits or granules and “tamari sauce”).

The section on “Sprouts” (p. 164-66) includes soy sprouts (good stir fried) and sprouting instructions.

Chapter 8, titled “Meat is Bean Replaced” (p. 168-88) discusses: vegetarianism, federal meat inspection, DES (hormones in animal feeds), antibiotics in animal feeds, beef and cancer, world famine, meat and ecology, lost protein, protein, essential amino acids and Net Protein Utilization, cost of 100 gm of usable protein, nutritional value and cost comparison of meat and non-meat foods, mutual supplementation, the “cost” of meat protein, lingering meat myths, soybeans. Soy recipes: Soybeans (pressure cooked). Soybeans (not pressure cooked). Baked beans. Soy cheese (homemade tofu). Soybean curry. Mexican beans (soybean frijoles refritos). Soybean chili (incl. “vege burger”). Bean and/or grain patties.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “Grainburgers” (or “Grainburger”).

Note 2. A paperback edition was published in May 1978 by Jove/HBJ.

896. Duquette, Susan. 1976. *Sunburst Farm family cookbook.* Santa Barbara, California: Woodbridge Press Publishing Co. 303 p. Illust. by Donna Wright. Photographs by Mehosh Dziadzio. From the Brotherhood of the Sun. Recipe index. 23 cm.

• **Summary:** “The Brotherhood of the Sun is a family of more than 300 people, who have dedicated themselves to living in harmony with all people and all things. Our desire is to follow the simple laws of God and nature. In order to create an environment in which this is possible, we have established four communities upon thousands of acres of

farm and ranch land in the coastal mountains around Santa Barbara, California... In order to help support ourselves and to share with other people our way of life, we have established a large organic foods complex in Santa Barbara called Sunburst Organic Foods.

"This organization includes a large wholesale warehouse that ships food to stores across the country, six large retail markets (with future markets projected along the coast), a community store, a restaurant called 'The Farmer and the Fisherman,' a whole-grain bakery and a fresh juice-bottling plant that distributes along the west coast."

Although this natural foods cookbook is not entirely vegetarian (it includes a chapter titled "Fish," p. 100-123, and many fish and shellfish recipes), the rest of the book is vegetarian and one long chapter (p. 64-99) is titled "Vegetarian Main Dishes." The illustrations are beautiful.

Soy-related recipes include: Tofu-vegie soup (p. 17). Miso-onion soup (p. 17). Many recipes topped with "Baco-bits." Bean salad (with soy beans, p. 35). Sprouts (incl. soy sprouts, p. 38-39). Tamari-onion gravy (p. 63). Enchiladas (filled with tofu or soy beans, p. 85). Corn pudding with Baco-Bits (p. 168). Soy flour cakes (pancakes, p. 268).

The chapter titled "Beans and pasta" (p. 124-39) has a section on Soybeans subtitled "Or: How to get protein without really trying." Recipes and descriptions include: How to cook whole soybeans (with or without pressure). Soybean loaf. Soyburgers. Soy milk. Tofu (curded with lemon juice or vinegar). Tamari and miso. Cheese-soybean soup. Soy nuts. Soy grits. Soy flakes. Soybean cheese spread.

The Glossary (p. 295-97) contains descriptions of gluten, lecithin (from the soybean), miso, protein powder, tamari, seaweeds, tofu. Address: Santa Barbara, California.

897. Friedlander, Barbara. 1976. *The Findhorn cookbook: An approach to cooking with consciousness*. New York, NY: Grosset & Dunlap. xv + 264 p. Introduction by David Spangler. Index. 23 cm. [20+ ref]

• **Summary:** A vegetarian cookbook created by this famous spiritual community at Findhorn, in northeastern Scotland, on a sandy, barren piece of land on a peninsula between the Firth of Moray (part of the North Sea) and Findhorn Bay. In 1962 Peter and Eileen Caddy, their three young sons, and a friend, Dorothy Maclean, came to live there (see photo, p. 76)—following spiritual guidance. Peter and Eileen are British.

Barbara first arrived at the Findhorn Caravan Park in Feb. 1974; she stayed for only 4 days. She returned later that year to live for 6 months, working primarily in the kitchen, to write this book. The first part of the book (to p. 21) is about the spirit and inspiring basic principles of the Findhorn community.

Soyfoods are mentioned occasionally throughout the book. Tamari may be used as a seasoning during sauté-steaming (p. 66). Tofu (bean curd) can be added to a variety

of dishes (p. 72). Soy-related recipes: "Soy bread" (made with soy flour plus wheat flour, and miso, p. 151). Baked soybeans (p. 164. "There are never enough recipes for this valuable bean"). Baked soyburgers (with cooked, mashed whole soybeans and miso, p. 164-65). Fried soyburgers (with cooked, mashed whole soybeans, soy oil, tamari, and miso, p. 165). Tamari ginger sauce (p. 220-21). Homemade tofu (makes 10 pints, p. 224-25. Curded with vinegar or lemon juice. Tofu can be added, cubed, to miso soup, used in tofu and scrambled eggs, or made into salad dressing).

Note: This is the earliest document seen (Jan. 2013) that contains the term "Baked soyburgers" (or "Baked soyburger," regardless of capitalization), or the term "Fried soyburgers."

898. Hensch, Bridget Ann. 1976. *Fast and feast: Food in medieval society*. University Park, Pennsylvania: Pennsylvania State University Press. 279 p. Illust. Index. 24 cm. [930\* endnotes]

• **Summary:** This wonderful, scholarly book, true to its title, is based mainly on English sources of the 13th, 14th, and 15th centuries. Supplementary material has been drawn from other countries and other periods. The book is of special interest because of its many references to early non-dairy milks and creams—made from almonds and served during Lent.

Contents: 1. Introduction. 2. Mealtimes. 3. Fast and feast. 4. Cook and kitchen. 5. Methods and menus. 6. Laying the table. 7. Manners maketh man. 8. Entertainment: Surprise and sotelty [subtlety]. Notes. Suggestions for further reading.

The two longest and most important fasts were Advent and Lent, which preceded the two greatest feasts of the year, Christmas and Easter. Lent is the season most widely associated with fasting. Its length, six weeks, was chosen to recall Jesus' 40-day fast in the wilderness. The tone is sober, a penance to be endured, a sacrifice. Farmers had to offer a tenth of their harvest to their lord or the parish priest. On Fridays, the amount eaten need not be decreased, but meat could not be eaten, and was usually replaced by fish.

But Lent came with many more hardships. Only one meal was officially allowed, and in the early years it could not be eaten until the early evening, after the hour of vespers. In a decree of 817 a collation, a very light snack, no more than a drink and a morsel of bread, could be eaten just before bedtime. During Lent, no meat of any kind could be eaten—but fish could be substituted—especially red herring, often dried or salted. This prohibition was often expanded to cover other animal products—butter, cheese, milk, and eggs. Eggs were usually not consumed after Shrove Tuesday; they reappeared hardboiled on Easter Sunday. Though dairy products were greatly liked by the people, and they must have been in greatest abundance during the late spring and early summer, the period right after the six weeks of Lent, their consumption was forbidden in strict practice. Milk



and cream could be replaced by their counterparts made of almonds. Liquor was widely consumed during Lent, and used in cooking. The last day before Lent, Shrove Tuesday, was a day of feasting, devouring all meat and eggs. Carnival was the days before and up to Shrove Tuesday. Lent began on Ash Wednesday.

“Provided it was too tiny to be deemed a meal, the most luxurious tidbit could be sucked and nibbled [such as] a morsel of almond butter, made from ground almonds pounded together and bound with sugar and rosewater,...” But these were expensive (p. 42).

Medieval recipe books indicate that, during Lent, cooks should use their skills to “find satisfactory substitutions for forbidden ingredients in familiar dishes.” Because no meat, eggs, or butter could be used, major changes had to be made. Cooks “relied heavily on the almond,” which added nourishment and good flavor to a meatless diet. Blanched, ground and steeped in water it yielded “milk of almonds.” *Latte di mandorla* is still a favorite drink in southern Italy. This almond “milk” was used as the basis for soups and stews, and as a binder for pastry. A 15th century cookbook\* offers two recipes, side by side, for little pastry turnovers; on fish days, milk of almonds takes the place of eggs (p. 44) (\* Napier Mrs. A., ed. 1882. *A Noble Boke off Cookry* London: Elliot Stock. p. 47).

Almonds could be steeped two or three times to yield several batches of milk. “A liquid thickened with ground almonds became something more substantial, a moist purée, and was known as ‘cream of almonds.’ On a fish day, this cream might be used in place of eggs or beef marrow to thicken a sauce. In a 15th century cookbook, at the end of a recipe for Custard lumbarde, we read: “Anf if hit be in lenton, take creme of Almondes, And leve [leave out] the egges And the Mary [marrow]” (Austin, T., ed. 1888. *Two Fifteenth Century Cookery Books*, EETS {Early English Text Society} OS [Original Series] 91, 1888, p. 74).

The *Household Accounts of Richard de Swinfield* (1855, vol. 59, p. 68) describe how, in the year 1289/90, Bishop Swinfield’s staff, unlocked their spice cupboards on Palm Sunday (the Sunday before Easter) “and transformed the obligatory fish dinner with almonds, sugar, ginger, and mustard” (p. 50).

Fried almonds were served around the edge of each bowl containing a white chicken stew to add color and a change of texture (p. 105) (See: Power, E., trans. 1928. *The Goodman of Paris* New York: Harcourt Brace, p. 264).

In the late 1200s, a draper in London, calculated the amount of money he had spent while courting a wealthy widow “on diverse deyntees as ffiges & reisis, almonds, prunes... pomegranats and oranges [figs, raisins, pomegranates, and oranges] (p. 113) (See: Thrupp, S. 1962. *The Merchant Class of Medieval London*. Ann Arbor, Michigan: University Press. p. 106-07).

Nuts were widely used in medieval recipes for their oil,

nutritional value, and taste, and to add contrasts of brown or white color and firm, crisp texture (p. 121). “They yielded an oil in which other foods could be fried, and they decorated the finished masterpiece. A mock-hedgehog... made its appearance on the table bristling with fried almonds” (*Two Fifteenth Century Cookery Books* p. 38).

Fried almonds could also be scattered over a white rice pudding to add their glistening brown color, but blanched almonds were called for with a pale purée of ground chicken and ground nuts (*Noble Boke* p. 109; *Two Fifteenth Century Cookery Books* p. 84).

To make pork pudding, ground pork, ground blanched almonds, and rice flour were simmered together. After chopped fried almonds were stirred in, the mixture was spooned onto a dish and decorated with more nuts and powdered ginger (*Two Fifteenth Century Cookery Books*, p. 28).

Page 122 gives details on almond cream and almond milk, how they were prepared and their role in medieval society. Almonds formed the base of two items mentioned repeatedly in recipe books, “almond cream and almond milk.” To make the cream, simply blanch almonds [drop into boiling water, shock in cold water, rub and pick off the skins], grind them, and mix with water. Some instructions say that the mixture should be “akurd thick”-like solid milk curds. Put mixture in a pot over a fire, stir as it comes to a boil and until nicely thickened. Empty contents of pot onto a cloth stretched above a bowl. Stroke the underside of the cloth with a ladle to draw off most of the excess liquid. Gather corners of cloth to form an improvised bag, and hang for an hour or two over the bowl until the last drops drain away. Remove the white fibrous almond pulp from the bag, sprinkle with sugar, decorate with red anise and green borage leaves, then serve like a pale, soft, plump sausage (*Noble Boke*, p. 42-43; *Two Fifteenth Century Cookery Books* p. 91-92).

Almond milk was thinner than almond cream. Ground almonds were steeped in any liquid (water, wine, ale, or a broth of meat or fish) to make a “milk” whose consistency varied from “thryfty,” or thin, to “good and styffe,” depending on the ration of almonds to liquid. This could also be served as a soup by adding spice or sugar plus crisp, twice-toasted bread (*Two Fifteenth Century Cookery Books* p. 91, 16; *Noble Boke*, p. 75-76).

But almond milk was more frequently used as one of any ingredients in a recipe. For a savory pudding, combine ground capon, boiled rice, and almond milk, or spiced meatballs set in a sauce of almond milk thickened with rice. For a sweet spiced pudding, simmer rice in almond milk then divide into three parts: leave one white, make the second yellow with saffron, and the third green with parsley. Arrange spoonfuls of each elegantly on the serving plate (*Two Fifteenth Century Cookery Books* p. 85, 34, 20). Almond milk “was a godsend during Lent,” for it provided

nutrients which were in short supply.

In the year 1405 Lawrence Chateres, the kitchen officer of Croyland Abbey, was mentioned with special approval in the abbey's chronicle because he "gave 40 pounds to supply almond milk to refresh the convent on fish days" (H.T. Riley, trans. 1854. *Ingulph's Chronicle of the Abbey of Croyland*. London: Bohn. p. 359).

Note: Bridget was born in the United Kingdom. As of May 1999, she and her husband are retired and living in State College, Pennsylvania. Address: Independent researcher, State College, Pennsylvania.

899. Lin, Florence. 1976. Florence Lin's Chinese vegetarian cookbook. New York, NY: Hawthorn Books. xix + 236 p. Illust. by Nai Gi. 24 cm.

• **Summary:** Contains a great deal of information on and recipes using soyfoods. Chinese food expert Barbara Tropp says this book has the best glossary available, and has very creative and interesting but drab recipes.

Hoisin sauce is a ground bean sauce to which sugar, garlic, and other flavorings have been added. It is the most popular commercially prepared flavored bean sauce.

Civilized Chinese patterns of eating were established by Confucius. The second great influence was Taoism, which advocated a simple diet, natural foods, and the basic belief that proper eating leads to good health. The third great influence was Buddhism, which was opposed to killing, so advocated a vegetarian diet. The art of vegetarian cookery was initially developed mainly in Buddhist monasteries; later it spread to private homes and restaurants.

To make good meatless broths use soybeans, soy sprouts, tough or wilted vegetables, mushrooms, and / or bamboo shoots. To make soy sprouts, it is best to use new-crop soybeans, which have the highest germination rate. This book contains many recipes that call for sea vegetables. Soy sauce is widely used in Chinese vegetarian recipes.

Chapter 3, titled "Soybeans, soybean products, and other legumes" contains much useful information and recipes. A diagram titled "Chart of soybean products" (p. 53) shows the complex relationships, includes Chinese characters for each product, and shows a few soy products that are not in the Glossary: Fermented soybean curd (*Fu ju*), comes in white (*pai*), red (*hung*) and spiced (*la*). The many interesting recipes, each with a Chinese name (with Chinese characters) and an English name include: *Su huo t'ui* and *su chi* (Mock ham), *Su ya* (mock pressed duck), and *Wu hsiang tou fu kan* (Seasoned pressed bean curd).

Glossary (soybeans, soybean products, and legumes, p. 208-13; Chinese characters are given): "Fresh young soybeans—*Mao tou*." Delicious. They are in season in the early fall. "They come in dark fuzzy pods and are sold by weight. Young soybeans are like corn and should be eaten as soon as they are picked from the plant. They may be cooked with or without the pods."

"Dried soybeans—*Huang tou*." Yellow soybeans.

"Soybean sprouts—*Huang tou ya*." Sold by weight. Best when made in cooler weather. "When bought fresh, they will keep in the refrigerator for 2-3 days, or longer if kept in a brown paper bag inside a plastic bag."

"Soybean milk—*Tou chiang*:... usually served hot as a beverage with breakfast."

"Soybean milk skin—Called by many names [*Fu yi*, *fu p'i*; see p. 53]. Each region has a different name for it, as does each food processor, and the thickness shape and wrapping may be different." Four kinds are readily available in Chinese food stores" (1) *Erh chu* is "cut into rectangles 1½ x 4 inches and 1/8 inch thick. The pieces some stacked and wrapped in paper, in half- or one-pound packages." (2) *Yüan chu* comes in sticks [dried yuba sticks]. When reconstituted, its thickness is about the same as *erh chu*. (3) *San pien fu chu* is half-moon shaped. When still soft, it is folded into 6 x 10-inch rectangles then dried. It is thinner than *erh chu*. (4) *Fu yi* "is the thinnest of the bean milk skins. It is paper thin and almost transparent. When dried it is very brittle, and must be handled very gently. It is used mainly to wrap fillings. It comes in stacks of 8-10 sheets..."

"Soybean milk residue—*Tou fu cha*," [okara]. Can be a delicious ingredient in cooking. "What is not used for food is made into a feed for animals or put into the ground as fertilizer."

"Curdled soybean milk—*Tou fu hua*." *Hua* means "flowers." These very tender curds are "eaten hot with soy sauce or cold with syrup as a snack." It is "sold only in bean curd factories by the pint."

"Bean curd coagulant—*Shou shih kao*" [calcium sulfate]: A "white substance which comes in powdered form. It is used to coagulate soybean milk to make *tou fu* (bean curd)."

"Tender soybean curd—*Nen tou fu*: When some water is removed from the curdled bean milk, it is known as fresh tender bean curd. It is cut into squares 4 x 4 by 1½ inches.

"Firm soybean curd—*Lao tou fu*: When a coagulant is added to the boiled bean milk of a different concentration and some of the water is removed, the milk becomes firm bean curd. It is firmer than the tender bean curd and is cut into 3 x 3 x 3/4-inch squares.

"Pressed bean curd sheet—*Pai yeh*: Fresh bean curd sheet looks almost like a sheet of unbleached muslin. When it is frozen, the color turns darker, to a light brown. It is made into square sheets of various sizes. It is used to wrap fillings and it is also sometimes cut into short strips and cooked in dishes along with seasoning vegetables. Pressed bean curd sheet is best eaten fresh..."

"Pressed soybean curd—*Tou fu kan*—plain: When even more water is pressed out of firm bean curd, it becomes pressed bean curd... it is almost like a firm cheese." It may be bought either plain (*Pai tou fu kan*) or seasoned (*Wu hsiang tou fu kan*). "The seasoned curd is cooked in soy sauce and star anise [*pa chiaol*], giving it a brown color." "The white



pressed bean curd should be soaked in salt water (made of 1 tablespoon salt to 4 cups water) in a covered container. The seasoned pressed bean curd should be soaked in salt water and soy sauce. If stored in the coldest part of the refrigerator, they will keep for several weeks.”

“Fried soybean curd—*Yu tou fu*:... The bean curd is cut into 1½ inch cubes and deep fried in oil until a golden crust forms outside, which the inside... remains soft.” It “is sold by weight, usually in half- or one-pound bags.”

“Wheat gluten—*Mien ching*:” (p. 217). “Deep-fried gluten—*Yu mien ching*:” “Fresh or dried wheat gluten—*K’ao fu*:”

Glossary (condiments and seasonings, p. 219-23): “Soy sauce—*Chiang yu*:” The “most important seasoning liquid in Chinese cooking. Comes in light or dark, thick or thin. Dark or thick is *Lao ch’ou*. Light or thin is *Sheng ch’ou*. Soy sauce also comes in different “flavors, such as mushroom soy sauce and, for nonvegetarians, shrimp roe soy sauce. Flavored soy sauces are used mainly for dips and for special flavors in salads, noodles, and as a final touch to a dish.”

Note: This is the earliest document seen (April 2012) that uses the term “mushroom soy” or the term “mushroom soy sauce” to refer to a type of dark soy sauce flavored with mushrooms, or that uses the term “Lao ch’ou” to refer to dark or thick Chinese soy sauce.

“Salted black beans—*Tou shih*:” These beans [fermented black soybeans] are “used to flavor bland foods, such as eggplant or bean curd.” They are never eaten alone.

“Brown bean sauce—*Yüan shai shih*:” Made from “fermented soybeans and wheat flour mixed with salt and water. The beans in the sauce may be either ground (to make ground brown bean sauce—*Mo yüen shih*), or left whole. To this basic beans sauce, spice and other seasonings are added [in different proportions], creating many varieties” in “different regions of China. In Szechuan, large amounts of hot peppers and crush Szechuan peppercorns are added; in the northern provinces, garlic and scallions are used;...”

“Hoisin sauce—*Hai hsien chiang*:” A “ground bean sauce to which sugar, garlic, and other flavorings have been added. It is the most popular commercially prepared flavored bean sauce. It is used for cooking, or very often as a dip for deep-fried batter-dipped vegetables.”

“Sesame paste—*Chih ma chiang*:” “Sesame oil—*Ma yu*:”

900. Liu, Christine Y.C. 1976. Nutrition and diet with Chinese cooking. [Ann Arbor, Michigan?]. [ix] + 319 p. Illust. (by Jacqueline Sharp). Recipe index. General index. 23 x 19 cm. Reprinted in 1977. [26 ref]

• **Summary:** Contents: Acknowledgment. 1. Introduction. 2. Is Chinese food nutritious?: The protein facts, other advantages. 3. About monosodium glutamate (MSG) (many recipes contain 1/8 teaspoon MSG—optional). 4. Custom, chopsticks and tea. 5. Method of preparation and cooking. 6. Cooking utensils. 7. Menu planning. 8. Recipes: Soup, meat,

poultry, seafood, vegetables, bean curd (to fu), rice, noodles and Chinese steamed bread, eggs, desserts and snacks.

9. Chinese ingredients and seasonings. 10. Tables and charts: Measurements and abbreviations. sources of important nutrients, desirable weight for selected heights (for men and women, small, medium or large frame. Source: Metropolitan Life Insurance Co.), minimum daily requirement of calories, certain vitamins and minerals, calories, protein, fat and carbohydrate value of foods used.

11. Recipe index. 12. References. General index. Order forms.

The chapter on “Bean curd “(to fu)” (p. 191-217) contains 22 recipes, each with the English name in bold characters, and the Chinese name both romanized in pinyin and written in Chinese characters. The first of these is a recipe for homemade tofu made from 1 cup soy beans and a choice of five different coagulants. The 2nd recipe in this chapter is “Fried bean curd (to fu), plain fried (*You dou fu*).

Note: This is the earliest English-language document seen (April 2013) that contains the term *You dou fu* (regardless of hyphenation).

For each recipe, the calories, protein, carbohydrates, and fat are calculated. Most recipes call for either “fresh bean curd” or “dry bean curd” (*dou fu gan*). A typical ingredient listing would be “1 lb bean curd, diced.”

Other recipes include: Those calling for soy bean sprouts (p. 40, 73, 185 {home grown}). Steamed fish with black beans (*Dou chi zheng yu*, with “3 T black beans {about one ounce}, p. 141). Lobster Cantonese style (with “1½ T black beans, minced,” p. 154). Wheat gluten (vegetable steaks) (*mian jing*, p. 186). Vegetarian’s delight (*Su shi jin*, with “2 oz. dried bean curd sticks [dried yuba sticks], soaked and cooked.” “Soak the dried bean curd sticks with 1 t [teaspoon] soda in hot water for 1 hour; drain. Add fresh cold water and bring to a boil. Drain and cut into 1 inch long pieces”) (p. 189-90). Red bean paste (*dou sha*) (p. 269). Many recipes are seasoned with soy sauce.

The section on “Chinese ingredients and seasonings” [glossary] includes: Bean curd or to fu, bean sprouts (the sprouts of mung beans or soy beans), black beans (“Fermented and highly seasoned black soy beans”), calcium sulfate, ginger root, hoisin sauce, monosodium glutamate, mushroom soy sauce (“A newly imported soy sauce from the People’s Republic of China... The flavor is excellent...”), oyster sauce (can be used like soy sauce but oyster sauce is saltier), sea weeds, sesame oil, soy sauce.

“About the author: Born and raised in Shanghai, Mainland China, Mrs. Liu completed her education at the National Taiwan University. It was there she met and married her husband, Stephen Liu, presently professor of Microbiology at Eastern Michigan University.

“After the birth of their eldest son, the Lius lived awhile in the United States, then moved to San Paulo, Brazil, where they remained for some years. The Chinese community in

Sao Paulo was sizeable and affluent and their cuisine was quite popular. It was during this time that Mrs. Liu kindled her latent interest in cooking which ultimately led to the writing of this book.

"In 1965 the Lius returned to the United States and settled in the Ypsilanti-Ann Arbor area. Mrs. Liu further developed an interest in and took up the study of nutrition at the University of Michigan. She received her Masters degree of Nutrition in the School of Public Health in 1971.

"For some eight years Christine Liu has contributed her cooking and teaching talent to the Ann Arbor community by teaching Creative Chinese Cooking and Nutrition & Diet at the Continuing Education Department of Ann Arbor Public Schools..." The Lius have four children: Ted, Paul, Becky, and Peter. A photo shows Christine Liu. Address: M.P.H., P.O. Box 1332, Ann Arbor, Michigan 48104.

901. Neufeld, Don F. 1976. Seventh-day Adventist encyclopedia, 2nd ed.: Nutana (Danish Food Factory). Washington, DC: Review and Herald Publishing Assoc. 1640 p. See p. 1015.

• **Summary:** "A health-food factory owned and operated by the Nordic Philanthropic Society in Copenhagen, Denmark. The factory was established by Dr. Carl Ottosen in 1898 to provide healthful food for the Skodsborg Sanitarium, which he had founded that year.

"In 1966 the factory moved from Copenhagen to the middle of Zealand between Koge and Ringsted.

"During the first years the chief items manufactured were bread made from whole wheat; various nut preparations, such as Nuttolene, Protose, and Granola; various malt preparations; and substitutes for coffee and tea. Today the newest product is soya-meat. Nutana produces products of corn, nuts, soybeans, and gluten, as well as vegetable margarine. The greatest sales are on vegetarian cutlets, soya-sausages, and pate. The total sales for 1973 was \$750,000. Nutana provides Denmark, Faroe Islands, Greenland, Finland, Iceland, Norway, and Sweden with products."

Note: This is the earliest document seen (Sept. 2014) concerning soy products in Iceland (probably). Nutana was selling soyfood products at this time, and it seems likely that some were going to Iceland. We know of no publications that clearly refer to soybeans or soybean products in Iceland, or the cultivation of soybeans there. Address: Washington, DC.

902. Ortiz, Elisabeth Lambert; Endo, Mitsuko. 1976. The complete book of Japanese cooking. Philadelphia, Pennsylvania: M. Evans and Co., Inc.; Dist. by Lippincott. viii + 250 p. Illust. by Marion Krupp. Index. 24 cm.

• **Summary:** A very interesting, well researched, and accurate Japanese cookbook. The illustrations are excellent. Each recipe has its Japanese name in large bold letters and a translation directly below in smaller letters. A hallmark

of her writing is that she prefers to use the native language words and terms (e.g., *shōyu*) rather before giving her translation of them (e.g., soy sauce). This is helpful, since many of her translations have not withstood the test of time. In some cases, however, she fails to catch nuances or chooses to ignore them; e.g., *momen tōfu* should actually be *momen-dōfu*, and *kinugoshi tōfu* should actually be *kinugoshi-dōfu*. Unfortunately, she uses the term "bean paste" to refer to two very different foods: miso and *azuki-an* (see p. 214, 242). A large number of recipes call for various types of *tōfu* ("bean curd") or *miso* ("bean paste)."

Seaweeds (p. 4): "The one single thing that distinguishes Japanese cooking is the use of seaweeds." Kombu is used to make dashi. Nori and wakame are use in many ways.

"The soy bean plays a dominant role in the Japanese kitchen. It comes in the form of *shōyu* (soy sauce), *usukuchi shōyu* (light soy sauce), *momen tōfu* (bean curd), *kinugoshi tōfu* (silky bean curd), *yakidōfu* (broiled bean curd), *koyadōfu* (freeze-dried bean curd), red and white *miso* (bean paste), and so on. Despite their common origin, the products of this versatile bean manage to be very different.

Note 1. This is the earliest document seen (April 2013) that uses the word "silky" or the term "silky bean curd" to refer to *kinugoshi tōfu*.

Note 2. This is the earliest English-language document seen (April 2013) that uses the term *koyadōfu* or the term "freeze-dried bean curd" to refer to dried-frozen tofu.

Soy-related recipes include: Asparagus with malted bean paste (with "moromi miso" and "usukuchi shoyu," p. 27). Dengaku (Bean curd with bean paste, p. 28). Stuffed lotus root (with white miso and mustard, p. 30). Noppei-jiru (vegetable and fried bean curd soup, with "1 *namaage* {type of fried bean curd}" or "2 pieces *aburaage* {fried bean curd}, p. 35). Kenchin-jiru (vegetable soup, with "1 *momen tōfu* {bean curd} weighing about 8 ounces," and "4 tablespoons *miso* {bean paste}, p. 36). Clear soup (*suimono*) with okra and bean curd (p. 38). Clear soup with bean curd and wakame (p. 38). Satsuma-jiru (Miso soup with mixed vegetables, incl. red and white miso, p. 45). Miso soup with tofu and shungiku (p. 46). Miso soup with wakame (incl. red and white miso, p. 46). Miso soup with oysters and bean curd (p. 47). Sekihan (pink rice with azuki beans, p. 57). Miso udon (p. 63). Kitsune udon (noodles with *aburaage*, p. 67). Inari-zushi (fried bean curd stuffed with vinegared rice, p. 79). Sole with bean curd and mushrooms (p. 88). Salmon steamed with bean curd (p. 90-91). Mackerel with red miso (p. 95). Fish marinated in miso (p. 102). Clams in miso, mustard, and vinegar sauce (p. 105). Oysters in vinegared miso sauce (p. 106). Satsuma-agé (with mackerel and bean curd cakes, p. 116-17). Oden (with "4 *ganmodoki* {fried bean curd balls}" and "1 *yakidōfu* {broiled bean curd}, about 7 ounces drained weight," p. 120-21). Kaki no dotenabe (oysters with bean paste, p. 124-25). Yudofu (simmered bean curd, p. 130). Sukiyaki (Sautéed beef and



vegetables, with “2 *yakidôfu* {broiled bean curd}, 134-35). Grilled beef with bean paste (p. 146). Nikumiso (chicken and vegetables pickled in bean paste, p. 159). Eggplant with bean paste (p. 163). Green beans with bean paste (p. 168). Daikon with fried tofu (p. 171). Turnips with bean paste (p. 173). Cucumber and soy bean sprouts with sesame seeds (p. 183). Spinach salad with tofu (p. 186).

A short section titled “Bean curd dishes” (p. 187) notes that “the soy bean is the youngest of the bean family, going back only to about 3500 B.C.” Beans in the Middle East go back to 7000 B.C. and in Mexico they go back to 5000 B.C. But the soy bean “makes up in versatility what it lacks in age.”

Recipes Fried bean curd with hijiki (with “2 pieces *aburaage* {fried bean curd},” p. 187). Sole with bean curd (188-89). Deep-fried bean curd with bonito flakes (p. 190). Dried bean curd with vegetables (with “4 *kôyadôfu* {dried bean curd}” and “2 teaspoons *usukuchi shôyu* {light soy sauce}, p. 191). Kûya-mushi (bean curd, chicken, and vegetable custard, p. 192-93). Simmered bean curd and chicken (p. 193). Takara bukuro (treasure bags with *aburaage*, p. 194). Tofu no shirô-ae (p. 195). Hiya-yakko (garnished cold bean curd, p. 196; *Kinugoshi tôfu* {silky bean curd} may be used). Chrysanthemum flower bean curd (p. 197). Nabeyaki Denraku [Dengaku?] (bean curd with white and red bean paste, p. 198). Pork with bean curd (p. 198-99). Ni-yakko (bean curd with dried bonito flakes, p. 199). Sokuseki misozuke (instant pickled vegetables with bean paste, p. 210). Koshi-an (red bean paste, with “1½ red *azuki* {adzuki} beans,” p. 213-15). New year dishes: Kuromame (black soy beans simmered in soy sauce and sugar, p. 220).

Glossary (excellent, p. 228-36)—Soy-related terms: *Aburaage*, *azuki* bean, *fu* (wheat gluten cake), *ganmodoki*, *kinako*, *kinugoshi tôfu*, *kôji*, *koshi-an* (powdered *azuki* paste), *kôyadôfu*, *kôridôfu*, *kuzuko*, *mirin*, *miso*, *misozuke*, *mochi*, *momen tôfu*, *moromi miso*, *namaage*, *nattô*, *shôyu*, *teriyaki* (“a technique of glazing foods in a soy sauce and *mirin* mixture either in a skillet or on a grill”), *tôfu* (“soy bean curd, usually refers to *momen tôfu*”), *umeboshi*, *usukuchi shôyu*, *yakidôfu*, *yuba*. Address: Both: New York.

903. Ranill, June. 1976. The El Molino cookbook: Natural wholegrain foods from El Molino & CaraCoa. El Molino Mills, A division of ACG Co., Box 2250, City of Industry, CA 91476. 144 p. Illust. Index. 22 cm. Spiral bound.

• **Summary:** Contents: Part I: Description of grains, seeds, legumes & carob (1-2 pages about each with an illustration; barley, buckwheat, corn, millet, oats, brown rice, rye, triticale, wheat, alfalfa seed, chia seed, flaxseed, pumpkin seed, sesame seed, sunflower seed, lentils, mung beans, split peas, soybeans {p. 22-23}, carob, El Molino and CaraCoa products).

Part II: How to use and enjoy whole grains, seeds, legumes. Part III: Recipes (by Alice Walter).

This year El Molino Mills celebrates its 50th anniversary; thus it was founded in 1926. Soya powder is like soya flour, but it is more finely ground for use in beverages. “Soy flour is made from the raw bean, while soya flour is made from soybeans that have been lightly toasted. This ‘toasting,’ actually a moist heat treatment, enhances the flavor.” El Molino soya flour is full-fat flour.

El Molino products (p. 26) include Soybeans (whole cooks best), and Carob coated soynuts. No soy flour or powder is mentioned.

Soybeans, soya flour, grits, and powder are used extensively throughout his book. White bread (with soy flour, p. 46). Honey oatmeal bread (p. 48). Cornell bread (p. 50). Soya bread (p. 51; 4.5 cups wheat flour and 1.5 cups soya flour, so 25% soya flour). Improved quickbreads (p. 68). Crunchy muffins (with soya grits, p. 70). Homemade muffin mix. Soya muffins (p. 72). Gluten sesame thins (p. 74). Homemade Granola (with 1 cup El Molino soya flour, p. 75). Soy nuts. Garlic soy nuts. Roasted soybeans (p. 85). Carob breakfast drink (with 1 tablespoon El Molino soya powder, p. 88). Bean salad (featuring soybeans, p. 92). Meatloaf (with soya grits, p. 97). Soybean loaf. Baked soybeans. Soybean chili (p. 101).

The section titled “Meatless dishes” (p. 102-112) features many soy and many gluten recipes: Soybean medley. Cooked soybeans (Basic). Soy cakes. Soybean paste (ground cooked soybeans). Stuffed peppers. Stuffed tomatoes (both with soybean paste). Baked soybean croquettes. Softened soya grits. Stuffed zucchini (with softened soya grits). Tofu (from soybeans curded with lemon juice). Soy cheese (made from soya powder). Cooked gluten (homemade, p. 110). Gluten cutlets. Gluten patties. Gluten roast. Eggs and soya grits.

Soya milk (from soya powder, p. 115). Pineapple soya cocktail (with soya powder, p. 116). Soya applesauce cake (with soya flour or powder, p. 119). Improved cakes (p. 122). Peanut butter cookies (with soya flour, p. 125). Improved cookies (p. 128). Cookies for your puppy dog (p. 130). Sesame carob balls. Carob nut log (p. 137).

Sesame seed: On page 17 is a full page about sesame seeds and their uses, with an illustration of the sesame plant and its seeds. The Index contains more than 45 entries for “Sesame” including: Sesame butter (p. 17, 87). Sesame granola bars (p. 84). Sesame halvah (p. 17). Sesame milk (p. 17, 115). Sesame in muesli (p. 76). Sesame tahini dressing (p. 93). Address: City of Industry, California.

904. Smith, Oak B. 1976. Textured vegetable proteins. In: L.D. Hill, ed. 1976. World Soybean Research [Conference I: Proceedings]. Danville, Illinois: Interstate Printers and Publishers, Inc. xvii + 1073 p. See p. 861-82. [6 ref]

• **Summary:** Contents: Introduction. Principles of extrusion-cooking. Methodology of extrusion-cooking. The processing of meat extenders from defatted soy flakes, flours, or

concentrates. The new Wenger meat analog process using defatted vegetable protein flours or reground flakes.

“A new concept of meat analogs has now been introduced, this being a double extrusion process which produces products of even and parallel layers, untwisted, devoid of pockets, and structured to have the appearance, mouthfeel, and texture of meat.”

Photos show: (3) Solvent extracted soy flakes—uncooked (magnification x 400). (4) Extrusion-cooked chunk style meat extender. (5) Extrusion-cooked solvent extracted soy flour as a meat extender (magnification x 20). (6) Extrusion-cooker designed for sanitation and complete clean out after each production run. (7) Which two bites are the ham? The two larger bites are ham. The two smaller bites are mini-bites of Uni-Text processed material. (8) Beeflike Uni-Text retorted for 110 minutes at 15 PSI. (9) Uncolored Uni-Text processed material. It has a light color but accepts colors and flavors easily. (10) Dried product produced by the Uni-Text process to resemble ham. (11) The same piece pictured (in dry form) in Figure 10 after rehydration in boiling water. (12) Very dense, Uni-Text process material not rehydrated (magnification x 139). (13) Thin, parallel, untwisted structure, free of pockets and possessed of meatlike structure (magnification x 39). (14) Analog with somewhat thicker layers than Figure 13 after rehydration in boiling water (magnification x 39). (16) A smaller size of Uni-Text double extrusion-cooking equipment.

Figures show: (1) Cutaway view of large capacity / short time / high temperature extrusion cooker. (2) Flow sheet for production of meat extenders. (15) Flow sheet for the production of Uni-Text process meat analogs. Address: President, Wenger International, Kansas City, Missouri.

905. Wang, H.L.; Mustakas, G.C.; Wolf, W.J.; Wang, L.C.; Hesseltine, C.W.; Bagley, E.B. 1976. An inventory of information on the utilization of unprocessed and simply processed soybeans as human food. Peoria, Illinois: USDA Northern Regional Research Center, Interdepartmental Report. AID AG/TAB-225-12-76. 197 p. AID contract report. Undated. No index. 27 cm. Spiral bound. [65 ref]

• **Summary:** Contents: Introduction. Home and village traditional soybean foods by country. 1. Soybean food uses and production in Asia. Soaking dry soybeans. In China: Tou chiang (soybean milk; preparation, ways of serving), tou fu (soybean curd; yen-lu is the Chinese name for nigari), tou fu nao (soft curd), tou fu kan (dry / firm bean curd), chien chang (pressed tofu sheets), yu tou fu (fried tou fu), tung tou fu (frozen tou fu), tou fu pi (protein-lipid film; yuba), huang tou ya (yellow bean sprout or soybean sprout), mao tou (hairy bean, green soybean, or immature soybean), dry soybeans (roasting and frying, stewing and boiling), roasted soybean flour. Fermented soybean foods. Production and consumption of soybeans (China and Taiwan).

Japan: Tofu (soybean curd), kinugoshi tofu, processed

tofu products (aburage or age, nama-age and ganmo), kori tofu (dried-frozen tofu), yaki tofu (grill tofu), yuba (protein-lipid film), soybean milk, gô (ground soybean mash), daizu no moyashi (soybean sprouts), edamame (green vegetable soybeans), whole soybeans, kinako. Fermented soybean foods: Production and consumption.

Korea: Tubu (soybean curd), soybean sprouts, whole soybeans (green soybeans, parched or roasted soybeans, boiled soybeans), soybean flour (“Soybeans are first roasted and then ground to a flour. The flour is extensively used as an ingredient in various food preparations.” Note: This is the earliest document seen (Nov. 2012) that mentions roasted whole soy flour in Korea—however no Korean name of this roasted soybean flour is given), soysauce, bean paste [Korean soybean miso], natto (no Korean name is given), production and consumption of soybeans.

Indonesia: Tahu or tahoo (soybean curd), bubuk kedele (soybean powder), tempe kedele, tempe gembus [the name in Central and East Java for okara tempeh], oncom tahu [the name in West Java for okara onchom], other soybean products (soybean sprouts, green soybeans, roasted and boiled soybeans, kecap or soysauce, tauco or bean paste [miso]), food mixtures (Saridele, Tempe-fish-rice or TFR, Soy-rice baby food, soybean residue [okara]-fish-rice), production and consumption of soybeans.

To make bubuk kedele (p. 58): “Soybeans of the white variety are roasted until no beany flavor can be detected. They are ground into a powder and mixed with such spices as garlic and chili. Bubuk kedele is kept in a jar and served on special occasions with a rice product, longtong (rice wrapped in banana leaves and boiled for 3 to 4 hours). Bubuk kedele is always homemade and is eaten by everyone” (Source: I. Gandjar 1976, personal communication).

Note 1. This is the earliest English-language document seen (Nov. 2012) that uses the word *bubuk* or the term *bubuk kedele* to refer to Indonesian roasted soy flour.

Thailand. Philippines: Soybean sprouts, soybean coffee, soybean cake (made from equal amounts of soybean flour and wheat flour), soybean milk, tou fu and processed tou fu products, production and consumption. Burma. India. Malaysia. Nepal. Singapore. Sri Lanka (Ceylon). Vietnam. West Asia [Middle East; Iran and Turkey]. References—Soybean food uses in Asia.

2. Soybean food uses and production in Africa. Ethiopia: Injera, wots and allichas, kitta, dabbo, dabokolo, porridge. Kenya. Morocco. Nigeria: Whole soybeans, soybean paste, corn-soy mixtures (soy-ogi). Tanzania. Uganda. Production. References—Soybean food uses in Africa.

3. Soybean food uses and production in Europe [both Eastern and Western]. 4. Soybean food uses and production in Latin America. Argentina. Bolivia. Brazil. Chile. Colombia. Ecuador. Guyana. Paraguay. Peru. Uruguay. Venezuela (fried arepas with textured soy). Mexico: New village process, commercial developments of soy-based



food products, Gilford Harrison, Ruth Orellana, Seguras Social. Honduras. Costa Rica. Panama. Dominican Republic. Jamaica. Haiti. Trinidad. References—Soybean food uses in Latin America.

5. Soybean food uses and production in North America. United States: Oriental populations, vegetarian communes, The Farm in Tennessee. Canada. References—Soybean food uses in North America. 6. Soybean food uses in Oceania. Australia. New Zealand. 7. Summary of soybean food uses. Traditional soybean foods: Soybean milk, soybean curd and processed soybean curd products, protein-lipid film, soybean sprouts, tempe (tempeh), green soybeans, boiled soybeans, roasted soybeans, soybean flour, soysauce, fermented soybean paste, fermented whole soybeans [Toushih, hamanatto], natto, fermented soybean curd. Experimental soybean foods: Whole soybean foods, soybean paste, soy flour, soy beverage. Production and consumption.

8. Recent simple soybean processes, other than traditional. Simple village process for processing whole soybeans: Equipment, process, sanitation requirements, quality of product, evaluation of product in formulas and procedures for family and institutional use in developing countries. NRRC village process. Foods from whole soybeans developed at the University of Illinois (drum dried flakes, canned and homecooked soybeans, soy beverages and beverage products, spreads, snacks).

Ways of cooking and serving soybeans in the American diet. 9. Industrial processes. Industrial production and selling prices of edible soybean protein products. 10. Barriers to acceptability and utilization of soybeans in food and research recommendations: Availability. Cultural and social factors. Texture. Flavor. Nutrition and food safety. Technology development. Technology transfer. Research recommendations [concerning each of the above barriers].

Concerning Morocco: Cereal-soy blends have been used extensively in Morocco; in fiscal year 1974 some 14.7 million lb were shipped to Morocco. Mmbaga (1975) reported that soy flour is being used in making porridge, with 1 part soy flour to 3 parts maize / corn flour.

Tables show: (1) Soybean production and imports in Taiwan, 1962-1975 (tonnes = metric tons, p. 33). Production rose from a 53,000 tonnes in 1962 to a peak of 75,200 tonnes in 1967, then fell to 61,900 tonnes in 1975. Imports skyrocketed from 62,400 tonnes in 1962 to a record 827,300 tonnes in 1975. (2) Consumption of soybean foods in Taiwan, 1964-1974 (kg/capita/year, p. 34). Total soybean foods not including tofu rose from 1.08 kg in 1964 to a peak of 2.61 kg in 1972 then fell to 1.99 kg in 1974. Consumption of tofu (80% water) rose from 18.75 kg in 1964 to a peak of 33.89 kg in 1972, then fell to 32.04 kg in 1974. (3) Supply and disposition of soybeans in Japan, 1971-1974 (p. 49). Total supply is beginning stocks, plus domestic production, and imports. Total disposition is crushing, plus traditional foods and feed. In 1974 imports accounted for 87.5% of the

supply, and crushing accounted for 71.0% of the disposition. (4) Whole soybeans used in the production of traditional foods in Japan, 1970-74 (tonnes / metric tons, p. 50). Tofu and others rose from 508,000 in 1970 to 539,000 in 1974. Miso rose from 177,000 in 1970 to 192,000 in 1974. Shoyu rose from 13,000 in 1970 to 14,000 in 1974. (5) Defatted soybean meal used in the production of traditional foods in Japan, 1970-74 (tonnes / metric tons, p. 51). Shoyu rose from 163,000 in 1970 to 176,000 in 1974. Tofu and others was constant at 130,000 from 1971 to 1973. Miso decreased from 4,000 in 1970 to 2,000 in 1974. (6) Production of traditional soybean foods in Japan, 1970-74 (tonnes / metric tons, p. 52). Tofu and others rose from 1,867,800 in 1970 to 2,264,900 in 1973. Shoyu rose from 1,334,1000 in 1970 to 1,455,800 in 1974. Miso rose from 552,200 in 1970 to 587,200 in 1974. (7) Production and food use of beans [various types] and consumption of some soybean products in Korea, 1964-1967 (p. 56-57). In 1967 consumption (in tonnes / metric tons) was: Bean curd 290,000. Bean sprouts 270,000. Bean sauce 69,700. Bean paste 27,700. Total: 11.6 kg per capita per year. (8) Soybean production in Indonesia, 1960-1974 (p. 65). It rose from 442,862 tons in 1960 to 550,000 tons in 1974. (9) Consumption of soybeans in various parts of Indonesia in 1970 (p. 66). (10) Production of soybean foods in the province of Central Java, 1968-1972 (tons, p. 67). Kecap rose from 914,695 in 1968 to 1,524,000 in 1972. Tahu decreased from 18,570 in 1978 to 17,000 in 1972. Tempe rose from 506 in 1968 to 39,000 in 1972. (11) Area planted to soybeans and total soybean production in Thailand, 1964-1974 (p. 70). Area rose from 213,000 rais (6.25 rais = 1 ha) in 1964 to 1,016,000 rais in 1974. Production (in metric tons) rose from 31,300 in 1964 to 252,400 in 1974. (12) Utilization of soybeans by soybean-consuming countries, 1964-66 (based on FAO 1971 Food Balance Sheets, 1964-66 average, p. 150). The countries leading in per capita consumption (kg/person/year) are: China (PRC) 6.7. Japan 5.1. Korea(s) 5.0. Singapore 4.3. Indonesia 2.8. Malaysia 2.6. Taiwan (ROC) 1.1. (13) Amounts of cereal-soy blends distributed under Title II, Public Law 480 in fiscal year 1974 (p. 152-155). (14) U.S. exports of full-fat soy flour, 1974-75 (p. 156). Address: Northern Regional Research Center, Agricultural Research Service, Department of Agriculture, Peoria, Illinois 61604.

906. Winarno, F.G.; Hardjo, S.; Rumawas, F. 1976. The present status of soybean in Indonesia. Bogor, Indonesia: FATEMETA, Bogor Agriculture University. xxiii + 128 p. 29 cm. [7 ref]

• **Summary:** The best and most comprehensive survey up to this time on the subject, it was done as part of the 1974 Industrial Census of the Central Bureau of Statistics. Full of valuable statistics and tables. Contents. Preface. Summary. List of tables. List of figures. I. Introduction. II. Objectives and survey methods: A. Objectives. B. Survey methods. III. Cultivation, product handling and protection: A. Botany

of the soybean. B. Varieties. C. Growth requirements. D. Agronomy of soybean. E. Crop Management. F. Harvesting and product handling.

IV. Production: A. Harvested acreage, production and average soybean yield in Indonesia. B. Center production areas. C. Harvested acreage of soybean versus other food crops. D. Factors affecting soybean production. V. Farm management and soybean marketing in Indonesia: A. Farm management. B. Marketing of soybean.

VI. Soybean utilization (p. 52): A. Soybean products: Introduction, yuba, sere (from Bali: cooked whole soybeans, mixed with onions, hot pepper, turmeric, salt, and coconut presscake; molded into patties, sun dried, then deep fried), soybean milk, tofu (coagulated with *biang* or *sioko* {calcium sulphate}), soybean sprouts (*tauge*), soybean powder (soybeans that have been cooked, dried, dehulled, and pounded), soybean mixtures, kecap (Indonesian soy sauce), oncom (fermented soybean product, red or black), tauco (Indonesian-style miso), tempe. B. Soybean utilization: Utilization by farmer (in each of 6 provinces and total), utilization by processor (tempe, tofu, kecap, miscellaneous), census conducted by Central Bureau of Statistics, conversion factor for soybean products. C. Consumption of soybean and its processed products (by province). D. Other components. Appendixes.

Tables in body of text: (1) Brief description of recommended soybean varieties. (2-3). Insecticides used against *Agromyza* and *Phaedonia inclusa*. (4) Soybean harvest seasons in Indonesia (major harvest months, by province). (5-8) Harvested acreage, production, and average soybean yield during 1950-73, 1960-74, and in Java-Madura (1967-71, 1972, 1973, and 1974). (9) Soybean acreage in Java-Madura. (10) Major production areas in Java-Madura, and average 5-year yield, 1965-69. (11) Harvested acreage of soybeans vs. other crops in Java-Madura, 1971-72. (12) Production cost and value per hectare of soybeans. (13) Major trading and harvest months. (14-15) Percentage of farmer's share and marketing cost of the trade price in various provinces. (16) Percentage of farmer's share of the trade price. (17) Soybean utilization by farmers, 1975-76. (18-21) Production/consumption of tempeh, tofu, kecap, tauco, taugé, yuba, and sere.

(22-29) Raw material utilized by small-scale processors and by soybean home industries in Java and Jakarta. (30-31) Value of raw material and end products of small-scale industries over 3- and 12-month periods. (32) Conversion factor of soybean products to raw material. (33-36) Average daily consumption per capita of soybean and its processed products at villages in Lampung, Yogyakarta, East and West Java, and in 4 other provinces.

Concerning sprouts (*tauge*) in Indonesia (p. 67, 69): Tauge can be prepared from either soybean or mungbean. The average amount of soybean processed into taugé is about 8 qt [=quintal; 1 quintal = 100 kg = 220.46 lb] per year

per processor. The average number of employees is 1 per processor with 30 workdays per month. The entire product is for sale.

Table 33 (p. 84), "Average daily consumption per capita of soybean and its processed products at several villages in Lampung (a province of Indonesia located on the southern tip of the island of Sumatra) is: Tempe 18.33 gm. Soy sprouts 6.51 gm. Tofu 3.36 gm. Oncom 2.34 gm. Soybean 0.29 gm. Okara tempeh 0.25 gm. Okara 0.03 gm.

Table 34 (p. 85), "Average daily consumption per capita of soybean and its processed products at several villages in Yogyakarta and East Java is: Tempe 20.08 / 4.63 gm. Soy sprouts 1.57 / 3.05 gm. Tofu 1.83 / 4.24 gm. Okara tempe 0.53 / NL gm. Soybean 0.35 / 1.07 gm. Okara tempeh 0.25 gm. Okara 0.03 gm.

Table 36 (p. 87), "Average daily consumption per capita of soybean and its processed products of sample family farmers in 4 provinces.

Tempe consumption is highest in Yogyakarta (20.08 gm) followed by Lampung (18.33), Tulungagung (4.63) and West Java (4.42).

Tofu consumption is highest in Tulungagung (4.42 gm) followed by Lampung (3.36), Yogyakarta (1.83) and West Java (0.78).

Soybean sprout consumption is highest in Lampung (6.51 gm) followed by Tulungagung (3.05) and Yogyakarta (1.57); no value is given for West Java.

Oncom [ontjom] consumption is highest in Lampung (2.34 gm) followed by West Java (0.69). Address: FATEMETA, Bogor Agricultural Univ., Indonesia.

907. Wilson, Barry. 1977. Soya meat on the threshold of a boom. *Agra Europe (London)* No. 706. p. M/3-M/8. Jan. 7. • **Summary:** By "soya meat" or "vegetable meat" the writer means "TVP (textured vegetable protein)" which is actually textured soy flour (defatted). A good history of TVP in Britain and Europe; it was launched in Britain three years ago at a time when the UK and most of western Europe was beginning an unprecedented beef glut. With beef prices low, TVP struggled.

During the second half of 1976 TVP sales began to increase and they are expected to increase even faster in 1977.

The launch of Kesp (a spun soy protein product) by Courtaulds in 1973 was a fiasco.

Manufacturers of TVP in the UK include: (1) British Arkady, Old Trafford, Manchester. (2) Spillers (Lucas & Co.), Kingswood, Bristol. (3) British Soya Products, Puckeridge, Herts. [Hertfordshire]. (4) Courtaulds, Kesp Protein Foods, Coventry. (5) GMB Proteins, Blackhorse Lane, London. (6) Miles Laboratories, Slough, Bucks.

The names of six distributors and five users are also given.

"There is no doubt that British Arkady has the lion's



share of the British TVP human consumption market.” The best guess is that British Arkady now has about 40-50% of the UK market, followed by Spillers, then British Soya Products.

It is clear that all the raw material for the TVP [defatted soy flour] sold in the UK is imported from the United States. Briefly describes five commercial products that are on the market. Address: London.

908. DeMasters, Carol. 1977. Research to feed the world. *Milwaukee Sentinel (Wisconsin)*. Jan. 20. p. 1, 7.

• **Summary:** About the work of William Shurtleff and Akiko Aoyagi, directors of the New-Age Foods Study Center, with tofu and miso. “The world food crisis is their *raison d’être*.” They are “ardently devoted to finding alternative protein sources to those commonly used in the world—chiefly meat, poultry, and fish.” Contains 4 recipes plus a photo of the two with their Book of Tofu. Address: Sentinel Food Editor.

909. *Food Engineering*. 1977. Central Soya acquires rights to General Mills’ vegetable protein technology. 49(1):43. Jan.

• **Summary:** General Mills retains certain manufacturing rights for its own internal need and will continue to develop consumer branded protein items such as its successful Bac-Os and Bac-O-Bits. Central Soya will install the steam texturizing operation at its Gibson City Illinois soy protein plant.

910. Kagawa, Ryo. 1977. Shokuhin seibunhyô [Food composition tables for Japan]. Tokyo: Joshi Eiyo Daigaku Shuppan-bu. 145 p. Jan. 15 x 22 cm. [Jap]

• **Summary:** For tables of information on soybeans and soyfoods, see p. 21-22. Includes Kinako, soymilk, regular tofu, kinugoshi tofu, fukuro-iri tofu, yaki-dofu, abura-age, namaage, ganmodoki, kori-dofu, yuba, okara, natto, hamanatto, miso, red miso, light yellow salty miso, red salty miso, soybean miso, powdered miso. Address: Japan.

911. Shurtleff, William; Aoyagi, Akiko. 1977. What is tempeh? Lafayette, California: New-Age Foods Study Center. 14 p. Unpublished manuscript. Jan. Published as a 4-page tan leaflet later in 1977 with the addition of 4 Los Angeles tempeh shops. Revised, published edition, Oct. 1980. Also reprinted by many tempeh shops under their logo. Unpublished manuscript.

• **Summary:** Contents: Introduction. A rich source of nutrients. Tempeh in Indonesia. A brief history of tempeh. Making tempeh at home: Homemade soy tempeh (using 2½ cups soybeans), homemade okara- or coconut press-cake tempeh, homemade grain- or grain & soy tempeh. Storing & preserving tempeh. Favorite tempeh recipes: Deep-fried tempeh. Pan-fried tempeh. Tempeh chips. Tempeh, lettuce & tomato sandwich. Tempeh burger, and 11 others. Soybeans

and the world food crisis. Making tempeh starter at home. Making tempeh in a community or commercial shop. People & institutions connected with tempeh: Research scholars and institutes in North America, tempeh shops in America (7), individuals interested in tempeh in America (4), research scholars and institutes in Indonesia and Japan (5). Address: 790 Los Palos Dr., Lafayette, California 94549.

912. Oblinger, Jan. 1977. Tofu, nutty burgers served on ‘veggie line’ at UMO. *Bangor Daily News (Maine)*. Feb. 16. p. 6.

• **Summary:** “Students at the University of Maine at Orono are eating strange things these days. And they’ve never been healthier. The Office of Dining Services is making available to students a vegetarian menu in addition to the regular meat and potatoes fare served in the campus’ dining halls.” Included on the unique menu are tofu burgers—“a small part of the college’s campaign to get more vegetables and less meat to those students who want it.” Many students who eat at the veggie line do not consider themselves vegetarians; they just like the food. The Bear’s Den, a student restaurant at the Memorial Union, now offers a tofu salad sandwich, as well as a meatless “nutty burger” based on cottage cheese.

“According to UMO’s assistant manager of dining services, Anne Johnson, tofu is purchased from Peter and Judy Beane of the No-moo Dairy in South Portland [Maine], the only source north of Boston [Massachusetts]... Some of the other hard-to-find items are bought through a Boston company named Erewhon.”

“The university learned about tofu in a book by Bill Shurtleff and Akiko Aoyagi, who demonstrated cooking with tofu and miso at the college in November. They showed how to prepare tofu or miso for less than eight-and-a-half cents a pound.”

Contains “veggie” recipes for Nuttyburger, and Maveric Chili (with 1 cup whole soybeans). Five photos show students “dining on the tofuburger,” which contains soybean curd, carrots, onions, and sunflowers. Most said the flavor “was hard to describe. Several said it tasted a lot like a fish sandwich.” Address: Daily News Staff.

913. **Product Name:** Cedar Lake Meatless Terkettes.

**Manufacturer’s Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).

**Manufacturer’s Address:** Cedar Lake, MI 48812.

**Date of Introduction:** 1977 March.

**Ingredients:** Wheat protein, whole wheat flour, water, vegetable seasoning, salt.

**Wt/Vol., Packaging, Price:** 19 oz (1 lb 3 oz) can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Label (redesigned; printed 12 March 1977) sent to Soyfoods Center by Cedar Lake Foods. 4¼ x 11 inches. Blue, red, brown and black on white. “Other tasty and nutritional products from Cedar Lake Foods

include: Peanut Butter. Vegeburger. Vege-Bits. Sloppy Joe. Soynut Loaf. Chipettes. Hostess Cuts. Tender Tips. Chops. Breeding Meal.” “Cedar Lake Foods assist in supplying the nutritional needs of many people who prefer a meatless diet.”

914. **Product Name:** Cedar Lake Meatless Tender Tips.

**Manufacturer’s Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).

**Manufacturer’s Address:** Cedar Lake, MI 48812.

**Date of Introduction:** 1977 March.

**Ingredients:** Wheat protein, water, vegetable seasoning, salt.

**Wt/Vol., Packaging, Price:** 19 oz (1 lb 3 oz) can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Label (redesigned; printed 12 March 1977) sent to Soyfoods Center by Cedar Lake Foods. 4¼ x 11 inches. Blue, red, brown and black on white. “Other tasty and nutritional products from Cedar Lake Foods include: Peanut Butter. Vegeburger. Vege-Bits. Sloppy Joe. Soynut Loaf. Chipettes. Hostess Cuts. Tender Tips. Chops. Breeding Meal.” “Cedar Lake Foods assist in supplying the nutritional needs of many people who prefer a meatless diet.”

915. *Wall Street Journal*. 1977. Miles Laboratories says ‘76 sales of some foods trailed expectations. April 7.

• **Summary:** The company’s annual report stated that sales of textured vegetable protein food products have not reached expectations. In 1976 the company’s Morningstar Farms breakfast line of Links, Patties, Slices, and Strips lost money for the 2nd year in a row. A new product, Scramblers, has shows good acceptance in test marketing. Two new products are Grillers (a hamburger-like patty) and Stakelets (which tastes like a chapped steak). One promising fact is that 56% of all U.S. families “have one or more members concerned about the cholesterol in their diet.”

916. **Product Name:** Ranch House Sizzleberg, Savoury Macaroni with TVP (Mix), Soysage, Seasavour.

**Manufacturer’s Name:** Direct Foods Ltd.

**Manufacturer’s Address:** Bedford Rd., Petersfield, Hampshire, GU32 3EW, England. Phone: Petersfield 4911/2.

**Date of Introduction:** 1977 April.

**Ingredients:** Macaroni Mix: Wholemeal macaroni, textured soya protein, dehydrated onions, green bell peppers, peas, mushrooms, vegetable oil, sea salt, corn flour, raw sugar, yeast extract, spices, herbs.

**Wt/Vol., Packaging, Price:** Macaroni: 141 gm plastic bags for ½ pound.

**How Stored:** Shelf stable.

**New Product–Documentation:** Trade catalog and price list from Direct Foods Ltd. 1977. April 25. The product line is the same as in 1974 except for the addition of: 10 lb sizes for each flavor, Sizzleberg (1 lb yields 2 lbs), and New Savoury Macaroni with TVP.

Food Report (Lehmann). 1982. Jan. Talk with Peter Roberts. 1990. Dec. 12. In about 1970, Direct Foods Ltd. introduced a line of about 20 vegetarian protein products, all replacements for meat and all sold under the Ranch House brand.

917. Kolb, H. 1977. Herkoemmliche Verfahren zur Nutzung von Soja im asiatischen Raum [Traditional processes for using soya in Asia]. *Alimenta* 17(2):41-45. March/April. [35 ref. Ger]

• **Summary:** Discusses each of the following foods briefly and gives sources of further information: Kinako (roasted soy flour), soymilk, yuba, tofu, kori tofu (dried-frozen tofu), aburaage, namaage, kinugoshi tofu, sufu, soy cheese (Western style), soy yogurt, ganmodoki, natto, Hamanatto, koji, tempeh, miso, tao-tjo [Indonesian-style miso], kochujang, shoyu, and ketjap.

Note 1 This is the earliest German-language document seen (Oct. 2011) that uses the word “sufu” to refer to fermented tofu.

Note. This is the earliest German-language document seen (April 2013) that mentions silken tofu, which it calls *kinugoshi*. Address: Institut fuer Lebensmitteltechnologie, Frucht- und Gemuesetechnologie, Technische Universitaet Berlin, Koenigin-Luise-Strasse 27, D-1000 Berlin 33, West Germany.

918. **Product Name:** Soy Nuggets (Chunks of Textured Soy Flour Flavored with Soy Sauce).

**Manufacturer’s Name:** Love Natural Foods.

**Manufacturer’s Address:** 3 Masada Dr., Cohutta, GA 30710.

**Date of Introduction:** 1977 April.

**Ingredients:** Defatted soy flour, imported naturally fermented shoyu soy sauce.

**Wt/Vol., Packaging, Price:** 8 oz box.

**How Stored:** Shelf stable.


**Nutrition:** Per 2 oz.: Calories 202, protein 17 gm, carbohydrates 30 gm, fat 1.7 gm, calcium 165 mg, iron 5 mg, sodium 678 mg.

**New Product–Documentation:** Spot in Whole Foods.

1986. Nov. p. 50. “Soy Substitute.” And in *Vegetarian Times*. Nov. p. 58. “Golden Nuggets of Soy.” Ideal for making chili, spaghetti sauce, and Sloppy Joes. Label. 1987. 5.5 by 8 by 2 inch box. Red, black, and white on tan. Color photo of spaghetti sauce, sloppy joe, and chili dish. “With natural soy sauce. Very low fat. No cholesterol. Perfect for Connoisseur Chili, Super Spaghetti Sauce, Sumptuous Sloppy Joes, and many other great dishes. Reconstitutes to over a pound.” Five recipes on back. Several quotes about love and God. Ad for “Love animals, don’t eat them T-shirts.” Form filled out by David Nazar. 1987. Dec. They now make 1,000 lb/month.

Ad in *Vegetarian Times*. 1991. Dec. p. 49. “Soy Nuggets. Lean bean protein. A great tasting soy granule made





**Loveburger**

**The Classic Vegeburger**

We know **Loveburger** is the most **nutritious** vegetarian burger available because of all the quality ingredients we put in it. One burger gives you 25% of the RDA of Protein and Iron *plus* 50% of Niacin, 100% of Riboflavin and 140% of Thiamine.

We think **Loveburger** is the most **delicious** vegeburger you can buy because of the hundreds of letters we've gotten from folks who love the taste and convenience of **Loveburger** as much as we do. Ask for **Loveburger** at your local natural food store or cooperative. Thanks.

And much Love ♥♥♥♥♥

**LET THIS BEAUTIFUL PAINTING DECORATE YOUR HOME** and communicate the spirit of vegetarianism to your family and guests. Get one for your child or grandchild's room and help them to understand the spiritual beauty of a vegetarian diet. That is why we chose this classic masterwork by William Strutt to be the logo for our delicious, nutritious LOVEBURGER. We are offering quality, full color 12" by 15" art prints suitable for framing for only \$10.00 with a money back guarantee if you're not delighted.

**NEW – HEAVYWEIGHT T-SHIRTS IN BLUE OR BEIGE**  
...with the same full-color picture from the painting on each of them. 100% cotton shirt with the picture surrounded by the motto "LOVE ANIMALS DON'T EAT THEM."  
Adults S-M-L-XL. Children's in Ecru only S(6-8) M(10-12) L(14-16)  
ALL ONLY \$8.00 EACH.

**LONG SLEEVE SHIRTS** 100% cotton Blue or Beige adult sizes only S-M-L-XL \$12.00 each. For the print, T-shirts or long sleeve shirts, send check or money order with your address, size and color desired to:

LOVE NATURAL FOODS • 3 MASADA DRIVE • COHUTTA, GEORGIA 30710  
Don't Delay, Mail Your Order Today!

with natural shoyu soy sauce. Perfect for connoisseur chili, super spaghetti sauce, sumptuous Sloppy Joes, and many other great dishes." The company address is still 3 Madada Drive. A color painting shows Jesus as a child walking with animals, illustrating the spiritual beauty of a vegetarian diet.

919. **Product Name:** Loveburger. The Classic Vegeburger.

**Manufacturer's Name:** Love Natural Foods.

**Manufacturer's Address:** 3 Masada Dr., Cohutta, GA 30710. Phone: 404-694-8179.

**Date of Introduction:** 1977 April.

**Ingredients:** Sesame seeds, soy flour, oat flour, bran, potato flour, nutritional yeast, naturally fermented soy sauce (from soybeans, wheat, sea salt), onion powder, basil, garlic powder, marjoram.

**Wt/Vol., Packaging, Price:** 1 lb box.

**How Stored:** Shelf stable.

**Nutrition:** Per 2 oz.: Calories 245, protein 17 gm, carbohydrates 20 gm, fat 11 gm, crude fiber 2 gm.

**New Product–Documentation:** Label. 1987. 5.5 by 8 by 2 inch box. Blue, black, and red on tan. Color photo of a child leading a cow, lamb, and lion. "Easy. All Purpose. Vegetarian. Quick and easy preparation. Makes two pounds." Recipe on back. Several quotes about love and God. Ad for

"Love animals, don't eat them T-shirts." Form filled out by David Nazar. The product is 1/3 soy. They now make 5,000 lb/month.

Color ad in *Vegetarian Times*. 1988. Nov. p. 63.

"Loveburger. The Classic vegeburger." Ad in *Vegetarian Times*. 1990. March. p. 49. "Loveburger: The delicious way to get the fiber you need. With over 14% fiber, Loveburger has almost as much as oat bran... *Vegetarian Times* rated Loveburger the most meat-like of the dry mix vegeburgers... Enjoy Loveburger for life."

920. *Organic Gardening and Farming*. 1977. Tofu cooking: Tofu will give your meals that true Oriental taste and your nutrition a big boost. 24:106, 108, 112. April.

• **Summary:** "If America were to have a tofu expert, it would be the team of William Shurtleff and Akiko Aoyagi. For three years they studied the preparation and use of tofu throughout Japan. Their efforts resulted in the encyclopedic work, *The Book of Tofu* (\$7.95 from Autumn Press, 7 Littell Road, Brookline, Massachusetts 02146). The following recipes have been carefully developed by them to suit American tastes."

Recipes include: Creamy tofu dressing with curry (or other seasonings). Tofu mayonnaise. Tofu sour cream. Tangy

tofu cottage cheese. Homemade tofu burgers (ganmo). Sizzling rice with deep-fried tofu. Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

921. **Product Name:** Tofu Pops.

**Manufacturer's Name:** Vegetable Protein Co.

**Manufacturer's Address:** 140 River St., Cambridge, Massachusetts.

**Date of Introduction:** 1977 May.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with John Weissman. 1992. March 31. In addition to the Wheatmeal Tan Pop, John developed and made a Tofu Pop, introducing it in the spring of 1977. He bought squares of plain pressed tofu (3 inches on a side and 3/4 inch thick) from a Chinese retail food store in Boston's Chinatown—he does not recall the company's name and he is not sure if they made the tofu or bought it from elsewhere. Later he bought tofu from Yah Kee, a Chinese tofu maker. He skewered the pressed tofu squares, coated them with his dry flour mix and corn batter, and deep-fried them. He first sold these at the very first Bread & Circus natural food store purchased by Anthony Harnett in Brookline. The product was introduced just after Anthony bought the store—but it was discontinued after a month or so, because it sold slowly; the unflavored tofu was too bland.

922. *Food Engineering*. 1977. Tuna salad analog based on soy protein. 49(6):ef-14, 15. June. In special section on Engineered Foods.

• **Summary:** New U.S. regulations to protect porpoises almost guarantee a severe reduction in the tuna catch. To help alleviate such consequences, the PFW/Hercules Food Technology Center in Middletown, New York, has developed this prototype tuna salad analog which contains no tuna meat. The recipe includes Edipro 200 soy protein, MSG, and artificial and natural tuna flavors.

923. Shurtleff, William; Aoyagi, Akiko. 1977. Excerpts from *The Book of Tofu: Deep-fried tofu*. *Mother Earth News* No. 45. May/June. 62-64. [1 ref]

• **Summary:** Describes how to make at home and serve thick agé, ganmo, and agé. Address: c/o Aoyagi, 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan. Phone: (03) 925-4974.

924. Howes, Charles D. 1977. Re: The influence of Dr. John Harvey Kellogg on substitute foods and their developers in the USA. Letter to Mr. Stephen H. McNamara, Associate Chief Counsel for Food, U.S. Food and Drug Administration, Washington, DC., July 15. 2 p. Typed, with signature on letterhead. [1 ref]

• **Summary:** “Your paper in *Food Engineering*, June 1977 was read with interest. I do not intend to dispute any of the

points made in it here, but would like to share with you a historical perspective of the development of substitute foods. A brighter future may be assured if we remind ourselves of the progress of the past.

“John Harvey Kellogg, M.D. promoted a simple vegetarian diet at the Battle Creek Sanitarium in Michigan which he headed during most of his 67 years at the medical institution (beginning in 1875/76). During this period he developed a unique program of diet, hydrotherapy and expert surgery which attracted people from around the country and the world. Patients included a number of leading people such as William Howard Taft, William Jennings Bryan, Roald Amundsen, Lowell Thomas, Alfred DuPont, John D. Rockefeller, Jr., J.C. Penney, Montgomery Ward, S.S. Kresge, etc., etc.

“As might be guessed, Kellogg's views on diet and health were widely spread throughout America and the world. In order to provide a satisfactory vegetarian breakfast Kellogg developed the breakfast cereal and Battle Creek became the prepared-cereal capital of the world. The breakfast cereal was a substitute for ham & eggs and other high meat breakfasts.

“Kellogg also invented vegetable protein foods which he served as substitutes for meat. This was the beginning of the meat analogue industry.

“Henry Ford II [sic, Henry Ford] was a patient of Dr. Kellogg and Kellogg was a man who liked to share his ideas with anyone who would listen intelligently. Exactly what was shared we do not know, but back in Detroit Ford established a soy research team. The soy research team invented soy plastic (which was used in Ford automobile steering wheels for several years), soy fabric, and soy fiber [spun soy protein fiber]. When the research team was broken up the leading members joined the food industry and with additional developments produced vegetable fiber suitable for food products. This was the beginning of textured vegetable protein fiber.

“In order to promote his ideas more fully and leave a more lasting impression on the health of the world, Kellogg founded a medical school in connection With the Battle Creek Sanitarium. The American Medical Missionary College was granted a charter in 1895 and had two campuses—Battle Creek & Chicago. Much of the support for the medical school came from the food business. The school gave an excellent education and was soon fully accredited. Into this situation came Harry W. Miller, a medical student from Ohio. Harry Miller started working as a guide in the cereal factory to help support himself as a medical student. He became interested in the food business and became such an expert guide that Kellogg developed an interest in him. Miller was instructed by Kellogg in the area of food processing and read into food development as well as studied medicine. He became well-versed in both areas.

“When Miller graduated he married and soon sailed for



China as a medical missionary. He noted malnutrition among infants and a high death rate among them. He also noted that soymilk was made by the people, but only the old people (no doubt those without teeth) drank it. In time Miller applied his knowledge of food processing methods to taking soymilk production out of the kitchen and making it on a large scale in a formulation suitable for infants. In the late 1930's China was invaded by the Japanese and the soymilk plant was bombed. After several adventures he was able to return to the U.S. and founded the first American soymilk plant.

"Thus a "Whole Picture" of substitute foods may be outlined in perspective thus:" A diagram shows John Harvey Kellogg, M.D. on the top line. Arrows point downward from him to those he influenced on the 2nd line: (1) Henry Ford II and the Soy Research Group. (2) Vegetable Protein Foods. (3) Breakfast Cereal. (4) Harry W. Miller, M.D. Arrows point downward to the 3rd row showing that: (1) Ford and the Soy Research Group developed Vegetable Protein Fiber. (2) Dr. Miller developed Soymilk & Soycheese. Arrows point downward to the 4th row showing that both Vegetable Protein Fiber and Vegetable Protein Foods led to the [commercial] development of Textured Vegetable Protein foods.

"I hope this background material will be helpful to you as you deal with the nutritional problems of engineered foods.

"Sincerely,..." Address: PhD, Technical Director, Loma Linda Foods, 13246 Wooster Rd., P.O. Box 388, Mount Vernon, Ohio 43050. Phone: (614) 397-7077.

925. *Food Engineering*. 1977. First licensee for Uni-Tex meat analogs. 49(8):48. Aug.

• **Summary:** The first licensee is Garrison Products, Inc., which will operate a new plant in Northbrook, Illinois—according to an announcement by Wenger Manufacturing of Sabetha, Kansas. Garrison will produce this unique double extruded meat analog under the Wenger patents.

926. Shurtleff, William; Aoyagi, Akiko. 1977. *Tofu & soymilk production: The Book of Tofu*, volume II. Lafayette, California: New-Age Foods Study Center. 128 p. Aug. 1. Illust. by Akiko Aoyagi Shurtleff. No index. 28 cm.

• **Summary:** A rough photocopied manuscript with a yellow cover, created in response to a letters from many people requesting information on how to start a tofu shop. This book was published in finished form in 1979 under the same title, *Tofu and Soymilk Production* (336 p.).

Contents: 1. So you want to start a tofu shop or soy dairy? 2. Setting up shop; The community shop, the traditional shop, the steam-cooker shop, the pressure cooker shop, the soy dairy, the modern factory. 3. Ingredients. 4. Scientific data concerning the tofu-making process. 5. Tofu. 6. Firm tofu. 7. Using okara and whey. 8. Deep-fried tofu: Cutlets, burgers, and pouches. 9. Soymilk. 10. Soymilk ice

cream, yogurt, kefir, mayonnaise, and cheese. 11. Silken tofu & soft tofu (Silken tofu is made from concentrated soymilk). 12. Lactone silken tofu. 13. Grilled tofu. 14. Wine-fermented tofu. 15. Dried-frozen tofu. 16. Yuba.

Appendix A: People and institutions connected with tofu & soymilk production. B: Sketches of tofu and yuba shops in Japan. C: So you want to study tofu in Japan? D: Table of equivalents.

Note 1. This is the earliest English-language document seen (April 2013) that uses the term "silken tofu" to refer to Japanese *kinugoshi* tofu.

Note 2. This is the earliest English-language document seen (Oct. 2011) that uses the term "wine-fermented tofu." Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549; 278-28 Higashi Oizumi, Nerima-ku, Tokyo 177, Japan.

927. Rasmussen, Carol. 1977. Vegetarians straight off the farm: Soy is source of successful diet. *Chicago Tribune*. Sept. 8. p. E3, or p. W\_A3, or p. N\_83.

• **Summary:** This article is about The Farm, from Summertown, Tennessee, and their creative but strict vegetarian diet—that uses no meat, eggs, or dairy products." Margaret Nofziger explains that Farm members are not food faddists; they eat cocoa, sugar, and white flour.

Most of their nutrients comes from soybeans. They grow 250 acres of soybeans a year and turn a significant portion of these into an incredible array of foods such as soy flour and soy milk. The soy milk is made into soy yogurt, mayonnaise, a cheese, tofu, soy ice cream, and tempeh (which is a fermented soy product from Indonesia). The pulp [okara] that remains after making soy milk is used to make a meatless sausage; it also add to cakes, cookies, and other baked goods. Also on The Farm, soybeans are roasted to make nuts, and ground to make coffee. They have published recipe booklet titled "Yay soybeans."

The Farm has a great deal of experience in cooking whole soybeans. The best way is to use a pressure cooker for 1 hour at 15 pounds pressure. Or you can cook them for at least 10 hours at atmospheric pressure.

A typical breakfast at The Farm might consist of toast, fried tofu, tea and sugar. Or perhaps fried potatoes and cheese [made from nutritional yeast] and hot soy milk and tea.

A cartoon has this caption: "Soybeans are the base for cheese, ice cream, sausage, and burgers." Address: Food Guide editor.

928. Kapoor, Manjusha; Gupta, A.K.; Deodhar, A.D. 1977. Sensory evaluation of vegetable cutlets prepared from soybean (vegetable and grain type) and potatoes. *Current Agriculture (India)* 1(3):49-52. July/Sept. [4 ref]

• **Summary:** Five soybean varieties, harvested when mature and dry, were subjected to sensory evaluation: Coker-102,

Coker-240, Coker-stuart, JS-2, and Kali Tur [Kalitur] (black soybeans). Meatless cutlets, prepared from potatoes and soybeans, were judged for their appearance, flavour, taste, and blending quality. Coker-102 was given the highest total score. Vegetable-type soybeans were found to be superior to grain-type soybeans. "Therefore, it is suggested that vegetable soybeans may be given due place in applied nutrition programmes of the country as these would be good source of protein and calorie to the poor average Indian diets." Address: Dep. of Plant Breeding and Genetics, J.N. Krishi Vishwa Vidyalaya, Jabalpur, MP.

929. Price, Charlene. 1977. Fabricated foods—The consumer's view. *USDA National Food Situation* No. 161. Sept. p. 20-21. [1 ref]

• **Summary:** USDA's Economic Research Service (ERS) did a nationwide survey of 1,400 shoppers to see how new foods made from textured vegetable proteins are catching on. Three types of products were discussed: 1. Packaged extenders to be added to meat at home. 2. Meat products already extended. 3. Meat analogs, similar to meat but containing none. Of the shoppers sampled, 58% were aware of #1, 12% of #2, and 75% of #3. Of the various products, bacon analogs led the popularity list (73% of the analog users had tried them), followed by egg substitutes (38%), and sausage substitutes (25%). Address: USDA Economic Research Service.

930. Bodin, Paul. 1977. Que mangerons-nous demain? Un avant-gout: les spécialités aux protéines végétales aromatisées [What will we eat tomorrow? A foretaste: Flavored vegetable protein specialties]. *Ouest-France*. Oct. 15-16. [Fre]

• **Summary:** A photo shows two cupped hands holding soybeans. Maybe proteins extracted from them will enrich our menus. But the soybean is not the only seed rich in proteins; others include sunflower seeds, peas, and beans, all of which are cultivated in France. Address: France.

931. Lublin, Joann S. 1977. Soybean saga: Revival is attempted for meat substitutes that flopped after '73. But new line of Miles Labs is still facing resistance to the taste and the price. Pitch to the health-conscious. *Wall Street Journal*. Oct. 26. p. 1, 27.

• **Summary:** Miles Laboratories Inc. is coming out with new versions of its meatless products "that it says taste, feel and smell more like the real thing. A sampling of the new Morningstar Farms line of vegetable-protein products, just now starting to be marketed, largely supports Miles's claim. The products are tastier and juicier, they feel meatier and smell less spicy than earlier versions. But the bacon substitute in particular falls short of the real thing. In the words of one impartial taster, it looks and tastes more like painted cardboard than real bacon."

"When Miles offered its original meat substitutes in 1973, officials predicted sales of more than \$100 million a year within the decade. Now, 4 years later, Morningstar Farms sales are running around \$15 million a year, less than half the levels expected by now. The products, moreover, have registered pretax losses of \$33 million since their development. Others in the food business were similarly overoptimistic. Industry-wide sales of soy protein products last year totaled about \$120 million, up from \$75 million in 1972 but far short of forecasts of \$1.5 billion by 1980... When the original products were offered, meat prices were soaring to 1973 peaks and the public was eager for alternatives."

"Miles Laboratories, best known for its Alka-Seltzer antacid, had great expectations for meat substitutes in 1970 when it bought Worthington Foods Inc., a pioneer in textured-vegetable-protein technology. Miles reformulated several Worthington products and began test-marketing sausage-like links and patties, ham-like slices and bacon-like strips in 1972.

"Consumer surveys at the time showed that more than half of all U.S. households had at least one member concerned about heart-disease risks from excessive cholesterol in his diet. Miles marketers reasoned that many of the 40 million concerned families would welcome cholesterol-free replacements for their breakfast protein. The company spent \$7.5 million on a nationwide promotion campaign in 1974, featuring prime-time television commercials emphasizing the nutrition angle.

"About 10 million American families tried the Morningstar Farms breakfast line in the first 18 months, meeting the company's goal. But fewer people than expected came back for seconds, and outside analysts suggest the current sales are half the anticipated volume."

932. *Cereal Foods World*. 1977. Products: Soy bits. 22(10):557 Oct.

• **Summary:** Swift Edible Oil Co. has developed Swift Premium Imitation Bacon that has a real smoked bacon taste, flavor, and aroma. The product is naturally smoked in a smokehouse. The bits are ideal for salad toppings, etc. Contact Swift Edible Oil Co., 115 West Jackson Blvd., Chicago, Illinois 60604.

933. Farm, The. 1977. How we make and eat tempeh down on the farm. *Mother Earth News* No. 47. p. 105-08. Sept/Oct.

• **Summary:** Most of the article describes how to make tempeh at home, with photos. Then there are sections on "Additional tempeh-checking tips" and "Questions and answers" about making tempeh at home, followed by recipes: Tempeh burger. Deep-fried tempeh. Tempeh pizza. Cubed fried tempeh. Tempeh and noodles. Cajun tempeh jambalaya. One full page of color photos shows tempeh recipes. Address: Summertown, Tennessee.



934. Jonathan. 1977. Re: Products now being sold by Jonathan. Letter to distributors. 1 p. Typed, without signature on letterhead. [Dut]

• **Summary:** At the top of this company's letterhead is written "Jonathan." Below that is an illustration (line drawing) of two seagulls flying, and to the right is a large round yin-yang (*t'ai chi*) symbol. Below that, as part of the letterhead is written: *Productie van macrobiotische natuur en vegetarische specialiteiten* [Macrobiotic products and vegetarian specialties]. Jos-Filoe Van de Pongseele-Holleweg 89-2070 Ekeren-Tel. 031.64.41.73-BTW 631.150.888.

The typed, unsigned letter reads: "Dear gentlemen and ladies: Perhaps you have an interest in natural foods. On 28/29/30 October 1977 there will be an international natural food show (*Natuurbeurs*) in Ghent. Jonathan will be presenting the following natural foods: Seitan (a vegetarian steak), Goulash (made with seitan), Tofu (*Sojakaas*), Mochi (made of sweet rice), sea vegetables, vegetable pickles, and peanut butter."

Note: This is the earliest Dutch-language document seen (April 2013) that uses the term *Sojakaas* to refer to tofu. Address: Holleweg 89, 2070 Ekeren (near Antwerp), Belgium. Phone: 031-64.41.73.

935. **Product Name:** [Goulash {Made from Seitan}].

**Foreign Name:** Goulash-Gemaakt van Seitan.

**Manufacturer's Name:** Jonathan.

**Manufacturer's Address:** Holleweg 89, 2070 Ekeren (near Antwerp), Belgium. Phone: 031-64.41.73.

**Date of Introduction:** 1977 October.

**Ingredients:** Incl. seitan.

**How Stored:** Refrigerated.

**New Product-Documentation:** This is the earliest known commercial second generation seitan product in Europe. Jos van de Pongseele (Jos is pronounced like the first syllable in Joseph) was the person responsible for starting seitan production at Jonathan.

Typed letter written in Oct. 1977 on Jonathan letterhead (Jonathan was at Holleweg 89; at the top of the letterhead was an illustration of two seagulls and a round yin-yang (*t'ai chi*) symbol) showing that that company was selling Seitan (a vegetarian steak) and Goulash (made with seitan)—among other things.

936. **Product Name:** [Seitan].

**Foreign Name:** Seitan.

**Manufacturer's Name:** Jonathan.

**Manufacturer's Address:** Holleweg 89, 2070 Ekeren (near Antwerp), Belgium. Phone: 031-64.41.73.

**Date of Introduction:** 1977 October.

**Ingredients:** Whole wheat, tamari soy sauce, ginger, kombu.

**Wt/Vol., Packaging, Price:** 250, 500 and 1000 gm trays

with transparent plastic film lid.

**How Stored:** Refrigerated.

**New Product-Documentation:** This is the earliest known commercial seitan product in Europe. Jos van de Pongseele (Jos is pronounced like the first syllable in Joseph) was the person responsible for starting seitan production at Jonathan.

Typed letter written in Oct. 1977 on Jonathan letterhead (Jonathan was at Holleweg 89; at the top of the letterhead was an illustration of two seagulls and a round yin-yang (*t'ai chi*) symbol) showing that that company was selling Seitan (a vegetarian steak) and Goulash (made with seitan)—among other things.

Letter from Sjon Welters. 1982. April 16. "Jonathan is a macrobiotic food company. They produce a wide assortment of macrobiotic products, such as... seitan..."

Label sent by Jos van de Pongseele. 1988. 6.25 by 10.5 inches. This card-stock sleeve fits over the product. Color photo of two slices of seitan on a wooden plate with brown rice, onion rings, mushrooms, and lettuce. The product name, Seitan Natural in English, or Seitan Naturell in German, is written in white on a reddish-orange band. Ingredients: water, wheat\*, soya flour\*, wheat gluten, soya sauce, sea salt, sea-weed, spices \* = Organically grown. Nutritional composition: Minerals 1%, vegetable proteins 20%, vegetable fats 0.3%, carbohydrates 3%. 110 calories (Kcal) per 100 gm. The product is sold frozen in a 200-gm tray. "Vegetable product. Use: Open lid with a sharp knife. Spread mustard or sprinkle tamari on the slices and allow them to fry in a pan. Pieces of seitan are delicious in all sorts of stews as in e.g. sauce bolognese with chopped seitan." Code CINAB. Best before 12/89.

Letter from Mark Callebert of Lima Foods in Belgium. Jonathan started to make seitan in 1978 in a plant they built at Holleweg, Ekeren (Hoogboom), Belgium.

Letter (fax) from Jos van de Pongseele and Magda Verfaillie of Mycelia b.v.b.a. in Gent, Belgium, in response to an inquiry. 1992. July 6. Jonathan was the first company in Europe to make seitan for sale commercially. Jos van de Pongseele, the founder of Jonathan, first learned about seitan during a 9-month stay [with his wife and family] at the Kushi Institute in Boston, Massachusetts, from March to December 1976. There he tasted the seitan prepared by Aveline Kushi. He thought it would be a good meat substitute for the growing group of vegetarians in Europe. [Note: Jos was a butcher with a large meat processing operation before he became a macrobiotic vegetarian]. In Boston, he learned how to make seitan on a home scale from Tamara Uprichard. Then, at the very end of his stay in Boston, he started up medium-scale production of seitan with two Americans; he no longer remembers the name of the company or the names of his American partners. They sold seitan to macrobiotic study houses in Boston and to the Erewhon retail store.

Returning to Belgium, he founded Jonathan. The name "Jonathan" came from a famous book titled *Jonathan*

*Livingston Seagull* [by Richard Bach, 1970]. Jos hired a man named Ludo Peeters as his first employee and they set up the business in a garage at Holleweg 53, 2180 Ekeren, near Antwerp, Belgium. The company's first product, made entirely by hand, was plain fresh seitan. It was introduced some time in 1977. The product name on the label was simply Seitan, written in 4 languages (Dutch, French, German, and English). It was packaged in 250, 500, and 1000 gm carton dishes with a transparent plastic film lid. With seitan, the big challenge for Jos was to introduce an entirely new and valuable product to the market. Two months after introducing seitan, Jonathan started making tofu and soymilk. Ludo continued to work at Jonathan for many years, eventually becoming managing director.

In 1979 Jonathan introduced a fresh seitan burger, then in Jan. 1980 the company moved to its present location at Antwerpsesteenweg 336, B-2080 Kapellen, Belgium. At the new location they introduced a number of new seitan products: Seitan Paté (Feb. 1980, sterilized), Seitan Goulash (late 1980, sterilized), and Seitan Schnitzel (1981, fresh). From 1985 on, Jonathan introduced a series of different ready-to-eat meals in which seitan was a major ingredient. Jos sold Jonathan and left on 1 April 1989.

Talk with Tamara Uprichard. 1992. July 7. She lived in the same Boston macrobiotic study house with Jos and his wife and family. She remembers Jos as being a very gentle, hard-working, and well-organized man.

Talk with Ludo Peeters. 1992. July 9. Ludo started working at Jonathan on 28 Aug. 1978. He made seitan with Jos from the very first day; they were Jonathan's only workers at the beginning and they worked in a garage at Holleweg 58 (the address never changed). Jonathan's first product was seitan, followed by tofu and soymilk. Ludo thinks that the seitan was introduced in Nov. 1978. The original ingredients were water, wheat, soy sauce, soy flour or meal, salt, kombu, and ginger. The soy flour improved the flavor and nutritional value. He will look for a document to prove the date of introduction.

937. Tofu Shop (The). (Renamed Far Pavilions in late 1979). 1977. October. New soyfoods restaurant or deli. 116 N. Oak Street (Box 69), Telluride, CO 81435.

• **Summary:** Menu and promotional brochure for The Tofu Shop. 1978, Sept. 6 panels. On the front panel is a stunning circular photo of Rocky Mountains rising out of a misty valley. Around it is written: "The Tofu Shop" (above). "Juice bar—Dining—Catering—Wholesale kitchens" (below). Below that on the front panel: "116 North Oak Street. Next to the opera house. Telluride, Colorado. Call ahead for take-out: 728-9940."

Entrees (Served with soup or salad—\$0.65 extra): Stir-fried tofu, rice & vegetables. Burgers: Soy burger, Tofu burger, Okara burger. Stuffed pitas: Grilled tofu & vegetables, Guacamole and tofu. Burritos: Spicy

tofu and rice filling with guacamole. Smoothies: Carob, honey, soymilk with banana. Carrot sunny shake. Other refreshments: Miso broth, soymilk, whey from making tofu. Salads: Full plate tofu & guacamole salad, Tofu and vegetable salad, Okara salad. Fresh tofu. Grilled tofu. On the back panel is a lively, writhing dragon plus: "Uncompahgre Natural Foods. Producers and suppliers of specialty foods for Colorado's western slope." Talk with Matthew Schmit, founder and owner of The Tofu Shop. 2002. Sept. 19. Matthew estimates that this undated menu was first printed in about Sept. 1978.

Menu for Far Pavilions. 1979, undated. 8 panels. Green on tan paper. "International vegetarian cuisine. Welcome hospitality. Located below the opera house. For details, see separate Menu entry for Far Pavilions.

Shurtleff & Aoyagi. 1982. Report on Soyfoods Delis, Cafes & Restaurants. p. 3. Started in Oct. 1977 by Matthew Schmit. Later run by Catherine Peterson.

Note: This is America's second "soy deli," offering a host of highly creative and delicious recipes. Address: Telluride, Colorado. Phone: 728-4441.

938. **Product Name:** Unitein 1 and 2 (Double-Extruded Textured Soy Protein).

**Manufacturer's Name:** Garrison Products Inc.

**Manufacturer's Address:** 1471 Paddock Dr., Northbrook (near Chicago), IL 60062. Phone: (312) 729-4906.

**Date of Introduction:** 1977 November.

**Ingredients:** Defatted soy flour.

**Wt/Vol., Packaging, Price:** 35 cubic foot woven polypropylene bags. Sells for \$0.60/lb.

**How Stored:** Shelf stable.

**New Product—Documentation:** This was the first commercial product made using the Wenger Uni-Tex double extrusion process. Food Engineering. 1977. Aug. p. 48. "First licensee for Uni-Tex meat analogs." The first licensee is Garrison Products, Inc. Notes from a phone call to Robert R. Garrison by Dr. Walter J. Wolf, Oilseed Crops Lab., NRRC, Peoria, Illinois. 1977. Dec. 14. He has formed Garrison Products, Inc. and has built a semi-works plant with an initial capacity of 3 million lb, expandable to 12 million lb. Garrison has a chemical processing background (16 years). His plant has been in operation for 45 days. His product, called Unitein, sells for \$0.60/lb., but hydrates 2:1 or \$0.20/lb of hydrated product. Dr. Wolf visited Garrison Products on 9 May 1978 to study their double extrusion process. Robert R. Garrison showed him the plant and discussed the process. Wolf, in turn, sent him information on extrusion of defatted soy flakes.

Letter from Robert R. Garrison to Dr. Walter Wolf of NRRC. 1978. Jan. 16. He encloses samples of unflavored Unitein-1 and Unitein-2, with general instructions for use and preliminary specification sheets. Also six color slides showing close-up views of the products, and two color



photos of products being made at his plant.

Garrison, Robert R.; Stinson, Wm. S. 1978. Food Processing (Chicago). Nov. p. 120-21. "Two-stage extrusion process produces meat analogs: Increases drying efficiency with electrode boiler."

939. *Telluride Times (Colorado)*. 1977. Tofu prepared daily in Telluride shop. Dec. 8. p. 11.

• **Summary:** "The Tofu Shop—a tofu factory and take-out health food store located in the Spectrum Shops—has been doing health since mid-September."

Business partners Matthew Schmit and Timothy Mecke started the Tofu Shop, which makes fresh tofu each morning in Telluride. Schmit was involved in setting up the Winterstash Food Co-op, and Mecke brought the art of making tofu to the enterprise. Both men are vegetarians.

Schmit, who starts making tofu at 6 a.m. each morning says anyone "is welcome to come down to observe and learn. 'It's a beautiful process, somewhat like meditation,' he says."

"The Tofu Shop distributes their products through Winterstash Food Co-op and Rose's market in Telluride, and through natural Food Stores in Durango... The Tofu Shop also offers a variety of take-out foods including salads, soups, soyburgers, sandwiches, sprouts, and soymilk." A photo shows Matthew Schmit, Susie Imbarrato, and Tim Mecke, all holding a tray of sprouts. Susie "runs the fresh juice bar and prepares the baked goods."

Note: This is the earliest article or published document seen (April 2013) concerning The Tofu Shop in Telluride, Colorado.

940. Soy Plant (The). 1977. Re: Introducing The Soy Plant and the Grain Burger Collective. Letter to members of the Michigan Federation of Food Co-ops, Dec. 12. 1 p. Typed, without signature.

• **Summary:** "As the co-op movement continues to grow, a new branch of the cooperative tree has begun to develop; that is collectively organized production groups. Two such collectives have recently been started in Ann Arbor, and this letter is intended to strengthen ties between the food co-ops of Michigan and these production groups."

"Soy Plant which, produces tofu, and the Grain Burger Collective, which produces Grain Burger [Mix], are organized alike. Started by experienced co-ops, these are worker controlled collectives; this means that each has equal decision making responsibility within the business, (i.e. there are no bosses). We are legally non-profit and are striving to build a system in which businesses view themselves as an integral part of the community. Right now, we feel that the welfare of the community demands sources of non-animal protein that are unadulterated, enjoyable to eat, and inexpensive.

"We hope that our collectives thrive and can expand, but rather than expand in the traditional centralized manner,

we would like to expand by assisting other autonomous collectives to start up and serve their own localities with our products and products of their own.

"Our products are available from the Peoples Warehouse [sic, Warehouse]. Tofu comes in one lb. containers and is packed twelve in a case."

This unsigned letter ends with the typed word "PEACE." Along the bottom are stylized illustrations of a mother swan looking to her right at three baby swans swimming toward her. The body of each is a spiral. There are little waves to the left of the mother swan and below the baby swans.

Note 1. This is the earliest document seen (Dec. 2000) concerning The Soy Plant, a pioneering tofu shop in Ann Arbor, Michigan.

Note 2. The address at 330 Maynard was in the basement of Eden's, a restaurant belonging to Eden Foods.

Note 3. Talk with Steve Fiering, a founder of The Soy Plant in Ann Arbor. 2000. Dec. 3. Steve wrote this letter, though his name is not on it. The purpose of the letter was to introduce The Soy Plant to the Michigan Federation of Food Co-ops to encourage them to distribute Soy Plant products. Eden's was a combination natural food store and sit-down deli. A guy named James developed a Grain Burger Mix and he was using the same downstairs kitchen that The Soy Plant rented from Eden to mix his burger mix. Steve drew the illustration of the swans—to express his artistic creativity. Address: 330 Maynard, Ann Arbor, Michigan 48104. Phone: 313-663-0500.

941. **Product Name:** Seitan.

**Manufacturer's Name:** Grain Dance.

**Manufacturer's Address:** 187 Downey St., San Francisco, California.

**Date of Introduction:** 1977 December.

**Ingredients:** Organic hard red winter whole wheat (always freshly ground), spring water, tamari (actually shoyu), ginger, and onions.

**Wt/Vol., Packaging, Price:** Bulk, then later in 16 oz round plastic deli tubs, then 8 oz tubs.

**How Stored:** Refrigerated.

**New Product—Documentation:** Barbara and Leonard Jacobs. 1985. *East West Journal*. Oct. p. 38-39. "Flour power! Cooking with seitan, the delicious natural food from grain." "Ron Harris of Grain Dance Company in San Francisco has been making seitan for the past 8 years [i.e. since about 1977]. He is currently selling 250 pounds each week in eight-ounce packages. He does everything by hand and has distribution throughout the West Coast.

Talk with Ron Harris and Debbie Brent. 1988. March 6, and 1991. Nov. 17. A history of Grain Dance, one of America's earliest seitan manufacturers. See separate record at March 1988. Tel. 415-347-1378. San Mateo, California.

Talk with Shiwa Harris. 1988. March 13. Phone: 415-661-6997. She learned how to make seitan in Key West,

Florida from a woman named Martha, who was originally from Los Gatos. Then Shiwa taught her husband, Ron Harris, how to make seitan. She thinks that her “Shiwa’s No-Cheese Cake” was the first tofu cheesecake in San Francisco. She started making it in late 1977, shortly after Ron Harris went commercial with seitan and before her second daughter Elizabeth was born.

Talk with Yuki Muramoto. 1988. Feb. 29. He worked at Rising Sun from about 1975 to 1979. Ron Harris made seitan for a long time. Michael Pierce made his label. Their company was Grain Dance.

Talk with Jacques DeLangre. 1988. March 16. Ron Harris bought a stone mill for making seitan from Jacques.

Talks with Paul Duchesne (formerly of Wildwood Natural Foods) between 8 Oct. 1988 and 18 Aug. 1989. His Brown Rice & Tofu Sandwich (BRTS) was developed in Fairfax in late October or early November 1977. In September 1978 Paul went to Boston, Massachusetts, to study macrobiotics, so he gave his Fairfax sandwich business (which still had no name) to Chris Smith, a local friend interested in macrobiotics. Paul had first offered his business to Ron Harris, but Ron declined since he was getting involved in seitan.

Talk with Aine Travis. 1988. Feb. 18. She worked at Rising Sun for 3 years. Shiwa and Ron Harris made seitan (some of the first in America), which they sold at Rising Sun.

942. Swan Food Corp. 1977-1978. Introducing the Soybeanery—Natural food deli & bakery: Now open. Miami, Florida. 3 p. Undated. 28 cm. Catalog and price list.

• **Summary:** See next page. This retail catalog lists the company’s soy products, iced herbal beverages, and baked goods & pastries—with prices. Serving take out orders—Soy products include: Sandwiches (made with wholewheat pita-pocket bread; all sandwiches served with fresh organic salad vegetables): Tofu—baked, regular, marinated, or caraway: \$1.40. Eggless egg salad: \$1.40. Tofu cream cheese: \$1.05. Salads: House salad with sprouts plus tofu—baked, regular, marinated, or caraway: \$1.35. Eggless egg salad: \$1.35. Hot food: Soyburger sandwich: \$1.30. Desserts (per slice): Mary’s tofu cheese cake: \$0.75. Mary’s marble swirl cake: \$0.75. Mary’s devil’s food cream cake: \$0.75. Mary’s carob cream cake: \$0.75. Rice pudding [made with organic brown rice, soy melk, raisins, maple syrup, sea salt]: \$1.10. Carob pudding: \$1.10. Vanilla pudding: \$1.10. Soyogurt: Strawberry, peach, plain (more flavours to come): \$0.45. Granola: With soyogurt: \$0.45. With soymelk & banana: \$0.75. Drinks: Soy shake (carob, vanilla, strawberry). Soymelk. Non-soy: Herb teas. Coconut juice. Pinacolada. Smoothie (apple-banana). Sweet rice cookie. Oatmeal cookie. Hummus sandwich.

A page titled “Retail price list” lists many of the products shown above but at slightly higher prices. In addition: Tofu—regular: \$1.00. Tofu—baked: \$1.95. Tofu—

marinated: \$1.60. Tofu—caraway: \$1.60. Soymilk [plain]: Quart: \$1.00. Pint: \$0.45. Soymilk (sweetened): Quart: \$1.25. Pint: \$0.45. Tofu cakes and pies (all 7-inch rounds): Tofu pie—cashew: \$4.50 Mary’s devil food cream cake: \$4.50. Tofu chip dip: \$1.25. Whole grain soyburgers: \$1.15. Tofu vegetable stew: \$1.15. Soyogurt—plain or with fruit: \$0.45. Soy shakes—Carob: \$0.85. Vanilla: \$0.95. Strawberry: \$1.05. Mary’s eggless egg salad: \$1.40. Also—Nori roll. Nectarel ginseng.

Note 1. This is the earliest English-language document seen (Dec. 2003) that contains the term “soy shake.”

Note 2. This is the earliest English-language document seen (May 2003) that uses the word “Hummus” (or “Hummous”), which is a paste of pureed chickpeas usually mixed with sesame tahini and/or sesame oil (plus seasonings or spices) and eaten as a dip or sandwich spread.

Note 3. This is the earliest English-language document seen (Sept. 2012) that uses the word “Soyogurt” to refer to soy yogurt.

Note 4. This is the earliest English-language document seen (Feb. 2013) that contains the term “Eggless egg salad” or the term “Mary’s eggless egg salad.”

Talk with Danny Paolucci. 1997. Dec. 1. Danny worked for Swan Foods from 1977 to 1978. He knew Robert Brooks and Mary Pung very well. He last saw Mary about 8 years ago. The foods described above were sold in a little (10 by 12 foot) storefront retail store and deli that was located in the same building as the tofu factory but faced the sidewalk on Bird Road. A young lady named Penny, from England, ran the store. It was take-out only—no tables, chairs, or sit-down space. There was one large glass deli case, from which they sold a great many of Mary’s delicious tofu pies. Danny used to have all the recipes for those pies, but he loaned them to his yoga teacher. They also sold lots of herb teas in Pure-Pak quarts, plus many Wah Guru Chew bars—made by another company that was probably also run by disciples of Guru Maraji. Address: The Soybeanery, 5758½ Bird Rd., Miami, Florida, 33155. Phone: 305-667-7141.

943. Soy Plant (The). 1977-1987. Scrapbook. Ann Arbor, Michigan. 54 p. 45 x 40 cm (18 x 16 inches). [49 ref]

• **Summary:** This large (18 by 15 inches) 34-ring binder has flexible brown covers and holds large black sheets with acetate sheet protectors. On each sheet are taped, in approximately chronological order, articles, photographs (both black-and-white and color), labels, menus, letterheads, etc. documenting the story of this company. An excellent scrapbook! Many of the documents will be cited separately. Some of the highlights (the numbers of the unnumbered pages appear in parentheses): (1) A letter of 12 Dec. 1977 to “Members of the Michigan Federation of Food Co-ops” announcing that The Soy Plant which produces tofu (at 330 Maynard), and The Grain Burger Collective which produces Grain Burger Mix (at 335 Catherine), both in Ann Arbor,



SOY BEAN  
PRODUCTSNATURAL  
FOODS

**SWAN FOOD CORP.**  
5758½ Bird Road  
Miami, Florida 33155  
Phone: (305) 667-7141

RETAIL PRICE LIST

<u>TOFU</u> - Regular	\$1.00
Baked	\$1.95
Marinated	\$1.60
Caraway	\$1.60
SOYMELK Quart	\$1.00
Pint	.45
SOYMELK (sweetened) - Quart	\$1.25
Pint	.45
ICED HERB TEA (sweetened) 5 blends, 4 straight teas	.50
ICED HERB TEA (unsweetened) Bancha, Mu	.50
CAROB MARBLE SWIRL CAKE (all caked & pies 7 inch rounds)	\$4.50
TOFU PIE - CASHEW	\$4.50
MARY'S CAROB CREAM CAKE	\$4.50
MARY'S DEVILS FOOD CREAM CAKE	\$4.50
TOFU CHIP DIP	\$1.25
WHOLE GRAIN SOYBURGERS	\$1.15
TOFU VEGETABLE STEW	\$1.15
SOYOGURT (plain or with fruit)	.45
MARY'S OATMEAL COOKIES	.35
BARLEY MALT SYRUP	\$1.15
SOY SHAKES - Carob	.85
Vanilla	.95
Strawberry	\$1.05
MARY'S EGGLESS EGG SALAD	\$1.40
NORI ROLL	\$1.50
NECTAREL	.70
NECTAREL GINSENG	.75

Michigan, are organized as collectives. Both their products are available from the People's Warehouse. Two large black-and-white photos (each 5 by 7 inches) show: Jerry MacKinnon, with long hair and mustache, cutting a large block of tofu into cakes, and Steve Fiering pouring soaked soybeans into the hopper of a grinder. (4) Black-and-white labels for tofu and for soymilk. A one-page leaflet titled "Getting to know your tofu" from "The Soyplant." (7) Long article titled "One of the few U.S. tofu manufacturers right here in Ann Arbor."

On the last two pages of the scrapbook are two undated and unsigned, handwritten pages torn from a spiral-bound, lined notebook, that begin: "Important! We are under attack! A vicious beast unknown to us has snatched from life many a new Soy worker. This pernicious creature... has brutishly eaten, devoured and consumed no less than three new workers without the decency to let them call us before being eaten... This vile unknown entity must be stopped." "This vile beast... bears a striking resemblance to our much loved packing machine. Have we given birth to a monster?" "As Ché Guevara said North Americans live in the belly of a monster, although resembling a machine the monster is none other than the capitalist system... Rx: Revolution and Revolutionaries."

Location: As of Dec. 2000 this binder is owned by Bruce Rose, president of Rosewood Products, Inc., Ann Arbor, Michigan. Soyfoods Center has a photocopy of the contents of this entire scrapbook. Address: 330 Maynard, Ann Arbor, Michigan 48104. Phone: 313-663-0500.

**944. Product Name:** [Dantex (Textured Soy Flour), and Danprotex (Textured Soy Protein Concentrate)].  
**Manufacturer's Name:** Aarhus Oliefabrik A/S.  
**Manufacturer's Address:** Bruunsgade 27, 8100 Aarhus C, Denmark.  
**Date of Introduction:** 1977.  
**New Product-Documentation:** Soya Bluebook. 1984. p. 59. Used in meat analogs and binders.

Talk with followed by letter (fax) from Torben Svejgard, Marketing Manager of Aarhus Olie, Protein Div. 1989. July 12-13. Dantex and Danprotex were introduced in 1977.

**945. Product Name:** Cedar Lake Vegeburger (Meatless).  
**Manufacturer's Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).  
**Manufacturer's Address:** Cedar Lake, MI 48812.  
**Date of Introduction:** 1977.  
**Ingredients:** Wheat protein, water, cornmeal, soy flour, soy sauce, oatmeal, corn oil, vegetable seasoning, salt.  
**Wt/Vol., Packaging, Price:** 19 oz can.  
**How Stored:** Shelf stable; refrigerate after opening.  
**New Product-Documentation:** Midwest Natural Foods Distributors, Inc. 1975. Catalog #7. Nov. Ann Arbor, Michigan. 108 p. See p. 22. Cedar Lakes. "Vegeburger" (19

oz).  
 Label.

**946. Product Name:** Cedar Lake Chops (Meatless).  
**Manufacturer's Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).  
**Manufacturer's Address:** Cedar Lake, MI 48812.  
**Date of Introduction:** 1977.  
**Ingredients:** Wheat protein, water, soy sauce, vegetable seasoning, salt.  
**Wt/Vol., Packaging, Price:** 19 oz can.  
**How Stored:** Shelf stable; refrigerate after opening.  
**New Product-Documentation:** Label printed on 12 March 1977.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

**947. Product Name:** Cedar Lake Vege-Bits (Meatless).  
**Manufacturer's Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).  
**Manufacturer's Address:** Cedar Lake, MI 48812.  
**Date of Introduction:** 1977.  
**Ingredients:** Wheat protein, water, soy sauce, vegetable seasoning, salt.  
**Wt/Vol., Packaging, Price:** 19 oz can.  
**How Stored:** Shelf stable; refrigerate after opening.  
**New Product-Documentation:** Label.

**948. Product Name:** Cedar Lake Grain Burger-Meatless Vegetarian Patties.  
**Manufacturer's Name:** Cedar Lake Foods of Tennessee, Inc. (Packer).  
**Manufacturer's Address:** Cedar Lake, MI 48812.  
**Date of Introduction:** 1977.  
**Ingredients:** Wheat gluten, whole wheat flour, rye flour, barley flour, soy sauce, vegetable seasoning, salt.  
**New Product-Documentation:** Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

**949. Product Name:** [GranoVita Seasoned Patty Mixture with TVP].  
**Foreign Name:** GranoVita Soja-vita.  
**Manufacturer's Name:** DE-VAU-GE Gesundheitswerk GmbH.  
**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.  
**Date of Introduction:** 1977.  
**Ingredients:** Soya protein, bread crumbs, wheat gluten, wheat flakes, glucose, egg protein, yeast, potato starch, onion, spices, sea salt, celery, parsley.  
**Wt/Vol., Packaging, Price:** 200 gm box retails for DM 5.



**How Stored:** Shelf stable.

**Nutrition:** Protein content: 36% protein.

**New Product–Documentation:** Full-page ad for 8 granoVita soy products in the book by Manfred Heide. 1977. *Vegetarische Ernährung: 193 Rezeptvorschläge und Speisepläne für ein Vierteljahr* [Vegetarian nutrition and food: 193 recipe suggestions and meal plans for a quarter of a year]. Stuttgart, West Germany: Paracelsus Verlag. “This product is named “Soja-vita” (Fertig gewuerzte Bratlings-Mischung).”

DE-VAU-GE leaflet. 1980? *Rezepte aus der GranoVita Versuchskueche*. DVMC. Manufacturer’s catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products.

950. **Product Name:** Loma Linda Fried Chicken with Gravy (Meatless).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1977.

**Ingredients:** Fried chicken: Soy protein isolate, water, corn oil, egg whites, potato flakes, wheat gluten, artificial and natural (vegetable) flavors, dried yeast, salt, dextrose, onion powder, spices, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin). Broth: Water, natural (vegetable) flavor, corn starch, wheat flour, dextrose, onion, sugar, salt, artificial flavor.

**Wt/Vol., Packaging, Price:** 48 oz can. Retails for \$2.35 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 2 pieces (3.0 oz–85 gm): Calories 140, protein 9 gm, carbohydrate 4 gm, fat 10 gm, cholesterol 0 mg, sodium 340 mg, potassium 250 mg.

**New Product–Documentation:** Ad in *Mother Earth News*. 1977. No. 48. Nov/Dec. p. 3. “Avoid animal fat and cholesterol without losing flavor and protein.” Recipe booklet. 1979, dated. Sold frozen.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1977.

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. This is now a 13 oz can that retails for \$2.35. The major ingredients in the fried chicken are now “Vegetable protein (soy and wheat [gluten]), corn oil, water, egg whites, potato flakes...”

951. **Product Name:** TVP [Hamburger Style, Bacon Style Bits, Beef, Chicken, Ham Style Chunks].

**Manufacturer’s Name:** Stow Away Foods Ltd.

**Manufacturer’s Address:** England.

**Date of Introduction:** 1977.

**How Stored:** Shelf stable.



**New Product–Documentation:** Listing in *International Vegetarian Health Food Handbook* (UK). 1977-78. p. 185.

952. **Product Name:** Okara Burgers.

**Manufacturer’s Name:** Swan Foods Corporation.

**Manufacturer’s Address:** The Soybeanery, 5758½ Bird Rd., Miami, FL 33155.

**Date of Introduction:** 1977.

**Ingredients:** Brown rice, okara, carrots, onions, garlic, whole wheat flour, corn oil, sesame seeds, rolled oats, sea salt.

**Wt/Vol., Packaging, Price:** 8 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1977. 2.75 by 3.5 inches. Self adhesive. Yellow, blue and orange on white. Swan logo. Recipe given by Shurtleff & Aoyagi. 1979. *Tofu & Soymilk Production*. p. 170.

953. **Product Name:** Tofu Pops (Skewered Deep-Fried Tofu in a Batter).

**Manufacturer’s Name:** Vegetable Protein Co. (The).

**Manufacturer’s Address:** 140 River St., Cambridge, Massachusetts.

**Date of Introduction:** 1977.

**Ingredients:** Tofu, corn meal.

**How Stored:** Unrefrigerated and perishable.

**New Product–Documentation:** Talk with Johnny Weissman, inventor of Tofu Pops. 1992. March 31. This product was based on Tan Pops made of seitan. In addition to the Wheatmeal Tan Pop, John developed and made a Tofu Pop. He bought squares of plain pressed tofu (3 inches on a

side and 3/4 inch thick) from a Chinese retail food store in Boston's Chinatown—he does not recall the company's name and he is not sure if they made the tofu or bought it from elsewhere. Later he bought tofu from Yah Ki, a Chinese tofu maker. He skewered the pressed tofu squares, coated them with his dry flour mix and corn batter, and deep fried them. He first sold these at the very first Bread and Circus natural food store opened by Anthony Harnett in Brookline. The product was introduced just after Anthony bought the store—but it was not on the market for long.

954. Albright, Nancy. 1977. *Rodale's naturally great foods cookbook: the best foods to use and how to use them in over 400 original recipes*. Emmaus, Pennsylvania: Rodale Press. [vi] + 408 p. Illust. 24 cm. Reprinted in 1983 as  
 • **Summary:** This book is based on natural foods but makes widespread use of meat, poultry, fish, and dairy products. Raw, unstrained clover honey is used as a sweetener instead of white sugar which “is dangerous to health...”

“Natural foods restaurants are ‘in’” (p. 2). “... the joys of natural foods” (p. 3). “... consumers are making a firm commitment to natural food cooking.”

Soy related recipes: Rice and soy crepes (with ½ cup soy flour, p. 53). Whole soybean casserole (p. 74). Bulgur soybean loaf (with 3/4 cup soybeans, p. 81).

The section titled “The soybean” (p. 275-85) begins: “The queen of the legumes is the soybean. And its status is growing. From a relatively unknown commodity... it has finally come into its own in this country as an important food. The soybean is the vegetable that most nearly provides the complete protein necessary for good health.” Discusses varieties suited to the family garden. Recipes: Green soybean and corn succotash (with green vegetable soybeans). Soy flour for added values: Soy pancakes. Soy cheeseburgers (with soy grits). Tofu (soybean curd): Mentions the Learning Tree tofu kit and *The Book of Tofu*, by Shurtleff and Aoyagi (1975, Autumn Press; no tofu recipes are given). Soy sauce (shoyu): Herbed soybean salad (with 1 cup soybeans). Fresh vegetable and fruit stew with soybeans. Soybean-cabbage casserole. Soybean coffee. Soybean custard pie. Soy milk (homemade). Carrot soy loaf. Liver pate (with 1 cup soy pulp [okara] remaining from making soy milk). Mock pumpkin pie (with soy pulp). Scroggin (backpacker's food, with 3 cups soybeans, boiled). Soy potato dumplings (with ½ cup soy flour). Soy salad dressing (with 3/4 cup soy flour or powder).

A photo (facing copyright page) shows Nancy Albright cutting vegetables in Rodale's Fitness House kitchen. Address: Author of *The Rodale Cookbook*.

955. Bates, Cynthia; Shurtleff, William. 1977. *Tempeh*. Summertown, Tennessee: The Farm. 7 p. Undated. Unpublished manuscript.

• **Summary:** Contents: Introduction. Making tempeh at home

(from whole soybeans or dehulled, cracked soybeans). Good tempeh, immature tempeh, and inedible tempeh. Favorite tempeh recipes: Deep-fried tempeh. Pan-fried tempeh. Tempeh chips. Tempeh burger. Tempeh pizza. Tempeh in sauces. Tempeh in salads. Tempeh in soups or casseroles. Feeding the larger self. Nutritional value of soybeans.

This document was written by the authors when Shurtleff and Aoyagi were visiting The Farm in early 1977. Address: Summertown, Tennessee.

956. Cahill, Tilda. 1977. *The best of South African vegetarian cooking: 500 choice tested recipes*. Cape Town, South Africa: Hollandsch Afrikaansche Uitgevers Maatschappij (HAUM). ix + 116 p. Index. 23 cm.

• **Summary:** The chapter titled “Dried Legumes” (p. 28-31) states: “Of all legumes *soya* beans are the most important. Their protein quality is such that they have been described as ‘the meat that grows on vines’ and as ‘the meat without bones.’ Analysis shows that essential amino acids are there in almost optimum proportions. Unfortunately merely cooked on their own, they are not really very palatable. However there are many ways of preparing them so as to render them quite delicious. One of the simplest and most nutritious ways of using this commodity is in the form of soya bean flour, which can be added to main dishes, soups, sauces, bread, scones and rolls.” Soy-related recipes include: Soya and nut patties (with soya flour, p. 30). Soya bean roast with bread stuffing (with cooked soya beans). Soya bean savoury (with cooked soya beans). Address: South Africa.

957. Chen, Philip S. 1977. *The joy of being a vegetarian*. Mountain View, California, Omaha, Nebraska, and Oshawa, Ontario: Pacific Press Publishing Association. 127 p. 22 cm. [81 ref]

• **Summary:** Contents: About the author (a 1-page autobiographical sketch). Preface. 1. Vegetarianism, form fad to favor. 2. Food for philosophers. 3. Is man carnivorous. 4. Food for champions. 5. Mineral content of animal and vegetable foods. 6. Roughage and health. 7. The number one killer. 8. How wholesome is our meat? 9. What else is wrong with meat eating? 10. Animal protein versus vegetable protein. 11. The wise abstainers. 12. The joys of being a vegetarian. 13. The problem of animal waste. 14. The coming food crisis. 15. The soybean—A vegetarian's best friend. 16. Selected vegetarian recipes (using commercial meat substitutes or analogs). 17. Selected recipes (using homemade gluten and tofu). 18. Selected recipes (using natural, readily available ingredients).

Chapter 1 begins: “Vegetarianism in America used to be the butt of ridicule. But now the situation has changed. The laughter that once greeted mention of a vegetarian diet has died, thanks to discoveries made in biochemistry and nutrition during the last fifty years.” It concludes: “Dr. Jean Mayer, professor of nutrition at Harvard University School



of Public Health [in Boston, Massachusetts] and chairman of the 1969 White House Conference on Food, Nutrition, and Health, says that vegetarianism has three things going for it all at once—economics, health, and compassion.”

Chapter 15, titled “The soybean—A vegetarian’s best friend,” begins by stating: “The soybean is a food without peer...” It discusses: Efficiency of soy protein (and supplementary value), soybean oil, minerals, vitamins, and simulated meats. Address: Camarillo, California.

958. Farm Foods. 1977. Tempeh (Leaflet). Summertown, Tennessee. 2 p. Revised 1978.

• **Summary:** Contents: Introduction. Making tempeh at home: equipment and process (with a description of good, immature, and inedible tempeh). Preserving tempeh. Questions and answers. Four brief recipes: Tempeh burger. Deep-fried tempeh. Tempeh pizza. Cubed fried tempeh. Using whole soybeans.

The border around the front page is single stalks of bamboo. Around the back page is a woven bamboo colander. Contains 9 photos and a line drawing of a five-dollar incubator for tempeh. Address: 156 Drakes Lane, Summertown, Tennessee 38483.

959. Farm, The. 1977. Vegetarian prenatal nutrition and high protein recipes. Summertown, Tennessee: The Book Publishing Co. 14 p. 22 cm.

• **Summary:** Printed with green ink on white paper. On the cover is a photo showing a field of soybeans, in neat rows free of weeds.

Contents: Introduction (“The Farm is a large longhair spiritual community of 1100 people in Tennessee... We are all complete vegetarians [vegans]. Ours is a soy-based vegetarian diet). Taking care of your self while you’re pregnant (by Margaret, Nutritionist for the Farm, incl. iron, calcium, table of nutritional value of soybeans). Recipes: Basic cooked soybeans. Soybeans and tortillas. Soyburgers. Soybean stroganoff. Soy mayonnaise. Soy fritters. Soy yogurt. Soy milk (homemade using soybeans or soy flour) Tofu (Bean curd, homemade using whole soybeans and nigari or epsom salts). Soy cheese [tofu]. Soy flour basic salad and sandwich spread. Seasoned sandwich spread. Hi-protein soy bread (incl. soy milk and soy flour). Soy souffle (incl. soy flour and nutritional yeast). Soy “nuts” (dry roasted or deep fried). T.V.P. Textured vegetable protein. T.V.P. tortilla filling. Spaghetti sauce with T.V.P. Sloppy joes. Good tasting nutritional yeast (A good source of B vitamins. Distributed by The Good Tasting Yeast Company, c/o The Farm). Melty nutritional yeast “cheese.” A word about B12 [vitamin B-12] (“If you are a complete vegetarian, eating only plant foods, you will need to supplement vitamin B12”).

People at The Farm eat “soy ice cream” which is mentioned in the introduction, but no recipe is given. Address: The Farm, Summertown, Tennessee.

960. Farthing, Bill. 1977. Odiyan country cookbook. Emeryville, California: Dharma. xii + 211 p. Illust. by Denise Anderson. Photos by Peter Ogilvie. Index. 20 cm.

• **Summary:** This lacto-ovo vegetarian cookbook is dedicated to Tarthang Tulku, Rimpoche, a Tibetan Buddhist teacher who is head of the Nyingma Institute, founded in 1969 in Berkeley, California, and of Odiyan, the Institute’s country retreat center being built on a redwood forested mountain above the Pacific Ocean in northwestern Sonoma County, California. Odiyan is a transliteration of the Sanskrit name for the birthplace of Padmasambhava the great teacher who brought Buddhism to Tibet.

The Foreword notes: “Although our chickens produce many eggs, we are essentially on a correct balance of grains and beans or soy-dairy products to provide protein.” A chapter titled “Home-Made Proteins” (p. 112-19) includes various soy-related recipes: Homemade soymilk. Homemade tofu. Kinugoshi. Tofu-nut butter (with ground walnuts, peanuts, almonds, or sesame seeds). Tofu and stir-fried vegetables. Sprouted soybean puree. A large photo shows community scale tofu-making equipment plus the observation: “If you enjoyed making your own bread, then you may find the soy-dairy a very rewarding aspect of cooking to explore.”

Other soy-related recipes include: Soy-bean patties (p. 95). Miso and tahini spread (p. 130). Soymilk dressing (p. 131). Soy carob milk (p. 196). Soymilk lassi (p. 197). Nutmilk (made with 2 cups soymilk plus ½ cup almonds, walnuts, or cashews). Address: California.

961. Heide, Manfred. 1977. Vegetarische Ernaehrung: 193 Rezeptvorschlaege und Speiseplaene fuer ein Vierteljahr [Vegetarian nutrition and food: 193 recipe suggestions and meal plans for a quarter of a year]. Stuttgart, West Germany: Paracelsus Verlag. 133 p. Illust. (some color). Index. 24 cm. [13 ref. Ger]

• **Summary:** Chapter V, titled “Soya, and important food,” discusses the nutritional value of soya and various soyfoods including soy oil, soy lecithin, soymilk, soy flour (and its use in diabetic diets), whole soybeans, textured soy protein (*Soja-Pflanzenfleisch*), soy sprouts, “We have every reason to incorporate soya into our diets!” Soya is so versatile. The introduction of soya into our kitchens can serve our health and keep our fitness for work. Soy-related recipes include: How to cook whole soybeans. How to make soy flour at home. How to sprout soybeans. Soy sprout salad. Soy sprouts with soy noodles and vegetables.

In other parts of the book, textured soy flour (*Sojafleisch*) is served with rice. Soy flour can be added to soups and sauces.

One half-page ad titled “No meal without protein” is run by Henselwerk GmbH, 7031 Magstadt bei Stuttgart. It states that Henselwerk in Magstadt is the pioneer

company in processing soybeans. The company's products include: Hensel Vollsoja [Hensel whole soy flour], Hensel Soja fettarm [low-fat soy flour], Hensel Soja-Kost nach Hackfleischart [textured soy protein granules], Hensel Soja-Fleisch in Trockenwuerfeln [textured soy protein cubes], Hensel Soja-Flocken (whole soy flakes), Hensel Kleine gruene Sojabohnen zum Keimen (small green soybeans for sprouting).

A full-page ad titled "For your healthy day" is run by granoVita Soja-Kost. The 8 soy products shown are sold in Reform Houses. All but the first is sold in a can. Soja-Vita (*Fertig gewuerzte Bratlings-Mischung*). Pasta chuta Bolognese. Koletts (Cutlets). Soja-Goulasch (Soy Goulash in Tomato Sauce). Soja-Curry (Soya Meat in Curry Sauce). Sojamilch (Soy milk). Soja-zart. Soja Wuerstchen (Soy Sausages). The author was born in 1934. Address: Germany.

962. Mote, Frederick W. 1977. Yüan and Ming. In: K.C. Chang, ed. 1977. *Food in Chinese Culture*. New Haven, CT, and London: Yale Univ. Press. 429 p. See p. 193-257. [38 ref]

• **Summary:** The Yuan (Mongol) dynasty (when China was under alien Mongol rule) lasted from +1271 to 1368. The Ming dynasty (when China was again ruled by Chinese) lasted from +1368 to 1644. In 1644 the Ming fell to the bandit Li Tzu-ch'eng, and Manchu invaders from the north [Manchuria] captured Peking, then soon conquered the rest of China—ushering in the Ch'ing dynasty (1644-1912). Note: The Ming period is one of the great eras of orderly government and social stability in human history. A population averaging around 100 million people lived during 276 years in comparative peace.

Page 212 notes that the growth of the palace eunuch staff is an important feature of early Ming government. The *Huang Ming tsu-hsün-lu* (Ancestral Admonitions), issued first in 1381 during the reign of the Ming founder, stipulated that separate bureaus within the palace eunuch staff be designated. The imperial wine bureau oversaw the production of wines, soybean meal, tofu, etc.

Page 200 notes that during this period "consumption of meat was very low and seems to have remained stable at low levels for many centuries... Because China also used virtually no dairy products, to maintain nutrition they had to supply protein, calcium, fats, and vitamins in many ways quite different from those our society employs. Vegetables, in one way or another, supplied all of those things. The soybean undoubtedly was the most important diet adjunct, being richer in protein than equivalent weights of red meat, richer in digestible calcium than equivalent amounts of milk, and also being an important source of oil and certain vitamins. Excellent cooking oils also were made from sesame seed, rape seed, and other plant materials (*T'ien-kung k'ai wu*, trans. by Sun and Sun, 1966, p. 215-21)."

Pages 240-41 note, under "Special ingredients: The

Japanese specialist in the history of Chinese food and eating, Shinoda Osamu," has remarked that "Traditional China's diet was strikingly different from the Japanese in two respects: the consumption of oils and fats was four or five times higher in China, and everyday cooking demanded more basic materials. The things required to keep an ordinary kitchen going day by day in Yüan and Ming times are sometimes enumerated in the entertainment literature, encapsulated in the formula of 'the seven things.' Shinoda refers to 'Yüan drama' for one enumeration of those, probably having in mind the line spoken by a busy housewife: 'From the moment I get up in the morning, I'm busy with the seven things—fuel, rice, oil, salt, soy sauce, vinegar, and tea' (*Sanshih chung*, p. 261)."

Also discusses: Peanuts (p. 198). Notes that during the last century and a half of the Ming period, from roughly 1500 to 1650 a number of important new crops entered China: Maize, sweet potatoes, peanuts, and tobacco. Vegetarianism (p. 221-25, 242). At private ceremonial banquets, vegetarian foods resembling forbidden meat dishes were served.

Pages 201 states: "Fish were commonly farmed in the ponds, regularly harvested, and sold live in the markets." However no mention is made of soybeans being fed to the fish. Address: Prof. of East Asian Studies, Princeton Univ., Princeton, New Jersey 08540. Phone: 609-452-4284.

963. *SoyaScan Notes*. 1977. Chronology of the early years of Legume, run by Gary Barat and Dyanne Chandri Speer Barat, through Dec. 1983. 27 Oct. 1988. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Gary is one of the founders of an early hippie commune named Huggs, located on 2,000 acres outside Burlington, Vermont. They rented it for \$1 a year. He lives there (in an Indian tepee for a year) and works on their co-operative organic farm. He also learned carpentry and cabinet making. They sold their crops at a fruit and vegetable stand. In 1968 he becomes a vegetarian for moral reasons.

1972-77. The farmer who owned the Vermont land died and his heirs wanted the community off the land. Gary returned to New York. There he worked on and off as a carpenter. In 1971 he founded a company named "Longest Pillow in the World" which markets pillow furniture at outlets like Bloomingdale's and Macys. He may have invented the term "pillow furniture." He creates and registers the trademark "X-Rated" and a logo. He eventually licenses the rights to Sony.

1977. Gary has open-heart surgery necessitated by an unusual blood infection. While recuperating at his sister's home in Umatilla, Florida, he visits Lecanto Tofu Shop (90 minutes drive away) and first sees tofu being made. Decides he wants to do something with tofu as a right livelihood.

1978-79. Gary recuperates.

1979 June. Gary establishes Nature's Inn Corporation



as a research company. He has no money—it was all gone from the operation and not being able to work for almost 2 years. But now he has a chance to start over with a Right Livelihood occupation. It was a spiritual quest. He uses this company to raise money to study the soyfoods market and create a business plan. Some money came from an investment banker, some from a man who owned an advertising agency. They were not relatives and they didn't stay with the company in the long term.

1979 July. Gary attends the Second Soycrafters Conference in Amherst, Massachusetts. First real involvement with soyfoods. Meets Steve Demos of White Wave, Tom Timmins of New England Soy Dairy, and others. After the conference he starts to compile a business plan for his new company.

1979 August. Gary meets Chandri Dyanne Speer at the Muktananda ashram in South Fallsburg, New York. Born on 3 March 1950, she graduated from Syracuse Univ., worked on a PhD at Boston College, studied in Paris at the Political Science Institute for a year, and then spent a year studying Eastern philosophy and meditation in India. Gary hires her to help him do research on the tofu market. On 23 Aug. 1979 Oak Barat of McNaturals orders books on tofu, miso, and tempeh from New-Age Foods Study Center. Gary and Chandri travel together around the USA researching tofu. After visiting Steve Demos at White Wave in Boulder (who personally prepared them a delicious dinner, featuring 15 tofu dishes, at his home) they decide at the Boulderado Hotel that they will make finished tofu products—not plain tofu. In California, they also visit Larry Needleman (their guide in California), Ray Nagai (who convinces them not to make tofu and not to own a factory), Bob Gerner of Gilman Street Gourmet in Berkeley (they loved and were inspired by the tofu burgers he sold at his Deli), and William Shurtleff (Dec. 18-21). At this point, their basic concept is to create a fast-food restaurant serving a variety of tofu dishes, with a traditional tofu shop in the restaurant, clearly visible behind a large glass window. Then on to Japan to study tofu there—with most of the expenses paid by Sony. They eventually collect 500 pages of research on the industry.

1980 May. Return to New York City and start baking Whipped Tofu Mousse Pie (their very first product), Tofu Muffins, and Tofu Spinach Quiche in their apartment. They sell them throughout the summer from a booth at street fairs in New York City both as a source of income and for market research to see which products were well accepted. Lasagna in large trays (unpacked) was also sold at this time.

1980 June. Dissolve Natures Inn Corp. and start doing business as Legume. A Tempeh Chili product is being planned. Tempeh Cutlets soon follow, but neither of these are ever packaged or labeled. The muffins, quiches, and no-creme pies were the first products to be packaged and labeled; each is kosher. They made the first two products, mostly by hand themselves, in a large bakery they rented for

the summer in the Crown Heights section of Brooklyn. The baker, impressed by their business plan, invested \$19,500 in the company and let them use his bakery after his daily baking was done. Limited freezer space in this bakery was a major problem.

1981 Jan. 23. Incorporate Legume in New York, then that month move to Bloomfield Bakery, a larger facility in Verona, New Jersey (which has freezer space), ending up right next to Celentano. Meet Ira Shapiro, a food broker who represents major low-calorie frozen food lines. His son, Robert Shapiro, invests \$10,000 in the company and becomes sales manager. At about this time, when they were trying to raise money, their basic concept changed from being a restaurant to being a nationwide marketer of prepared tofu dishes. The restaurant business was seen as too risky and neither Gary nor Chandri had any experience in it. Investors were scared of putting money into a restaurant.

1981 March. Legume publishes a leaflet with the slogan “Who says rich, creamy foods have to be high in cholesterol & calories.” Their Tofu Country Pies, Tofu-Bran Muffins, Tofu No-Cream Pies, and Cakes now start to be shipped nationwide, frozen, through a network of health food distributors.

1981 May. Celentano starts co-packing Legume's Italian-style entrees, beginning with Tofu Lasagna, followed by Tofu Ravioli. The Tofu Lasagna, a frozen entree, has a crack-and-peel label on an all-white box. It bears the new Legume logo on the front but no food illustration yet. It debuted at a food show in Soho. Gary and Chandri are still making their baked goods by hand in the bakery. Since May 1980 Gary and Chandri have realized that they prefer to let another company make their products, so that they can focus on marketing. They are one of the first soyfoods companies to come to this key realization.

1981 June. Gary and Chandri are married in New Jersey.

1981 Sept. Legume runs its first magazine ad (in *Whole Foods*, p. 56), stating that Legume now markets 3 Legume-brand snacks (Tofu muffins, “No-creme” pies, and tofu cakes), and 3 entrees (Tofu lasagna, Tofu ravioli, and Tofu country pies). The company's slogan is “Delicious protein meals and snacks.”

1982 Feb. (winter). The earliest document seen on Legume appears in *Soyfoods* magazine (p. 56). Their products: Tofu Bran Muffins (Raisin or Blueberry), Tofu No-Creme Pie (Strawberry, Coconut, Banana), Tofu Cake (Carrot or Banana), Tofu Country Pie (Spinach or Broccoli), Tofu Ravioli, Tofu Lasagna.

1982 July. Richard Leviton visits Legume and publishes article in *Soyfoods* magazine (“Touring for Soyfoods,” p. 32, 41). Products now include tofu pizza, lasagna, ravioli, vegetable pies, muffins, cakes, and cheesecakes. Company is now starting to phase out its line of baked products.

1982 Oct. Legume raises \$200,000, half through a public sale of 1,000,000 shares of common stock at a price

of \$0.10 per share, and half a loan, to promote its tofu frozen entrees. This is the first of the new wave of tofu companies to become publicly owned. Now, with the help of food broker and board member Ira Shapiro, they take aim at supermarkets.

1983 Jan. 24. Article on Legume in the *Wall Street Journal* titled “Company finds a niche selling frozen foods made with tofu.” Includes a good history of the company, whose sales now “are only \$40,000 a month, \$20,000 less than the break-even point.”

1983 July. Gary Barat takes the lead in forming the Soyfoods Association of America, a new organization to represent larger companies and to break away from SANA.

1983 Aug. Legumes raises \$600,000 more, 2/3 through sale of common stock to 34 people in a private transaction, and 1/3 from a loan.

1983 Dec. Six new Italian-style tofu entrees, sold frozen, introduced in stylish boxes. Line of “Legume Light & Natural Tofu Entrees” includes Stuffed Shells Provencale, Tofu Tetrazzini, Sesame-Ginger Stir-Fry, Tofu Bourguignon, and Cannelloni Florentine. Each contains less than 300 calories.

1984 Feb. The company borrowed \$200,000 from two parties, one of whom, Vincent Galano, is a principal stockholder of the company.

Note: This is the earliest document seen (Sept. 2014) concerning the history of Legume, Inc.

964. Takai Seisakusho. 1977. Takai Seisakusho no kikai [Takai tofu production equipment leaflets (Portfolio)]. Takai Manufacturing Co., 1-1 Inari, Nonoichi-machi, Ishikawa-ken 921, Japan: Takai Seisakusho. 25 inserts. [Jap]

• **Summary:** William Shurtleff contacted Takai Seisakusho, the largest and oldest manufacturer of tofu equipment in Japan, and asked if he could place an order for Farm Foods in San Rafael. Wataru Takai said that all the information about his equipment was on single-sheet color leaflets printed on both sides in Japanese. They agreed that Takai needed an English-language catalog of tofu equipment, the first such catalog ever to be created. The following glossy color leaflets (most numbered, all undated; each 25.5 x 18 cm, and printed with black and one color of ink on glossy white paper) were given to Shurtleff to use as the basis for his work: 1. Grinders. 2. To-100 system. 3. TM-100 system. 4. Boilers. 5. Mini-Star and other complete systems. 9. Hydraulic press. 10. Jack press, forming box table, and modern forming box. 11. Pressure cookers. 12. Tandem pressure cookers, and whole modern system. 13. Automated yaki-dofu broiler. 15. Three metal sinks, metal curding vat, tofu cutter, tofu forming box, silken tofu box and cutter. 16. Deep mixing plate, simple lever press. 17. Ganmodoki mixing machine. Draining racks. 18. Mechanized deep fryers. 20. Two-chamber manual deep-fryer. 24. Rotary feeder-to move soybeans. 28. Pump. 30. Mechanized tofu

press. 32. Case washer. 33. Continuous roller extractors (4 models). 35. Mechanized soymilk maker. 36. Mechanized soybean soaker and washer. 37. Mechanized tofu cooling tank. 38. Automated TGS-2 whole system. 39. Automated whole system. 40. Automated TGS whole systems (Nos. 1-4 and 10). 134. Automated tofu factory TGS 7-9.

Unnumbered leaflets: TM-100 whole system and other equipment (blue). Micro mini-plant TGS-4 (green). Order form. Address: Ishikawa-ken, Japan.

965. White, Beverly. 1977. *Bean cuisine. A culinary guide for the ecogourmet.* Boston, Massachusetts: Beacon Press. xv + 142 p. Illust. by Julie Maas. Index. 21 cm.

• **Summary:** Contents: Introduction. 1. Becoming a bean cook. 2. Bean soups. 3. Bean salads. 4. Bean sandwiches, spreads, and such. 5. Stovetop beanpots. 6. Oven beanpots. 7. Feasts for special occasions. Dried legume glossary.

Contains good information about pressure cookers and pressure cooking beans (p. 6-10, including soybeans). Soy-related recipes include: Soy sprouts (p. 13). Basic tofu (p. 14). Bean on bean soup (p. 18). Tofu mayonnaise (p. 27). Apple bean sprout salad (with tofu dressing, p. 39). Carrot salad with tofu (p. 40). Soy joy salad (p. 48). Amarillo taco (with cooked soybeans, p. 50). Soy sandwiches (p. 57-58). Soyburgers supreme (p. 58-59). USA paté (p. 60). Soybeans creole (p. 85). Hearthside baked soybeans (p. 99). Vegetable medley (with soybeans, p. 110). Miso shiru soup (p. 126). Soy cucumber salad-sunomono (with soy sauce, p. 126). Vegetable sukiyaki (with tofu and soy sauce, p. 127). Basics (p. 136).

Soybean sprouts should be ½ to 1 inch long; they need to be parboiled for 10 minutes before use in salads. Freshen old tofu by parboiling for 2-3 minutes in a pot of boiling water.

966. **Product Name:** [GranoVita “Cutlets”].

**Foreign Name:** GranoVita Koletts.

**Manufacturer’s Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1977?

**Wt/Vol., Packaging, Price:** 400 gm can wholesales for DM 6.

**How Stored:** Shelf stable.

**New Product–Documentation:** Full-page ad for 8 granoVita soy products in the book by Manfred Heide. 1977. *Vegetarische Ernährung: 193 Rezeptvorschläge und Speisepläne für ein Vierteljahr* [Vegetarian nutrition and food: 193 recipe suggestions and meal plans for a quarter of a year]. Stuttgart, West Germany: Paracelsus Verlag. This product is named “Koletts (Leckere pflanzliche Koletten).

DE-VAU-GE leaflets. 1980? *Rezepte aus der GranoVita Versuchskueche. And Neue Rezepte mit Soja-Goulausch.*



Manufacturer's catalog. 1981. May 1. DE-VAU-GE Sortiments-Preisliste. 4 p. Manufacturer's catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products. But no description!

967. **Product Name:** [GranoVita Soy Curry].

**Foreign Name:** GranoVita Soja-Curry.

**Manufacturer's Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1977?

**Wt/Vol., Packaging, Price:** 425 gm can wholesales for DM 6.

**How Stored:** Shelf stable.

**New Product–Documentation:** Full-page ad for 8 granoVita soy products in the book by Manfred Heide. 1977. *Vegetarische Ernährung: 193 Rezeptvorschläge und Speisepläne für ein Vierteljahr* [Vegetarian nutrition and food: 193 recipe suggestions and meal plans for a quarter of a year]. Stuttgart, West Germany: Paracelsus Verlag.

Manufacturer's catalog. 1981. May 1. DE-VAU-GE Sortiments-Preisliste. 4 p.

968. Edwards, R.A. 1978. Social and legislative constraints [on soy protein foods]: The Australian situation. In: American Soybean Assoc., ed. 1978. International Soya Protein Food Conference, Proceedings. Hudson, Iowa: ASA. 136 p. See p. 12-13.

• **Summary:** There are somewhat less than 200,000 vegetarians in Australia, mostly Seventh-day Adventists, Hindus, and Jains. Their dietary needs have been met for the last 40 years by the Sanitarium Health Food Company, which is owned by the Adventist Church. Their meatlike products include Nutmeat, Rediburgers, Vegecuts, and Vegelinks. Initially the protein in these foods came exclusively from nuts, then wheat gluten was added, and more recently they have also included low-fat soy flour imported from the USA. The company imports texturized soy protein products and also makes their own, but they have found that their traditional untexturized vegetable protein foods outsell TVP by a factor of 50 to 1. Sanitarium appears to be the only supplier of non-meat protein foods to Australian and New Zealand consumers, presumably because the market is not big enough to attract a second company of the type.

As far as the author knows, the only Australian manufacturer of TVP other than Sanitarium is Griffith Laboratories, which makes an unflavored TVP for the very large and lucrative pet food market; they also make a low-fat soy flour.

In Australia, heart disease is the most serious disease, accounting for more than 30% of all deaths. With health professionals advocating a reduction in animal products, total

fats, saturated fats, and cholesterol, and with the increasing awareness during the last few years of the relation between nutrition and health, "it would seem to me to be an opportune time to give the marketing of soy bean products a deeper and more searching examination than the superficial approaches that have been taken in the past." Address: Prof., School of Food Technology, Univ. of New South Wales, P.O. Box 1, Kensington 2033, Australia.

969. Swan Food Corp. 1978. Swan Foods: Remember the name! (Ad). *Alternatives (Miami, Florida)*. 2(1):1. Jan.

• **Summary:** This full-page black-and-white ad lists the company's soy products, iced herbal beverages, and baked goods & pastries. Soy products include: Baked tofu, Marinated tofu, Caraway tofu, Tofu chip dip, Soy melk (sweetened & carob), Soy shakes (carob, vanilla & strawberry), Soyogurt (a cultured soy product), Wholegrain soy burgers. Baked goods include: Tofu cheesecakes, Carob maple swirl, Mary's cream cake, Mary's devil's food cream cake—"and more to come."

On the top half of the ad is a large circular logo featuring a stylized swan, with two large wings symmetrical about a vertical axis and an arched neck on the left side. The other half of the arch is drawn in to form a heart, inside of which is written "Because we love you." Across the inside top are the large words "Swan Foods." A full-color rainbow arches below them and over the swan. At the top center, between the words "Swan Foods," are the smaller words "Nature's Finest" written one below the other; between them is an infinity sign.

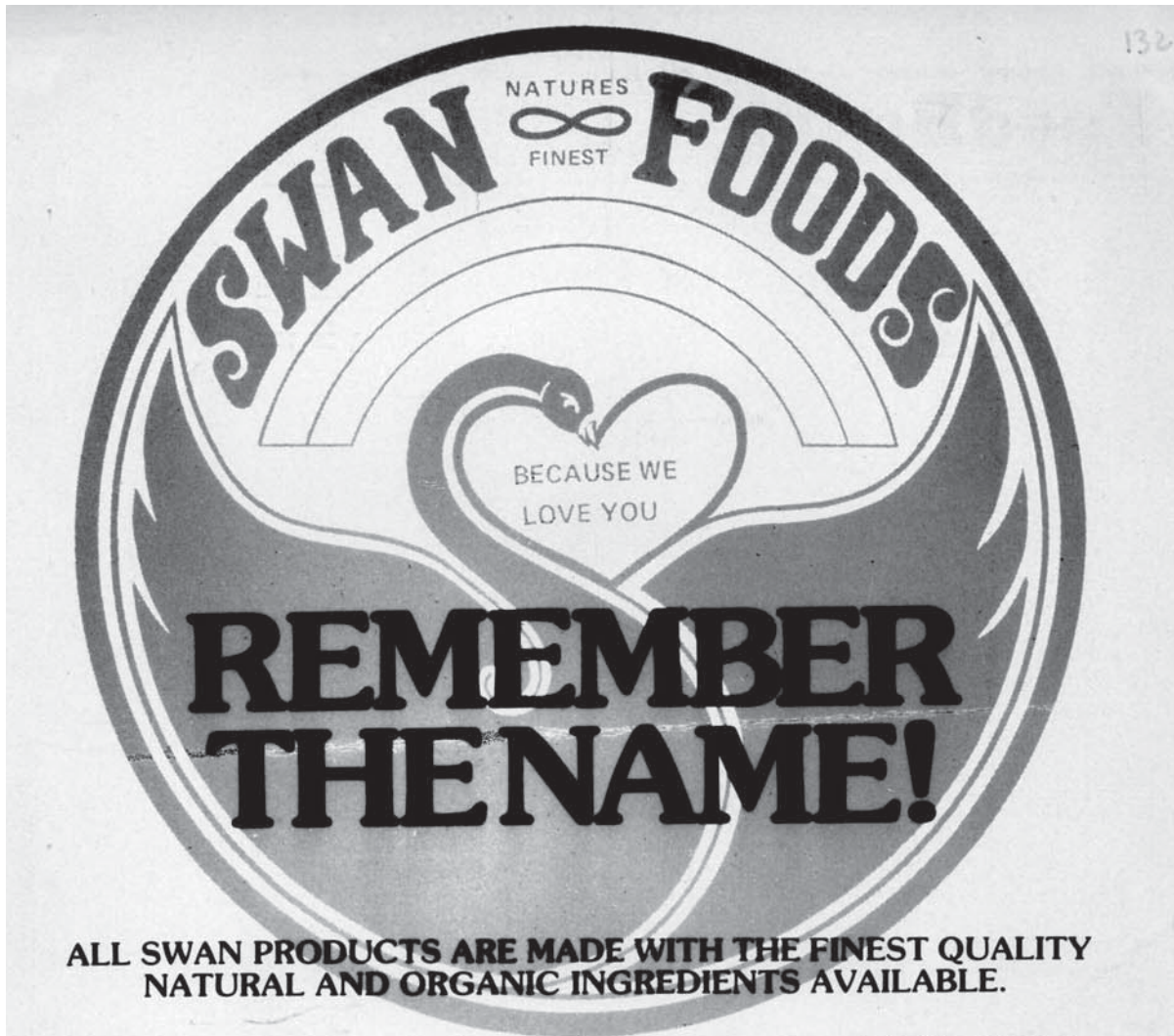
Across the bottom of the ad is written: "Every Swan Soybean Product contains all 8 essential amino acids (which are necessary for a balanced diet) and have no cholesterol. Available in health and natural food stores. Retailers: Swan Quality Products are distributed by your local Natural Foods Distributor, or contact Swan Food Corp., 5758½ Bird Rd., Miami, FL 33155. In Miami enjoy all Swan Products at Swan's Retail Deli & Bakery, The Soybeanery, 5758½ Bird Rd."

Note 1. This is the earliest ad seen for soyfoods in a U.S. magazine or periodical by one of the new generation of soyfoods manufacturers.

Note 2. In 1978 *Alternatives* (a small-circulation counter-culture magazine) was located at P.O. Box 330139, Miami, Florida 33133. Phone: 305-856-6975. Ad inquiries: 305-856-2473. Editor & publisher: Chik Shank. West coast contact: Steven M. Haines: 415-841-9217.

Note 3. This is the earliest known Swan Foods' ad published in *Alternatives* magazine—which began publication in August 1976. In May 1998 Jeanne Janson of Coral Gables (near Miami) checked every issue!

This full-page ad also appeared in the July/Aug. 1978 issue (p. 49) of this magazine. A half-page version of this ad appeared in the March, April (p. 45), May (p. 45, 49), June,



**ALL SWAN PRODUCTS ARE MADE WITH THE FINEST QUALITY NATURAL AND ORGANIC INGREDIENTS AVAILABLE.**

**SOY PRODUCTS**

BAKED TOFU  
 MARINATED TOFU  
 CARAWAY TOFU  
 TOFU CHIP DIP  
 SOY MELK  
*(Sweetened & Carob)*

SOY SHAKES  
*(Carob, Vanilla & Strawberry)*  
 SOYOGURT  
*(A Cultured Soy Product Available in a Variety of Fruit Flavors)*  
 WHOLEGRAIN SOY BURGERS

**ICED HERBAL BEVERAGE**

*(Ready to Drink, Sweetened or Unsweetened)*  
 MU  
 PEPPERMINT  
 SASSAFRAS  
 LEMON MIST  
 MIAMI COOLER  
 BANCHA  
*AND A VARIETY OF BLENDS*

**BAKED GOODS & PASTRIES**

TOFU CHEESECAKES  
 CAROB MARBLE SWIRL  
 MARY'S CREAM CAKE  
 MARY'S DEVIL'S FOOD CREAM CAKE  
*AND MORE TO COME*

**Every Swan Soybean Product contains all 8 essential amino acids (which are necessary for a balanced diet) and have no cholesterol.**

**AVAILABLE IN HEALTH & NATURAL FOOD STORES**

RETAILERS: SWAN QUALITY PRODUCTS are distributed by your local Natural Foods Distributor or contact Swan Food Corp., 5758 1/2 Bird Rd., Miami, FL 33155

*In Miami Enjoy All Swan Products at Swan's Retail Deli & Bakery THE SOYBEANERY 5758 1/2 Bird Rd.*



September (p. 51), October (p. 51), November (p. 53), and December (p. 53) 1978 issues of this magazine. Thus Swan Foods has an ad (at least half-page in size) in every issue of *Alternatives* during 1978; then the ads disappear. Address: The Soybeanery, 5758½ Bird Rd., Miami, Florida, 33155.

970. Yu, Swee Yean; Ch'ng, Guan Choo. 1978. Soy bean foods in Malaysia. In: American Soybean Assoc., ed. 1978. International Soya Protein Food Conference, Proceedings. Hudson, Iowa: ASA. 136 p. See p. 48-52. [16 ref]

• **Summary:** Contents: Introduction. Fermented soya bean products: Soya sauce (manufacture of 'thin' (dilute) soya sauce, manufacture of 'thick' (viscous) soya sauce, microbiology of Malaysian soya sauce, stability of the product), tempeh, tau cheo (thick paste-like sauce), tao si (fermented black soybeans). Non-fermented soya bean products: Soya bean sprouts, tofu (semi-firm curd), tofu fah (soft curd), tow kwa (firm curd), tin chok (dried, flat sheets [yuba]), fu chok (dried, rope-like [dried yuba sticks]), tofu pok (deep-fried curd [tofu cubes]), chak tie (vegetarian [yuba] sausage), soya bean milk (tau cheong), meat analogues (soya flour is shaped into desired forms by hand). Nutritional data. Conclusion. Address: Universiti Pertanian Malaysia, Serdang.

971. **Product Name:** Seitan Burger (Ready to Eat) [Tahini & Lemon Sauce, or Ketchup].

**Manufacturer's Name:** Seitan Mama's.

**Manufacturer's Address:** Trapp Ave., Coconut Grove, Florida.

**Date of Introduction:** 1978 February.

**Ingredients:** Seitan burgers (round), whole wheat buns with sesame seeds, and sauce (no lettuce, tomatoes, pickles, etc.).

**How Stored:** Refrigerated.

**New Product–Documentation:** Jan Belleme. 1990. East West. Jan. p. 62-69. "The Seitan Alternative." "My first business venture earned me the nickname 'Seitan Mama.' In 1978 I started making and delivering seitan, hummus, and vegetable sandwiches to natural foods outlets in Coconut Grove, Florida. It was quickly apparent that seitan, or 'wheatmeat,' was the way to go. In no time I was selling 360 seitan 'burgers' a week in just three shops in this one Miami suburb. The growth rate chart was nearly vertical, and it seemed to have endless potential."

Talk with John Belleme. 1992. July 1. In 1974 John first tasted seitan at the Spiral Restaurant in Miami, Florida; he thought it was a really unique and tasty food. Shortly after that, he began to make seitan at home. He went to Boston, Massachusetts, in 1976 and there he met his future wife, Jan. They planned to meet in Miami, where Jan would start a little seitan business. John moved back to Miami in 1977, and Jan arrived there on 10 January 1978. John was managing the Oak Feed Store for Sandy Pukel. Jan started Seitan Mama's, and made seitan in the little cottage which

was their home. She used the seitan in burgers, which were round pieces of seitan on a whole wheat bun. They were launched in Feb. 1978 and sold with two sauces. The product was "phenomenally successful."

The business was closely related to Oak Feed Store since John bought all of her flour through the store and she initially sold about 80% of her burgers to Oak Feed. After a while she was selling 50-70% of her burgers to other natural and health food stores located in Dade County, Florida, within several miles of Oak Feed Store.

When the business was at its peak, Jan was making 30 pounds of seitan by hand 3 times a week for a total of 90 lb/week. From this she made 360 burgers (each ¼ pound) per week. Jan ran the business until April 1979, about 6 months before they left for Japan in late October 1979 to study miso—which led to their later establishing the American Miso Co. Before they left, Jan sold the thriving business for about \$1,000 to a woman called Suji Mama—who ran it for only about 6 weeks before it failed. However later Suji Mama did a booming business in seasoning or spice blends, sold in shakers, for popcorn or other foods; she had her name on these blends.

Talk with Jan Belleme. 1992. July 4. She confirmed or corrected the above information. To make the burgers, she cooked several large cylindrical loaves of seitan, then sliced them crosswise.

972. Kim, Myung Ki; Lugay, Joaquin Castro. Assignors to General Foods Corp. (White Plains, New York). 1978. Fibrous protein materials. *U.S. Patent* 4,084,017. April 11. 8 p. Application filed 16 June 1976. [6 ref]

• **Summary:** Describes "a method for producing fibrous protein materials useful for fish analogs. According to this method, an aqueous mixture of a heat coagulable protein is frozen by cooling the mixture in a manner and at a rate effective to produce elongated ice crystals generally aligned perpendicular to the surface of cooling, then subjected to a temperature substantially different from that of the frozen mass, and the protein in the frozen mass is then stabilized effectively to preserve its structural integrity during subsequent heating to set the protein." Soybeans are the main protein source used. Address: 1. Congers, New York; 2. Thornwood, New York.

973. Swan Food Corp. 1978. Order form and price list for distributors. April, 1978. Miami, Florida. 1 p. 36 cm.

• **Summary:** This wholesale catalog lists the company's soy bean products and natural foods. For each is given: Product description, case weights, wholesale unit prices (sizes A and B), units per case, total. Minimum order: \$300.00. Prices—F.O.B. Soy products include: Regular tofu. Baked tofu. Marinated tofu. Caraway tofu. Soymelk (pints or quarts, unsweetened). Soymelk (pints or quarts, sweetened). Soymelk (pints or quarts, carob). Carob swirl cake (all cakes



and pies are 7-inch rounds [= 7 inches in diameter]). Tofu pie-cashew. Mary's carob cream cake. Mary's devil's food cream cake. Tofu chip dip. Whole grain soy burgers. Tofu vegetable stew. Soyogurt (plain, strawberry, or peach; 8 oz.). Soy shakes (carob, vanilla, or strawberry; pint). Organic yellow certified soybeans (50 lb or 1 lb bags). Mary's eggless egg salad.

Non-soy products: Iced herb tea (sweetened, unsweetened Bancha, unsweetened Mu). Barley malt syrup. Fresh frozen organic orange juice (two sizes). Organic oranges. Address: 5758½ Bird Rd., Miami, Florida, 33155. Phone: 305-667-7141.

**974. Product Name:** Whole Grain Soy Burgers (Or Wholegrain Soy Burgers).

**Manufacturer's Name:** Swan Foods Corporation.

**Manufacturer's Address:** 5758½ Bird Rd., Miami, FL 33155. Phone: (305) 667-7141.

**Date of Introduction:** 1978 April.

**Ingredients:** Organic rice, organic okra [sic, okara] (a natural fiber from soybeans), carrots, onions, garlic, stoneground whole wheat flour, unrefined corn oil, sesame seeds, rolled oats, sea salt. "Made with organic vegetables."

**Wt/Vol., Packaging, Price:** 8 oz.

**How Stored:** Refrigerated.



**New Product–Documentation:** "Swan Food Corp." order form and price list for distributors. 1978. April. Case weight: 6 lb, 6 oz. 12 units per case. Wholesale prices–Per unit: \$0.60 for two. Per case: \$7.20.

Ad (full page, black-and-white) in *Alternatives* magazine (Miami, Florida). 1978. July/Aug. p. 49. "Remember the

name!" "Wholegrain Soy Burgers."

Label. 1978, undated. 3 by 3.5 inches. Self adhesive. Blue, yellow, and red on white. Illustration of a swan. "Keep refrigerated. No additives. No preservatives."

975. Walker, Robert. 1978. How to make tempeh—the nutritious meat substitute. *Alive (Canada)* No. 18. p. 13.

• **Summary:** The author started producing Canada's first commercial tempeh in June 1978. Here he describes what tempeh is, how to make it at home, and how to cook it. Photos show: (1) Robert Walker with the container he invented for making doughnut-shaped tempeh. The inside core and the holes on the outside tube allow the air to circulate evenly throughout the fermenting soybeans. (2) A close-up of two shapes of tempeh. A note at the bottom of the page states: "Robert Walker who lives in Port Perry, Ontario, is starting a tempeh making business." Address: Ontario, Canada.

976. Ward, A.G. 1978. Commercial development of soya bean protein products in the EEC. In: Commission of the European Communities. Agriculture. 1978. Report of the Study Group on Vegetable Proteins in Foodstuffs for Human Consumption, in Particular in Meat Products. See p. 83-85. Appendix IV. April.

• **Summary:** "The soya bean is the main source of specialized vegetable protein products for human consumption within the EEC. Wheat gluten is also used but only to a very limited extent." It is difficult to estimate the current scale of usage for human consumption.

"Belgium: N.V. Vamo Mills produces toasted defatted flour and grits. No extruders known to occur in Belgium. Production of isolates being undertaken by Purina Protein Europe (associate of Ralston Purina Company USA).

"Denmark: Aarhus Oliefabrik A/S produces defatted flour, soya concentrate (Danpro) and textured soya concentrate. The company operates the only extruder in Denmark. Dansk Sojakagefabrik A/S produces defatted soya flour and grits as well as full fat soya flour.

"France: Société Industrielle des Oléagineux produces defatted soya flour and grits as well as full fat soya flour. Rhône Poulenc is reported to be working with an experimental soya protein spinning plant (not yet commercial). No information has been received about extruders functioning in France.

"Germany: Ölwerke Noury and Van Der Lande, Ölmühle Hamburg A.G. and Holtz and Willemsen all produce defatted soya flour and grits and the first two also produce full fat soya flour and grits. No information has been received about extruders functioning in Germany.

"Netherlands: Cargill Soja Industrie B.V. (associated with Cargill Inc., USA) produces defatted flour and grits. The company has three extruders for textured soya products, each with a capacity of about 7,000 to 10,000 tons per annum.

These are not thought yet to be working to capacity. Unimills B.V. produces defatted soya flour, soya concentrate and products textured by extrusion with a single extruder. ADM–De Ploeg B.V. produces defatted soya flour and grits and also textured soya flour. The company has a single extruder of capacity 7,000 to 10,000 tons per annum, and is an associate of Archer Daniels Midland Co., USA.

“United Kingdom: British Soya Products produces defatted soya flour and grits as well as full fat flour. The company also produces by its own techniques (not conventional extrusion) the “Bespro” range of textured products. These may include gluten with the soya material. Spillers Ltd (Soya Food Ltd and Lucas Ltd) produces defatted flour and grits as well as full fat flour. Soya concentrate (Newpro) and textured soya flour are also produced. It is believed that the company now has the production capacity of two extruders (14,000 to 20,000 tons per annum). GMB (Proteins) Limited (jointly owned by General Mills Inc., USA and Bush, Boake Allen Ltd) produces a textured soya product (“Bontrae”), not by conventional extrusion. It is thought the current production capacity is a few thousand tons per annum. Miles Laboratories (U.K.) is linked to Miles Laboratories Inc., USA. Information is lacking as to whether the company has production capacity in the U.K. for textured products, as well as importing U.S. products. Courtaulds Limited produces a range of spun soya protein products (Kesp), some of which may incorporate gluten. Annual production is not known. The British Arkady Co. Ltd is associated with Archer Daniels Midland Co., USA. Defatted soya flour and grits, full fat soya flour and textured soya products (by extrusion) are produced. The single extruder has a capacity of 7,000 to 10,000 tons per annum. Extensive research and development has been carried out by Unilever Ltd. (in close association with Unilever in the Netherlands) to develop the “mesophase” process for the preparation of soya protein products and to utilize them in foods. The processes have not yet been commercially exploited.

“No information has been received concerning the production of soya protein products for human consumption and in particular textured products from Ireland, Italy and Luxembourg but Italy has very substantial capacity for the production of oil and meal from soya beans.” Address: Procter Dep. of Food and Leather Science, Univ. of Leeds, Leeds.

977. Bennett, Jean. 1978. Soybean curd: Ancient staple of the Oriental diet. *Los Angeles Times*. May 4. p. J25.

• **Summary:** An introduction to tofu, based on a talk with Dr. Genevieve Ho, home adviser, UC Extension Service; she was born in China and educated in the USA.

The use of bean curd in China was recorded in about 160 BC during the Han dynasty. With this long history of development and refinement, and with continuous regional

and local innovation, it is easy to understand why bean curd has become so tremendously popular in China and in nearby countries, and why so many varieties exist today.

Ho adds that “fermented bean curd has sufficient vitamin B-12 to prevent pernicious anemia.”

In East Asia, “Buddhists do not eat anything that contains blood. Nor do they eat milk, eggs, or shellfish.” In this vegan diet, tofu is a very valuable food. “Strict vegetarian restaurants serve dinners and banquets made of food from only plant sources.” Main dishes include mock chicken, mock fish, and mock sausage.

In our world, with increasing population and decreasing food supply, the soybean is “invaluable in helping us to return to original foods as opposed to converted foods.” When a food is converted from a plant to an animal food, it requires 7-11 units of plant protein to obtain 1 unit of animal protein. “No wonder I am always trying so hard to get people to eat more bean curd.” See also *The Book of Tofu* by Shurtleff and Aoyagi (Autumn Press, Box 469, Soquel, California 95073; \$6.95). Includes 4 recipes for bean curd supplied by Dr. Ho. One of these, Hot spicy bean curd, includes “1½ teaspoons hot fermented bean paste” and “1 pound fresh bean curd, cut into ½-inch cubes” as ingredients.

A photo shows Dr. Ho at a market in Chinatown.

A comparative nutritional evaluation chart gives the nutritional composition of soybean curd, pressed soybean curd, milk (cow’s, whole fluid), and soybean milk. Address: Times staff writer.

978. Granose Foods Limited. 1978. Now our range is even more wholesome (Ad). *Alive (England)*. May. p. 28.

• **Summary:** “We’ve added five exciting new products to our range of healthier wholesome foods.

“Sausfry, the versatile soya-based sausage mix.”

“Vegex Chunks, delicious spun soya protein for casseroles and pies.

“Vegex Mince for Moussaka, Lasagne or Cornish Pasties.”

“Se us at Helfex, London.”

An illustration shows a basket filled with each of the new Granose products. Address: Stanborough Park, Watford, Herts WD2 6JR [England].

979. **Product Name:** Granose Sausfry: Seasoned Soya Protein Sausage Like Mix.

**Manufacturer’s Name:** Granose Foods Ltd. (Marketer-Distributor). Made in the UK by British Arkady.

**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1978 May.

**Ingredients:** 1980: Vegetable fat, textured soya protein [textured soy flour], rusk, glucose, stabiliser, salt, herbs, spices, colouring, added vitamins.

**Wt/Vol., Packaging, Price:** 500 gm (1.1 lb) bag.



**How Stored:** Shelf stable.

**New Product–Documentation:** Ad in *Alive* magazine (UK). 1978. May. p. 28. “Now our range is even more wholesome.” “Sausfry, the versatile soya-based sausage mix.”

Manufacturer’s catalog. 1980. April. “Textured soya protein in a beef sausage like flavour which only requires the addition of water to make it usable in any of the ways in which sausage meat can be used.”

Form filled out and Label sent by Granose Foods Ltd. 1990. June 13. States that the product, made by British Arkady, was introduced in 1980. Address on bag is now Newport Pagnell. Label. 1990. 3.5 by 8 by 2 inch white coated paper bag. Red, yellow, brown, and black on white. An illustration (line drawing) on front panel shows a woman standing behind a table of baked goods. “Healthier wholesome food.” Pack panel: “Make it plain... Add 750 ml (1.33 pints) of cold water to contents and leave the mixture for five minutes. Divide and form into sausage shapes, fry gently until golden brown.

“Make it fancy... Cook Sausfry shapes in hot batter for a tasty toad-in-the-hole or wrap in pastry to make savoury Sausfry rolls. Add onion, tomato, sage—any of your favourite flavours—and create exciting new ways to serve Sausfry.

“Note: Sausfry contains no animal matter and no Monosodium Glutamate.

“Ingredients: Textured defatted soya flour (defatted soya flour, iron, thiamin, riboflavin, vitamin B-12), hydrogenated vegetable oil, rusk, stabiliser (Methyl Cellulose, of plant origin), sea salt, hydrolysed vegetable protein, herbs, spices, colour (beetroot red).”

Color photo of package in *Linda McCartney’s Home Cooking*. 1990. p. 18.

**980. Product Name:** Itona T.V.P. Food Mix: Tonabanga Sausage Style (Meatless Sausage Mix).

**Manufacturer’s Name:** Itona Products Ltd.

**Manufacturer’s Address:** Itona Works, Leyland Mill Lane, Wigan, Lancashire, WN1 2SB, England.

**Date of Introduction:** 1978 May.

**Ingredients:** TVP, vegetable fat, rusk, binder, salt, dextrose, spices, permitted coloring, vitamins and minerals.

**New Product–Documentation:** Ad in *Alive* magazine (UK). 1978. May. p. 2. “Banga or Burga? Itona do both! Tonabanga and Tonaburga.” “Tonabanga is an exciting new TVP Food Mix from Itona. Made from textured vegetable protein (without Monosodium Glutamate) and flavoured specially with selected spices it is a completely vegetarian replacement for sausages and sausage meat.” A photo shows a woman holding up a meatless burger in a bun and a sausage (banga) on a fork.

Itona Products Ltd. retail price list. 1980-81. Add water, allow to stand for 10 minutes. Shape, grill or fry.

**981. Product Name:** Itona T.V.P. Food Mix: Tonaburga Sausage Style (Meatless Burger Mix).

**Manufacturer’s Name:** Itona Products Ltd.

**Manufacturer’s Address:** Itona Works, Leyland Mill Lane, Wigan, Lancashire, WN1 2SB, England.

**Date of Introduction:** 1978 May.

**Ingredients:** TVP, vegetable fat, rusk, binder, salt, dextrose, spices, permitted coloring, vitamins and minerals.

**Wt/Vol., Packaging, Price:** Each pack makes 1 lb.

**New Product–Documentation:** Ad in *Alive* magazine (UK). 1978. May. p. 2. Itona Products Ltd. retail price list. 1980-81. Add water, allow to stand for 10 minutes. Shape, grill or fry.

982. Itona Products Ltd. 1978. Banga or Burga? Itona do both! Tonabanga and Tonaburga. Great meal by Itona (Ad). *Alive (England)*. May. p. 2.

• **Summary:** Full-page ad. “Tonabanga is an exciting new TVP Food Mix from Itona. Made from textured vegetable protein (without Monosodium Glutamate) and flavoured specially with selected spices it is a completely vegetarian replacement for sausages and sausage meat.”

The right 1/3 of this ad, titled “New lines from Itona, lists many Itona vegetarian products: Granny Ann High Fibre Biscuits made with Soya Fibre. Golden Archer Soya Plantmilk (100% vegetable; “Milk that’s never seen a cow”). Tona “C” Food–Fish Cake Style. Ito–Instead of coffee. Golden Archer Brown Rice Pudding with Soya Plantmilk. Noots–Roasted Salted Soya Beans. Basic TVPs–Flavoured and natural (in 4 oz packs; all flavors are given).

A photo shows a woman holding up a meatless burger in a bun and a sausage (banga) on a fork.

This same ad appeared in the Aug. 1978 issue (p. 2). Address: Leyland Mill Lane, Wigan [Lancashire, England].

983. Koch, D.S.; Nelson, A.I.; Wei, L.S. 1978. Soybean breakfast and patty foods: Time and energy saving for home preparation. *INTSOY Series* No. 14. p. 12-20. Whole Soybean Foods for Home and Village Use (College of Agric., Univ. of Illinois at Urbana-Champaign). [7 ref]

• **Summary:** A quick method for making weaning foods and meat substitutes is to crush raw beans with a hammer mill or food mill, drop them into boiling water containing a small amount of sodium bicarbonate, and boil for 10 minutes. At that point other ingredients such as cereals, vegetables, or fruits can be added. The mixture is then simmered for 15 minutes and pureed before serving. Address: Dep. of Food Science, Univ. of Illinois.

984. Nelson, A.I.; Steinberg, M.P.; Wei, L.S. eds. 1978. Whole soybean foods for home and village use. *INTSOY Series* No. 14. 31 p. May. (College of Agric., Univ. of Illinois at Urbana-Champaign). [26 ref]

• **Summary:** Contents: 1. Development of whole soybean

foods for home use: Rationale, concept, and examples. 2. Home preparation of soy milk: A new concept. 3. Soybean breakfast and patty foods: Time and energy saving for home preparation. 4. Food products from whole soybeans. 5. Developing a soybean dal for India and other countries. Address: Univ. of Illinois, Urbana.

985. LeMaire, W.H. 1978. Bacon analogs... Exciting possibilities. *Food Engineering* 50(6):ef-14, 15. June.  
 • **Summary:** Breakfast muffins, pancakes, and omelets represent three different—yet practical—applications for bacon analogs. Bacon replacers have an image problem—how to get food processors to think of them other than as a garnish for salads. Major suppliers, such as ADM, Far-Mar-Co, and Cargill either have or are close to introducing cheese, pepperoni, and ham as well as improved bacon analogs. It is known that Central Soya, since purchasing General Mills' steam texturization process for texturizing soy, is considering the flavored, textured analog market. General Mills and McCormicks are busy developing the retail market with national brands. Durkee's and other suppliers pursue regional markets with their brands. Most of these retail products are simply bought from the three major suppliers and re-packed. Altogether the market for bacon analogs is today a 10 million pound market, roughly divided between food service and retail at 4 million pounds each with over 1 million pounds in other processed foods. Address: Midwest editor.

986. Tofu Shop (The). 1978. Pricelist. Telluride, Colorado. 1 p. Undated.  
 • **Summary:** The Tofu Shop now sells 12 products: Tofu, 14 oz. Tofu, bulk (10 lb. minimum). Sprouts, alfalfa (8 oz or 1 lb). Sprouts, mixed (radish, lentil, alfalfa; 8 oz or 1 lb). Soymilk, quart, unflavored. Soymilk, quart, carob-honey. Soyburgers, frozen 5-pac. Fudge (super carob, cashew coconut, or date coconut). Address: 116 N. Oak St., P.O. Box 69, Telluride, Colorado 81435.

987. Fabricant, Florence. 1978. Food: How the Chinese cook at home. *New York Times*. July 9. p. LI6.  
 • **Summary:** Chinese home cooking is, of course, much simpler, quicker, and less expensive than restaurant cooking. Bick Lee, in order to expand her knowledge of "Chinese vegetable cooking" spent several days in the kitchen of the Ching Kok Lin Buddhist nunnery in Kowloon, Hong Kong. The nuns lead very frugal, spartan lives. Bick Lee's mother is a Buddhist, but the Lees are not vegetarians—although their meals do tend to emphasize vegetables.

A meatless recipe for "Mock duck" is given. The ingredients include: "1 tablespoon light soy sauce (or Kikkoman brand soy sauce), 1/8 teaspoon monosodium glutamate (optional), 1 teaspoon sesame oil, 1 round sheet pressed bean curd (see note)." Then: "Cut sheet of bean curd in half and trim the thick edge with scissors. Lay one of the

pieces of bean curd on a cookie sheet. Moisten it with half the sauce, brushing it over the surface or folding the bean curd over itself to pick up the sauce... 4. Lay the second piece of bean curd over the first and repeat the process with the sauce and mushrooms." Steam then pan fry.

"Note: Dried straw mushrooms and bean curd sheets may be obtained only in Chinese groceries in Chinatown."

Note: These "bean curd sheets" are clearly what we call "pressed tofu sheets" (*pai-yeh* or *chien-chang*).

988. U.S. Food and Drug Administration. 1978. Common or usual names for vegetable protein products and substitutes for meat, seafood, poultry, eggs, or cheeses which contain vegetable protein products as sources of protein. Tentative final regulation. *Federal Register* 43(136):30472-91. July 14.

989. Farm, The. 1978. Make your own soyburger. *East West Journal*. July. p. 58-63.

• **Summary:** Most of the article describes how to make tempeh at home, with photos. Then there are sections on "Additional tempeh-checking tips" and "Questions and answers" about making tempeh at home, followed by recipes: Tempeh burger. Deep-fried tempeh. Tempeh pizza. Cubed fried tempeh. Tempeh and noodles. Address: Tennessee.

990. **Product Name:** Granose Curry Sauce.

**Manufacturer's Name:** Granose Foods Ltd.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1978 July.

**Ingredients:** Textured soya protein, sultanas, wheat flour, starch, salt, pineapple, onion, sugar, tomato powder, apple flake, coconut, spices, herbs.

**New Product—Documentation:** Manufacturer's catalog.

1980. April. "Spiced curry sauce with textured soya protein and fruit. Serve with rice."

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in July 1978. It has been discontinued.

991. **Product Name:** Vegetarian Soysage (Meatless Okara-based Sausage).

**Manufacturer's Name:** White Wave.

**Manufacturer's Address:** 3869 Walnut St., Boulder, CO 80301.

**Date of Introduction:** 1978 July.

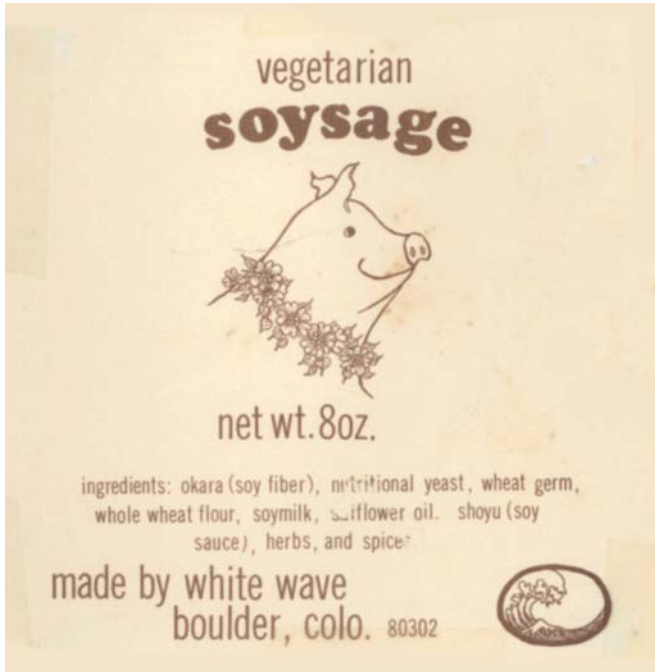
**Ingredients:** 1978: Okara (soy fiber), nutritional yeast, wheat germ, whole wheat flour, soymilk, safflower oil, shoyu (soy sauce), herbs, and spices.

**Wt/Vol., Packaging, Price:** 8 oz disks in plastic wrap.

**How Stored:** Refrigerated.

**New Product—Documentation:** Label. 1979. 3.75 inches square (8 oz.). Paper. Brown on tan. Drawing of a happy pig





with a wreath of flowers around its neck.

Label. 1981. 3 inch diameter (16 oz.). Paper. Brown on tan. Ingredients on labels are: Okara (soy fiber), nutritional yeast, wheat germ, whole wheat flour, safflower oil, shoyu (soy sauce), herbs and spices. Label and recipe given by Shurtleff & Aoyagi. 1979. *Tofu & Soymilk Production*. p. 169. Product Price List. 1979, winter. "Spicy vegetarian 'sausage type' soy patty. Slice thin or fry and use on pizza. 8 or 16 oz."

Interview with Steve Demos. 1987. In early 1978 they introduced soymilk. At about the same time they started to use the okara from their tofu to make one of America's earliest brands of soysage—if not *the* earliest! In late July 1978, at the first Soycrafters' Conference in Ann Arbor, Michigan, White Wave gave instructions for tube-processing of soysage.

992. **Product Name:** Soya Mince [In Bolognese Sauce with Onion, or In Mild Beef-Curry Sauce].

**Manufacturer's Name:** Brooke Bond Oxo.

**Manufacturer's Address:** England.

**Date of Introduction:** 1978 August.

**New Product–Documentation:** R.A. Sair. 1981 (presented Aug. 1978). *Marketing plant protein in Europe*. p. 397.

Shows a black-and-white photo of each product in its package.

993. **Product Name:** Danoxa Hot Dog Sausage, or Kesp Pie Filling with Kidney.

**Manufacturer's Name:** S. Daniels & Co. Ltd.

**Manufacturer's Address:** Wilec House, 82-100 City Road, London EC1Y 2BU, England.

**Date of Introduction:** 1978 August.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** R.A. Sair. 1981 (presented Aug. 1978). *Marketing plant protein in Europe*. p. 397.

Shows a black-and-white photo of each product in its can.

The subtitle of the Kesp product reads: "Tender chunks of soya protein with succulent kidney in a rich gravy."

994. **Product Name:** Sainsbury's Soya Granules: Textured Soya Protein Food. Vitamins and Iron Added.

**Manufacturer's Name:** Sainsbury.

**Manufacturer's Address:** England.

**Date of Introduction:** 1978 August.

**New Product–Documentation:** R.A. Sair. 1981 (presented Aug. 1978). *Marketing plant protein in Europe*. p. 397.

Shows a black-and-white photo of the product in its package.

995. White Wave. 1978. *White Wave through The Cow of China, offers food from the kingdom of plants. We make it all here in Boulder! 100% dairyless!* (Poster). 1738 Pearl St., Boulder, CO 80302. 1 p. Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center.

• **Summary:** See next page. "Organic nigari tofu, Soymilk, Soysage, Missing egg salad, Tofu mayo, Baked savory tofu cutlets, Sweet bean tofu pie, Tofu cinnamon rolls, soy-sesame bars, Energy chews, Almond butter, Cashew butter, Peanut butter, Tahini, Figgies, Date coconut bars, Tofu 'meatball' sandwiches, 'Macro' pizza, Tofu turnovers, 'Sloppy joe' sandwiches, Tempeh." Address: Boulder, Colorado.

996. Daniels, Stevie. 1978. I was a sucker for protein. *East West Journal*. Oct. p. 60-62.

• **Summary:** Her introduction to soyfoods came the hard way—by trying a "can of textured soy protein"—the food that could end world hunger. She tried preparing it in many different ways. "Nothing worked. It was terrible. I threw it on the compost pile and watched squirrels, rats, and chipmunks detour around it for weeks... It was easy to see why even starving people gave thumbs down to this orangish, gloppy, spoiled-tasting canned concoction." She learned that the oil companies extract the oil from soybeans with hexane solvent then use the defatted leftovers to feed livestock and make textured soy protein.

Later she became a vegetarian, tried cooking whole soybeans, and then "fresh soybeans" in the pods—which a local organic farmer brought to her co-op. Finally one day she found a brochure stating: "The four main foods made from soybeans are tofu (soybean curd), tempeh (fermented soyburger), shoyu (soy sauce), and miso (fermented bean paste).

"I was amazed. The Eastern people, one-fourth of the world's population, had known how to use soybeans for

# White Wave

THROUGH

# The Cow of China

OFFERS

## Food from the Kingdom of Plants



Organic nigari tofu  
Soy milk  
Soysage  
Missing egg salad  
Tofu mayo  
Baked savory tofu cutlets  
Sweet bean tofu pie

Tofu cinnamon rolls  
Soy-sesame bars  
Energy chews  
Almond butter  
Cashew butter  
Peanut butter  
Tahini

Figgies  
Date coconut bars  
Tofu "meatball" sandwiches  
"Macro" pizza  
Tofu turnovers  
"Sloppy joe" sandwiches  
Tempeh

**We make it all here in Boulder! 100% Dairyless!**  
**1738 Pearl St. 443 2370 Mon.-Sat. 10am-7pm**

centuries. I learned they also sprouted the beans..." She tried these foods and liked them. Bill Shurtleff stopped by the EWJ's office after attending the first national soyfood conference in Ann Arbor, Michigan. She describes their discussion, including the founding of the Soy Crafters Association of North America. At the end is a list of resources and a bibliography of EWJ articles on soyfoods: Larry Needleman (Soy Crafters Assoc. of North America, P.O. Box 76, Bodega, CA 94922. Phone: (707) 876-3341). Bill Shurtleff, The Farm (Summertown, Tennessee), Asunaro Eastern Studies Institute (Attn: Dina Drago, 4600 Cavedale Rd., Glen Ellen, California 95442. Phone: (707) 996-5365. Miso and shoyu production taught by Naboru [sic, Noboru] Muramoto).

**997. Product Name:** Tofu, and Soysage.

**Manufacturer's Name:** Macon Tofu.

**Manufacturer's Address:** Macon, Georgia.

**Date of Introduction:** 1978 October.

**New Product-Documentation:** Talk with Michael Pierce. 1989. Oct. 30. He got involved with tofu while he was in Georgia. He learned to make tofu from a guy in Macon named Pat Powell, who had just gone up to The Farm in Tennessee and learned to make tofu (and Soysage) from

Lewis Headrick, who now lives in Northern California. In 1978 Pierce went to California and worked with Paul Duchesne as Wildwood Natural Foods' first tofu maker.

Letter from Michael Pierce. 1989. Oct. 31. "I learned to make tofu in Macon, Georgia, in 1978-79 from Pat Powell, who learned from Lewis [Headrick] at The Farm in Tennessee. We made it farmhouse style using a 60 quart stainless pot and a four burner stove. We used some used curtain material for pressing the okara and 4 wooden dowels as the press. It was very crude but it worked. We could get two cakes averaging 12 pounds a cake."

Talk with Michael Pierce. 1989. Nov. 6. Pat Powell's daughter was born at The Farm in April 1978. Powell returned to Macon shortly thereafter and he and his wife, Mary, started making tofu in Macon in the fall of 1978, for 9 months a year. They sold the tofu at four places in Georgia: Annapurna Health Foods (Macon), Sevananda Co-op, Rainbow Grocery, and Rainbow Cafe (Atlanta). They also made Soysage, which they sold only in Macon. Their company either had no name, or was named Macon Tofu, a pun on Makin' Tofu. Pierce was living in California at that time. He returned to Macon, learned how to make tofu from Powell, then worked as a tofu maker with him for about a year. Then Pierce returned to California and met Duchesne.



There was an earlier tofu company in Georgia. A guy made tofu in his home and had it distributed by a health foods distributor. He was moved out of there so he set up a shop at the distribution company. Then the health department shut him down. Powell thinks he then started the Soy Shop in Atlanta.

998. **Product Name:** Soysage (Meatless Okara-based Sausage).

**Manufacturer's Name:** Soy Plant (The).

**Manufacturer's Address:** 211 East Ann St., Ann Arbor, MI 48104. Phone: 313-663-0500.

**Date of Introduction:** 1978 October.

**Ingredients:** Okara (soybean fiber), wheat germ, nutritional yeast, whole wheat flour, bulgar [bulgur] and spices.

13 x 18 cm.

Talk with Steve Fiering. 1988. June 10. This was introduced within a few months after the Soy Crafters Conference in the summer of 1978. "We definitely got soysage recipes at the conference."

999. Starenkyj, Danièle. 1978. *Le bonheur du végétarisme: Principes de vie & recettes*. 2ième éd. [The happiness of vegetarianism: Principles of life and recipes. 2nd. ed.]. Armagh, Quebec, Canada: Orion. 351 p. Oct. Illust. by Stefan Starenkyj. Index. 23 cm. First ed. 1977. [26 ref. Fre]

• **Summary:** Soy-related recipes include: Soy coffee (p. 101). Soya souffle (with whole soybeans, p. 204). Chapter 14, titled "A cow in your kitchen" (p. 207-27), contains extensive information on soymilk, soymilk products, and problems with cow's milk. It's contents: Introduction. What is soya? The proteins of the soybean (*la fève soja*). The carbohydrates of the soybean. The vitamins and minerals of the soybean. The oils of the soybean. Soymilk: The cow of China. Reasons for replacing animal milk in your diet with soymilk: Many people are allergic to animal milk. Animal milk is a cause of anemia. Animal milk can be a cause of infection of the urinary tract, particularly in infants. Animal milk is polluted. Comparison of the composition of soymilk and cow's milk (100 gm each). How to make soymilk at home. Soymilk whipped cream. Soy mayonnaise without eggs. Soy yogurt (fermented). Tofu: The meat without bones.

**TOFU**  
 "MEAT WITHOUT A BONE"  
 MADE WITH ORGANIC SOYBEANS AND NIGARI  
**SOYSAGE**  
 BEAN "SAUSAGE" A SPICY EXPERIENCE  
 MADE FROM OKARA (SOYBEAN FIBER), WHEAT GERM, NUTRITIONAL YEAST  
 WHOLE WHEAT FLOUR, BULGAR AND SPICES. SOYSAGE IS A NATURAL  
 SOURCE OF VITAMIN B-12 AND IS HIGH IN PROTEIN AND FIBER.

SOYFOODS ARE GROWING  
 OUR SOYFOODS ARE GOOD AND FRESH  
 WE INVITE YOU TO TRY THESE VERSITILE HIGH PROTEIN FOODS



**New Product–Documentation:** Midwest Natural Foods Distributors, Inc. 1979. Catalog 13. Spring, 1979. Ann Arbor, Michigan. iv + 290 p. See p. 259. Soy Plant Tofu. Refrigerated. "Soy Plant Tofu Soysage" (1 lb). On p. 260 is a half-page ad: "Soysage–Bean 'sausage,' a spicy experience. Made from okara (soybean fiber), wheat germ, nutritional yeast, whole wheat flour, bulgar and spices, Soysage is a natural source of vitamin B-12 and is high in protein and fiber."

Leaflet. 1979. "Soysage." 2 panels each side. Each panel

Nutritive value of tofu. How to make tofu at home. Tofu filets. Tofu steaks. Breaded tofu slices. Tofu pâté à tartiner. Grilled tofu. Okara (*La pulpe de soja*). Okara pâté (*Pâté à la pulpede soja*). Soya butter (*Buerre de soja*; made from 1 cup lightly grilled soy flour, 2 cups water, a little salt, and about ½ cup oil). Address: Ottawa, Canada.

1000. Burda, Terrie. 1978. "Every berg needs a tofu shop." *Benton Bulletin* (Corvallis, Oregon). Nov. 29. p. 5.

• **Summary:** This article is about Mia Posner and her partner

Harry MacCormack of Sunbow Farm Products, a small tofu maker, on Plymouth Rd. in Philomath, Oregon (Route 2, Box 46, Corvallis, OR 97330). It is one of three tofu shops in all of Oregon. Their tofu, which retails for \$0.79 a pound, is “selling like crazy.” Sunbow Tofu is made from organically grown soybeans (which are grown on their property), pure well water and a bittern (nigari). The tofu at Sunbow is made in an immaculately clean room which was built as an addition to the house in January, 1978.

Describes how tofu is made in this home-based tofu shop. Describes various ways that tofu can be used (but contains no recipes). A favorite, “T-n-T” stands for Tofu & Tamari. Sunbow Farm has printed a soy cookbooklet (\$0.25) that contains more than 23 tofu recipes.

Presently Posner and MacCormack are supplying tofu, soyburgers, and soy sausage to more than a dozen stores and restaurants in the area.

Large photos show Miso Posner: (1) Stirring “milky soybean mash” which will be pressed to make soymilk. (2) Slicing tofu into 1-pound cakes.

Note: Benton County is located in the Willamette Valley of Oregon. Address: Staff writer.

1001. Garrison, Robert R.; Stinson, Wm. S. 1978. Two-stage extrusion process produces meat analogs: Increases drying efficiency with electrode boiler. *Food Processing (Chicago)*. Nov. p. 120-21.

• **Summary:** About 3 years ago Wenger Manufacturing developed a new two-stage extrusion process which uses two extruders in series to produce low-cost meat analogs in bite-sized pieces. In Oct. 1977 Garrison Products finished the first food processing plant built specifically to produce “substitute protein foods” using the double extrusion system. The process is described. Photos show: (1) Russ Garrison setting the electrode boiler control panel. (2) Overview of the processing area. (3) The finished products in 35 cubic foot woven polypropylene bags. Wenger Manufacturing is located in Sabetha, Kansas. Address: 1. President, Garrison Products, Inc., 1471 Paddock Dr., Northbrook (near Chicago), Illinois 60062; 2. Senior Associate Editor.

1002. Kan, Lilah. 1978. Introducing Chinese casserole cookery. New York, NY: Workman Publishing. 288 p. Index. 24 cm. Edited by Helen Witty.

• **Summary:** An engaging writer with outstanding descriptions of ingredients. The section titled “Ingredients” (p. 41-61) includes: Bean curd (“this means fresh bean curd (or bean cake),... Chinese call it *do fu*; Japanese say *tofu*.” Bean curd cheese, red [red fermented tofu] (“In Cantonese it is called *nom yee*”). Bean curd cheese, white [fermented tofu] (“In Cantonese it is called *foo yee*”). Bean curd, fried (“Called *doe gawk* in Cantonese,” it is made of fresh bean curd that has been cubed and deep fried. It “resembles tiny brown wrinkled pillows that seem almost hollow”).

Bean curd skin, dried [*yuba*] (This is made by heating soybean milk and “is usually sold in ½-pound packages. The skins measure about 1½ by 4 inches and are less than 1/8 inch thick.” “They look like thin pieces of light beige lacquered wood” and should be soaked in warm water until pliable (about ½ hour). Called *teem jok* in Cantonese).

Bean curd sticks [dried *yuba* sticks]. (“These sticks are made from soybean milk film that has been dried, rolled to ½-inch thickness, and bent into long pieces with a hairpin turn.” Called *foo jook* in Cantonese. They “are light beige in color and have a wrinkled, lacquered look. They come in ½-pound and 1-pound packages”).

“Black beans, salted or fermented [fermented black soybeans]: These beans serve as a condiment. They have a very pungent odor that could scare away the timid, but do not be timid. They are almost always used in combination with garlic—a marriage made in heaven—and are delicious. The beans are interchangeably called ‘fermented black beans’ and ‘salted black beans’”).

Brown bean sauce, ground (*meen see*).

Vegetarian steak (usually made from soybeans or gluten. It is sold in cans. She likes to use this meat substitute with other ingredients in Buddha’s Delight Vegetarian Casserole, a dish often served on Chinese New Year’s Eve. “I use the kind that is labeled *Chai Pow Yu* which translates as ‘mock abalone’ or ‘vegetarian abalone’”).

Soy related recipes include: Beef chunks in black bean, garlic, and egg sauce (with “3 tablespoons salted black beans, rinsed in water, drained, and mashed,” p. 68-69).

Chicken and peppers with black bean, garlic, and egg sauce (with “2 tablespoons salted black beans, rinsed in water, drained, and mashed,” p. 118-19).

Minced pork and vegetables with black bean and garlic sauce (with “4 teaspoons salted black beans, rinsed in water, drained, and mashed,” p. 146-47).

Spare ribs in black bean, garlic, and egg sauce (with “3 tablespoons salted black beans, rinsed in water, drained, and mashed,” p. 158-59).

Spare ribs in red bean curd cheese (with “½ square (about 2 tablespoons) red bean curd cheese,” p. 162-63).

Lamb and bean curd sticks with black bean and garlic sauce (with “4 bean curd sticks (8 lengths), drained” and “3 tablespoons salted black beans, rinsed in water, drained, and mashed,” p. 182-83).

Clams with black bean and garlic sauce (with “1½ tablespoons salted black beans, rinsed in water, drained, and mashed,” p. 192-93).

1003. Swan Food Corp. 1978. Swan Foods: Remember the name! (Ad). *Alternatives (Miami, Florida)*. 2(11):53. Nov.

• **Summary:** This half-page ad lists the company’s soy products, iced herbal beverages, and baked goods & pastries. Soy products include: Baked tofu, Marinated tofu, Caraway tofu, Tofu chip dip, Tofu salad dressing, Soy melk

(sweetened, or carob soy milk), Soyogurt (a cultured soy product), Wholegrain soy burgers. Baked goods include: Tofu cheesecakes, Carob maple swirl, “and more to come.”

On the top half of the ad is a large circular logo featuring a stylized swan, with two large wings symmetrical about a vertical axis and an arched neck on the left side. The other half of the arch is drawn in to form a heart, inside of which is written “Because we love you.” Across the inside top are the large words “Swan Foods.” A rainbow arches below them and over the swan. At the top center, between the words “Swan Foods,” are the smaller words “Nature’s Finest” written one below the other; between them is an infinity sign.

Across the bottom of the ad is written: “Every Swan Soybean Product contains all 8 essential amino acids (which are necessary for a balanced diet) and have no cholesterol. Available in health & natural food stores. Retailers: Swan Quality Products are distributed by Tree of Life, Inc., or contact Swan Food Corp., 5758½ Bird Rd., Miami, Florida 33155. In Miami enjoy all Swan Products at Swan’s Retail Deli & Bakery, The Soybeanery, 5758½ Bird Rd.”

Note: A full-page Swan Foods ad that is very similar to his half-page ad was published in the July/August issue of this magazine. There are four differences between the two ads: (1) This November ad is smaller; Swan Foods went out of business one month later, in December 1978; (2) A Tofu Salad Dressing and Red Zinger tea appear in this ad but not in the earlier ad; (3) This ad states that Swan Foods’ products are distributed by Tree of Life, Inc., a major distributor, whereas in July/August they had been “distributed by your local Natural Foods Distributor”—less impressive. (4) The following products appear in the earlier (July/August) ad but do not appear in this one: Soy Shakes (Carob, Vanilla & Strawberry), three iced herbal beverages (Lemon Mist, Miami Cooler, Red Quencher), and two baked goods & pastries (Mary’s Cream Cake, and Mary’s Devil’s Food Cream Cake). Address: The Soybeanery, 5758½ Bird Rd., Miami, Florida, 33155.

1004. Boulton, Marsha. 1978. The soya dog: The same old dog minus the meat. *Maclean’s (Canada)* 91(31):11. Dec. 11. • **Summary:** Alan Kempton, age 46 and a biologist at Ontario’s University of Waterloo [Canada], is building a better hotdog with the help of soya and a \$25,000 research grant from the federal ministry of agriculture. He hopes to have the product ready by July 1979. Beef prices are up 70% from last year.

1005. Beck, Alexis. 1978. Tofu, or soybean curd, is an idea whose time has clearly come. *Boston Evening Globe*. Dec. 27. Food section.

• **Summary:** Contains 8 recipes, including Tofu Burgers and Cheesecake Hawaiian. Address: Nutritionist, Massachusetts.

1006. Swan Food Corp. 1978. Collected papers (Archival

collection). Miami, Florida. 5 file folders, 1½ linear inches.

• **Summary:** Swan Foods was the first soyfoods company in the United States to make a wide variety of innovative soyfoods products—and to make them from organically grown soybeans. The company’s papers are located at Soyfoods Center in Lafayette, California. In December 1978, when the company declared bankruptcy after about two intense years in business, Danny Paolucci cleaned out the office, keeping all documents that he believed might be of future importance. He kept them for 19 years, then sent them to Bill Shurtleff at Soyfoods Center at Shurtleff’s request. Most of the papers relate to recipes. There are no commercial papers (invoices, ledgers, etc.).

Folder 1: Bulk soyfoods recipes, typed. Each recipe is typed on a sheet of 8½ by 11 inch lined paper. Recipes made in a Hobart mixer are marked with an asterisk (\*) after the recipe name. The recipes (listed alphabetically) are: Baked tofu (with tamari sauce for marinade, bake at 350°F for 30-35 minutes). Caraway tofu (add 5 ingredients to curdling tofu; stir and let curds form). Carob cream cake\* with topping (incl. 2 gallons soymilk). Cashew carob swirl cake\* (incl. 3 gallons soymilk). Devils food cream cake\* (incl. 2 gallons soymilk and tofu topping). Eggless egg salad\* (incl. 10 lb boiled and cooled Swan Tofu). Marinade for tofu (incl. 1 gallon tamari; mix all ingredients in a 5 gallon bucket, add sliced tofu, and seal). Soy burgers\* (incl. 2 gallons each cooked rice and fresh okara, and 2½ cups tamari). Tofu chip dip\* (large and small; the small incl. 6 lb tofu boiled and cooled, ¼ cup tamari, and ¼ cup umeboshi plum paste; the large incl. 42 lb tofu).

Folder 2: Lists of ingredients for various soyfoods products typed on Swan Foods’ blue-on-white letterhead: The products (listed alphabetically) are: Carob swirl marble cake (non-dairy) (incl. soy milk). Okara granola. Roasted cashew tofu pie (incl. tofu and organic soy milk). Soyogurt (non-dairy): Note: These ingredients are handwritten below a sample label design on the back of the bottom half of a Swan Foods order form.

Folder 3: Legal-sized yellow lined note pad with 17 pages of notes written in blue ink—probably by Mary Pung. Subjects: *Nutrition Almanac* (soybeans and soy milk, p. 71; malt, p. 76). One page of 6 bibliographic references for publications related to soy, with a large note: “Sell *Book of Tofu*, etc. in shop.” *The Health Food Dictionary & recipes* (mu tea, p. 102; soybean, p. 159; tofu, p. 174). *Diet for a Small Planet* (Lappé, 1975 ed.) (protein table III—Legumes; notes on tofu, p. 102, soy yogurt vs. milk yogurt, p. 128-29; tofu, p. 132). *Recipes for a Small Planet* (Ewald, 1973) (table showing no. of calories you have to consume in order to get one gram of usable protein, p. 16; notes on Net Protein Utilization). *Soybean Diet* (Herman Aihara, 1974) (table of nutrients in various foods; cow’s milk, p. 44; soybeans can help with environmental problems, p. 4; soybeans vs. meat, p. 6, 8-9; tofu preparation, p. 115; nigari, p. 116; nutrient



value of tofu, p. 125). *The Book of Tofu* (Shurtleff & Aoyagi, 1975) (moral and emotional appeal, health, religion, ecology, economic, p. 19; complementary proteins, p. 24, 26; easy to digest and diet food, p. 26; low in saturated fats and cholesterol, linoleic acid, rich in minerals and vitamins, p. 27; nigari, free of chemical toxins, p. 28; quick and easy to use, p. 29; ecological, nitrogen from the air, p. 55; okara, p. 77-78; uses of agé, deep-fried tofu, p. 154-55; soymilk, p. 200). Six interesting teas.

Folder 4: Handwritten recipes (some very rough) and notes, in pen and pencil, mostly on individual sheets of paper. Soy-related recipe names (listed alphabetically): Basic tofu cheesecake. Basic tofu pie. Carob marble cake. Carob on blonde with tofu topping (also called Blonde on carob; baked, with soy milk). Carob tofu pie. Dips in tofu containers: Chive tofu dip, pimento tofu dip, sea tofu dip, Italian herb tofu dip, pimento olive dip (ideas only). Dressings: Miso, avocado, green goddess, creamy garlic, red Russian, spinach Russian (ideas only). Eggless egg salad. Eggless tofu salad. Frozen tofu cutlets. Mary's deluxe pizza (with tofu, from "Swan Food Corp."). Milk shake. Nori rolls. Okara products: burgers, burritos, felafels (ideas only). Pumpkin pie. Quiche with tofu. Sweetened carob shake. Tofu lemon pie. Tofu mayonnaise. Tofu pie filling. Tofu pudding, vanilla. Tofu quiche lorraine [Note: According to the *Joy of Cooking* (1975, p. 254-55), early recipes for quiche called for bacon and cream, but later cheese was added. When sautéed onions were included, the dish was called Quiche Alsacienne. Quiche Lorraine now typically contains egg white, bacon, milk or cream, and Swiss cheese]. Tofu rice salad. Tofu tarts. Tofu turkey (Barbara's, with stuffing). Yogurt dressing. The names of some people are included: Diane Kellar. Sherry (nori rolls).

Folder 5: Other. Tear-off recipes published by Natural Recipes, 94 Bourne St., Boston, Massachusetts 02130. Carob brownies (copyright 1974). Carob cake (copyright 1975). Note: Neither of these recipes contains any soy. Address: 5758½ Bird Road, Miami, Florida 33155. Phone: (305) 667-7141.

**1007. Product Name:** Yakitofu, Okara, Ganmodoki [Ganmodoki].

**Manufacturer's Name:** Aloha Tofu Factory Inc.

**Manufacturer's Address:** 961 Akepo Lane, Honolulu, Oahu, Hawaii 96817.

**Date of Introduction:** 1978.

**New Product–Documentation:** Hawaii Directory of Manufacturers. 1977-78. p. 10. Aloha Tofu Factory Inc., 961 Akepo Lane, Honolulu, Hawaii 96817. The company now makes tofu, aburage, natto, konnyaku, yakitofu, okara, pupu age, ganmodoki. Oda. 1983. Hawaii Herald. Oct. 7. p. 5. "Tofu enjoys increasing popularity." Ad in Hawaii Herald. 1983. Oct. 7. "Make your favorite recipe even better with the best in soy bean products. Tofu, natto, aburage, konnyaku,

okara, yakidofu." 961 Akepo Lane. Phone 845-2669.

**1008. Product Name:** [Like Liver-Sausage (Meatless Liverwurst)].

**Foreign Name:** WieLeberwurst.

**Manufacturer's Name:** Bruno Fischer GmbH.

**Manufacturer's Address:** Taunusstrasse 13, 5000 Köln [Cologne] 91, West Germany. Phone: 02 21 / 83 26 51.

**Date of Introduction:** 1978.

**Ingredients:** Includes whole cooked then ground soybeans.

**New Product–Documentation:** Talk with Bruno Fischer. 1995. March 22. His company's first soy product was introduced in 1978. See interview for company history and context.

Talk with Bruno Fischer. 1998. May 14. His company's first soy product was named WieLeberwurst ("Like Liver-Sausage"). It contained less than 30% of cooked, ground soybeans.

Note: This is the earliest commercial soy product seen (Feb. 2013) made Bruno Fischer GmbH. The company's next product, *Soja Drink* (soymilk) was launched in 1991.

**1009. Product Name:** Old West Texas Chili.

**Manufacturer's Name:** Creative Natural Foods, Inc.

**Manufacturer's Address:** 24270 Highlander Rd., Canoga Park, CA 91307. Phone: (213) 992-5160 or 347-4691.

**Date of Introduction:** 1978.

**Ingredients:** Textured vegetable protein (soy concentrate, natural color), and blend of these fine herbs and spices:

Onion, paprika, cumin, garlic, celery seed, oregano, bay, clove, saffron, basil, cardamom, savory.

**Wt/Vol., Packaging, Price:** 2.64 oz. paperboard box.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label (dated 1978) from Ed Zakanych, vice-president of sales for CNF. 1982? 4 by 5 by 1.12 inches. Brown and white on orange. Illustration of a cowboy near a covered wagon kneeling by a smoky camp fire, holding a pot of chili over it. "Less than half the calories of regular chili. Meatless. No preservatives. No cholesterol. No sugar added. Serves four." To prepare, saute an onion, add contents of the package plus tomato sauce, water, and pinto beans. Simmer for 25-30 minutes.

**1010. Product Name:** [GranoVita Vegetarian Soy Sausages (Spicy)].

**Foreign Name:** GranoVita Vegetarisch essen Soja-Wuerstchen (Pikant Gewuerzt).

**Manufacturer's Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.

**Date of Introduction:** 1978.

**Ingredients:** Vegetable oils and fats in varying proportions

by weight, water, whole soybean puree, egg protein, onions, red cabbage, garlic, wheat gluten, glucose, spices, salt, seasonings, smoke seasoning, yeast flakes, rolled oats, thickeners (carob seed meal and guar seed meal), Graham flour, citric acid as an acidifier. Sauce: Water, salt, soy sauce.  
**How Stored:** Shelf stable; refrigerate after opening.  
**New Product–Documentation:** Form filled out and Labels sent by DE-VAU-GE. 1990. June 11.

1011. **Product Name:** Seitan.

**Manufacturer's Name:** East West Center.

**Manufacturer's Address:** Moctezuma St., Ensenada, Baja California, Mexico. Phone: 52-667-61005.

**Date of Introduction:** 1978.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Carlos Richardson of Gold Mine. 1992. July 10. The first seitan sold commercially by Gold Mine (in about 1989) was purchased from Arturo Beamonte at the East West Center in Ensenada, in Baja California, Mexico.

Talk with Ygnacio Beamonte at the East West Center in Ensenada, Baja California, Mexico. 1992. July 13. Ygnacio and his wife, Loretto, began to make and sell seitan commercially in 1978 at East West Center on Moctezuma St., in Ensenada. He learned the seitan process in seminars taught by Jorge Badillo, a naturopathic doctor, who lived in Ensenada and introduced macrobiotics there; he now lives in Seattle, Washington. Jorge Badillo learned how to make seitan from Roy Steevensz at the East West Center and Kushi House in Hollywood. Later they moved to Melrose Ave. There are at least 2 places in Latin America making seitan. For details contact the Great Universal Brotherhood, an international organization which was started in Venezuela by Dr. La Ferriere (a famous French teacher) in the 1950s, and now teaches lacto-ovo vegetarianism, yoga, etc. In Mexico City and other big cities in Mexico people have started making gluten but not seitan. Ygnacio's brother, Arturo, started making seitan at the East West Center in about 1984. Then he moved to Oregon. In about 1986-87 he moved to the East West Center in San Diego, where he took over as seitan maker from David Jackson (who now lives in Arizona). The East West Center in San Diego no longer exists. In about 1989 Arturo returned to Ensenada and has been the seitan maker there from that time until today.

Ygnacio and Arturo taught the East West Center in Los Angeles a new process for making seitan using iridea [*Iridaea cordata*] seaweeds in place of kombu to make the seitan softer and creamier.

1012. **Product Name:** Whole, Cleaned Soybeans.

**Manufacturer's Name:** Farm Foods.

**Manufacturer's Address:** 156 Drakes Lane, Summertown, TN 38483. Phone: (615) 964-3575.

**Date of Introduction:** 1978.

**Ingredients:** Soybeans.

**Wt/Vol., Packaging, Price:** 3 lb (1.36 kg) paper bag.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label. 1978, dated. 4 by 9 inches. Brown, green and yellow on beige. "Store tightly sealed in a cool, dry place. Free soybean recipes inside. All goods grown and packaged in U.S.A."

Farm Foods Products Catalog. 1978. p. 1.

Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 189. A photo shows the label. "Soybeans are an excellent source of protein, with the right balance of all eight essential amino acids... Soybeans can be used to make soyburgers, souffles, fritters, casseroles, soysages, soymilk, ice bean, tofu (Japanese bean curd), tempeh (Indonesian cultured soy cake), spreads, dips and soups and many more. Protein for pennies a day. Protein for pennies a day."

1013. **Product Name:** Crispy Strips (Refrigerated Alternative to Bacon).

**Manufacturer's Name:** General Foods Corp.

**Manufacturer's Address:** White Plains, New York.

**Date of Introduction:** 1978.

**Ingredients:** Incl. formed vegetable protein.

**Wt/Vol., Packaging, Price:** Dry, packed in a tubular container.

**How Stored:** Shelf stable.

**New Product–Documentation:** Article in *Food Product Development*. 1978. Sept. p. 31, 34. These are meatless bacon bits.

Talk with W.E. Marshall of General Foods. 1979. Aug. 20. General Foods is currently test marketing two meat analogs: Lean strips (refrigerated a bacon-like product) and Crispy Strips (a fried, shelf stable product like bacon bits). Both contain soy protein concentrate and isolate.

Talk with W.E. Marshall. 1981. Sept. 3. Crispy Strips has been discontinued.

1014. **Product Name:** Granose Vegex [Beef-Flavoured Chunks, or Mince].

**Manufacturer's Name:** Granose Foods Ltd. (Marketer-Distributor). Made in the UK by Courtaulds.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1978.

**Ingredients:** Soya protein, vegetable oil, edible starch, salt, flavouring, natural colour.

**New Product–Documentation:** Ad in *Alive* magazine (UK). 1978. May. p. 28. "Now our range is even more wholesome." "Vegex Chunks, delicious spun soya protein for casseroles and pies."

Manufacturer's catalog. 1980. April. "Textured spun protein which has a similar texture to meat. Beef like flavour. It has a long shelf life, and is a balanced protein."



Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Courtaulds UK, was introduced in 1978. It has been discontinued.

**1015. Product Name:** Granose Ravioli (Vegetarian).  
**Manufacturer's Name:** Granose Foods Ltd.  
**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.  
**Date of Introduction:** 1978.

**Ingredients:** Durum wheat flour, tomato paste, vegetable oil, bread crumbs, salt, corn starch, spices, textured soya protein (textured soy flour), groats, yeast extract, mushroom, egg albumen, carrot, onion flakes, egg whole powder, caramel.

**New Product–Documentation:** Manufacturer's catalog. 1980. April. "Traditional Italian style pasta filled with savoury soya protein in a spicy tomato sauce. Serve hot on toast or with potatoes or other vegetables."

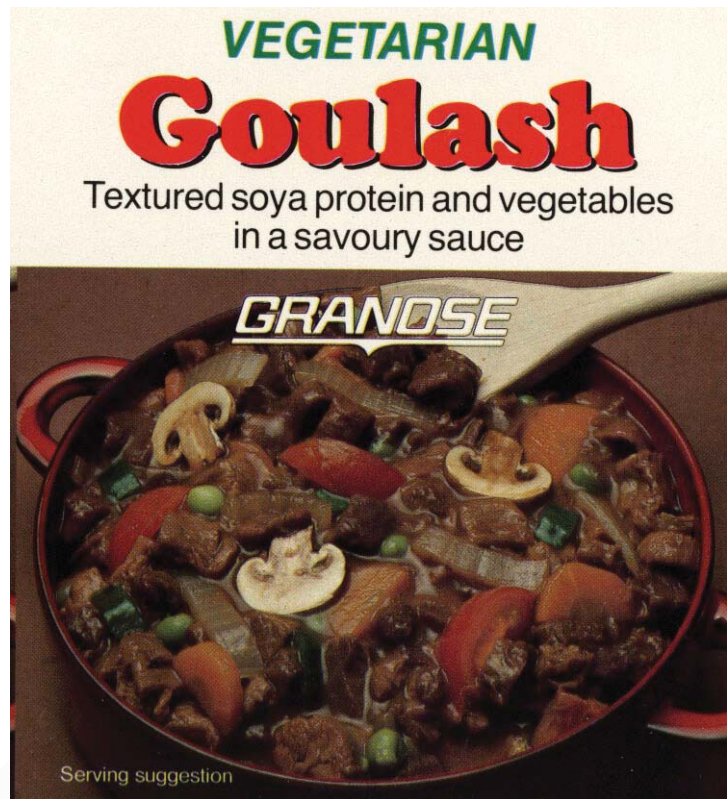
Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1978. But a note says "Not Applicable."

Label sent by Granose. 1990. July 11. The soy is textured soy flour.

**1016. Product Name:** Granose Cannelloni.  
**Manufacturer's Name:** Granose Foods Ltd.  
**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.  
**Date of Introduction:** 1978.  
**Ingredients:** Durum wheat flour, tomato puree, vegetable oil, sugar, textured soya protein (textured soy flour), onion, carrots, salt, celery, oats, cornstarch, mushroom, spices, yeast extract, egg albumen, egg whole powder, caramel.  
**New Product–Documentation:** Manufacturer's catalog. 1980. April. "Traditional Italian style Cannelloni filled with spicy soya protein in a tangy tomato sauce. Heat in ovenproof dish topped with grated cheese."

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1978. It has been discontinued.

**1017. Product Name:** Granose Vegetarian Goulash.  
**Manufacturer's Name:** Granose Foods Ltd.  
**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.  
**Date of Introduction:** 1978.  
**Ingredients:** 1980 and 1990: Water, textured soya protein, maize starch, hydrolysed vegetable protein, tomato puree, wheat flour, salt, yeast, carrot, onion, potato, leek, capsicum, mushroom, sugar, paprika, spices, herbs, vegetable oil.  
**Wt/Vol., Packaging, Price:** 425 gm (15 oz) can.  
**How Stored:** Shelf stable; refrigerate after opening.  
**New Product–Documentation:** Manufacturer's catalog. 1980. April. "Soya protein and vegetable stew in a sauce



flavoured with paprika. May be heated as in the can or have added vegetables."

Form filled out and Labels sent by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1978. Label. 1990. 8.5 by 4.25 inches. Photos on front and back panels show a kettle or wok full of the ready-to-serve product, which resembles a meat casserole. "Textured soya protein and vegetables in a savoury sauce... A traditional stew with soya protein and vegetables in a tasty sauce seasoned with paprika and tomato. Contains no animal products."

**1018. Product Name:** Loma Linda Sizzle Burgers (Meatless Hamburger Patty based on Spun Soy Protein Fiber).  
**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1978.  
**Ingredients:** Soy protein concentrate, wheat gluten, corn oil, rolled oats, water, egg whites, onion, artificial and natural (vegetable) flavors, corn starch, dried yeast, salt, whole wheat flour, caramel color, dextrose, spices, guar gum, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 10 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 1 burger (2.5 oz–71 gm): Calories 210, protein 15 gm, carbohydrate 13 gm, fat 11 gm, cholesterol 0



mg, sodium 320 mg, potassium 180 mg.

**New Product–Documentation:** See next page. *Soybean Digest Bluebook*. 1979. p. 93. “Sizzle Burger.” Ad in *Vegetarian Times*. 1980. No. 40. Aug. p. 25. “Sizzle Burgers. A tasteful way to avoid cholesterol, preservatives and added MSG.” Ad in *Mother Earth News*. 1980. Nov/Dec. p. 2.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1978.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Sizzle Burger” (or “Sizzle Burgers”).

**1019. Product Name:** Loma Linda Swiss Steak with Gravy (Meatless).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1978.

**Ingredients:** Soy protein concentrate, wheat gluten, corn oil, water, rolled oats, egg whites, corn starch, onion, artificial flavors, natural (vegetable) flavors, dried yeast, whole wheat flour, salt, caramel color, dextrose, spices, guar gum, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 25 oz (710 gm) can. Retail for \$3.99 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 1 steak (2.6 oz–74 gm): Calories 140, protein 9 gm, carbohydrate 8 gm, fat 8 gm, cholesterol 0 mg, sodium 350 mg, potassium 180 mg.

**New Product–Documentation:** See page after next.

*Soybean Digest Bluebook*. 1979. p. 93. “New meatless swiss steak.” Sold frozen or canned. Ad (full page, color) in *Bestways*. 1980. June. p. 47. “Swiss Steak. Its a real no-meat and potatoes dinner. No cholesterol, no preservatives or added MSG.” Now available in 13 oz and 28 oz cans. They are made by “combining two nutritious vegetable proteins.”

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1978.

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19.

**1020. Product Name:** Loma Linda Tender Rounds (Meatless Meatballs with Gravy).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1978.

**Ingredients:** Tender Rounds: Wheat gluten, soy protein isolate, water, corn oil, wheat flour, egg whites, soy protein concentrate, corn starch, soy flour, dried yeast, artificial flavors, dextrose, onion, oat flour, natural (vegetable) flavor, onion powder, salt, garlic powder, caramel color,

guar gum, artificial colors, spice, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin). Broth: Water, corn starch, natural (vegetable) flavors, wheat flour, dextrose, onion, sugar, salt, caramel color.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per approximately 6 meatballs (2.6 oz–73 gm): Calories 120, protein 15 gm, carbohydrate 7 gm, fat 4 gm, cholesterol 0 mg, sodium 310 mg, potassium 115 mg.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1978.

A product with the same name but with different soy protein ingredients was introduced in 1953.

**1021. Product Name:** Okara Soyburgers.

**Manufacturer’s Name:** Madison Tofu Co-op. Renamed Bountiful Bean Plant by Sept. 1979.

**Manufacturer’s Address:** 903 Williamson St., Madison, WI 53703. Phone: 608-251-0595.

**Date of Introduction:** 1978.

**New Product–Documentation:** Letter/Order for pamphlets on tofu, tempeh, and miso from “Bountiful Bean Plant.” 1979. Sept. 20. The company is located at the address shown above.

James Lubbe. 1988. March. *Abbreviated History of the Bountiful Bean*. Madison Tofu Co-op. 1978-79. Okara: The honorable hull. Leaflet. 4 p. Illustrations and recipes from *The Book of Tofu* (Shurtleff & Aoyagi, 1975).

**1022. Product Name:** Sanitarium Health Foods Bologna (Canned Frankfurter Flavored Loaf).

**Manufacturer’s Name:** Sanitarium Health Food Co.

**Manufacturer’s Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1978.

**Ingredients:** Wheat protein, vegetable oil, yeast, soy protein, salt, Savex, hydrolysed vegetable protein, rice, garlic, onion.

**Wt/Vol., Packaging, Price:** 430 gm can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. Photo shows a cylindrical Bologna loaf on a bed of rice and mushrooms. “Vegetable Protein–Ideal for salads, casseroles, sandwiches, etc.” Recipes for Spanish Salad and Bologna Contadini.

Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1978.

**1023. Product Name:** Sanitarium Health Foods Vita-Burger (Flavoured T.V.P.).

**Manufacturer’s Name:** Sanitarium Health Food Co.

**Manufacturer’s Address:** 148 Fox Valley Rd., Wahroonga,



Loma Linda Sizzle Burgers capture the wonderful flavor and texture of meat hamburgers, and there's no cholesterol. They're made from Loma Linda's special ingredient, combining two nutritious vegetable proteins. Thanks to our continuing food and flavor advancements, you get terrific taste without preservatives or added MSG. No animal fat or cholesterol, either!

Loma Linda Sizzle Burgers are pre-cooked, then frozen to lock in flavor. Just heat and serve like meat burgers, with buns and fixings. Or, serve as a family-pleasing main dish.

Check out the whole line of Loma Linda meatless foods today. And write us directly for your free Sizzle Burger **Loma Linda Foods** recipe folder. SINCE 1906 RIVERSIDE, CA 92515

## Sizzle Burgers. A tasteful way to avoid cholesterol, preservatives and added MSG.





# INTRODUCING OUR NEW SWISS STEAK. IT'S TOO GOOD TO BE TRUE.



Loma Linda's new Swiss Steak with Gravy has so much of the taste and texture of steak that you may even think it's better than the real thing.

That's because it contains Loma Linda's own special ingredient, combining two different vegetable proteins. This special blend results in better texture plus a more favorable nutritional balance.

Loma Linda's new Swiss Steak is precooked and comes smothered in its own rich gravy. So you just open a can and it's ready to heat and serve.

Our Swiss Steak makes a scrumptious main dish

entree when served with cooked vegetables and a salad. Or a really hearty lunch served as an open-faced steak sandwich. It can be featured in stews and casseroles.

So try Loma Linda's new Swiss Steak with Gravy soon. It has the flavor of steak with none of the animal fat, preservatives or cholesterol. Which is why we say it's too good to be true.

*Loma Linda Foods*  
SINCE 1908







Sydney 2076, NSW, Australia.

**Date of Introduction:** 1978.

**Ingredients:** Soy flour, salt, hydrolysed vegetable protein, flavouring, syrup, caramel.

**Wt/Vol., Packaging, Price:** 200 gm box.

**How Stored:** Shelf stable.

**Nutrition:** Protein 50%, moisture 8%, ash 8%, fibre 3%, carbohydrate 30%, fat 1%.

**New Product–Documentation:** Letter from Sanitarium Health Food Co. 1981. Label. Box. 13 by 9.5 inches. Full color. Photo shows 7 burgers in tomato sauce in a skillet. “Textured Vegetable Protein. Main course vegetable protein. Ideal for patties, burgers, casseroles.” Recipes for Spaghetti Sauce and Vita-Burgers (hamburgers).

Letter from Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1978.

**1024. Product Name:** Sweet Earth Savory Soy Vegeburger.

**Manufacturer’s Name:** Sweet Earth Natural Foods.

**Manufacturer’s Address:** 597 Lighthouse Ave., Pacific Grove, CA 93950. Phone: 408-375-8673.

**Date of Introduction:** 1978.

**Ingredients:** 1991: Organic soy beans, organic millet, carrots, bulgar, brown sesame seeds, organic cornmeal, tamari, tomato, onions, bell peppers,...

**Wt/Vol., Packaging, Price:** 12 oz vacuum packed.

**New Product–Documentation:** Listed in Fowler Brothers’ catalog. 1991. Jan. p. 74. Talk with Russel Hicks of Sweet Earth. This was the company’s first product, introduced in 1978. At that time the product name and company name were different. It is made with whole soybeans. The company also makes a Gourmet Grain Vegeburger, but it contains no soy.

Label sent by Russell Hicks. 1991. 3½ inches diameter. 4-pack. 10 oz, vacuum packed. Purple, yellow, black and

orange on tan. Note: The company address printed around the front outside of this label is almost impossible to read.

1025. Takatsuka Marugo Shokuhin. 1978. Kaisha annai [Introducing our company]. Soya 3-41-10, Ichikawa-shi, Chiba-ken, Japan. 11 p. Manufacturer’s catalog. Color. [Jap]

• **Summary:** The company was founded in March 1894 as Takatsuka Marugo Seika Shijo

Yugengaisha. In Nov. 1908 they established their first tofu plant. Jan. 1957: Started making bean sprouts (probably mung beans) Oct. 1965: Bought their first automatic tofu forming machine, a second one following in Oct. 1973. Today the company makes mung sprouts, soybean sprouts, sushi age (tofu pouches), ganmodoki, nama age, inari age, abura age, yaki-dofu, tofu.

Note: This is the earliest document seen (April 2013) that uses the term *sushi age* to refer to deep-fried tofu pouches. Address: Chiba-ken, Japan.

**1026. Product Name:** Sossoes, and Meatless Balls (Extruded Textured Soy Flour).

**Manufacturer’s Name:** Tiger Protein Industries (Pty) Ltd. Subsidiary of Tiger Oats & National Milling Co. Ltd.

**Manufacturer’s Address:** Plant: Fedler St., Randfontein 1760, Transvaal, South Africa. Office: P.O. Box 575, Randfontein.

**Date of Introduction:** 1978.

**New Product–Documentation:** *Soybean Digest Blue Book*. 1978. p. 36.

**1027. Product Name:** Solar Burgers (With Seitan and Soynuts).

**Manufacturer’s Name:** Vegetable Protein Co. (The).

**Manufacturer’s Address:** 140 River St., Cambridge, Massachusetts.

**Date of Introduction:** 1978.

**Ingredients:** Seitan, soynuts.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Johnny Weissman. 1992. March 31. One day in about 1978 or 1979 he realized that deep-frying was unhealthy, and that day he

put the deep-fryer in the basement and stopped making Tan Pops—his best-selling product. At that point he invented Solar Burgers, made from a mixture of seitan and soy (in various forms, incl. soynuts and TVP).

**1028. Product Name:** Smoky Soy Bits (Bacon-like Bits made of TVP and Gluten).

**Manufacturer's Name:** Vegetable Protein Co.

**Manufacturer's Address:** 140 River St., Cambridge, Massachusetts.

**Date of Introduction:** 1978.

**Ingredients:** Textured soy flour, gluten, natural flavors, spices, soy oil.

**How Stored:** Refrigerated.

**New Product—Documentation:** Letters from John Weissman. 1992. May 29 and June 25. In about 1978-79 John introduced a new product to salad bars around Boston. Named Smoky Soy Bits, it was a combination of TVP and gluten (produced by Ogilvie Ltd. in Montreal, Quebec H3C 3H1, Canada) made into bacon-like bits, but without hydrogenated oils or salt (he used tamari instead). It was an “all natural” product—to the extent that TVP is natural. It was sold to salad bars and to Tom Iglehart's Sunrise Sandwich Company for use in a sandwich. He made a thick spread out of the Smoky Soy Bits. Later versions did not contain gluten.

**1029. Calella, John R. 1978. Cooking naturally: An evolutionary gourmet cuisine of natural foods. Berkeley, California: And/Or Press. ix + 112 + 5 p. Illust. by Pedro J. Gonzalez. Index. [81 ref]**

• **Summary:** The author of this vegetarian cookbook, of Italian ancestry, is popularly known as “Organic John.” He likes to use fresh foods, and he has a call-in radio show in San Francisco. In chapter 4, Ingredients (p. 16-), he discusses soya butter [margarine], miso, tamari, instant protein powder (incl. Shaklee's Instant Protein), lecithin granules, Soyamel powder (powdered soymilk made by Worthington Foods), Balanced protein seasoning (powdered HVP made from soybeans).

Chapter 10 (p. 79-83) contains a long section on soya beans, with recipes: Homemade soya bean curd (tofu). Things you can do with tofu. Soya patties (with dry soya beans). Soya bean loaf. Green soya bean mix (with dry green soya beans). Soya beans in a beet stew. Soya bean spread.

In the section on Fruit Sherbets, many of the recipes contain 2 tablespoons Soyamel (powdered soymilk) and lecithin granules. Address: Berkeley, California.

**1030. Farm, The. 1978. Yay soybeans! How you can eat better for less and help feed the world. Second revised edition. Summertown, Tennessee: The Book Publishing Co. 14 p. Illust. 22 cm. 2nd rev. ed. 1978, 14 p.**

• **Summary:** The first edition of this creative little booklet, published in 1974, was printed with blue ink on white

paper; this 1978 edition uses brown ink on white paper. Contents: Living on soybeans. Some of our favorite ways to eat soybeans. Basic cooked soybeans: Soybeans and tortillas, Soybean stroganoff, Soy fritters, Cheezy soybeans (Good Tasting Nutritional Yeast gives the cheezy flavor), Soyburgers, Soy nuts (dry roasted), Soy coffee. Soymilk: Using soybeans or using soy flour, Soy mayonnaise (made with soymilk), Soy yogurt.

Tofu: How to make at home (6 step process using nigari, epsom [sic, Epsom] salts, vinegar, or lemon juice as a coagulant), Tofu salad dressing, Tofu salad [like an eggless egg salad], Scrambled tofu, Pan fried tofu, Tofu cheesecake. Soy pulp: Introduction, Scalloped tomatoes and pulp, Soy pulp burgers, Soy pulp cookies. Soy flour: Basic salad and sandwich spread, Seasoned sandwich spread. TVP—Textured Vegetable Protein: Introduction, TVP tortilla and taco filling, Taco filling sauce, TVP spaghetti sauce, Sloppy Joes. Good Tasting Nutritional Yeast: Introduction, Melty cheese, Cheese crackers, Golden gravy, Yeast ‘omelette.’ Eggless cookery: Introduction, Pancakes (with soymilk), Chocolate cake (with sour soymilk), Cookie crust for cheesecake. A word about vitamin B-12. Some facts about people and food. Plenty. Address: Tennessee.

**1031. Haedrich, Ken. 1978. Good food, good folks: A collection of vegetarian recipes from across America. Plainfield, New Jersey: American Impressions. 46 p. Illust. by Diane Haedrich. 21 cm.**

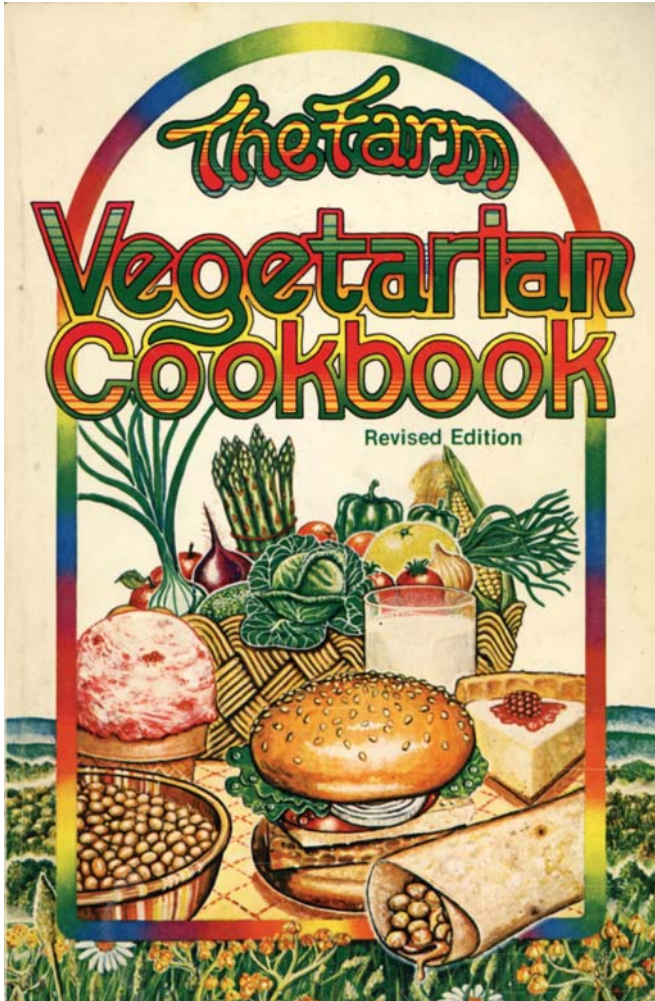
• **Summary:** This booklet, printed with brown ink on beige paper, was published by the author. Some of the recipes are from other books, with proper acknowledgment. Contents: Dedication (to World Hunger Year, P.O. Box 1975, Garden City, New York 11530). Introduction (He owns a print shop. The book idea was conceived while listening to singer / songwriter Harry Chapin talking about world hunger on the radio). Recipes—Breads & butter. Soups. Main courses & salads. Desserts. Many of the recipes call for “milk or soymilk,” and for “tamari or soy sauce.”

Soy-related recipes: Tofu sandwich spread (p. 20). A tofu primer (incl. Tofu “mayonnaise” and praise for *The Book of Tofu*, by Shurtleff and Aoyagi). Soyburgers (p. 23). Sweet & sour soybeans (p. 26). The rear cover states that half the proceeds from sale of this book will be “donated to World Hunger Year—an educational, resource organization focusing on food and hunger issues of local and global impact.” Address: Plainfield, New Jersey.

**1032. Hagler, Louise. ed. 1978. The Farm vegetarian cookbook. Revised ed. Summertown, Tennessee: The Book Publishing Co. 223 p. Illust. Index. 22 cm.**

• **Summary:** An expanded and extensively revised version of its pioneering and very creative and influential predecessor. There are excellent expanded sections on gluten (p. 76-81), tempeh and tempeh starter (p. 82-93), miso (p. 93), soymilk





(p. 95-101), Ice Bean (soy ice cream, including recipes for 5 flavors), Frogurt (soymilk frozen yogurt, p. 107), soy yogurt (p. 108-13 including a non-fermented cheese made by draining soy yogurt curds in a cotton bag; from this “yogurt cheese” are made soy-based cottage cheese, sour cream, cream cheese, and cheesecake), tofu (p. 114-41), yuba (142-43), soy coffee, soy nuts, granola, and Soysage (p. 144-47), soy flour (p. 148-53), sprouts (incl. alfalfa, mung beans, and soybeans, p. 154-57).

Loaded with new illustrations (including amazing border designs) and photos, such as: Soy Flar (soy flour, p. 149), and woven bread border (p. 179). Address: Summertown, Tennessee.

1033. Holmes, Charlotte Van Gundy. 1978. *Cooking for living. The art of healing.* Sulfur Springs, Arkansas: Philadelphia Institute, Inc. 102 p. No index. 20 cm. [11\* ref]  
 • **Summary:** The section titled “Soy beans” (p. 31-33) has the following contents: Introduction and list of different food products made from soy beans. Drying, freezing, canning, and tenderizing whole dry soybeans. How to make soybean milk: From beans, from soy flour, how to use the residue

[okara] left from making soy milk. Soy cheese (also called “vegetable cheese” or “tofu”): How to make soy cheese from soy milk, how to make soy cream, how to make soy mayonnaise.

Also discusses: Homemade soy butter [soynut butter] (p. 57-58). Entrees (p. 58-60): Soy bean loaf, Soy cheese patties, Soy loaf, Soy grits loaf, Peanut butter patties. Soy sauce and Sovex (p. 83).

Note 1. The author’s father, Theodore Van Gundy, was a soyfoods pioneer in southern California. The first printing of this book was in 1967, the second in 1970, and the third in 1973.

Note 2. On the cover is written (as if it were the title): *Keys to Cooking for Living: Recipes and Menus.*

Note 3. With This book, Charlotte encloses a pamphlet about Sulphur Springs, Arkansas. It is a sort of spa where people go to use the not mineral waters to help them recover from certain kinds of illnesses. Address: M.D., P.O. Box 308, Sulphur Springs, Arkansas 71768.

1034. Jonathan. 1978. *Prijzlijst 1978-1979* [Price list 1978-1979]. Holleweg 113, 2070 Ekeren (near Antwerp), Belgium. 3 p. [Dut]

• **Summary:** This price list is written on the company’s letterhead, at the top left of which is written “Jonathan.” Below that is an illustration (line drawing) of two seagulls flying. In the top center is a large round yin-yang (*t’ai chi*) symbol, around which is written: “It’s the way to a wonderful world.” Below that, as part of the letterhead is written (in Dutch and French): “Preparation of macrobiotic, natural, and vegetarian specialties.”

Fresh products: Seitan (vegetarian steak, 2 kg or 5 kg). Tofu (*sojakaas*, 2 kg or 5 kg). Mochi (sweet rice and sea salt). Seitanburger (seitan, buckwheat, fresh herbs; 20 burgers). Seitan Saté (seitan, tofu, carrots, onion; 20 skewers). Soy flour (*Sojamel, biologische gele sojabonenat* [organically grown yellow soybeans], 455 gm pots). Soya croquettes (*Sojakrokotten*, made from soybeans, 50 pieces). Vegetable pickles.

Dry goods: Sea vegetable condiment (kombu and sesame seeds). Spreads: Nut butter (*Notenpasta*). Peanut butter. Nut mix. Almonds. Cashew nuts. Hazelnuts.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Seitanburger” (or “Seitanburgers”). Address: Ekeren (near Antwerp), Belgium. Phone: 031-64.41.73.

1035. Miller, Lindsay. 1978. *The apartment vegetarian cookbook.* Culver City, California: Peace Press. 312 p. Index. 22 cm. [30 ref]

• **Summary:** Soy-related recipes include: Soybean bulgar casserole (p. 148). Soybean stuffed eggplant (p. 157). Soybean creole (with brown rice and tomato paste, p. 175). Soybean patties (p. 182). Whole wheat soy bread (with soy

flour). Cornmeal-soy grits bread (p. 211). Wheat germ-soy grits bread (p. 212). Quick wheat-soy bread (p. 219).

The glossary contains substantial entries for miso, peanut butter, soy beans, soy flour, soy grits, tamari soy sauce, tisanes or herb teas, and tofu. Address: Culver City, California.

1036. Moore, Shirley T.; Byers, Mary P. 1978. A vegetarian diet: What it is; how to make it healthful and enjoyable. Santa Barbara, California: Woodbridge Press Publishing Co. 120 p. With 7 color photos. 23 cm. [111 ref]

• **Summary:** A sound, readable, and well documented book written by Seventh-day Adventist nutritionists. Covers up-to-date information on nutritional adequacy of vegetarian diets, types of vegetarians, daily food guides, and sample menus. The tone of Chapter 1 is quite defensive, as if Seventh-day Adventists had been previously accused of being unscientific, faddists, and/or quacks.

Contents: Acknowledgments. Preface. 1. A vegetarian diet: What it is; what it is not. 2. Filet mignon or pecan patties. 3. Food and people. 4. Now for the menu. 5. The littlest vegan: A nonmeat diet for infancy. 6. Why the vegetarian lifestyle. Conclusion. Appendixes: A. Sample menus for a week. B. Suggestions for dining away from home: Full-fledged vegetarian restaurants, restaurants catering to cultural food tastes (Chinese, Japanese, Greek, Italian, Mexican), cafeterias, smorgasbords, restaurants, salad bars, airlines, supermarket meals (no specific restaurants are mentioned—only these types). C. A sampling of vegetarian cookbooks [28 books are listed, many of them by Seventh-day Adventist authors]. D. Meat analog manufacturers [ADM, Cedar Lake Foods, General Mills, Loma Linda Foods, Miles Laboratories / Worthington, Millstone Foods]. Address: 1. PhD; 2. M.A. Both: Loma Linda Univ., Loma Linda, California.

1037. Photographs of the Telluride Tofu Shop in Telluride, Colorado. 1978. Telluride, Colorado.

• **Summary:** Fourteen black-and-white photos (each 3½ by 5 inches), numbered with captions, were sent to Soyfoods Center on 24 Sept. 2002 by Matthew Schmit, founder and owner of the Telluride Tofu Shop. The photos themselves were all taken in 1978. They show: (1) Sign above entrance on Oak Street to Spectrum Shops: The Tofu Shop and Winter Stash food co-op. (2) Restaurant with “Tofools” eating and hanging out. (3) View of the “kitchen” with cutting board, pots, and shelves. (4) “The Tofools” (16 people) standing under sign in front of Oak Street entrance. Incl. Catherine Peterson, Christie Mather (front row, third from left), and Matthew Schmit (in far back). (5) Packing the day’s tofu in kitchen. Matthew Schmit (front, with beard and ponytail). Joel Rosenblum (back). Forming boxes of tofu were pressed on cutting board by Joel—who later worked for White Wave in Boulder, Colorado. (6) Interior of kitchen. Tofu stove with

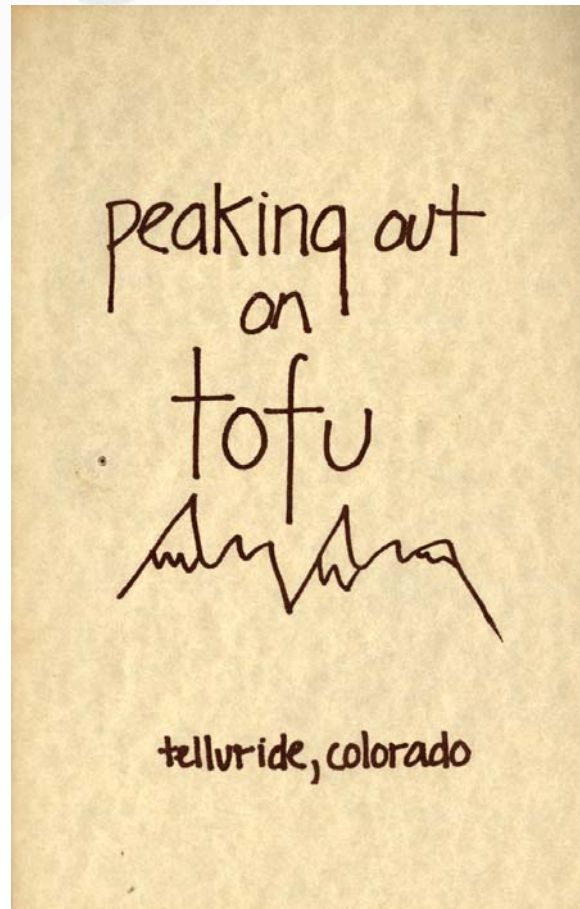
lever press mounted on wall. Refrigerator.

(7) Sprout room and packaging area. (8) Matthew Schmit in sprout room holding a tray of sprouts by its shelf. They grew alfalfa, clover, radish and mung bean sprouts; no soy sprouts. (9) The kitchen. Entrance to restaurant is at back left. Christie Mather and Stuart the Hermit are bagging soy burgers for freezing. (10) Oak Street (torn up in preparation for creating a new park) looking toward the ski slopes. On left: Windows of tofu shop restaurant and entrance to tofu shop and opera house. On right: Entrance to county courthouse. (11) Tofu maker Joel Rosenblum (with pony tail and beard) slicing tofu on scale for packaging. (12) Tofu-making equipment by stove in kitchen. Left to right: 1 gallon Waring blender. Wooden forming box and lid. Wooden lever press on wall. Ceramic 10-gallon cauldron with wooden lid and wooden straining bucket from Olof Brentmar. (13) Top view of many take-out deli 14 oz tofu containers each with a label on top. An illustration shows a dragon in a circle. (14) Another view of the sprout room.

Note: Matthew later moved this tofu shop to Arcata, California, where it was renamed Arcata Tofu Shop. Address: Telluride, Colorado.

1038. Schmit, Matthew. 1978. Peaking out on tofu. Telluride, Colorado: Published by the author. [16] p. No index. 22 cm.

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**Summary:** This booklet (brown ink on tan paper) shows a horizon of snow-capped peaks on the cover and contains handwritten 20 recipes (brown ink on tan paper) using tofu or soymilk (2 recipes): Sesame cookies (with soymilk). Refried tofu burrito. Tofu burgers. Soy mayo. Hot n' spicy tofu. Sesame tofu paté. Tofu turkey basting sauce. Vegetable sukiyaki. Tofu loaf. Cabbage noodle bake (with tofu). Eggplant bulgar casserole with tofu sauce. Scrambled tofu 'n veges. Tofu zucchini quiche. Tofu Rubin. Cheeseless cheese sauce (with yeast). Tofu high protein sandwich spread. Tofu sandwich spread. Carob milk (using soymilk). The rear cover states: "these original recipes sprouted in the kitchen of the tofu shop and are prepared with care by the telluride tofool family using our own homemade soy products. Special thanks to: Catherine Peterson, Kathy Greene, Barton Coffman, Becca Smith, and Sharyn." Address: The Tofu Shop, 116 N. Oak St., Telluride, Colorado.

1039. Sudweeks, Deanna Smith. 1978. Gluten (the economical meat substitute). Salt Lake City, Utah: Hawkes Publishing, Inc. 160 p. Illust. 5 color plates. Index. 21 cm. [12 ref]

• **Summary:** Contents: The nature and value of wheat. Gluten. 3. Soybeans. 4. Substitutions. 5. Gluten making. 6. Gluten main dishes. 7. Do-Pep (Powdered gluten) [vital wheat gluten]. 8. Soups and beans. 9. Salads. 10. Cereals and breakfasts. 11. Honey and candy. 12. Appetizers. 13. Canning. 14. Bread. 15. Desserts.

This book advocates using wheat gluten in place of meat, citing its many advantages over meat. "You can make the equivalent of 8 lbs. of meat in 15 minutes!—at a cost of \$0.80 plus electricity to cook! What a benefit!" If you ate 2 lb of meat a day at a cost of \$1.00/lb, you would spend \$720/year, but if you substituted 3 lb/day of wheat gluten at a cost of \$0.10/lb to get an equal amount of protein, you would spend only \$109—a savings of \$610.50 per year. A photo on the title page shows Sudweeks.

Update 1995. Nov. 1. The publisher's phone number in Salt Lake City is 801-266-5555. Address: Utah?.

1040. Zurbel, Runa; Zurbel, Victor. 1978. The vegetarian family: With recipes for a healthier life. Englewood Cliffs, New Jersey: Prentice-Hall, Inc. 185 p. Edited by Lester Alexander. Illust. Index. 23 cm. [44 ref]

• **Summary:** The section on soybeans (p. 62-67) discusses soybeans and soyfoods, then gives recipes for: Basic soybeans. Mediterranean soybean casserole Soybean casserole. Soybean salad. Soy milk. Sesame soy milk. Roasted soybeans (baked). Other soy-related recipes include: Soyburgers (p. 80). Ginger tamari sauce (p. 118). Miso yogurt dip (p. 127).

The section titled "Basic Macrobiotic Cooking" discusses shoyu tamari, and miso, and gives recipes for: Miso soup. Miso spread. Nerimiso (Sweet simmered miso).

Chapter 7 (p. 88-101) is titled "Tofu: The food of the future—Discovered over two thousand years ago." A full-page photo opposite the title page shows a wooden forming box, with cakes of tofu and soybeans nearby. *The Book of Tofu*, by Shurtleff and Aoyagi, is praised and credited as the source of much of the information on tofu in this book. Recipes include: Quick tofu. Homemade traditional tofu. Tofu sandwich. Tofu salad. Tofu and peas. Tofu and snow peas. Tofu and Chinese vegetables. Tofu and [mung] bean sprouts. Tofu and sesame. Kinugoshi and how to make custard style kinugoshi. The chapter ends with 2 pages on tempeh, but no recipes.

1041. **Product Name:** Loma Linda Gravy Quick [Brown, Chicken Style, Country Style, Mushroom, Onion].

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1978?

**Ingredients:** Brown: Enriched wheat flour, salt, cottonseed oil, natural (vegetable) flavors, soy flour, onion powder, monosodium glutamate, caramel color.

**New Product—Documentation:** Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27. Soy flour is typically about the fifth ingredient in each flavor of gravy.

1042. National Soybean Processors Association, Food Protein Council. 1978? The story of soy protein. Washington, DC. 6 panels. Undated.

• **Summary:** Contents: Protein power. Soybean feast. World of advantages. Processing. Soy flour. Soy protein concentrate. Isolated soy protein. Textured soy protein.

"The golden soybean is protein power. From this oil-bearing seed comes the most versatile and economical source of protein in all the world." "Every sunrise brings an estimated 180,000 new mouths to feed. In 30 years, nearly seven billion persons will likely inhabit the Earth. Few experts believe it will be possible to feed them without assistance from soy protein."

"The promise of soy protein is in its versatility. It can be concentrated; textured; spun into fibers; flavored and colored; formed into slices, chunks, and chips; and tailored into virtually any form desired by food processors. Soybeans contain nearly twice the protein content of cheese, twice the protein of red meat, and 10 times the protein of milk.

"Food technologists have great flexibility in adjusting the protein content of soy-containing foods, while tightly controlling corresponding amounts of vitamins, minerals, calories, and fats. They can actually 'build in' any desired level of nutrients, producing highly nutritious foods with no cholesterol and high polyunsaturated fatty acid content."

"Soybean feast: A noted food editor was led into the corporate dining room of a leading U.S. soybean processor.

He was served an appetizing array of hors d'oeuvres, including ham, cheese, sausage, and cocktail frankfurters. His main course included sweet-and-sour pork on rice, complemented with a French-style ham pie with egg custard filling, and a loaf of corned beef hash. Dessert was lime sherbet and a tasty selection of chocolate candy with almonds.

"There wasn't a morsel of meat in the meal. It was entirely soy protein, even down to the almonds in the candy. The 'almonds' were processed soybeans—textured, flavored and prepared to look (and taste) like the natural product."

"One acre of grazing land produces 43 pounds of food protein when fed to beef animals. This same acre will produce nearly 600 pounds of edible protein [almost 14 times as much] when planted in soybeans." Today soybeans are harvested on more than 41 million U.S. acres." Note: That was true in 1968-69.

"By 1980 experts predict soy protein sales will approach \$1.5 to \$2 billion annually, as compared to \$30 million today. Currently, about 425 million pounds of edible soy protein is produced in the U.S." Seven photos show soy protein in various applications. Address: Suite 314, 1225 Connecticut Ave., N.W., Washington, DC 20036 or Suite 600, 111 E. Wacker Dr., Chicago, Illinois 60601.

**1043. Product Name:** Vegetarian Chili (with TVP).

**Manufacturer's Name:** Vegetable Protein Co.

**Manufacturer's Address:** 140 River St., Cambridge, Massachusetts.

**Date of Introduction:** 1978?

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Joel Wollner, a clerk at the Erewhon retail store on Newbury St. in Boston in the mid-1970s. 1991. Nov. 18. Joel recalls that Johnny Weissman made both Wheatmeat and Tan-Pops. He owned the Vegetable Protein Company in Cambridge, and he was into seitan and other vegetable protein foods. This was one of them (made with TVP rather than seitan). Joel does not recall the exact product name or date of introduction.

Talk with Johnny Weissman. 1992. March 31. He made a TVP chili, which he thinks was called something like Vegetarian Chili.

1044. Starr, Andy. 1979. Beyond bean sprouts: Rochester's natural food companies are doing a healthy business [Northern Soy]. *Upstate*. Jan. 28. p. 8-9.

• **Summary:** Five large, superb photos show tofu-making at Northern Soy in Rochester, New York. (1) Peter Kilbridge puts soybeans, which have been soaked in water, into a grinder. (2) Jay Stiler draws off the whey from above the curds, formed by natural nigari. (3) Kilbridge scoops the curds into cloth-lined forming boxes. (4) Kilbridge and Norman Holland fold cloths over the top of the curds in the forming boxes. (5) Cut blocks of tofu are placed into a

plastic bucket to be shipped (in bulk) to market.

Northern Soy is one of the few tofu-manufacturing firms in the USA. Andy Schecter and Greg Weaver began making tofu in the Zen Center's basement at Arnold Park a few years ago. Production has grown from 70 lb/week to 2,000 lb/week. Now they have set up a retail outlet, The Tofu Shop, at 686 Monroe Ave. in Rochester. There they serve chocolate, lemon, or carob pies made with tofu, tofu lasagna, tofu burgers without beef, tofu sloppy joes, tofu spinach casserole, tofu reuben sandwiches, tofu peanut butter cookies, and tofu gingerbread with lemon sauce. Wegmans supermarkets carry Northern Soy's tofu and Clear Eye distributes it. Address: Rochester, New York.

**1045. Product Name:** Soysage (Meatless Okara-based Sausage).

**Manufacturer's Name:** Crystal Hills Tofu Shop.

**Manufacturer's Address:** Bethlehem, New Hampshire.

**Date of Introduction:** 1979 January.

**Ingredients:** Okara, whole wheat flour, wheat germ, nutritional yeast, oil, soy sauce, honey, herbs, spices.

**New Product–Documentation:** Whole Foods. 1979. Jan. p. 40-41. "Soysage from Crystal Hills." The company started tofu production in September 1977. Not clear when Soysage production started, but they now make 1,500 lb of tofu and several hundred pounds of soysage each week; Shurtleff & Aoyagi. 1979. *Tofu & Soymilk Production*. p. 169.

Note: This is the earliest document seen (Oct. 2001) that gives soy fiber statistics for an individual company.

1046. Fiering, Steve. 1979. A Midwestern interest in tofu [The Soy Plant in Ann Arbor, Michigan]. *Whole Foods (Berkeley, California)* 2(1):38, 40. Jan.

• **Summary:** This is basically a history of The Soy Plant and some of its creative financing schemes. The Soy Plant began operation in August 1977. New products include soymilk, tempeh, spiced tofu, two spreads (one with eggless soy mayo and turmeric; one with tofu, sweet miso and tahini), ice bean [soy ice cream], tofu pies, okara peanut butter balls, and soy sausage. Address: The Soy Plant, Ann Arbor, Michigan.

1047. Kinderlehrer, Jane. 1979. Tofu: Food of 10,000 flavors. *Prevention (Emmaus, Pennsylvania)*. Jan. p. 111, 116-18, 120, 122.

• **Summary:** "If you're into New Year's resolutions, I have a nifty one for you. Resolve to try tofu, the soft creamy cake made from cooked soybeans. Its sensational!... There's no doubt about it—tofu's time has finally arrived on our shores. Spurred by the work of William Shurtleff and Akiko Aoyagi, who wrote *The Book of Tofu* (Autumn Press, 1975), tofu shops are springing up in many communities; tofu can be found in quite a few supermarkets, health food stores, Oriental stores, and food cooperatives." Rodale Press will soon be publishing its own book on tofu, titled *The*



*Americanization of Tofu* by Bauer and Anderson.

Contains recipes for: Poached egg in a tofu basket. Tofu and brown rice casserole. Corn soufflé. Green goddess dressing. Carrots Parmesan with tofu. Tofu cream pie (from The Tofu Shop in Rochester, New York). Carob-mint pie. Tofu dogs (from the New England Soy Dairy, Inc., Greenfield, Massachusetts).

1048. Leviton, Richard. 1979. Soyship enterprises: The grasshopper that said "moo." *Whole Foods (Berkeley, California)* 2(1):36-37. Jan.

• **Summary:** Contains a good history of Laughing Grasshopper Tofu Shop in Massachusetts, which has now become the New England Soy Dairy. Discusses the company's rapid growth, larger marketplace, and new soy products. A photo shows Sue Fahey cutting and wrapping Soysage at Crystal Hills Tofu Shop in Bethlehem, New Hampshire. Address: 100 Heath Rd., Colrain, Massachusetts 01340.

1049. Monroe, Linda. 1979. The many faces of tofu. *Alch Mist of Ann Arbor (Michigan)*. Jan.

• **Summary:** The Soy Plant, located at 211 East Ann St., is a tofu shop—but they also make soysage, missing egg salad, tempeh, spiced tofu (various spices are added when curdling the soy milk), soy milk (regular or flavored with honey and vanilla), missing egg salad, tofu-tahini spread, tofu tarts (a tasty dessert). Coming soon: Soy Scream (soy milk ice cream), and Boston brown bread (steamed). Tofu is made four days a week. "Soy products can be and indeed are the staple of many vegetarian diets."

"The Soy Plant sells one pound cubes of tofu for 70 cents (if you bring your own container), 72 cents with their plastic bag, or 85 cents in their container [plastic tub]. They encourage people to bring their own containers so as to cut down the use of plastic." "The collective has been very creative with the versatile little soy bean. Their ideas seem to be endless. They have developed many tasty foods by experimenting with different combinations of ingredients."

"The Soy Plant is a cheerful, pleasant place to visit. You'll usually find samples of their different spreads and beverages. Any questions about soy products are gladly answered either by collective members or by just looking in any of the various books available there on tofu, miso and other soy products. You can be sure the collective will always be coming up with new items to surprise and satisfy your taste buds.

"The Soy Plant is open Mondays–Fridays, 10-6, and Saturday, 9-5."

In the middle of the article is The Soy Plant Logo, two soybean plants growing (to left and right) out of Planet Earth. Around the bottom is written "The Soy Plant."

Talk with Steve Fiering, a founder of The Soy Plant in Ann Arbor. 2000. Dec. 3. The title of this periodical derives

from the word "Alchemist." The logo was Steve's idea, developed by Marge Bruchac, Susanna Middaugh, and Dan Ecclestone.

1050. **Product Name:** Savory Baked Tofu (Vacuum Packed).

**Manufacturer's Name:** Quong Hop & Co.

**Manufacturer's Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1979 January.

**Ingredients:** Water, organically grown soybeans, soy sauce (water, soybeans, wheat, salt) spices, nigari (magnesium chloride).

**Wt/Vol., Packaging, Price:** Vacuum packed.

**How Stored:** Refrigerated.

**Nutrition:** Per 3.5 oz.: Calories 193, protein 23 gm, carbohydrate 5 gm, fat 9.

**New Product–Documentation:** Label. 1981. 3.5 by 2 inches. Self adhesive. Brown and silver on light green. 7.5 oz. Label. 1979. 2 by 2 inches. Self adhesive. Mustard yellow on white. Back label. 3.75 by 2 inches. Self adhesive. Brown on white. "Savory Baked Tofu has a flavor and consistency remarkably like that of smoked or seasoned ham. Enjoyed for centuries in Northern China, it is prepared by marinating pressed tofu in natural soy sauce and seasonings, then baking it to give a meaty texture and wonderful flavor. The finished savory tofu is 23% protein, more than chicken or steak, and almost three times as much as regular tofu. One 4 oz serving provides you with 27 gm of quality protein, nearly half your daily need with only 219 calories.

"Savory baked tofu is ready to eat. Sliced or diced, it can be used in sandwiches, for hors d'oeuvres or in salads like ham, bacon, or cheese. It is also delicious in soup or with noodles. For outdoors, enjoy it from the package as a quick, high-protein snack. Our unique vacuum packaging allows savory baked tofu to remain fresh in the package over one week without refrigeration.

"For more recipe ideas see *The Book of Tofu* by Shurtleff & Aoyagi (Autumn Press or Ballantine Books)." Ad in *Whole Foods*. 1979. Jan. p. 40. Poster. Color. Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. Vacuum packed tofu! Savory baked–Deep-fried cutlets.

1051. Quong Hop & Co. 1979. Soy foods in San Francisco since 1906 (Ad). *Whole Foods (Berkeley, California)* 2(1):40. Jan.

• **Summary:** This ¼-page black-and-white ad begins: "The traditional soy foods of China have been our family's business now for three generations. Since 1906, when our doors first opened in San Francisco's Chinatown until today, we have built our business on a firm commitment to producing only the finest quality products for our customers." Vacuum-packed tofu products include: Natural Nigari Tofu, Savory Baked Tofu, Fried Tofu Cutlets, and

Tofu Burgers.

This is the also earliest English-language document seen (April 2013) that contains the term “Fried Tofu Cutlets” (one of two documents). Address: 161 Beacon St., So. San Francisco, California 94080.

**1052. Product Name:** Tofu Burger (Vacuum Packed. Renamed New Leaf Tofu Burger by 1980).

**Manufacturer’s Name:** Quong Hop & Co.

**Manufacturer’s Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1979 January.

**Ingredients:** Nigari tofu, diced carrots, diced onions, sesame seeds, sunflower seeds, dried currants, safflower oil, sea salt, spices.

**Wt/Vol., Packaging, Price:** 100 gm vacuum pack patties. Retail for \$2.59/lb.

**How Stored:** Refrigerated.

**Nutrition:** Per pattie: 8.5 gm protein, 107 calories.

**New Product–Documentation:** Label. 1981. 4 inch diameter. Self adhesive. Red, mustard on white. “Heat & Serve!” Ad in Whole Foods. 1979. Jan. p. 40. Recipe given by Shurtleff & Aoyagi. 1979. Tofu & Soymilk Production. p. 182. Poster. 1982. Color. “Tofu Burgers Bring Tofu West, in its Most Delicious Form Ever.” Vacuum packed.

1053. Shurtleff, William; Aoyagi, Akiko. 1979. The book of tofu: Food for mankind. Condensed and revised. New York, NY: Ballantine Books. A division of Random House, Inc. xii + 433 p. Jan. Illust. by Akiko Aoyagi Shurtleff. Index. 18 cm. [60 ref]

• **Summary:** This book has been extensively revised and updated. Many names of Japanese tofu have been Americanized. Contents: Preface. Acknowledgements. 1. Protein East and West. 2. Tofu as a food. 3. Getting started: Favorite tofu recipes. 4. Soybeans. 5. Fresh soy puree. 6. Okara (Soy pulp). 7. Curds and whey. 8. Tofu & firm tofu. 9. Deep-fried tofu: Deep-fried tofu cutlets, deep-fried tofu burgers & treasure balls (tofu treasure balls, p. 269), and deep-fried tofu pouches. 10. Soymilk. 11. Silken tofu. 12. Grilled tofu. 13. Frozen & dried-frozen tofu. 14. Fermented tofu. 15. Yuba. Appendices: A. Tofu restaurants in Japan. B. Tofu shops and soy dairies in the West. C. Varieties of tofu in East Asia. D. Table of equivalents. Bibliography. Glossary. Contains 250 recipes and 100 illustrations. Price: \$2.95.

This new edition features: (1) New recipes: Over fifty new American-style tofu recipes including Creamy Tofu Dressings, Tofu Teriyaki, Tofu Burgers, Tofu Eggless Egg Salad, and the like. The key to the book is an updated list of favorite tofu recipes plus suggestions for incorporating them into a weekly menu (p. 56). (2) New sections: An extensive new introduction to Soy Protein Foods (p. 66), dairylike products made from tofu (p. 150), dairylike products made from soymilk (p. 302) including soymilk yogurt (fermented),

ice cream, kefir, mayonnaise, whipped cream, popsicles, buttermilk, and soy shakes. (3) New chapters: Fermented Tofu and Varieties of Tofu in East Asia. (4) New basic methodologies: The key recipes for homemade tofu and homemade soymilk have been simplified and improved. (5) Updates: A complete listing of the 120 tofu shops and soy dairies now operating in the West; over 60 Caucasian-run shops have opened in the past two years. (6) New Americanized tofu names: Including deep-fried tofu burgers, deep-fried tofu cutlets, deep-fried tofu pouches, deep-fried tofu puffs, silken tofu, wine fermented tofu, and fresh soy puree. A major goal of this book is to coin English names for tofu products that will catch on and come to be used in labeling commercial products, in cookbooks, etc. (7) No sugar.

Note 1. This is the earliest English-language document seen (April 2013) that contains the following terms related to deep-fried tofu: “fried tofu cutlets” or “deep-fried tofu cutlets” (p. v, to refer to *nama-agé*), “fried tofu burgers” or “deep-fried tofu burgers (to refer to *ganmodoki*), “tofu treasure balls” or “deep-fried tofu treasure balls” (p. v, 269, to refer to *Hiryozu*), “fried tofu pouches” or “deep-fried tofu pouches” (p. v, to refer to *aburagé*).

Page 110: “In Japan, tofu is also called *momen-goshi* (‘cotton-filtered’) to distinguish it from its popular counterpart *kinu-goshi* (‘silken tofu’).” Note 4. This is the earliest English-language document seen (April 2013) that uses the term “silken tofu.”

Note 5. This is the 2nd earliest English-language document seen (Oct. 2011) that contains the term “Wine-fermented tofu” (p. 361).

In Jan. 1988 a new printing (but not a new edition) of this book (the 13th), slightly revised, appeared. It had a new cover and many new small illustrations. The subtitle was “Protein Source of the Future–Now!” The heading: “The World’s Bestselling Book on Tofu.” Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549.

1054. *Whole Foods (Berkeley, California)*. 1979. Soysage from the Crystal Hills. 2(1):40-41. Jan.

• **Summary:** Crystal Hills Tofu Shop started production in Sept. 1977 at Bethlehem, New Hampshire. It began before that in the kitchen of Pat and Jay Gibbons. The shop is now run by 3 full-time and 2 part-time people, who make up to 1,500 lb of tofu and several hundred pounds of “Soysage” each week. These products are delivered weekly throughout New Hampshire and Vermont. The Soysage is made from okara, whole wheat flour, wheat germ, nutritional yeast, oil, soy sauce, honey, herbs and spices.

1055. *Whole Foods (Berkeley, California)*. 1979. The food of the future. 2(1):22-24. Jan.

• **Summary:** The article begins: “Why devote an entire issue



of *Whole Foods* to the subject of soyfoods? Soyfoods are a rapidly growing part of the natural foods industry...”

“The bringing of the ‘Soyfoods Revolution’ to the natural foods industry is the work of individuals, toying and playing with new recipes in their own kitchens and shops. No person deserves more credit for this revolution than William Shurtleff who, along with Akiko Aoyagi, wrote *The Book of Tofu*, and told us all how to do it. (An updated pocket-size version of *The Book of Tofu* is just off the presses of Ballantine Press.) Shurtleff travels the globe, sharing his expertise on soyfoods, covering topics as specific as chip-dip recipes and as broad as the role of soybean production in future patterns of world protein hunger.

“Other individuals, most of them with small soyfoods shops of their own, met recently to form the Soycrafters Association of North America (SANA), which is likely to serve as the backbone of the Soyfoods Revolution in the natural foods industry. [Note: This historic first meeting was held on 28-30 July 1978 at The Soy Plant in Ann Arbor, Michigan.] SANA selected Larry Needleman as its first president. Needleman, whose Bean Machines, Inc. imports the prime line of Takai tofu and soymilk equipment from Japan, has been a major source of information about soyfoods equipment for our industry.

“Needleman wrote about the spirit of the new organization at its first gathering in Ann Arbor.

“Imagine a group of seventy people representing enthusiastic dedication (almost to the point of craziness) to the production and distribution of tofu and other soyfoods, gathered in an informal setting in a university town in the Midwest, with meetings scheduled from nine in the morning till eleven at night—and you’ve got a good idea of what went on... ‘Sharing began immediately. Groups of people gathered here and there and began asking each other about their shop or organization. Those passing by would hear a familiar word such as ‘yield’ of [sic, or] ‘pressure-cooker’ and just stopped to join the conversation. It was apparent that here was a gathering destined to be stimulating and mutually beneficial...”

“The first evening, Bill Shurtleff set up a slide show about tofu and miso production in Japan. The presentation ran the gamut from small, traditional shops built over their own well, to large, fully-automated factories turning out tens of thousand of pounds per day. Bill answered questions and added a personal touch to the showing because he had shot the photos himself over a period of years, and was familiar with the language, traditions and production of the Japanese...”

“On Saturday morning, The Soy Plant showed us their method of producing tofu and soymilk. Those with less experience absorbed information and asked questions, and those with more experience volunteered information, clarified points and offered suggestions. Then Wataru Takai, the overseas manager for Takai Tofu and Soymilk Equipment

Co., Japan’s largest manufacturer of this equipment, explained principles behind each step of production, and the uses of the equipment...”

“At a later session, it was remarked that many soyfoods producers are operating on an inefficient and labor-intensive basis. Some felt this was a good way to begin, first becoming intimate with the steps of production and developing a market ‘track record,’ and then using that base to upgrade production by purchasing more sophisticated equipment. Others felt that the time and energy involved in putting together a makeshift shop which was outgrown in about six months would be better spent in the capital to start at higher technological level...”

“In one of the most popular and exciting discussions of the conference, the consensus of the group was that tofu and soymilk were the foods that Americans have been waiting for. A list of related products that have been marketed with incredible success included tofu burgers, no-egg salad, honey soymilk ice cream, tofu chip-dips and dressings, flavored soymilk, tofu ‘mayonnaise,’ and pressed, marinated tofu. There was unanimous agreement that it was these new soyfoods that would capture the interest and palate of middle America, people who had turned up their noses at that tasteless white cake of tofu floating in water...”

“Later we discussed the problems of proper storage and display of our products. In US food markets, tofu has usually been sold with Oriental foods in the vegetable section. Getting it moved to a cooler, more appropriate cheese display case, where it will stay fresh longer and compete favorably with dairy products, has met with resistance...”

“In the evening, another slide show by Bill Shurtleff showed us how tempeh, a key protein source for millions of people in Indonesia, is quickly and simply produced as a cottage industry in their homes. Having sampled this unusual food at lunch, we were eager to learn about it because it was delectable. Somewhere between a deep-fried fish cake and Kentucky fried chicken in flavor and texture, it lent itself to use in a seemingly endless variety of ways...”

“Toward the end of the conference, discussion turned to marketing and finance. It was found that some firms lacked capital for growth, while others had enough capital but needed greater management skills to keep up with the growing demand for soyfoods. That demand is not uniform nationwide. Different regions show various levels of consumer awareness, interest in, and acceptance of soyfoods. Printed hand-out sheets and cooking classes were suggested as promotional efforts were an important part of the creation of a desirable image for soyfoods.

“Before leaving Ann Arbor, the participants formed the Soycrafters Association of North America as a trade association to promote soyfoods and exchange information among the members. With the founding of SANA, the Soyfoods Revolution took its longest recent stride. Soycrafters were no longer isolated persons, groups and

shops, but had become a nationwide network devoted to the same purposes, sharing their experiences for mutual benefit and the ultimate benefit of the American consumer.”

Note: The word “soyfoods” is used throughout this article.

1056. *Ann Arbor Observer (Michigan)*. 1979. One of the few U.S. tofu manufacturers is right here in Ann Arbor: At the Soy Plant on Ann Street a collectively-run business combines political and nutritional interests to produce over 2000 pounds of soybean curd weekly. March. p. 29. [1 ref]

• **Summary:** This February morning Steve Fierling [sic, Fiering] arrives at The Soy Plant at 5 a.m. to start the day’s work in the back room of the former pizza carryout at 211 East Ann St. in Ann Arbor. He turns on the lights and the boiler, then starts cooking soy milk for the first batch of tofu. Fiering is part of a nine-member collective; this week he’s the cooker. The first batch of tofu should be ready by 7 a.m. Making tofu is a demanding discipline. Fiering, Sue Kalen, Chris Coon, and Al Dynak were the original founders of The Soy Plant one and a half years ago. Steve originally came from Camden, New Jersey, to the University of Michigan, where he majored in geology and, as he puts it, “minored in extracurricular political activism.” Politics led to a job as coordinator of the People’s Food Co-op, and that led to helping to start The Soy Plant. The Soy Plant is one of the few places in America where people can buy fresh tofu daily. A low-cost vegetable source of protein, retails for \$0.70/lb in the consumer’s tub or \$0.85 in a plastic tub.

Henry Ford was deeply interested in soybeans. He believed that “mechanized soybean production would help free the farmer from the drudgery of dealing with animals by eliminating the need for most meat... In fact his large demonstration soybean farm was near Macon, south of Saline, in Lenawee County.” Tofu can become an economical vegetarian alternative to ground beef.

The company began as the Tofu Collective, a Sundays only operation at Wildflour Community Bakery around the corner on North Fourth Avenue. A few months later, in the summer of 1977, the name was changed to The Soy Plant, and the collective moved into the basement of Eden Foods, where it attempted to produce tofu to sell wholesale. Fiering recalls that the early days were *really* hard. They used to work 14-16 hours a day. But the hard work paid off. By last spring The Soy Plant had the track record and credibility to be able to raise \$10,000 in loans to purchase more efficient equipment and move into larger quarters at its present location on Ann Street near Fourth.

For each \$100 loan, supporters were compensated with an unusual but sensible kind of interest: a pound of tofu each week, which yields a 35% annual return. Backers included both typical co-op supporters and quite a few native Asians eager to find a local source of fresh tofu.

Members of the collective now earn \$3.25 an hour—a

big increase over the \$50 a week that they were paid in the beginning. But that cheap labor was the capital that got the business started. Current members of the collective are Fiering, Sue Kalen, Dan Ecclestone, Anne Elder, Kurt Getman, George Hanley, Mike Mazzie, Jerry McKenna [sic, MacKinnon], and Ann Wilson.

The Soy Plant makes its tofu in 50-pound batches. Of the more than 2,000 lb of tofu it makes each week, about 350 lb are sold at The Soy Plant retail store, where soy milk, soy byproducts, and prepared soy foods like sandwich spreads, missing egg salad, soysage, and pies are also sold. Another 1,700 lb/week of tofu goes to local restaurants, retail stores (incl. Meijer’s Thrifty Acres, Asian-, and natural food stores), and to Midwest Natural Foods, which distributes the tofu to as far away as Pennsylvania and West Virginia.

Soy Plant workers have strong political motivations. They believe that soy products can help to solve world food problems. Fiering, a decentralist, talks about his personal beliefs. An excellent introduction to tofu is the 15-cent pamphlet titled “What is tofu?” available at The Soy Plant. It contains ten popular recipes plus basic information. “For the truly committed, there’s the encyclopaedic *Book of Tofu: Food for Mankind* by William Shurtleff and Akiko Aoyagi.” Shurtleff “has been the tofu guru for America in the 1970s, and this book has inspired and instructed most of the country’s approximately fifty tofu shops operated by non-Asians.”

A sidebar titled “Take-out tofu treats” mentions the following made and sold at The Soy Plant: Tofu-tahini spread. Tempeh—which resembles Brie cheese in texture and flavor. Tofu tarts in several flavors: pecan cream, pumpkin cream, yam, mocha, and lemon.

Photos by Peter Yates show: (1) Anne Elder adding soy puree to boiling water in the cooking kettle to make a foamy brew that is eventually curded to become tofu. (2) Steve Fiering filling one-pound tofu retail packages (in a bathtub) with water from a hose before shipping. Address: Ann Arbor, Michigan.

1057. Quass, W. 1979. Use of spun soy protein in meat systems. *J. of the American Oil Chemists’ Society* 56(3):341-43. March. [11 ref]

• **Summary:** Contents: Abstract. Introduction. Spun protein analogue process. Fibrils as an ingredient-extender: Turkey rolls (table II), beef loaf, deviled crab, economics (table III). Address: Dawson, Minnesota.

1058. Tofu Shop (The). 1979. Traditional vegetarian cuisine (Ad). *Telluride Times*. March.

• **Summary:** Features a large illustration of a dragon and “Traditional vegetarian cuisine” as part of the company logo. States: “Menus from different nationalities every night. Whatever you’re in the mood for, we can probably help you out. Thurs. 3/15 [Thursday, March 15]. Tofu



Turkey, Vegetable stuffing, baked potatoes, fruit salad. Note: The Tofu Shop in Telluride is now selling “Tofu Turkey” commercially, with all the trimmings—even though it was out of season.

Fri. 3/16. Pizza, Minestrone soup, Tossed green salad.

Sat. 3/17. Ganmo (Mock Goose), Stir-fried vegetables, miso soup, etc.

“Dine in or phone ahead for takeout (728-9940). Open Mon.–Sat. 11 a.m. to 9:30 p.m. Closed Sundays.”

Note: Unfortunately the exact date and page of this ad are unknown, but it was shortly before March 15. Address: 116 N. Oak—on the Sheridan Mall—Telluride, Colorado.

1059. Silver, James. 1979. Re: Arrowhead Mills’ soy flakes. Letter to William Shurtleff at New-Age Foods Study Center, April 3—in reply to inquiry. 1 p. Typed, with signature on letterhead.

• **Summary:** “Dear Bill—Thanks for your letter. I have enclosed what little information I have on soy flakes. This is not really a new product, since I can remember Arrowhead working on setting up the flaking machinery when I passed through Hereford in 1971. They have special flaking mills which include ceramic heating units to soften the beans. I think that these things were originally developed for flaking cereals and beans for cattle feed, but they certainly turn out a nice product for humans.

“Susie likes to use them for making soyburgers, since they are so much easier to work with than beans or grits.

“And, as reluctant as I am to refer you to someone else and thus demonstrate my ignorance, I would suggest that you write to Arrowhead. I have most often found them to be helpful and productive of information and test results. I have enclosed their address. You can tell them that I suggested that you write Besides, I am sure that they would love the publicity! Sincerely, James Silver.” Address: Erewon Los Angeles, Inc., P.O. Box 58064, 4770 District Boulevard, Vernon, California 90058. Phone: (213) 582-6114.

1060. Shurtleff, William. 1979. Notes on visit to Quong Hop & Co. tofu factory in South San Francisco. Lafayette, California: New-Age Foods Study Center. 1 p. Unpublished typescript. April 26.

• **Summary:** Quong Hop is the leading (and perhaps the only) manufacturer of fermented tofu in North America. We were allowed to study and photograph the process in detail, and all our questions were answered. The entire process is described, with illustrations, in *Tofu & Soymilk Production*, by Shurtleff & Aoyagi (1979) in the Chapter 16 titled “Fermented tofu” (p. 283-86). Taken that day, photos show: (1) A man standing next to rolling rack of skewered inoculated tofu cubes, which are about to be incubated. (2) Pouring brining liquor over mold-covered tofu cubes packed into empty glass jars. (3) A close-up view of the previous view showing labels of the two different types of fermented

tofu made by Quong Hop & Co.—Bean Cake (*Fu-Yu*) and Pepper Bean Cake (with hot chili flakes in the brining liquor). (4) A sample of well-molded tofu cubes.

Also describes the process and equipment used by the company to make tofu. The soybeans are ground in a Rietz disintegrator. The whole system is run by a control panel from Japan. “You *must* have an in-house repairman for the control panel says owner Stanley Lee. From the slurry tank, the slurry is pumped into a two-chamber continuous cooker. The slurry fills the chambers and cooked slurry exits by overflowing. It works well. The cooked slurry is then pumped onto a vibrating screen and down into the Brown soymilk extractor. The soymilk from the screen is run directly into a huge steam-jacketed holding tank. The soymilk extracted by the Brown is run back into the slurry tank. Curding is done in barrels. Pneumatic pressers are used to press the curds into tofu. Vacuum packaging with a Multivac vacuum packager. Then pre-weighed labels are applied with a Hobart. But the labels are too small and unattractive; need two labels per package.

Tofu burgers: Run through three-patty former. Arrange on trays. Deep fry on screens in batch oil fryer. Slow. They have an oven for Savory Baked Tofu, which is pre-dipped in hot teriyaki sauce mixture. Address: Lafayette, California 94549. Phone: 283-3161.

1061. Duienga, Suzanne; Duienga, William. 1979. The Soy Plant. *Beansprout Flyer and Pocket Reader: Grand Rapids Food Co-op Newsletter* 2(3): April.

• **Summary:** “A current personal interest in soybeans combined with a concern about the high price of tofu at the coop led us to visit the Soy Plant in Ann Arbor. What we found was not a ‘plant’ or a factory at all, but a downhome group of people with a genuine interest in their work.

“Steve Fiering, the man who first envisioned the Soy Plant, stopped his work to show us around the shop and talk with us about his experiences and his soybean philosophy.

“When asked why Soy Plant tofu costs so much, Steve gave us some pretty impressive reasons. First of all the soybeans that the Plant uses are organic. Secondly, Steve values the people with whom he works and so wages (\$4.00 per hour) reflect this. Lastly and most importantly, the Soy Plant is the first of its kind in this area. As with all first, ‘We make mistakes and they cost money.’” Steve made much of the machinery in the shop himself.

“The Soy Plant already has a large line of delicious soy products (all personally sampled and ‘wholestomachally’ approved of), including soysage, tempeh, soymilk, brown bread, sweet white miso, spiced tofu, spreads, tofu pies, and okara peanut butter balls. Free samples of the delectable spreads are available on the counter.

“During the visit our basic curiosity evolved into true inspiration. The Plant is a living, breathing, organically growing example of how a cooperative group of people can

come together and make something happen. The place truly is a center of learning, staffed by people eager to share their newly found knowledge about the creating of this very old food.

“Do you often wonder what to make with this nutritious but strange stuff called tofu? Here are some delightful recipes:” The recipes, from *The Book of Tofu* by Shurtleff and Aoyagi, are for Tofu-nut butter spread or topping, and Banana-tofu milkshake. Address: Michigan.

1062. Winslow, Marj. 1979. Ancient and honorable tofu moves in as meat substitute. *Packer (The)*. April. Ideas in Marchandising Supplement.

• **Summary:** Inflation is causing shoppers to look for alternatives to meat—such as tofu. Murrae Haynes, marketing director of the New England Soy Dairy (Greenfield, Massachusetts), says that tofu retails in the New England area for \$0.79 to \$0.99 per pound. “The tofu market has shifted from the traditional health food store to the supermarket,” Haynes commented. “We (New England Soy Dairy) have gone into produce departments for the obvious connection between tofu and Oriental vegetables.” The company markets its product using in-store demonstrations and is preparing a series of recipe brochures. Two photos show tofu being made at the Soy Dairy.

1063. Flinders, Carol. 1979. Soybean key to world food plight? Notes from Laurel’s Kitchen. *Rocky Mountain News (Denver, Colorado)*. May 16. p. 24A.

• **Summary:** Twelve years ago (i.e., in late 1968) Carol spent a memorable week at the Tassajara Zen Mountain Center near Big Sur, California. “Among the many good people I met, one I’ve always remembered was Bill Shurtleff, who helped run the kitchen out of which was issued the well known Tassajara bread.

“Spare of words, lean and thoughtful, he had a kind of banked fire in his eyes that told you he was a man in search of a vocation. Last week Bill and his wife, Akiko, came to our home to visit and exchange ideas. It’s clear that he has found the vocation he’s been looking for, and that, in a sense, all of us stand to gain from the passion with which he’s answered it.

“The cause Bill has taken up is that of the more than one billion people of the world for whom hunger is *the* central fact of life. To be as continually mindful of their plight as he is would probably be unbearable if he didn’t believe he holds a significant key to relieving it. The key? ‘Glycine max’—soybeans to you and me.

“Western exploitation of the soybean has been absurdly slight until recent years. Mostly we’ve fattened our livestock with it. That soy is ‘king of beans’ we’ve long recognized.” But they have entered the American food supply well disguised in such forms as textured vegetable protein. “The soybean foods Bill is promoting are of a much more

sophisticated nature. Their names fall oddly on the Western ear:” tofu, shoyu, tempeh, miso.

Bill and Akiko met in Japan. She “was a fashion designer in Tokyo before they were married. The image of big city haute couture doesn’t attach easily to the simply dressed and unpretentious Akiko, and everything makes a little more sense when you find out the fashions she designed were actually for handicapped children.

“Akiko’s skill as a graphic artist and fine cook are the perfect complement to Bill’s, as writer and investigator. Her warmth and gentleness are the perfect balance to his single-minded intensity. (Akiko doesn’t just invite you for dinner. She seizes your arm as you’re walking along together, wraps it close in her own and holds on tight, convincing you life will be pure misery for them until you come to their house).

“Tofu was the soyfood that first captured Bill’s interest.” Discusses its virtues. “But what really wins him over, I think, is the sheer romance of tofu. What you know of tofu, and what I’ve told you about Bill, might make that seem unlikely. But read his book and see for yourself—beneath that samurai exterior beats the heart of a Shelley or a Keats. Listen:

“Like water that flows through the worlds, serving as it moves along, tofu joyfully surrenders itself to the endless play of transformation. Pierced with a skewer, it sizzles and broils above a bed of live coals... deep-fried in crackling oil, it emerges crisp and handsome in robes of golden brown, frozen all night in snow under vast mountain skies, it emerges glistening with frost and utterly changed. All as if it knew there was no death to die, no fixed or separate self to cling to, no other home than here.”

Contains a favorite Flinders’ recipe for tofu patties.

1064. Bulkeley, William M. 1979. The Americanization of bean curd: Tofu in tacos and burgers? *Washington Post*. May 24. p. E1, E11, E26.

• **Summary:** This article is reprinted from *The Wall Street Journal* April 12 (p. 1, 31).

An original cartoon (by Ray Driver for the Washington Post) shows a promoter in a top hat standing in the back of a covered wagon speaking to five contemporary Americans. On the side of the wagon is written: “The amazing bean curd. Tofu. Fry it. Bake it. Broil it. Grill it. Scramble it. High in protein. Low in cholesterol.” An illustrated hand is pointing to the term “bean curd.”

1065. **Product Name:** Health Valley Vegetarian Chili [Spicy, Mild, or Unsalted].

**Manufacturer’s Name:** Health Valley Natural Foods.

**Manufacturer’s Address:** 700 Union St., Montebello, CA 90640.

**Date of Introduction:** 1979 May.

**Ingredients:** Vegetable broth, organic pinto beans, tomatoes, onions, organic carrots, soy granules, olive oil, tomato paste, chili pepper, concentrated organic apple juice,



sea salt, bell peppers, unsulfured molasses, garlic powder, cumin, organic potato flakes, paprika, ground bay leaves, organic oregano, organic sage, organic thyme.

**Wt/Vol., Packaging, Price:** 15 oz (425 gm) can.

**How Stored:** Shelf stable; refrigerate after opening.



**New Product–Documentation:** Midwest Natural Foods Distributors, Inc. 1979. Catalog 13. Spring, 1979. Ann Arbor, Michigan. iv + 290 p. See p. 86-87. Ad: “New! From Health Valley. Vegetarian Chili. Ingredients include pinto beans, soy grits, and aged tamari soy sauce.

Ad in Bestways. 1979. Oct. p. 51.

Label obtained at World Vegetarian Day in San Francisco. 1990. Oct. 6. 9 by 4 inches. Paper can label. Reddish brown, yellow, black, brown, green, and white. Color photo of crock of chili surrounded by uncut vegetables. “Certified organic beans. Made the healthy way. Plenty of zesty robust flavor without any meat.” Distributed by Health Valley Foods, Inc., 16100 Foothill Blvd., Irwindale, California 91706-7811.

1066. Midwest Natural Foods Distributors, Inc. 1979. Catalog 13. Spring, 1979. Ann Arbor, Michigan. iv + 290 p. Index by product category. Index of manufacturers. Index of advertisers. Illust. 28 cm.

• **Summary:** On the cover are two kites (colored orange and red) flying in the sky. This catalog, largely printed by a computer, contains many ads on numbered pages. Contents: Policies and terms. Catalog information. Packaged. Books.

Refrigerated and frozen. Bulk. Literature and flyers. Indexes (3).

“One stop shopping... We are now a Full Line distributor.” List of new lines. List of new products within existing lines. Symbols and abbreviations.

Suppliers are listed alphabetically:

Arrowhead Mills, Balanced Brand [Balanced Foods, New Jersey], Bragg’s (Liquid Aminos), Dr. Bronner’s (with full page ad showing the doctor), Carmé (lecithin), Cedar Lakes, Cellu (Soy bean flour), Chico-San, A.A. Debole (Spaghetti sauce–soy conc), Dragon’s Milk (Arica), Elam’s (soy flour), El Molino, Ener-G–Jolly Joan, Erewhon (with “Erewhon West” full-page ad), Family Orchards (Tamari mixes, Trail mix), Fantastic Foods, Fantastic Falafel [Felafel], Fearn Soya Foods, Flavor Tree, Hain Pure Foods (“Cold pressed” vegetable oils, mayonnaise, nut butters), Hansen’s juices, Health Valley (incl. Vegetarian Chili), Hi-Energy Foods (food bars), Hoffman’s (protein powders, snack bars), Lact-Aid (p. 109, ad p. 118), Jack La Lanne, Lange’s, R.G. Lecithin, Lifestream (p. 113, 251, ads p. 249-50), Malt-O-Meal, Maya Grainburgers (p. 119, ad p. 126–mix with tofu), Midland Lecithin, Miso Cup, Modern Products (Gayelord Hauser), Mus-L-On (MLO), NF Factors, Niblack (“Tamari toasted sunflower seeds,” Tamari pumpkin seeds,” raw or toasted wheat germ, unprocessed miller’s bran), Old Stone Mill (soy), Orjene, Parkelp, Plus Produces (incl. Tiger’s Milk), Richter Bros., Soken, Sovex, Viobin, Waring (blender, juicer), Westbrae.

Books, Talking Foods, Meats (nitrate and nitrite free), Poultry (no hormones or antibiotics), Soy Products (Health Valley soy milk, tofu), Soy Plant Tofu (nigari, and tofu sausage, p. 259-60), Tumaros, Willow Run (Soybean spread [margarine]). Bulk–Beans, dry roasted soybeans, fruit & nut mixes (trail mix), nut butters, condiments, vegetable oils, pasta (with nomenclature), granola, teas & herbs. Literature & flyers. Indexes. Note: Many companies have a large selection of herbs. Address: 170 Aprill Dr., Ann Arbor, Michigan 48103. Phone: 313-769-8444 or in Area 313 1-800-552-6297.

1067. Tofu Shop (The). 1979. Our favorite tofu recipes (Leaflet). Telluride, Colorado. 1 p. Spring. Single sided. 28 cm.

• **Summary:** Typewritten on letterhead. The four recipes

are: “Tofu Turkey with Mushroom Gravy (serves 12-16).” Tofuburgers. Spicy tofu and rice burritos. Creamy tofu salad dressing.

The Tofu turkey is especially innovative: Place 8 lb tofu (one large block if possible) in a large, shallow baking pan. Melt ½ lb soy margarine or butter in a small sauce pan, mix in herbs, and use this sauce to baste “turkey.” “Bake tofu for 2 hours at medium temperature, or until a golden crust forms all around. Baste regularly. Garnish with sprouts, parsley, and thin apple rings, and serve with mushroom gravy. For an extra treat, hollow out blocks of tofu and stuff with veggie and rice mixture prior to baking.”

Mushroom gravy: Add 3 tablespoons arrowroot and ½ cup whole wheat flour to 4 cups hot water, and cook 10 minutes. Sauté 2-4 cups sliced mushrooms and one small diced onion. Combine all ingredients and season to taste with shoyu [Japanese-style soy sauce], garlic, lemon, and cayenne (optional).

Letter (e-mail) from Matthew Schmit. 2009. March 28. Concerning the Tofu turkey recipe: “As technically simple as the recipe was, it was how the turkey idea started. Note the sentence at the end of the first paragraph describing ‘stuffing’ the tofu turkey. This is what I later started doing in Arcata with our tofu turkeys.” Matthew thinks this sheet of recipes was printed in the spring of 2009. Address: The Tofu Shop, 116 N. Oak St. (P.O. Box 69), Telluride, Colorado 81435.

1068. Shurtleff, William; Aoyagi, Akiko. 1979. *The book of tempeh: A super soyfood from Indonesia*. New York, NY: Harper & Row. 160 p. Illust. by Akiko Aoyagi Shurtleff. Index. July. 28 cm. [24 ref]

• **Summary:** Contents: Acknowledgments. What is tempeh? Preface. 1. Soybeans—Protein source of the future: Introduction, the causes of hunger and starvation—two analyses (*The Twenty-Ninth Day*, by Lester Brown—population, affluence; *Food First: Beyond the Myth of Scarcity*, by Lappé and Collins—population, narrow focus on increasing food productivity, international food exploitation, land monopolization and misuse, cash crop system of export agriculture). Ten reasons soy will be the protein source of the future: 1. Optimum land utilization. 2. Lowest cost protein. 3. High nutritional value. 4. Time tested. 5. Remarkably versatile. 6. Appropriate technology. 7. New dairylike products. 8. Hardy and adaptive. 9. Free nitrogen fertilizer. 10. Energy and resource efficient. “All of these ten factors work together synergistically, reinforcing one another, to give added weight to the prediction that soybeans will be a key protein source for the future on plant earth.” Present patterns of soy protein utilization. New developments. An idea whose time has come.

2. Tempeh as a food. 3. Getting started (incl. basic preparatory techniques and 18 recipes, incl. a recipe for sweet Indonesian soy sauce {*kechap manis*}). Favorite tempeh recipes (13 Western favorites, 6 non-fried favorites,

and 12 Indonesian favorites; also Suggestions for serving tempeh throughout the day). 4. Western-style and Oriental tempeh recipes (68 recipes). 5. Indonesian tempeh recipes (70 recipes). 6. Making tempeh at home or in a community. 7. Making tempeh starter. 8. The Indonesian tempeh shop. Map of Southeast Asia, including Indonesia. Map of Java, Madura, and Bali (p. 144). Appendix A: A brief history of tempeh East and West. Appendix B: Tempeh shops in the West. Weights, Measures, and Equivalents. Glossary. Bibliography. About the authors. About the New-Age Foods Study Center.

This book contains the first sizeable collection of American-style and Indonesian tempeh recipes (130 in all), the first illustrated descriptions of making tempeh, tempeh starter, and onchom on various scales in Indonesian tempeh shops, the first history of tempeh, detailed discussion of tempeh in Indonesian culture and of the many varieties of Indonesian tempeh, and the first recommendations for commercial names for the more than 30 types of tempeh that could easily be made in the West. It also contains chapters and reviews of the literature on tempeh nutrition and the microbiology and biochemistry of tempeh fermentation, plus the largest bibliography on tempeh to date (including many new Indonesian references), an annotated listing of 61 people and organizations around the world connected with tempeh, and the first list of tempeh companies in the West.

Page 26 states: “Modern soy-protein products, such as textured soy proteins, are increasingly available at supermarkets, often in forms that simulate the fibrous, chewy texture of meat.”

Note 1. This is the earliest known book in any language worldwide devoted entirely to tempeh. Note 2. This is the earliest English-language document seen (Aug. 2011) that contains the term “modern soy protein products;” Shurtleff would soon start to use it to refer to defatted soy flour or grits, soy protein concentrates, soy protein isolates, and textured soy protein products.

Illustrations (line drawings; unnumbered, not including “spots”). Indonesian dancer in sarong and crown. Balinese lion mask dancer. Two Indonesian women dancing. Cuts of fresh tempeh on a woven bamboo tray. Woman in a traditional Indonesian kitchen cooking tempeh. Terraced rice patties in Java. Woman selling tempeh in Bali market. Masked Indonesian figure. Soybeans in the pod. A hand holding dry soybeans over a sack of such soybeans. Three women selling beans and grains in a Javanese market. Two men selling tempeh in a Javanese market. Balinese mask. Indonesian mortar and pestle. Traditional oil skimmer for deep frying. A wok. Tamarind paste and pods. Soy sprouts. Pieces of tempeh on a bamboo tray Gado-gado. Laos root & chilies. Palm sugar. Chilies. Indonesian woman carrying fruits in a bowl on her head. Salam leaf. Botok tempeh. Peté beans. Winged and masked Balinese figure. Indonesian spices. Soybean (enlarged). Cartoon of a fuzzy little critter



driving his tiny tractor over a cake of tempeh, inoculating it with a secret enzyme (The Farm, Summertown, Tennessee). Placing tempeh into a homemade Styrofoam incubator. Cross section of good tempeh and bad. Winged beans. Close-up of outside of a homemade tempeh incubator. Dry soybeans in pods on plant. Woman in the USA making tempeh. A deep woven bamboo basket for treading soaked soybeans. Ten steps in the process for making traditional soy tempeh in a small shop (GIZI, Bogor). Twenty steps in the process for making and delivering traditional soy tempeh in a large shop (Oeben, Bandung). Two views of a modern dehuller and dehuller-separator. Five steps showing making tempeh in plastic bags. Three steps showing making tempeh in banana-leaf wrappers. Fourteen steps in the process for making and delivering Malang tempeh.

Map of Southeast Asia. Map of Java, Madura, and Bali (incl. West, Central and East Java). Indonesian stilt house (house on stilts, famous among the Dayak in Borneo, the Minangkabau and Batak of Sumatra, and the Toraja of Sulawesi). Woman selling leaf-wrapped tempeh in a Balinese market (color, rear cover).

Numbered figures (line drawings unless otherwise stated. The number before the decimal refers to the chapter number). 1.1 Table: The changing pattern of world grain trade (exporters and importers). 1.2 Graph: Projected population densities in various regions of the world. 1.3 Bar chart: Per capita protein consumption in rich and poor countries. 1.4 Bar chart: Per acre yields of usable protein from various food sources (pounds per acre). 1.5 Graph: Word soybean production (1965-1977). 1.6 Bar chart: Protein consumed vs. protein returned from milk, eggs, chicken, pork, beef. 1.7. Where the world's money goes (yearly global and U.S.).

2.1 Table: Percentage of protein in various foods. 2.2 Table: Composition of nutrients in 100 grams of tempeh of different types. 2.3 Table: Protein quality (NPU) of various foods. 2.4 Table: Amino acid composition of tempeh compared with the FAO/WHO reference pattern. 2.5 Bar chart: Limiting amino acids in rice and tempeh. 2.6 Table: Combining foods to increase protein. 2.7 Bar chart: Grams of dietary fiber in 100 grams of various foods. 2.8 Table: Fatty acids in soy tempeh. 2.9 Table: Vitamins and minerals in soy tempeh. 2.0 Table: Price of one day's supply of usable protein from various foods.

3.1 Bar chart: Comparison of nutrients in brown and white rice. 3.2 Shoyu (natural soy sauce) in four wooden keg, can, bottle, and small dispenser. 3.3 Grating a coconut. 3.4 Mortar & pestle (two types). 3.5 Cross section of a coconut in the husk. 3.6 Making coconut milk (7 steps). 3.7 Ladies in a Javanese market selling chilies (in mounds). 4.1 Deep-frying tempeh, with all utensils shown. 4.2 Shallow-frying tempeh. 4.3 Seasoned crisp tempeh with dip. 4.4 Tempeh shish kebab. 4.5 Coriander & garlic crisp tempeh. 4.6 Tempeh fondue. 4.7 Making tempeh-filled pot-stickers

or gyoza. 4.8 Tempeh pita bread sandwich. 4.9 Tempeh burger. 4.10 Tortilla with tempeh & guacamole. 4.11 Tempeh guacamole. 4.12 Tomatoes stuffed with tempeh.

5.1 Woman in an Indonesian village kitchen. 5.2 Woman grinding spices with a mortar. 5.3 Table: Indonesia's 7 most popular tempeh recipes, in descending order of popularity: Tempeh goreng, tempeh bachem, keripik tempeh, sayur lodeh, sambal goreng tempeh, terik tempeh, sambal goreng kering tempeh. Recipes for each are given. 5.4 Selling traditional banana-leaf wrapped tempeh in Yogyakarta, Java. 5.5 Deep-frying tempeh keripik in batter. 5.6 Deep-frying tempeh keripik in Javanese market. 5.7 Botok tempeh #1. 5.8 Botok tempeh #2. 5.9 Gadon tempeh. 5.10. Folding leaf wrappers for gadon tempeh. 5.11 Rolling leaf wrappers for pepes tempeh. 5.12. Pepes tempeh on broiler and packets ready to serve. 5.13 Folding leaf wrappers for Balinese pepesan. 5.15. Saté tempeh on broiler. 5.15 Saté vendor in Java. 5.16. Saté manis tempeh. 5.17 Tempeh sambal accompaniment for rice.

6.1 Flowchart for homemade soy tempeh. 6.2 Tempeh incubator (home-made). 6.3 Good soy tempeh (diagonally sliced). 6.4 Four types of homemade tempeh. 6.5 Wooden tempeh incubation tray designs. 6.6 Community tempeh incubator. 6.7 Graph: Tempeh incubation time versus temperature for soy tempeh (shows slow, moderate, and quick combinations).

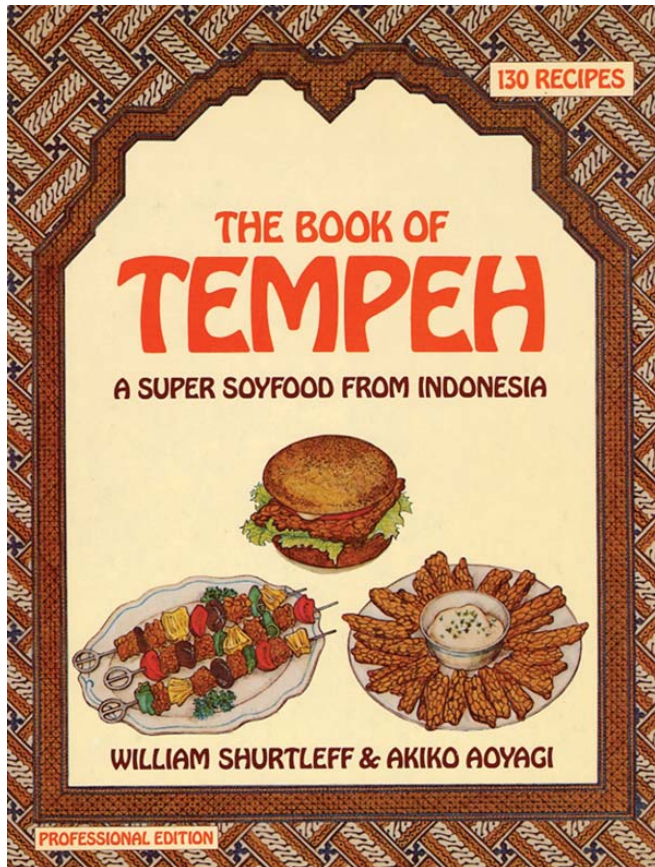
7.1 Graph: Loss of tempeh starter potency when stored at various temperatures and humidities. 7.2 Sporulated tempeh for starter in bread pan. 7.3 Dry-strainer spore extraction. 7.4 Sporulated rice, pressure cooker, and Mason jar method of making tempeh starter. 7.5 Picking leaves from a hibiscus tree for tempeh starter. 7.6 Arranging inoculated soybeans on hibiscus leaves. 7.7 Covering hibiscus leaf sandwiches in trays. 7.8 Hibiscus leaves for tempeh starter ready to use. 7.9 Hibiscus inoculum leaves on round tray. 7.10 Drying inoculum leaves in sun on roof. 7.11 Tying inoculum leaves under rafters to dry.

8.1 Flowchart for basic Indonesian soy tempeh method. 8.2. A small Indonesian tempeh shop (floor plan). 8.3 Floor plan of the large Oeben tempeh shop in Bandung, Java. 8.4 Flowchart for Malang tempeh.

A color photo shows a high-quality cake of tempeh sliced on a plate. Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549.

1069. Shurtleff, William; Aoyagi, Akiko. 1979. The book of tempeh: A super soyfood from Indonesia. Professional hardcover edition. New York, NY: Harper & Row. 248 p. Illust. by Akiko Aoyagi Shurtleff. Index. July. 28 cm. [190 ref]

• **Summary:** A special cloth-bound professional edition of *The Book of Tempeh* prepared for libraries, commercial tempeh producers, microbiologists, students of Indonesian foods, and those who love fine books. In addition to the full



contents of the paperback edition, it contains the following lengthy appendixes: B: Tempeh in Indonesia (an overview of the tempeh industry and market, including the number of shops by province, per capita consumption, etc.). C: The Varieties of Tempeh. D: Soybean Production and Traditional Soyfoods in Indonesia. E: The Microbiology & Chemistry of Tempeh Fermentation. H. Onchom or Ontjom. A Glossary of Indonesian Foods (the most extensive one available in English). Bibliography on Tempeh containing over 190 entries: Works on the world food crisis, works on tempeh cookery or Indonesian cuisine, scientific journal articles on tempeh, early Dutch- and German-language works on tempeh, Indonesian-language works about tempeh, key English-language works on microbiology, film and color slides on tempeh. Illustration of an Indonesian dancer. Expanded Index. A great deal of original research is contained in the extra 88 pages and 54 illustrations.

Appendix C, “The varieties of tempeh, states: “The many varieties of tempeh may be grouped into five basic types, according to the primary ingredient used: legumes, grains & soy, grains, presscake residues, and nonlegume seeds. Legume tempheh: Soy tempheh (*témpé kedelé* or *kedelai*, made from the seeds of *Glycine max*). Velvet-bean tempheh (*tempe benguk* or *tempe koro benguk*, made from the seeds of *Mucuna pruriens*, which are called *kara benguk* in Indonesian). Winged-bean tempheh (*tempe kecipir*, made

from the seeds of *Psophocarpus tetragonolobus*). Leucaena tempheh (*tempe lamtoro* or *tempe mlandingan*, made from the seeds of *Leucena leucocephala*). Mung bean tempheh (*tempe kacang hijau*, made from the seeds of *Vigna radiata*, which are called *kacang hijau* in Indonesian). Broad-bean or fava-bean tempheh (*tempe kacang babi*, made from the seeds of *Vicia faba*, also called horse beans). Sesban-bean tempheh (*tempe turi*, made from the seeds of *Sesbania grandiflora*). Pigeon-pea tempheh (*tempe kacang iris*, made from the seeds of *Cajanus cajan*). Green-bean tempheh (*tempe kacang merah*, made from the seeds of *Phaseolus vulgaris*, which are called *kacang buncis* in Indonesian). Lima-bean tempheh (*tempe kara* or *tempe kara kratok*, made from the seeds of *Phaseolus lunatus*). Lablab-bean tempheh (*tempe kara-kara* or *tempe koro wedus*, made from the seeds of *Lablab purpureus*, which is called hyacinth bean in the USA). Jack-bean tempheh (*tempe kara bedong* or *tempe kara pedang*, made from the seeds of some strains of *Canavalia ensiformis*). Lupin tempheh (developed in Australia, made from the seeds of the narrow-leaved sweet lupin (*Lupinus angustifolius*) or the Andean lupin (*Lupinus mutabilis*)). Cowpea or black-eyed pea tempheh (developed in West Africa and Thailand, made from the seeds of *Vigna unguiculata*). Note: Chickpeas (garbanzo beans), baby limas, and great northern beans have also been used to make tempheh.

Grain & soy tempheh: Wheat & soy tempheh, barley & soy tempheh, rice & soy tempheh, bulgur & soy tempheh. Grain tempheh: Barley, rice, wheat, oats, and rye have been used with good results.

Presscake tempheh: Okara tempheh (called *tempe gembus* in Central and East Java where it is most popular, and called *oncom hitam* in West Java where it is not widely used). Peanut presscake tempheh (called black onchom (*oncom hitam*) in the Bogor region of West Java where it is most widely consumed, or white onchom (*oncom putih*) in the Tasikmalaya region, or “tempheh from peanut presscake” (*tempe bungkil kacang*) in East Java). Coconut presscake tempheh (*tempe bongkreng*, *tempe bungkil kelapa*, or *tempe kapuk*) comes in several varieties and can be can be poisonous if the pathogenic aerobic bacterium *Pseudomonas cocovenenans* grows on it and produces either yellow-colored toxoflavin or the more toxic colorless bongkreng acid. Peanut- & coconut-presscake tempheh (*tempe menjes*). Mung-bean-presscake tempheh (*oncom hitam* or *oncom ampas kacang hijau*). Soy- & peanut-presscake tempheh. Defatted soy-meal tempheh.

Seed tempheh (nonleguminous): Rubberseed tempheh (*tempe kaloko*) is made from the seeds of the rubber tree (*Hevea brasiliensis*). Okra tempheh. Sesame & soy tempheh. Tempheh extenders and adulterants: Okara, cassava, mung-bean presscake, soybean hulls, sweet potato, coconut- or peanut presscake, papaya. The stages of tempheh fermentation (underripe to overripe): Premature tempheh (*tempe koro*), mature tempheh, slightly overripe tempheh (*tempe semangit*



or *tempe lanas*), overripe tempeh (*tempe busuk* or *tempe bosok*), rotten tempeh. Tempeh wrappers.

Appendix D: “Soybean production and traditional soyfoods in Indonesia” discusses: Soybean production in Indonesia, traditional Indonesian soyfoods: Kecap (*kecap / ketjap, incl. kecap manis*), taucho (*tauco* or *taoco*), okara onchom, sereh (*sere*), taokoan or takoa, tofu (*tahu*). Other nonfermented soyfoods: Soy sprouts (*taugé kedele*), yuba (*bungah tahu*), soymilk, roasted soybeans (*dele sangan, kedele sangrai*), roasted soy grits or full-fat flour (*bubuk kedele*), fresh green soybeans (*kedelai rebus*).

Note: This is the earliest English-language document seen (March, 2009) uses the word “taucho” (spelled in that way) to refer to Indonesian-style miso.

Appendix E: “The microbiology and chemistry of tempeh fermentation” discusses: What are fungi?, general characteristics of *Rhizopus* molds, *Rhizopus* species used to make tempeh, pure cultures versus mixed cultures, preparing soybeans for fermentation, requirements for mold growth, general changes during tempeh fermentation, changes in nutrients and digestibility, the finished tempeh, the advantages and disadvantages of tempeh fermentation, suggestions for further research.

Appendix H: “Onchom or ontjom” discusses: Introduction. The varieties of onchom (*onchom merah* or *onchom beureum*): Peanut-presscake onchom, okara onchom, soy onchom, coconut-presscake onchom. Making peanut-presscake onchom in a commercial shop. Making okara onchom in a commercial shop. The microbiology of onchom. Laboratory studies of onchom. Aflatoxins. Works on onchom and *Neurospora*. People connected with onchom and *Neurospora*. Continued. Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549.

1070. **Product Name:** Soysage (Meatless Sausage Based on Cooked Soybeans).

**Manufacturer’s Name:** Joy of Soy.

**Manufacturer’s Address:** 510 Kasota Ave., Minneapolis, MN 55414.

**Date of Introduction:** 1979 July.

**Ingredients:** Filtered water, organic whole wheat flour, organic rolled barley, organic soybeans, tamari soy sauce (containing water, soybeans, wheat, seasalt), unrefined sesame oil, yeast, spices, granulated garlic, dried onion, vinegar, seasalt.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1981. 3 inch diameter. Self adhesive. Green on yellow. “A spicy vegetarian soyfood. Soysage is precooked. To serve, slice in sandwiches, scramble with eggs, or crumble over pizza.”

Jamie Stunkard. 1981. Soyfoods. Summer. p. 41. “Making Soysage.” The main soy ingredient in this soysage is cooked soybeans; it contains no okara.



1071. Leviton, Richard. 1979. The soy delicatessen. *Soycraft* (Greenfield, Massachusetts) 1(1):12-18. Summer.

• **Summary:** Describes The Tofu Shop (Rochester, New York), The Soy Plant (Ann Arbor, Michigan), The Cow of China (Boulder, Colorado), and The Tofu Shop (Telluride, Colorado).

Photos taken at The Tofu Shop in Rochester show: Greg Weaver at the counter serving a woman (cover photo). The inside of the restaurant, including two women seated at a wooden table and the large menu on the wall in the back. A woman employee cutting vegetables in the kitchen. Another woman working in the kitchen. A close-up of the wooden menu on the back wall (with prices; \* = organically grown), which offers: Deli: Tofu\*, tempeh\*, soy mayo, soysage, soy milk\*. Salads: Deviled tofu, tempeh, tossed. Dips (with tofu): Onion, dill. Hot sandwiches: Tofu burger, tofelafel, sloppy joe tempeh, tempeh Reuben, temptation! Cold sandwiches: Deviled tofu, tempeh salad. Casseroles: Tofu-spinach pie, tofu Italiano. Soups: Miso, soup of the day. Sampler plate. Special of the week: Ginger garlic sauce over tofu, rice and sauteed vegetables. Desserts: Lemon cream pie, tofu carob-mint pie, chocolate-mint pie, gingerbread, peanut butter cookies. Drinks: Soymilk, herb tea\*, vegetable juice\*, apple cider, Bambu (a roasted grain coffee), Banilla shake (with frozen bananas and soymilk), carobanana. The deli case at White Wave. The outside of The Cow of China.

Note 1. This is the earliest document seen (Feb. 2007) that mentions the use of frozen bananas to add thickness to a smoothie—a breakthrough idea.

“Matthew Schmit—proprietor of The Tofu Shop, in Telluride, Colorado, Juice Bar, Dining, Catering, Wholesale Kitchens, ‘producers and suppliers of specialty foods for the western slope—operates a soy-based restaurant that seats about thirty people and has waiters and waitresses. The Restaurant, which opened in October 1977, and had gross



sales last year of twenty thousand dollars, is open six days a week from 11:00 A.M. to 9:30 P.M. Matthew astonished me with the figure of one thousand dollars as the initial capital investment for this business, which now produces 250 pounds of tofu for weekly wholesale distribution in addition to the flourishing restaurant.

"The menu, which features a stunning photograph of Rocky Mountains rising out of a misty valley, and which they use as a promotional brochure, delineates the fare: Entrees (Stir-fried tofu, Rice & vegetables; Soy burgers, Tofu burgers, Okara burgers, Grilled tofu & vegetables in pita bread, Guacamole & tofu, Spicy tofu & rice filling with guacamole for burritos); Smoothies (Carob-honey soymilk with banana, Carrot sunny shake); Beverages (Miso broth, soymilk, [soy] whey); and Salads (Tofu & guacamole salad, okara salad, tofu & vegetable salad)." Matthew explains the okara salad and whey.

"Matthew and his associates regard the tofu and soyfoods as an entrance into an expanded food processing line for their local market, a move that will lessen their dependence on only one or two products. Believing that every community should have its own fresh tofu, Matthew adds that 'everyone develops their own business according to the nature of their community.'" During the holiday season, Matthew's community created an exotic recipe for "tofu turkey." "Chunks of tofu are seasoned and basted, often carved in the shape of turkeys, and baked for an entire day"—after which "they taste exactly like turkey." Address: Sunrise

Farm, 100 Heath Rd., Colrain, Massachusetts 01340.

1072. Schulz, Julie. 1979. Small is beautiful for tofu, too. *Well Being* No. 44. p. 45. July.

• **Summary:** "Mia Posner and Harry MacCormack are partners—both in marriage and in business—and they 'work like dogs.' The business is Sunbow Farm, a corporation dedicated to providing alternative, low cost protein to the Corvallis, Oregon community in the form of tofu, soy sausage [made from okara], and soy burger."

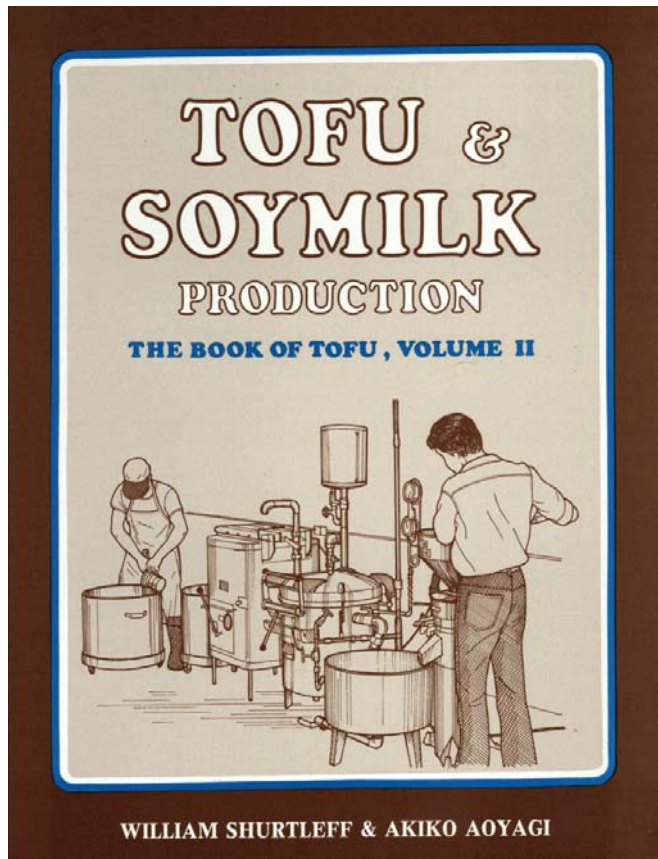
Describes make tofu at Sunbow Farm using a wood stove. They decided to begin a tofu business last July, in part because the only tofu producer in Corvallis, the Welcome Home Bakery and Tofu Shop, had recently closed. Sunbow currently transforms 1,400 lb of soybeans a month into soy products, and makes 115 pounds of tofu daily.

Harry works some nights as a carpenter on the stage crew at Oregon State University. This moonlighting helps buy new equipment and supplement their income from the business. In addition to the tofu business, Harry and Mia run a 27-acre organic farm where they grow fruits, vegetables, and grains. They use whey (a by-product of tofu) and crop rotation to enrich the soil. A photo shows Harry pressing soymilk from the pulp; Mia is about to add nigari.

1073. Shurtleff, William; Aoyagi, Akiko. 1979. Tofu & soymilk production: A craft and technical manual. Lafayette, California: New-Age Foods Study Center (Renamed



Soyfoods Center in Sept. 1980). 336 p. Illust. by Akiko Aoyagi Shurtleff. Index. July. 28 cm. First published in Aug. 1977 as a rough photocopied manuscript with a yellow cover. [223 ref]



• **Summary:** Contents: Preface. 1. How to start a tofu shop or soy dairy. 2. Setting up shop; The community or village shop; The traditional caldron shop; The steam cooker plant; The pressure cooker plant; The soy dairy; The automatic steam cooker plant; The modern factory. 3. Ingredients. 4. Sanitation and safety. 5. Principles of tofu & soymilk production. 6. Tofu. 7. Firm tofu, pressed tofu & smoked tofu. 8. Foods made from tofu: Introduction, creamy tofu dressing, tofu chip dip, tofu mayonnaise, tofu cream cheese, cottage cheese, sour cream, tartare sauce, tofu eggless egg spread or missing egg salad, tofunafish spread or salad, tofu rice salad, tofu cheesecake (Sprucetree Baking Co. and White Wave), tofu pies, tofu creamies or tofu-coconut cream bars, tofu tarts, tofu turnovers, tofu puddings, fruit whips, custards and parfaits, tofu cinnamon rolls, tofu whipped cream, tofu icing and cream cakes, marinated tofu (fried or baked, p. 166), tofu jerky [sic, jerky] (p. 166), teriyaki tofu, tofu teriyaki, savory baked tofu, savory pressed tofu (with five spice powder, *wu-hsiang toufu-kan*), nori rolls with brown rice & tofu, tofu & brown rice burgers, tofu baby foods, tofu in ready-made sandwiches. 9. Using okara, whey, curds & hulls. Deep-fried tofu (cutlets, cubes, burgers,

treasure balls, burger balls, pouches, puffs). 11. Soymilk. 12. Dairylike products made from soymilk: Frozen soymilk desserts (soymilk ice cream, frozen soymilk yogurt, soymilk sherbets, soysicles, frozen soymilk custard, ice soymilk), fermented or cultured soymilks (soymilk yogurt, acidophilus soymilk, soymilk kefir, soymilk piima, soymilk buttermilk and other fermented milks), soymilk cheeses (unripened fresh, unripened soft {quark, queso blanco, panir, etc.}, ripened soymilk cheeses), soymilk mayonnaise, soy shakes and energy drinks, soymilk eggnog (soy nog), soymilk whipped cream, chip dips, puddings, custards. 13. Silken tofu & pressed silken tofu (Silken tofu is made from concentrated soymilk). 14. Lactone silken tofu (GDL). 15 Grilled tofu. 16. Fermented tofu. 17. Dried-frozen tofu. 18. Yuba. Appendix A: Resources. People & institutions connected with tofu & soymilk production. B: Weights, measures & equivalents. Bibliography. About the New-Age Foods Study Center.

See ¼-page ads in *East West Journal*. 1979. Dec. p. 4. 1980. Jan. p. 19.

Note 1. This is the earliest English-language book seen with the term “soymilk,” spelled as one word, in the title.

Note 2. This is the earliest document seen (Feb. 2002) that mentions tofu jerky or any kind of soy jerky.

Note 3. This is also the earliest English-language document seen (April 2013) that uses the word “quark,” or “queso blanco” in connection with soy cheese or tofu.

Note 4. This is the earliest English-language document seen (Sept. 2012) that contains the term “cultured soymilks” (or “cultured soymilk”).

Note 5. This is the earliest English-language document seen (Sept. 2012) that contains the term “ripened soymilk cheeses” (or “ripened soymilk cheese”).

Note 6. This is the 2nd earliest English-language document seen (April 2013) that uses the term “smoked tofu,” but the first that uses it in its modern sense.

Note 7. This book contains the most detailed and complete descriptions seen to date (Oct. 2012) of how to make tofu, soymilk, and yuba on a commercial scale.

Note 8. This book was first printed on 1 Aug. 1977 in a photocopied and rough-typed edition with a yellow and black cover.

Note 8. Reviews of this book appeared in many publications: (1) Richard Leviton. 1980. *Soycraft* (Massachusetts). 2(1):63-64. Winter. “An indispensable operating manual for soyfoods entrepreneurs... The illustrations alone make the book a valuable reference tool... a sustained inspiration. The only book of its kind in English.” (2) *Food Chain* (Intermediate Technology, England). 1997. No. 20. March. p. 6.

Note: As of Sept. 2014 this is the most widely cited publication by W. Shurtleff on Google Scholar, having been cited in 125 other articles and books. Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549.

1074. Shurtleff, William; Aoyagi, Akiko. 1979. The book of tempeh: A super soyfood from Indonesia. Professional hardcover edition (Continued). New York, NY: Harper & Row. 248 p. Illust. by Akiko Aoyagi Shurtleff. Index. July. 28 cm. [190 ref]

• **Summary:** Continued: Numbered figures (line drawings unless otherwise stated. The capital letter before the decimal refers to the appendix number). B.1 Table: Tempeh shops in Indonesia by province: Home-industry scale. B.2 Table: Relative frequency of tempeh consumption in Indonesia (by province). B.3 Carrying tempeh to market in Java using a shoulder pole and trays stacked on two baskets. B.4 Cost of one day's supply of protein in Indonesia.

C.1 Table: Edible grain legumes. C.2 Map: Distribution of legumes in southeast Asia. C.3 Winged bean, showing leaves, pods, flowers and beans. C.4 *Leucaena* leaves and pods (*peté china*). C.5 Reduction in bongkre toxicity from bongkre acid during fermentation (Ko 1977). Okra. Packets of tempeh, ready to sell, wrapped in leaves and tied. A large soybean, with hilum showing.

D.1 Table: Soybean production in Indonesia (1950-1976). D.2 Table: Major Indonesian food crops, D.3 Table: Indonesian soybean production and yields (by province). D.4 Map: Major soybean producing districts in Java (1976; most are in East Java, led by Jember and Pasuruan). Table: Daily per capita consumption of tempeh (by province, led by Central Java, then West Nusa Tenggara, Yogyakarta, and East Java). Table: Percent of dietary protein supplied by major food categories (led by cereal grains, then fish, nonlegume vegetables, and soy products). Table: Percentage of dietary protein supplied by soy products (by province, led by Central Java, then East Java, Yogyakarta, and West Java). D.5 Table: Statistics on production and consumption of basic Indonesian soyfoods (led by tempeh, then tofu, kechap, tauchou). D.6 Star anise. Grinding soybeans for tofu using traditional push-pull stone mills. Pouring soy curds into cloth-lined forming box. Javanese shadow puppet (*wayang kulit*).

Note. This is the earliest English-language document seen (April 2013) that uses the term "soy curds in connection with tofu. The curds, when pressed in the box, will become tofu.

Table: Classification of *Rhizopus oligosporus*. E.1 Two stages in the germination of a spore (after 1½ and 10 hours). E.2 Two successive views of hyphal tip growth at half-hour intervals.

E.3 *Rhizopus oligosporus* (Frazier 1957, showing sporangium, columella, apophysis, sporangiophores, stolon, sporangiospores, node, rhizoid). E.4 *Rhizopus stolonifer*. A. Columella and attached spores. B. Collapsed (invaginated) columella (Webster 1970).

E.5 Life cycle of *Rhizopus* (Raven and Everet 1976). E.6 Graph: Changes in tempeh oil and moisture content during fermentation (Sudarmadji 1977). E.7 Graph: Three phases

of tempeh fermentation (rapid, transition, and deterioration; Sudarmadji 1977). E.8 Graph: Changes occurring during tempeh fermentation (temperature, soluble solids, pH, soluble nitrogen, and reducing solids; Steinkraus et al. 1960). E.9 Graph: Yields of tempeh and of solids and different stages of the fermentation process (100 gm of whole dry soybeans yield 173 gm of tempeh on average; Steinkraus 1960; Murata 1967). E.10 Table: Loss of solids and protein during tempeh fermentation. E.11 Table: Percentage changes in composition of key essential amino acids during tempeh fermentation. E.12 Table: PER (protein efficiency ratio, a measure of protein quality for humans) changes during tempeh fermentation. E.13 Graph: Changes in concentration of three carbohydrates during tempeh fermentation (sucrose, stachyose, and raffinose, all decrease; Shallenberger et al. 1976). E.14 Table: Amount of B-complex vitamins in 100 gm of tempeh vs. 100 gm unfermented soybeans (all increase in tempeh except thiamine {vitamin B-1}). Changes in peroxide value and TBA value tempeh and soy flour during storage at 37°C (98.6°F; both rise rapidly in soybeans, but stay near zero and stable for tempeh; Watanabe et al. 1971).

H.1 Table: Foods known in Indonesia as "onchom" (made from peanuts or soybeans). H.2 Selling onchom in a Javanese market. H.3 Graph: Changes in soy onchom during fermentation (temperature, soluble solids, pH, soluble nitrogen, and reducing solids; Steinkraus et al. 1965). H.4 Flowchart for preparation of peanut presscake onchom. Unnumbered illustrations show 12 steps in the process of making onchom in a commercial shop in Indonesia. *Neurospora*: Budding conidia, conidiophore. H.5 Graph: Reduction in onchom aflatoxin during fermentation with *Neurospora* (Ko 1974). A thermometer, showing both Fahrenheit and Centigrade.

Glossary of Indonesian foods, spices, etc. Agar. Amaranth, Indonesian. Apem. Arak. Aren sugar. Aromatic ginger. Asam. Bananas (pisang). Basil. Bawang merah. Bawang putih. Bayam. Bean sprouts. Belimbing. Blachan. Brem. Bumbu. Candlenuts (kemiri). Carambola (belimbing). Cassava. Chabé. Chayoté. Chillies (red, green, fiery dwarf). Two-page spread (p. 220-21) showing illustrations of Indonesian natural foods. Choko. Citrus leaves. Cloves. Coconut. Coconut, grated. Coconut milk and cream. Coconut oil. Coconut water. Coriander. Cumin. Dageh. Daun asam. Daun jeruk purut. Daun salam. Daun seré. Daun-so. Durian. Fermented fish. Fermented fish sauce. Fruits. Galangal, greater. Galangal, lesser. Gingerroot. Indonesian amaranth. Jackfruit. Jaggery. Jinten or jintan. Kangkung leaves. Kecap (kecap) or ketjap. Kemangi leaves. Kemiri. Kenchur root. Ketjap. Ketumbar. Kluwak. Koji. Kolang-kaling. Krupuk. Kunyit. Labu siam. Laos root. Lemongrass. Lime leaves. Lombok. Melinjo leaves. Mochi, Indonesian (*uli*). Mung-bean sprouts. Nutmeg. Okara. Onchom or ontjom. Palm sugar. Pandanus leaf. Pasta. Pepper. Peté beans. Petis. Peuyeum. Prawn paste. Putjung nuts. Ragi. Rempyek.



Rice. Salam leaf. Sambals. Santan, Sayur asin. Seré or serai. Shallots. Shrimp crisps. Shrimp paste. Soursop. Soy sauce, Indonesian. Star fruit. Swamp cabbage. Tahu. Tamarind. Taocho, tauco, taoco, or taotjo. Taogé or taugé. Tape. Tapioca. Taucho or tauco. Terasi. Tofu. Trasi. Tuak or tuwak. Turmeric. Winged bean. Note on monosodium glutamate. A woman holding a tray of leaf-wrapped tempeh in Surinam. Photo of Shurtleff and Aoyagi on inside rear dust jacket. Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549.

1075. Shurtleff, William; Aoyagi, Akiko. 1979. Using okara, whey, curds & hulls (Document part). In: W. Shurtleff and A. Aoyagi. 1979. *Tofu & Soymilk Production: A Craft and Technical Manual*. Lafayette, California: New-age Foods Study Center. 336 p. See p. 168-71. Illust. by Akiko Aoyagi Shurtleff. Index. July. 28 cm.

• **Summary:** This chapter begins: Okara (pronounced oh-KAR-uh), the insoluble residue from tofu or soymilk production (also known as soypulp or soy pulp) and whey are two byproducts of the tofu-making process.

Both can be put to a number of creative uses, which can serve as potential sources of income and utilize their nutrients. Curds can be sold at low prices for institutional use or as a ready-to-serve snack. Hulls can be ground to make soy bran.

Okara: Every pound of dry soybeans made into tofu or soymilk generates about 1.1 pounds or 2.5 cups (0.15 gallons) of well pressed, firmly packed okara, containing 76 to 80% moisture, 20 to 24% solids, and 3.5 to 4.0% protein. On a moisture free basis, this okara contains 23.6 to 24.0% protein, 8.1 to 15.2% fats, and 12.0 to 14.5% crude fiber. And it contains some 17% of the protein from the original soybeans. Not only is okara a rich source of dietary fiber, it contains higher quality protein (as measured by PER, protein efficiency ratio) than any other fraction in the tofu making process (Hackler et al., 1963, 1967), largely due to its high content of cystine, a limiting sulfur-containing amino acid. (Lysine is the first-limiting amino acid in okara.) To measure various PER values, soymilk was cold extracted and cooked at 100°C for 1 hour. The numbers in parentheses are PER values: milk casein (2.86), okara (2.71), dehulled soybeans (2.51), tofu (2.20; coagulated with glacial acetic acid), soymilk (2.11), soy whey (1.93).

In poorer countries, a majority of the okara is used as food. With the growing awareness of the importance of crude fiber in human diets, okara can be utilized in foods specially formulated with a high fiber content. Plain or with the addition of suitable flavorings, okara can easily be dehydrated on a drum dryer to make a dry staple; the Johnson Boiler Co. in Japan makes drum dryers specifically designed for drying and flaking okara. Dried okara might be able to be milled to produce a high-fiber soy flour, which could be used as is in breads or roasted like kinako. The first

three uses described below are nonfood.

**Livestock Fodder:** Most of the okara from Japanese and American tofu shops and soy dairies is fed to dairy cattle or hogs. Generally a local farmer picks it up from the shop daily in his truck and pays a small price for it (several cents a pound); in cities, some shops give it away or even have to pay farmers to truck it away. In China many makers of tofu, soymilk, or yuba run a hog farm adjacent to their shop and use the okara as a primary fodder source. Ruminants (cows, sheep, buffalo) can digest crude fiber (okara) and use it as a nutrient source. Monogastrics (chickens, hogs) cannot utilize nearly as much. While this way of using okara may be the most convenient, it is relatively wasteful of nutrients and brings only a low financial return.

**Organic Compost:** Added to a compost pile or turned directly into the soil, okara adds valuable nitrogen and organic nutrients, while helping to aerate and lighten heavy soils. Contact organic gardeners.

**Pet Food:** Okara makes a good addition to household or commercial dog or cat foods. In Japan some large factories sell much of their output to pet food manufacturers.

**Soysage:** This tasty sausage-like food, developed by The Farm in Tennessee, is now produced commercially at a number of U.S. tofu shops and soy dairies, and may be the simplest and best way to utilize okara. Packed with nutrition, it can easily be produced in large quantities.

White Wave in Boulder uses this recipe. Mix the following ingredients in a VCM-40 and blend well on low speed: 56 cups (15% gallons) okara, 21 cups each wheat germ and whole-wheat flour, 14 cups nutritional yeast, 10½ cups oil, 4 cups shoyu, 14 tablespoons each oregano, prepared mustard, and garlic, 9.3 tablespoons allspice, ½ cup salt, 6.7 tablespoons each fennel and sage, and 1 tablespoon cayenne, and a little diluted liquid smoke (hickory smoked water). (Some producers add enough soymilk to give the desired consistency.) Pack in specially made stainless steel tubes (each tube is 3 inches in diameter, 12 inches long, open at both ends, and capable of being opened and closed via a lengthwise overlap seam.) Seal both ends of tube with heavy aluminum foil. Fill a large pot with 2 to 3 inches of water, set a rack above the water, and stand the tubes upright on the rack. Steam cook at atmospheric pressure for 45 to 60 minutes, then allow to cool for easy removal. Open tube along side, slide out soysage, and cut it crosswise into 8-ounce disks, which are sold wrapped in plastic wrap. To serve, they are sliced into thin rounds and fried in oil on both sides until crisp and golden brown, then served like breakfast sausages (with scrambled tofu), used in sandwiches or pizza, or mashed and used like a vegetable pate.

Crystal Hills Tofu Shop makes several hundred pounds of soysage each week; it contains okara, whole wheat flour, wheat germ, nutritional yeast, oil, soy sauce, honey, herbs, and spices. Our favorite recipe is given in *The Book of Tofu* (Ballantine).

**Baked Goods:** Many tofu shops connected to bakeries use their okara like bran to add natural fiber and protein, and to give a crumbly texture to breads, muffins, brownies (usually made with carob), fudge, cookies (okara coconut macaroons or okara peanut butter cookies), okara & tofu gingerbread, or other baked goods. Try recipes for Wonderful Okara & Barley Flour Muffins, and for pancakes, waffles, leavened breads, and chapatias in *The Book of Tofu*. Okara might also work nicely in Japanese-style rice crackers (*senbei*). Okara contains 14.5% fiber on a dry weight basis versus only 4% for wheat bran; large amounts may cause intestinal distress in some individuals.

**Okara Tempeh:** One of the most delicious and creative ways we know of to use large amounts of okara is in the form of okara tempeh, a popular Indonesian fermented food that consists of okara (alone or mixed with soybeans) bound together into cakes or patties by a fragrant mycelium of *Rhizopus* mold. The spore starter is now available in North America and the fermentation takes only about 22 hours. The finished product, sliced and fried until crisp and golden brown, has a flavor described variously as reminiscent of “southern fried chicken,” “savory veal cutlets,” or “seafood fillets.” The concept of a tofu and tempeh shop operating together (as many do in Indonesia) is most interesting, and several tofu shops in North America are now preparing both okara and soy tempeh. For full details see our *Tempeh Production* (New-Age Foods Study Center) and *The Book of Tempeh* (Harper & Row).

**Okara Granola:** White Wave Soyfoods in Boulder, Colorado uses okara, cashews, sesame meal, safflower oil, salt, and maple syrup. For our favorite recipe, see *The Book of Tofu*. Someone should also develop an okara granola (candy) bar that is not too sweet.

**Okara Party Mix:** Develop your own using toasted okara, nuts, sunflower seeds, shredded coconut, raisins, etc.

**Soysage Pâté:** At White Wave, this pate is served in delicious sandwiches. Ingredients include: soysage, tofu, soymilk mayonnaise, mustard, celery, pickles, and sunflower seeds. It is served on onion-herb bread with alfalfa sprouts, tomato, and pickle. **Okara & Vegetable Saute:** A number of tofu shops in Hawaii and Japan use their okara to prepare this dish which is sold chilled through delicatessens or natural food stores. For our favorite recipe see *The Book of Tofu*.

**Okara Burgers:** Also called Okara & Grain Burgers these were developed by Swan Foods in Miami, Florida. Ingredients include organic brown rice, okara, carrots, onions, garlic, whole-wheat flour, corn oil, sesame seeds, rolled oats, and sea salt. Mix the okara in a VCM with dry-cooked rice (use 2 volumes water to 1 rice), plus diced onions and carrots, garlic powder, a little flour, and the remaining ingredients. Puree well, then put the mixture through a Hollymatic Burger Press; the patties, which are not as firm as burger patties, drop out on patty paper. Freeze

immediately or okara will sour. To serve, bake at 350°F for 40 minutes (or deep-fry); serve between buns or toast with trimmings. Better than soyburgers but not as good as tofu burgers. For our recipe, see *The Book of Tofu*.

**Okara Onchom:** Another popular Indonesian fermented food, onchom (also spelled ontjom) is a close relative of tempeh, made and served in the same way but using a different starter culture, *Neurospora*. The finished product has overtones of flavor reminiscent of walnuts or almonds. Starter cultures for commercial use are available in small quantities from Dr. H.L. Wang, USDA/NRRC, 1815 N. University St., Peoria, IL 61604. Preparation is described in *The Book of Tempeh*, Professional Edition.

**Other Food Uses:** Okara can be used in salads (with mayonnaise, sliced vegetables, and seasonings), in miso as a substitute for part of the whole soybeans, as a primary ingredient in dry breakfast cereals, or as a hamburger extender. Address: Lafayette, California.

1076. *Soycraft* (Greenfield, Massachusetts). 1979. “Tofu shops have sprung up like mushrooms all over North America.” A conversation with Bill Shurtleff. 1(1):58-59. Summer.

• **Summary:** “Among many of the people I know today, the beginning of a change in lifestyle and a new way of thinking about one’s own life, about one’s planet, is somehow inaugurated by a change in diet. Why should it be diet? Why shouldn’t it be clothing? I changed my way of eating and suddenly my way of looking at the world began to change. Gandhi is interesting in this sense. Gandhi set out to become an Englishman but at the height of his depression about becoming an Englishman in India, he suddenly changed his diet and that was the first step in the total transformation of himself as the person who went on to change the whole complexion of the world. The change seems to be healthy, a change towards a simpler lifestyle, a spiritual or religious attitude, a more compassionate stance. I feel diet is the very substance of our senses and brains and bodies and that by having a healthy body and clear mind, we really begin to see everything in a more sane, more real, light. I never would have believed that until I had actually experienced it for myself, having grown up on a standard American diet.

“When I went to Japan, I went as a poor student and I discovered tofu shortly after arriving there. I felt it was a delicious food. I knew it was nutritious and considered that anything that played such an important role in my diet would be of great importance, great potential interest, to the majority of people on this planet who were even poorer than I was. I felt I wanted to share what I thought was a discovery and I would share that by writing a small book, and that book, which I imagined would take six months to write, ended up taking over five years.

“How do I approach people reluctant to try tofu? I guess I approach it in a pragmatic way. I just like to serve people



our favorite recipes and most people try them, like them. They say, 'That's great! What is it?' and I say, 'Oh, its made from tofu, a staple food made from soybeans.' 'Oh, that's interesting. I've never tasted that before.' It's the same way Italian entrepreneurs introduced people to pizza. They didn't introduce them philosophically or nutritionally; people just like pizza and pizza caught on. I'm enough of a pragmatist to know that's the best way to introduce people to soyfoods in America—to introduce foods they like, and, after that, to explain to them, for instance, to those watching their weight, that soyfoods are low in calories, or to those watching their cholesterol, that all soyfoods contain no cholesterol, and to those watching their pocketbooks, that all soyfoods are relatively inexpensive. Actually, I don't ever like to convince people at all because I think the foods speak for themselves, the same way pizza does. What we're seeing now is that all over America, tofu shops last year experienced a growth rate of about twenty-five percent, which is very healthy for an industry; and that just indicates that people are discovering these foods and enjoying them.

"In the U.S. a lot of people are discovering for the first time how they can make the different soyfoods part of their daily American diets, and I want to underline the word 'American.' Today we went out to lunch and we had tofu burgers and eggless egg salad, both made from tofu and invented by the guy who runs a little restaurant here in Greenfield. People are finding ways of using soy products to make foods just like what they're used to using, except that they are free of cholesterol, low in cost, high in protein. And people somehow get an experimental sense as they tune in with tofu and that's a key part of the enjoyable thing that's happening—people have a sense of developing things themselves.

"The success continues to surprise me. We had hoped our ideas would catch on in the West, but we never imagined they would take root as quickly as they have. I think the times were ripe for this type of effort and there were many people who shared the same consciousness that I did about food; they were ready and saw the relationship between diet and world hunger, diet and health, diet and the need for simpler, lower-cost lifestyles, and all those ideas fit in beautifully with soyfoods. So, in fact, tofu shops have sprung up like mushrooms all over North America. People connect with this personally, they're taking the message to heart, going beyond what we have done. We find ourselves once again in the position of being students, learning from the people who maybe have gained some of their original inspiration from us and done a great deal of researching on their own.

"There is a very definite relationship between the way people eat and hunger on planet earth. In the U.S. today, fifty percent of the farmland is used to grow food for animals. In a world in which fifteen million people die each year of starvation, a country that has the capacity to produce food

the way we do, is using fifty percent of its land to grow food for animals. The crops being used are corn, soybeans, oats, and wheat, in that order. This pattern of food misuse is a pattern that was pioneered in America and today America is still the world's leading developer of this wonderful way of turning abundance into scarcity.

"When did it start? Basically, it started during the 1950's when American farmers had huge surpluses of basic agricultural crops. People began to ask, what can we do with these surpluses that will convert them from a problem into an asset? and they developed what is called the *feedlot system*. This means you take cattle off the rocky hillsides and hill tops—places where crops couldn't be grown yet cattle made good use of the land by converting grass into food—and put them into huge feedlots, or corrals. You begin taking all the extra soybeans, corn oats, and wheat and feeding them to the livestock. But in this process, it takes eight pounds of grain protein to produce one pound of livestock protein; basically, you're converting grain protein at only twelve percent efficiency, or at an eighty-eight percent loss. The most inefficient of all processes is raising the feedlot steer, the prime candidate of the American Steak Religion. In order to produce one pound of feedlot steer protein, you have to feed the animal fifteen to twenty pounds of grain. That means ninety-five percent of the earth's bounty is being wasted.

"The point is that in a world where hunger is becoming more and more a grim reality in the lives of many people, we have to return to the traditional pattern of eating directly the food Mother Nature provides us with. The problem is not that the earth is unable to provide humans with enough food. The problem is that humans have developed a system that makes gross misuse of the food and one of the best examples in the U.S. is the misuse of the soybean. We have never really learned all the wonderful things you can do with soybeans and, in a sense, I felt like I was discovering this first hand when I went to Japan. Other people have felt the same thing and all of us are working to introduce these soyfoods to Americans. In using soybeans directly as food rather than running them through animals, we simply liberate ninety-five percent more food."

1077. *Soycraft (Greenfield, Massachusetts)*. 1979. Successful soyfoods booth at Detroit Symposium. 1(1):6. Summer.

• **Summary:** The Soy Plant of Ann Arbor, Michigan, dispensed a lavish array of soyfoods at the Detroit Symposium on Humanity, held at the University of Detroit, from March 30 to April 1. The Soy Plant's theme was "Soybeans Can Feed the World."

The Soy Plant prepared tahini-tofu spread sandwiches, missing-egg salad sandwiches, and Sloppy Barney's (half soysage and half tofu) served in pita bread with sprouts. They also had four flavors of tofu pies (banana, strawberry, peanut, and cheesecake), and peanut butter balls (made with okara, sweet white miso, and tofu). According to

Dan Ecclestone, who helped man the Soy Plant booth, the purpose was to demonstrate the wide flexibility of tofu. “It was fantastic, the acceptance was very good. We were surely the most talked about booth at the exhibition.” In total, they sold 450 sandwiches and 200 tofu pies.

1078. *Soycraft (Greenfield, Massachusetts)*. 1979. Soyfoods at San Francisco’s New Earth Exposition. 1(1):4. Summer.  
 • **Summary:** The Soycrafters Association of North America was offered the free use of a booth at the New Earth Exposition in San Francisco from March 15-18. The booth was manned by Bill Shurtleff, Akiko Aoyagi, Larry Needleman, and friends from Quong Hop Tofu Company. Over 50,000 people attended the exposition and an estimated 12,000 visitors stopped by the booth and tasted free samples of Creamy Tofu Dip and slices of Tofu Burgers and Teriyaki Tofu, all prepared by Quong Hop. Over 6,000 “What is Tofu?” pamphlets were given away and Bill Shurtleff gave two one-hour slide presentations about soyfoods, protein, and world hunger on the main Exposition stage to an audience of 400. Down the aisle, the Gilman Street Gourmet had a large booth where over 3,000 tofu burgers were sold while The Farm [Farm Foods] sold delectable soymilk ice cream (Soy Ice Bean), tofu salad [like an eggless egg salad], and tofu cheesecake.”

1079. **Product Name:** Marinated Tofu Cutlets.

**Manufacturer’s Name:** White Wave.

**Manufacturer’s Address:** 3869 Walnut St., Boulder, CO 80301.

**Date of Introduction:** 1979 July.

**Ingredients:** Firm tofu. Marinade: Shoyu, water, granulated onion, granulated garlic, dark (toasted) sesame oil, powdered ginger, cayenne.

**How Stored:** Refrigerated.

**New Product–Documentation:** Recipe for this non-fried product is given by Shurtleff & Aoyagi. 1979. *Tofu & Soymilk Production*. p. 166.

1080. Redrupp, Jackie. 1979. ‘We must return to getting protein from the earth.’ *Democrat and Chronicle (Rochester, New York)*. Aug. 4. p. 12C. [2 ref]

• **Summary:** About the work of William Shurtleff and Akiko Aoyagi with tempeh. A photo shows Akiko standing by a skillet with a freshly-made tempeh burger. The Shurtleffs are on the East Coast to attend the second annual Soycrafters of North America Conference at Hampshire College, Amherst, Massachusetts; it was attended by about 230 people. Greg Weaver, a partner in The Tofu Shop, 686 Monroe Avenue, the soy delicatessen of the Northern Soy Tofu Company of Rochester, attended the conference and invited Shurtleff to Rochester to sample the deli’s selection of soyfoods and to share ideas about the production and marketing of tempeh. Contains 3 favorite recipes from *The Book of Tempeh*.

Address: D&C Food Writer.

1081. Flinders, Carol. 1979. Tofu, a soyfood, captures food writer’s interest: Notes from Laurel’s Kitchen. *Hartford Courant (Connecticut)*. Aug. 8. p. 2A.

• **Summary:** This article is almost identical to one by the same writer titled “Soybean key to world food plight? Notes from Laurel’s Kitchen” published in *Rocky Mountain News* (Denver, Colorado) on May 16 (p. 24A).

1082. *Lowry Airman (Denver, Colorado)*. 1979. Soyburgers pass (mostly) ‘gourmet’ test. Aug. 31. \*

• **Summary:** Note: Lowry Airforce Base is located near Denver, Colorado.

1083. Simonds, Nina. 1979. Chinese cuisine: Soybeans. *Gourmet* 39:28-29, 74-77. Aug.

• **Summary:** After a brief history of soya in China, gives recipes for: Fried soybeans [soynuts]. Sweet soybean milk. Stir-fried soybean sprouts red-in-snow (incl. how to sprout soybeans). Braised soybeans and meatballs. Sparerib and soybean sprout soup. Stuffed wheat gluten balls with soybean sprouts (*Mien Chin Jou Yüan*). Braised bean sticks [*fu tsu*; dried yuba sticks] with black mushrooms. Buddha’s delight (*Lo Han Su Ts’ai*). Stuffed bean curd rolls. Sweet-and-sour fish in bean milk skin [yuba]. Bean milk skin (*fu p’i*) and eggplant rolls.

1084. Harris, Michael. 1979. Tofu: A North Country kitchen produces about a ton of this protein-rich soybean curd every week. *New Hampshire Times (Concord, NH)* 9(14):22-23. Sept. 19. [1 ref]

• **Summary:** Crystal Hills Tofu Shop, a small but thriving operation in the tiny northern town of Bethlehem, New Hampshire, converts certified organically grown soybeans from Minnesota into about 1 ton of tofu every week. The founding partners, Pat and Jay Gibbons, both of Bethlehem, are “two energetic, forward-looking and unusual people who nurture a vision of tofu-based diets in a world of plenty for all.” She was formerly a New York City schoolteacher and he a London researcher for Amnesty International. Even before they met, both were vegetarians on the path of New-Age consciousness. In 1974 they moved to The Farm in Tennessee and there learned about soy crafting for the first time. After leaving The Farm, they moved to Bethlehem and started by making tofu at home. Then two years ago (1977) they decided to start a commercial tofu shop. The biggest impetus to the growth of the tofu industry was publication of *The Book of Tofu*, which not only tells what tofu is and how to make it, but also provides technical instructions for starting and operating your own soy dairy. Today Crystal Hills has two full-time and two part-time employees in addition to Pat and Jay. The process for making tofu at Crystal Hills is described in detail. The company also makes



Soysage. Pat and Jay plan to open a soy deli in Bethlehem next year. All tofu sales are in bulk, shipped in plastic buckets to retail outlets. Photos show Jay and Pat, with their equipment (all made in New Hampshire) and two workers. Recipes are given for Breaded tofu sticks, French dressing, Bulgur casserole, Tofu-vegetable pie.

1085. *Lehigh Times News (Pennsylvania)*. 1979. Soyburgers are here. Sept. 24. \*

1086. **Product Name:** Soysage Rolls (Meatless Sausage Rolls).

**Manufacturer's Name:** Cheryl Grimshaw Soyfoods.

**Manufacturer's Address:** Yandina, QLD, Australia.

**Date of Introduction:** 1979 September.

**New Product–Documentation:** Cain. 1981. Soyfoods. Summer. p. 43. "From Australia: Soysage Rolls Join the Take-Out menu."

1087. Esko, Wendy. 1979. Introducing macrobiotic cooking. Tokyo: Japan Publications. 144 p. Foreword by Aveline Kushi. Preface by Edward Esko (both written June 1978). Illust. by Bonnie Harris. Index. 26 cm. Reprinted in 2006 by Square One Publishers (Long Island, NY, 240 p.).

• **Summary:** The author was introduced to macrobiotics in upstate New York in about 1971. This is her first book on macrobiotics. It was originally published under the title of *An Introduction to Macrobiotic Cooking* by the East West Foundation, 17 Station Street, Brookline, Massachusetts 02146. Though copyrighted in 1978, the first edition appeared in Sept. 1979. The fourth printing was May 1981.

The chapter titled "Beans including tofu and natto" gives descriptions of and recipes for making: Japanese black beans (black soybeans, p. 54; "These beans are therapeutic for the sexual organs and will relieve an overly yang condition caused by too much animal food or fish.") Soybeans (p. 54. "These beans are the most yin of the bean family... It is recommended that soybeans be eaten only occasionally as a separate side dish. Because they are very yin, they should be cooked with yang vegetables such as lotus root or burdock, for balance. The best way to eat soybeans is in the form of *tofu*, *okara*, *natto*, *tempeh*, and, of course, miso and tamari.") Tofu, and Homemade tofu (curded with nigari, p. 54-55). Okara (p. 55-56). Tofu and corn. Tofu, onions and water cress. Dried tofu (dried-frozen, p. 57). Yuba (dried soy milk; how to make at home). Vegetables and dried soy milk (p. 57). Ganmodoki (Tofu and jinenjo patties, p. 57-58). Natto (description and how to make at home, p. 58-59).

Other soy-related recipes include: Tofu soup (p. 68). Miso soup (p. 69-70, basic, or quick). Watercress miso soup (p. 71). Daikon and sweet rice dumpling soup (with miso). Chinese cabbage and tofu miso soup (p. 71). Aveline Kushi's miso stuffed lotus root (p. 86). Tofu dressing (p. 91). Miso-tahini spread (p. 92). Miso-sesame spread (p. 92). Miso-

lemon sauce (p. 93). Tofu dip (p. 93). Miso with scallions (p. 95). Tamari (description, p. 95). Tekka (made with Hatcho miso, p. 96). Miso pickles (p. 100-01). Tamari pickles (p. 101). Tofu plaster (p. 130). Ume-Sho-Kuzu drink (with umeboshi, tamari and kuzu, p. 131). Ume-sho-bancha (with tamari, p. 131). Use of tamari, miso, and tekka (p. 132).

Also includes instructions for making amasake at home (p. 116; it is a natural sweetener made from fermented sweet rice), and a recipe for Amasake bread (p. 107), instructions for making seitan at home (p. 46-47, using 3½ lb of hard spring or hard winter whole wheat flour; spring wheat flour produces a much softer texture of seitan than the winter variety), and recipes for seitan stew, seitan-barley soup, sauteed vegetables and seitan, stuffed cabbage with seitan, and seitan croquettes (p. 47-49), plus recipes for leftover seitan (p. 125). Address: East West Foundation, near Boston/Cambridge, Massachusetts.

1088. Cadwallader, Sharon. 1979. Soy bean curd has many uses. *Capital Journal (Salem, Oregon)*. Oct. 3. p. 11F.

• **Summary:** This introduction to tofu begins: "By now many readers have heard of tofu, the curd or cheese made from soy beans. It is usually sold in sealed plastic boxes and found in the cold produce section of the supermarket or sometimes it is in the dairy section." Contains recipes for: Tofuburgers. Tofu & spinach stuffed manicotti. Spicy skillet bake.

1089. *Greenville News (South Carolina)*. 1979. Protein-packed tofu popular meat substitute. Oct. 4. \*

1090. *Daily Argus (Mount Vernon, New York)*. 1979. Protein rich tofu gains popularity as meat substitute. Oct. 10. \*

1091. *Tarrytown News (New York)*. 1979. Protein rich tofu gains in popularity as meat substitute. Oct. 10. \*

1092. Frank, Phil. 1979. Travels with Farley: Bean curd? (Cartoon). *San Francisco Chronicle*. Oct. 20. p. 48.

• **Summary:** A family is sitting around the dinner table. A man looks down at his plate with a puzzled look on his face and asks "Bean curd?" The woman sitting next to him replies "Tofu! It's very good for you. It gives you as much protein as the meat you're used to eating." A second man is tasting it with a dubious look on his face. The child at this table of 4 says enthusiastically, "Make it look like meat, Mom." The second frame shows only the first man and the woman. To the horror-stricken man who is still staring at his plate, the woman says heartily, "I can shape it to look like a drumstick or a hamburger patty if that'd help. Tofu can be molded into any shape..." The last frame shows all 4 people, the first man now angry, the second bewildered, and the child smiling as the woman gleefully states, "Starchild taught me that."

Note: This is the earliest cartoon seen (Oct. 2001) that mentions soy.

1093. Carlin, Margaret. 1979. Soy to the world! Tofu is cheap, nutritious and low in calories. *Albuquerque Tribune (New Mexico)*. Oct. 23. p. B-1. [1 ref]

• **Summary:** About Southwest Soy Foods. “Tofu has fed Orientals for thousands of years, and now Americans are learning to appreciate the bland white nutritious stuff.

“Tofu is bean curd, a custard-like cake made from curdled soybean milk. It is cheap, high in protein, low in calories and saturated fats and it has no cholesterol. Anybody trying to lose weight can enjoy tofu with a clear conscience.

“Tofu is practically tasteless so it blends well with other flavors. It is delicious fried, baked in souffles and casseroles, broiled, scrambled and made into burgers, tacos, enchiladas, tamales, lasagna and almost anyway you like.” Tofu mayonnaise is good tasting but low in calories.

“Tofu is showing up on vegetarian restaurant menus, health food store shelves and in Oriental shops and supermarkets as well.” Stephen and Kathryn Bennett Clarke own Southwest Soy Foods in Santa Fe, New Mexico. It started only 18 months ago but now makes more than 2,400 pounds/week of tofu. Their tofu is also sold in Albuquerque. “Mrs. Clarke wandered into the world of tofu because her daughter, Madena, 9, was allergic to milk.” She learned about soy milk and before long she was making her own tofu.

“She and her husband also were inspired by ‘The Book of Tofu,’ by William Shurtleff and Akiko Aoyagi (\$6.95), a book widely regarded as definitive. When it was published a few years ago, the book created an explosion of interest in tofu, and resulted in the opening of many tofu shops throughout the country, including the Clarke venture in Santa Fe.” “Tofu costs from \$1.09 to about \$1.20 a pound.”

Of course, if you make your own tofu at home it costs much less. “An Albuquerque engineer, Al Geduld, has designed a wooden tofu maker [tofu kit] which sells for \$20.”

Recipes from Kathryn Clarke include: Tofu mayonnaise. Missing egg salad. Ruthie’s tofu / seafood stir fry. Tofu protein pops. Photos show: (1) Overhead view of Stephen Clarke stirring soy milk before adding the curdling agent. (2) Stephen Clarke, Kathryn Clarke, and Thalia Plantian, standing behind a sink in which their tofu is cooling. Address: Tribune Accent Editor.

1094. *Loveland Reporter Herald (Colorado)*. 1979. What’s cooking? Onion tofu casserole and oatburgers. Oct. 23. \*

1095. Frank, Ellen Perley; Rubenstein, Judith. 1979. Tofu power: Protein for a small planet. *New Age Journal (Boston, Massachusetts)*. Oct. p. 52-53.

• **Summary:** About the New England Soy Dairy and tofu. “It may just turn out to be the most popular food of the ‘80s. You can fry it, freeze it, blend it, bake it. It can serve as the

basis of dishes ranging from cheesecake to fake burgers. In the past three years this lightweight white blob has jumped from the confines of Chinese restaurants to become a near-staple in many American homes.” Tofu is “blocks of intense protein made from soybean curds.”

Two years the co-founders of the Soy Dairy, Ira Leviton and his wife Kathy, were running a natural-foods bakery “when they read the tofu-eater’s bible, William Shurtleff and Akiko Aoyagi’s *The Book of Tofu* (Autumn Press, 1975) and got tofu fever. Five people banded together and built the tofu shop... Since *The Book of Tofu* was first published, fifty tofu shops have sprung up around the country.” Photos show: New England Soy Dairy owners Tom Timmins, Kathy Leviton, and Ira Leviton standing behind a large, round tank in which cakes of tofu are soaking. Richard Leviton pressing tofu. A worker removing the cloths from large sheets of pressed tofu. Address: 1. Writer for New Age; 2. An ace tofu chef.

1096. **Product Name:** Henley Vegetable Goulash, Vegetable Curry, Vegetable Chili, Vegetable Casserole (All natural soy protein meals).

**Manufacturer’s Name:** Lanzi Candy Co. (Importer).

**Manufacturer’s Address:** 2452 N. Sheffield, Chicago, IL 60614.

**Date of Introduction:** 1979 October.

**New Product–Documentation:** Ad (½ page, brown, black, and white) in *Vegetarian Times*. 1979. Sept/Oct. p. 51. “Nothing inside... Just four great tasting international vegetarian dishes.”

Letter from Arlen S. Gould, president, Lanzi Candy Co. 1982. July. They are no longer stocking the Henley line due to poor sales.

1097. Universal Press Syndicate. 1979. Cathy (Cartoon). *Unknown newspaper*. Nov. 19.

• **Summary:** This 4-part cartoon begins with a mother and daughter standing by the kitchen refrigerator. Daughter: “It’s 3 days before Thanksgiving, mom. Why is your refrigerator full of bean curd?” Mom: “Oh, didn’t I tell you? I’ve become an Earth Mother.

“My consciousness-raising group has decided to celebrate our pioneer spirits with an all-natural feast this year.

“We feel that a self-basting turkey in a self-basting oven is simply no longer an expression of the real me.”

Daughter: “Is bean curd an expression of the real you?” Mom: “Please sweetie... You’re wadding up our main course” (as the daughter crushes a blob of tofu in her left hand).

1098. Donovan, Sharon. 1979. Hamburger fans use something other than meat between buns. *Houston Chronicle (Texas)*. Nov. 22. Section 4. p. 17. \*



• **Summary:** Some hamburger chain restaurants are testing vegetarian burgers and salad bars as additions to their menus.

1099. **Product Name:** Soysage. Briefly renamed Soy Loaf in the early 1980s.

**Manufacturer's Name:** Northern Soy.

**Manufacturer's Address:** 30 Somerton St., Rochester, NY 14607. Phone: 716-442-1213.

**Date of Introduction:** 1979 November.

**Ingredients:** Incl. okara.

**New Product–Documentation:** Talk with Andy Schecter of Northern Soy. 1991. Feb. 5. This product was launched as Soysage in Nov. 1979 at 30 Somerton St. For a short time in the early 1980s the name was changed to Soy Loaf, then the company “decided to stop bucking the tide, and changed the name back to Soysage. The product was discontinued about 2 years ago, then re-introduced in 1990.”

1100. Worthington Foods, Inc. Div. of Miles Laboratories, Inc. 1979. Product catalog: Introducing the finest in vegetable protein foods. Worthington, Ohio. 8 panels. 24 cm.

• **Summary:** A brief description of each vegetarian product is given and one color photo shows all the packages and labels. The products are grouped as follows: Canned (20 products): Veja-Links, Non-Meat Balls, Sliced “Beef” Style, FriChik, Sliced “Chicken” Style, Diced “Chicken” Style, Worthington 209, Vegetable Steaks, Choplets, Cutlets, Veja-Bits, Super-Links, Chili, Saucettes, Vegetarian Burger, Vegetable Skallops, Protose, Numete, Prime Stakes, Sandwich Spread.

Dry (3 products): GranBurger, Soyamel (Regular, fortified, or lowfat), Kaffree Tea (Original, Mint, or Spicy Orange).

Frozen (20 products): Meatless “Chicken” Style, Chic-Ketts, “Chicken” Style Pie, “Beef” Style Pie, Tuno Pie, Wham, Stakelets, FriPats, Fillets, Tuno, Meatless Salami, Corned “Beef” Style, Smoked “Beef” Style, Smoked “Turkey” Style, Prosage, Vegetarian Egg Rolls, Stripples, Meatless “Beef” Style, Bolono, Croquettes. Address: Div. of Miles Laboratories, Inc., Worthington, Ohio 43085.

1101. *SoyaScan Notes*. 1979. Chronology of soybeans, soyfoods and natural foods in the United States 1979 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. Yvonne and Irene Lo incorporate The Soya Bean Products Co., N.A. in San Francisco as a marketing company and immediately begin to import and distribute Vitasoy, the world’s most popular soymilk, to Canada from their parent company in Hong Kong. It is not yet sold in America due to an FDA ban on aseptic Tetra Pak cartons.

Jan. Soycrafters Association of North America headquarters moves to Colrain, Massachusetts. Richard Leviton takes over as Director. Decides to edit and publish *Soycraft* magazine.

Jan. “The Soyfoods Revolution” published as a cover story by *Whole Foods* magazine.

Jan. 15-18. Second International Workshop on Low-Cost Extrusion Cookers held in Dar es Salaam, Tanzania, with 43 participants.

Feb. Takai catalog of large scale equipment published.

Feb. 9. Judith Rubenstein, institutional consultant for the New England Soy dairy, initiates a correspondence with Carol Tucker Foreman, Director of Child Nutrition programs at USDA, on the subjects of tofu standards and acceptance of tofu in USDA Child Nutrition Programs, including the school lunch program. Four letters are exchanged between Feb. and Aug. 1979. This is the start of work of tofu standards and tofu in school lunch programs.

Feb. *Natural Foods Merchandiser* magazine starts publication, founded by Doug and Karen Greene.

March 11. KOPTI is founded in Indonesia. It soon functions as an active, effective trade association for Indonesian tempeh and tofu manufacturers. By June 1986 it has more than 12,000 members from 40 cooperatives, and is promoting mechanization of production.

March. Soycrafters Assoc. and Quong Hop & Co. have adjoining booths at the New Earth Expo in San Francisco. 6,000 people sample free tofu burgers, tofu chip dips. Farm Foods sells Ice Bean (soymilk ice cream) and tofu cheesecakes. Gilman Street Gourmet sells tofu burgers.

March. Oak Feed Miso Company founded by Sandy Pukel, John Belleme, and Barry Evans. Joe Carpenter, Michio Kushi, and James Kenny are also involved. It is soon renamed American Miso Co.

March 26-29. World Soybean Research Conference II held at North Carolina State University. The 897-page proceedings, edited by F.T. Corbin, are published in 1980.

March. Food Protein Council holds International Soybean Fair in Washington, D.C. Many Congressmen, consular officials, etc. attend and sample soy protein products and tofu dips.

March. The Ohio Miso Company, founded by Thom Leonard and Richard Kluding, begins production in Ohio. America’s first Caucasian-run miso company.

March. Richard Leviton takes a 3-week soyfoods research trip to the Midwest. Establishes many important contacts.

April. *New England Soy Dairy Product and Merchandising Guide* published.

April 12. “Good Old Bean Curd Is Suddenly Popular, But You Call It Tofu” by W.M. Bulkeley published as a front page article in *The Wall Street Journal*.

May 24. “The Americanization of Bean Curd,” an expansion of Bulkeley’s April article, published in the *Washington Post*.

May. Quong Hop & Co. in San Francisco introduces vacuum packed firm tofu, tofu cutlets, tofu burgers, and teriyaki tofu. Each of the latter three products is the earliest

known product of its type in America.

June. *The Tofu Cookbook* by Kathy Bauer and Juel Andersen published by Rodale Press.

June 29. An internal FDA memorandum is prepared by FDA headquarters personnel to set forth the agency's views on the attributes of tofu. Publication of a "pull date" on tofu packages is encouraged.

July. Farm Foods starts national advertising of tempeh starter and tempeh kits.

July. David Mintz, owner of Mintz's Buffet, a kosher Jewish deli in New York City, first learns of tofu from Pesach Lazaroff, a young Jewish vegetarian. That summer Lazaroff spends many hours working with Mintz as a paid consultant, developing kosher tofu recipes. Mintz later becomes rich and famous for developing Tofutti, a soy ice cream.

July. *The Book of Tempeh*, by Shurtleff and Aoyagi published by Harper & Row in both large-format paperback and professional hardcover editions. The world's first book about tempeh.

July. *Tofu & Soymilk Production*, by Shurtleff and Aoyagi published by The Soyfoods Center. This is the first book to use the term "soyfoods" in English.

July 17. "Tofu—The Oriental Way to High-Protein, Low-Calorie Meals" published by *Family Circle*.

July 23. Judith Rubenstein (see Feb. above) writes the Commissioner of the FDA requesting that the agency establish a standard of identity for tofu. She notes that the Director of Nutrition and Technical Services for USDA suggested that FDA give top priority to this issue. Issues of imitation tofu products and bacterial contamination are raised.

July 26-29. Second Soycrafters of North America Conference: "Producing and Marketing Soyfoods," held at Hampshire College, Amherst, Massachusetts, organized by Richard Leviton and financed on a shoestring. A major milestone for the U.S. soyfoods industry. 230 people attend and the content is a great success, but Leviton loses \$1,000 on the venture. The first issue of Soycraft magazine, written and published (1,900 copies) by Leviton, is distributed at the conference. In the keynote address, Shurtleff notes that the biggest challenges facing the industry are to build a strong trade association with adequate funding, and to develop soyfoods standards.

July. *Alimentacion Integral Para Una Vida Plena: Los Mil Usos de la Soya (Integral Nutrition for a Full Life: The Thousand Uses of Soya)*, by Blanca Dominguez published by Editorial Posada in Mexico. The country's first book on soyfoods.

Aug. Robert Rodale and Rodale Press gives strong support to *Soycraft* magazine, with ads and a nice mention in an article, which brings in 135 subscriptions in November.

Sept. The Soycrafters Apprenticeship Program is started by Luke Lukoskie at Island Spring, Vashon, Washington. Here people can spend about 3 weeks getting hands-on

experience in making tofu, soymilk, and tempeh.

Sept. Tempeh Works, America's first Caucasian-run commercial tempeh shop in a commercial building and making only tempeh, starts production in Greenfield, Massachusetts. Founded and run by Michael Cohen.

Sept. Many articles about the Amherst Soyfoods Conference published in national magazines, such as *New Age*.

Sept. New England Soy Dairy opens America's first in-house tofu & soymilk sanitation laboratory.

Sept. "Chinese Cuisine: Bean Curd" by Nina Simonds published in *Gourmet* magazine.

Nov. 26. A fire destroys Eden Foods warehouse and \$800,000 inventory. The company, struggling for life, moves to rural Clinton, Michigan.

Oct. The Great American Tofu Cookbook by Patricia McGruter published by Autumn Press.

Dec. Rodale Press contacts Richard Leviton to announce plans to do a Soybean Newsletter, with Leviton as editor. The idea later falls through.

Dec. *Frijol Soja* (Soybeans) published in Peru by INTSOY.

Dec. *The Soysage Cookbook*, by Cloud and Burdett self-published in Vermont.

\* San-J tamari starts to be imported to America from Japan.

\* California and Maine become the second and third states to enact organic labeling laws. California's becomes a model and a standard for many other similar laws, and it is cited on many soyfood product labels. By 1988 there are 12 states with organic laws, and 5 more planned.

\* Tofu production in Japan tops 1.1 million metric tons for the first time.

\* Soybean research in America begins to shift from emphasis on production to emphasis on utilization.

\* Syntex corporation of Palo Alto, California, recalls its soymilk Neo Mull Soy after it is found to be missing a key nutrient, chloride. Many children who used this product were mentally damaged.

\* Lauhoff Grain Corp. acquired by Bunge.

\* 1979-82. Years of the "salt craze." Growing concern with the level sodium in American food products begins to hurt sales of miso and shoyu. Continued.

1102. Soy Plant (The). 1979. Tofu gratuity (Leaflet). Ann Arbor, Michigan. 1 p. Undated. 11 x 9 cm.

• **Summary:** This tiny, hand-lettered "take one" reads: "Gift certificates may be purchased at a 10% discount through January 31st 1981. Visit our retail store, 211 E. Ann, Ann Arbor, Michigan. 663-0500." An illustration shows a wheel with spokes; on each spoke is written: Tempeh, soysage, tofu, soymilk, miso. Across the diameter: "Soy foods for body & planet." In large letters across the bottom: "The Soy Plant." Address: 211 East Ann St., Ann Arbor, Michigan.



Phone: (313) 663-0500.

1103. White Wave Soy and Natural Foods. 1979. Product price list: Winter. 3869 Walnut St., Boulder, CO 80301. 6 panels. Catalog. Dec.

• **Summary:** Soyfoods: Nigari tofu (bulk, packaged, doufu [extra firm Chinese style]). Salad dressings (mellow miso salad dressing, hearty miso salad dressing). Tempeh. Soysage. Tofu Mayo. Savory baked tofu. Polar bean (banana-carob soy ice cream).

The company also sells sesame products (raw tahini, roasted tahini, sesame butter, sesame salt), peanut butters (salted or unsalted; crunchy natural, creamy natural, Valencia {crunchy or creamy}), more nut and seed butters (roasted almond butter, raw cashew butter, roasted cashew butter, roasted sunflower butter), and tamaried nuts and seeds (tamaried almonds, tamaried cashews, tamaried Spanish peanuts, tamaried sunflower seeds, and tamaried nut mix [a blend of peanuts, sunflower seeds, cashews, and almonds]). Note: This is the earliest English-language document seen (April 2012) that uses the word “tamaried” to refer to nuts and seeds that have been seasoned with tamari soy sauce and then baked.

“White Wave was founded in 1977 upon the principle of supplying the Rocky Mountain region with high quality protein foods. As these foods are an extension of our own lifestyles, we offer only products we personally feel are wholesome and nutritious. It is our pleasure to guarantee the quality of all our products. All foods carrying a White Wave label are made solely by us. We thank you for supporting our business. The Folks at White Wave.” Address: White Wave, 3869 Walnut St., Boulder, Colorado. Phone: 303-443-3470.

1104. **Product Name:** Captain Organic Vital Burgers (Meatless Burgers).

**Manufacturer’s Name:** Captain Organic.

**Manufacturer’s Address:** P.O. Box 606, Hermosa Beach, California.

**Date of Introduction:** 1979.

**Ingredients:** Incl. tofu, lentils, rice.

**Wt/Vol., Packaging, Price:** Paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Andrew Harrison, President, Heart & Soul, Common Objective Inc. 1991. Nov. 27. This frozen veggie-burger, introduced in 1979, was the first soy product he ever developed. It was on the market until 1983, made with tofu, lentils, and rice. Another similar product of his was made with garbanzos, zucchini, and millet; it contained no tofu. He made the products in his own plant, and bought the tofu from Mr. Yamauchi of Hinode Tofu Co. He mixed the ingredients, put them through a patty machine, and then froze them. They were not fried. On the package was a cartoon of Captain Organic. Andrew’s forte is sales and marketing; he has worked with distributors and

brokers in the natural foods industry for 12 years. In the early days he worked with a yogurt company named Natural and Kosher, then went to a distribution company named Nature’s Food Farms, then spent 4 years at a brokerage named MBA and Associates where he represented a lot of soy lines like Legume and Pizsoy. In 1988 he went to Westpico Foods, which is a kosher poultry and secondary frozen supermarket distributor and he got a lot of perishable natural foods into supermarkets in southern California. From there he started Heart and Soul because he was competing against Cedarlane and Soy Power, who had their brands. One he was a vicious competitor of Cedarlane; now he works very closely with them.

1105. **Product Name:** Granose Dinner Balls: Savoury Protein Balls in Sauce.

**Manufacturer’s Name:** Granose Foods Ltd. (Distributor). Made in Denmark by Nutana Helsekost.

**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1979.

**Ingredients:** Textured soya protein, wheat protein, soya oil, bread crumbs, oat flakes, egg white powder, vegetable margarine, wheat flour, maize starch, salt, yeast, hydrolysed vegetable protein, onion powder, herbs, celery powder, spices, monosodium glutamate.

**Wt/Vol., Packaging, Price:** 400 gm (14 oz) can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Manufacturer’s catalog.

1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. Label. 1980, undated. 9.5 by 4.25 inches. Full color, mainly beige, blue, and white. Photo shows balls in a casserole. “Ready to serve. Heat in a pan and serve with potatoes and other vegetables, or make into a casserole.” Labels in Danish, Dutch, and Finnish.

Form filled out and Label sent by Granose Foods Ltd. 1990. June 13. States that the product, made by Nutana, was introduced in 1979. Can Label. 1990. 9.5 by 4 inches. Photo of the prepared dish with many meatlike balls on a plate atop a bed of rice, surrounded by green beans, against a brown background. Ingredients: Water, gluten, textured soya protein, vegetable margarine, soya bean oil, oat meal, wheat flour, egg white powder, vegetable stock, modified starch, onion powder, celery powder, curry, marjoram, peanuts, rolled barley, sweet basil, sea salt. Serving suggestion: Granose Dinner Balls are ready to serve. Heat in a pan and serve with potatoes and other vegetables, or make into a casserole. Ideal for lunch and dinner. Send 9”x6” SAE for FREE recipe book.

1106. **Product Name:** Granose Frikalets. Soya Rissoles in Onion Sauce.

**Manufacturer’s Name:** Granose Foods Ltd. (Marketer).



Made in Denmark by Nutana Helsekost.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1979.

**Ingredients:** Rissoles: Textured soya protein (textured soy flour), oat flakes, onion, egg white powder, hydrolised vegetable protein. Sauce: Onion, soya oil, wheat flour, maize starch, soya sauce, salt, hydrolised vegetable protein, yeast, spices, monosodium glutamate.

**Wt/Vol., Packaging, Price:** 425 gm (15 oz) can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Manufacturer's catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. Label. 1980, undated. 9.5 by 4.25 inches. Full color, mainly beige, blue, and white. Photo shows 2 burgers or rissoles with peas and carrots. "Ready to serve. Granose frikaletts need only to be heated in their own sauce. Serve with potatoes and other vegetables for an easily prepared meal." Labels in Danish, Dutch, and Finnish.

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Nutana, was introduced in 1979. It has been discontinued.

1107. **Product Name:** [Seitan Burger].

**Foreign Name:** Seitanburger.

**Manufacturer's Name:** Jonathan P.V.B.A.

**Manufacturer's Address:** Holleweg 113, 2180 Ekeren (near Antwerp), Belgium.

**Date of Introduction:** 1979.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter (fax) from Jos van

de Ponsele and Magda Verfaillie of Mycelia b.v.b.a. in Gent, Belgium, in response to an inquiry. 1992. July 6. This product was introduced in 1979 as a fresh product. Jonathan was located in a garage at Holleweg 53, 2180 Ekeren, Belgium.

Label sent by Jos van de Ponsele. 1988. 6.25 by 10.5 inches. Card stock. This card-stock sleeve fits over the product. Color photo of seitan with various vegetables with item name in white on orange. The product is now named "2 Seitanburgers in Tomato Sauce—in Tomatensosse." "Vegetable product."

1108. **Product Name:** Tofu Pudding [Carob, Sweet Potato, or Coconut], and Soysage.

**Manufacturer's Name:** Lecanto Tofu.

**Manufacturer's Address:** P.O. Box 444, Lecanto, FL 32661.

**Date of Introduction:** 1979.

**New Product–Documentation:** Talk with Marvel Huffman. 1988. May 17.

1109. **Product Name:** Loma Linda Linketts, Little Links, Big Franks (Meatless Hot Dogs).

**Manufacturer's Name:** Loma Linda Food Co.

**Manufacturer's Address:** 11503 Pierce Place, Arlington, California.

**Date of Introduction:** 1979.

**New Product–Documentation:** Recipe booklet. 1979. Big Franks now made with textured soy protein. Enhanced versions of these products with the same names were introduced in 1963, 1963, and 1966, respectively.

Note: This product was first introduced in 1953, but did



not contain textured soy protein at that time.

**1110. Product Name:** Loma Linda Sizzle Links (Meatless Frankfurters).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1979.

**New Product–Documentation:** Recipe booklet. 1979.

**1111. Product Name:** Loma Linda Salami (Meatless).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1979.

**Ingredients:** Wheat gluten, soy protein isolate, water, corn oil, egg whites, corn starch, salt, dried yeast, natural (vegetable) flavors, soy protein concentrate, dextrose, onion, artificial flavors, garlic, guar gum, caramel color, soy lecithin, spices, artificial colors, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**How Stored:** Frozen.

**New Product–Documentation:** Recipe booklet. 1979, dated.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

**1112. Product Name:** Loma Linda Tender Cuts?

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1979.

**New Product–Documentation:** Recipe booklet. 1979, dated.

**1113. Product Name:** Loma Linda Breakfast Sausage (Meatless).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1979.

**New Product–Documentation:** Recipe booklet. 1979, dated.

**1114. Product Name:** Loma Linda Sizzle Franks (Meatless Hot Dogs Based on Spun Soy Protein Fiber).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92505.

**Date of Introduction:** 1979.

**Ingredients:** Frank: Water, soy protein concentrate, wheat

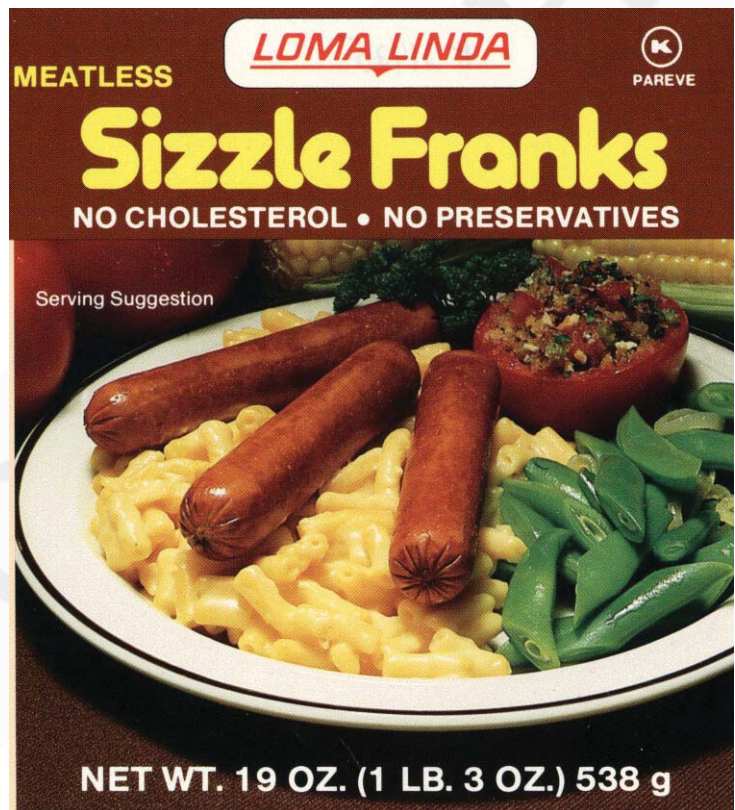
gluten, corn oil, vegetable shortening, egg whites, natural (vegetable) flavors, dried yeast, corn starch, dextrose, salt, artificial flavor, onion powder, carrageenan, caramel color whole wheat flour, garlic powder, artificial color, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

Broth: Water, salt.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 2 franks (2.4 oz–70 gm): Calories 170, protein 10 gm, carbohydrate 3 gm, fat 13 gm, cholesterol 0 mg, sodium 340 mg, potassium 100 mg.



**New Product–Documentation:** Sold frozen or canned.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1979.

**1115. Product Name:** Loma Linda Redi-Burger (Meatless Hamburger).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce Place, Arlington, California.

**Date of Introduction:** 1979.

**New Product–Documentation:** Recipe booklet. 1979.

Now made with textured soy protein. Soybean Blue Book. 1955. p. 104. "Meat substitutes." Address given as Arlington, California. *Soybean Digest Blue Book*. 1972. p. 108. "Burger, soy loaves and slices (chicken, turkey, beef, and hamlike

flavors).” Listing is now Loma Linda Foods, 11503 Pierce St., Riverside, CA 92505. A more sophisticated version of the same product with the same name was introduced in 1963.

Note: This product was first introduced in 1953, but did not contain textured soy protein at that time.

**1116. Product Name:** Millstone Burger-Like: A Vegetable Protein Product—Imitation Ground Beef.

**Manufacturer’s Name:** Millstone Foods Inc.

**Manufacturer’s Address:** P.O. Box 323, Penryn, CA 95663.

**Date of Introduction:** 1979.

**Ingredients:** Water, soy flour, textured vegetable protein, salt, hydrolyzed vegetable protein, onion, garlic, spices, tomato, caramel color, natural flavorings.

**Wt/Vol., Packaging, Price:** 19 oz (538 gm). Can.

**How Stored:** Shelf stable.

**New Product—Documentation:** Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 222-23. A photo shows the label.

Label sent by Millstone. 1981. March 1. Label reads as shown at product name. Brown and yellow lettering on white background. With recipe for Burger Patties (with eggs). The company also makes Tender Cuts (basically wheat gluten but with soy flour and TVP), and Nut Meat (mainly peanuts with corn and soy flour).

**1117. Product Name:** Millstone Tender Cuts (Meatless Gluten Patties).

**Manufacturer’s Name:** Millstone Foods Inc.

**Manufacturer’s Address:** P.O. Box 323, Penryn, CA 95663.

**Date of Introduction:** 1979.

**Ingredients:** Water, wheat protein, wheat by-products (bran, shorts, middlings, wheat germ), soy flour, oat flour, hydrolyzed vegetable protein, salt, onion, garlic, spices, tomato and celery powder, natural flavorings.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 2 slices (3.6 oz–102 gm): Calories 80, protein 14 gm, carbohydrate 3 gm, fat 1 gm, cholesterol 0 mg, sodium 410 mg, potassium 50 mg.

**New Product—Documentation:** Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 222-23. A photo shows the label. Tender Cuts are a vegetable protein product, “delicate and tender slices of gluten precooked in a broth. Tender Cuts are a convenient and easy way to fix your next entree. Serving suggestions: Roll Tender Cuts in Millstone Breading Meal and fry lightly in oil until golden brown. Serve immediately.”

Loma Linda took over the Millstone line in 1985. Label sent by Loma Linda Foods. 1988. Oct. 5. 11 by 4.25 inches. Green, yellow, black, and white. A color photo of the ready-

to-serve dish is on the front panel. Ingredients: Tender Cuts: Wheat gluten, wheat flour, water, soy flour, oat flour. Broth: Water, natural (vegetable) flavors, seasoning, (salt, onion powder, garlic powder, celery powder, thyme).

**1118. Product Name:** Millstone Wheat Fries (Meatless Gluten Chunks).

**Manufacturer’s Name:** Millstone Foods, Inc.

**Manufacturer’s Address:** Box 323, Penryn, CA 95663.

**Date of Introduction:** 1979.

**Ingredients:** Wheat gluten, water, hydrolyzed vegetable protein, salt, onion, garlic powder, spices, tomato and celery powder.

**Wt/Vol., Packaging, Price:** 16 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product—Documentation:** Ad in Tom Riker and Richard Roberts. 1979. *The Directory of Natural & Health Foods*. p. 189-90. A photo shows the label. Millstone Wheat fries are “a vegetable protein product... delicate and tender chunks of gluten prepared the way grandmother used to in her kitchen... And save the can liquid. The broth is an excellent base for gravy and flavoring for stews and soups. Serving suggestions: Cut Wheat Fries into bite size pieces, roll in Millstone Breading Mix and fry in oil until golden brown.”

**1119. Product Name:** Tofu Pattie.

**Manufacturer’s Name:** Prasad.

**Manufacturer’s Address:** P.O. Box 7434, Thousand Oaks, CA 91359.

**Date of Introduction:** 1979.

**New Product—Documentation:** The tofu used in this product is purchased from Quong Hop & Co.

**1120. Product Name:** Seitan, Chili (with Seitan), Tamale Pie (with Seitan), Sandwiches with Seitan, Basmati Rice Salad (Curried with Seitan), and Seitan Pups.

**Manufacturer’s Name:** Proteeno.

**Manufacturer’s Address:** 19805 Valley View Dr., Topanga Canyon, California.

**Date of Introduction:** 1979.

**New Product—Documentation:** Talk with Ken Smith now living in Makawao, Maui, Hawaii. 1991. Dec. 8. He learned about seitan in a macrobiotic cooking class taught by Yvette Delange in about 1971 in Hollywood, California. From 1974 to 1976 he studied macrobiotics in Boston. Then he returned to live in Topanga Canyon, near Los Angeles, where he started making and distributing seitan and seitan products 3 times a week to Mrs. Gooch’s, Quinn’s, and other places. The business was pretty low key; they were operating out of their home. His first traditional seitan was made with gluten, tamari, ginger, kombu, etc. Then he expanded into the other products shown above. The Seitan Pups, which were dipped in a batter and deep-fried, were based on the Tan Pops he



had seen (and loved) in Boston. The business was doing well and customers loved the products. He made about 60 lb/week of seitan by washing high-protein wheat. The business only lasted for 4-5 months, and he was just in the process of getting labels printed. Then they sold their house, in part because a huge flood cut off his direct access to town.

**1121. Product Name:** Solar Burger (With Wheatmeat).  
**Manufacturer's Name:** Season's Harvest.  
**Manufacturer's Address:** 52 Broadway, Somerville, MA 02145.

**Date of Introduction:** 1979.

**Ingredients:** Incl. seitan (Wheatmeat), textured soy protein concentrate (Response), whole wheat flour, and soy protein isolate.

**How Stored:** Unrefrigerated and perishable.

**New Product–Documentation:** Talk with Ademar Reis. 1993. Nov. 30. In 1976 the Solar Burger patty was still being made by John Weissman. Ademar started making and private labeling the product in 1979. John had a plant in Cambridge, Massachusetts. Then John closed the plant and Ademar bought some of his equipment and started making the Solar Burger patty for John. At that time, Ademar first discovered Response, textured soy protein concentrate.

**1122. Product Name:** Country Style Soy Sausage. Renamed Soy Sausage in 1981.

**Manufacturer's Name:** Sunbow Farm Products.

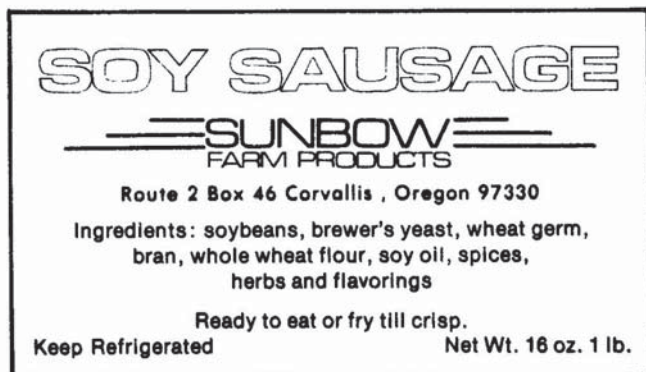
**Manufacturer's Address:** Route 2, Box 46, Corvallis, OR 97330.

**Date of Introduction:** 1979.

**Ingredients:** 1981: Soybeans [okara], brewer's yeast, wheat germ, bran, whole wheat flour, soy oil, spices, herbs and flavorings.

**Wt/Vol., Packaging, Price:** 16 oz (1 lb).

**How Stored:** Refrigerated.



**New Product–Documentation:** Shurtleff & Aoyagi. 1979. July. New Tofu Shops & Soy Dairies in the West; Mia Posner & Harry McCormick. Soy Cookbooklet. 1979.

Label. 1981. Sent by Mia Posner & Harry McCormick. 4 x 2.25 inches. Black on white. "Ready to eat or fry till

crisp."

**1123. Product Name:** Country Style Burger Mix.  
**Manufacturer's Name:** Sunbow Farm Products.  
**Manufacturer's Address:** Route 2, Box 46, Corvallis, OR 97330.

**Date of Introduction:** 1979.

**New Product–Documentation:** Shurtleff & Aoyagi. 1979. July. New Tofu Shops & Soy Dairies in the West; Mia Posner & Harry McCormick.

Sunbow Farm. 1979 Soy Cookbooklet, p. 6. Sunbow's Burger Mix (3 recipes). "Our burger mix is another high fiber product and a lot more."

**1124. Product Name:** [Tofu (Made with Natural Nigari), Okara Burgers].

**Foreign Name:** Tofu, Okaraburgers.

**Manufacturer's Name:** Svadesha Pflanzen-Feinkost.

**Manufacturer's Address:** Winterlehen 1½, Einweging, West Germany. Phone: 099-73-1066.

**Date of Introduction:** 1979.

**Ingredients:** Tofu: Water, organic soybeans, nigari.

**Wt/Vol., Packaging, Price:** Tofu packed in water in round plastic deli containers.

**How Stored:** Refrigerated.

**New Product–Documentation:** Form filled out (about mid-1982) by Swami Anand Svadesha (Ruediger Urban). The address is Aeussere Kötzing Str. 52a, 8492 Fuerth im Wald, West Germany. The company started at this address in Fuerth am Wald on 1 March 1981. They now use 20 lb of soybeans, 3 days a week.

Letter from Sjon Welters. 1982. April 16. Svadesha is a tofu producer who bought tofu from Manna.

Soyfoods Center Computerized Mailing List. 1982. Sept. 17. Owner: Ruediger Urban.

Interview with Bernd Drosihn. 1987. Nov. 30. They make about 1,500 kg/week of tofu.

Letter from Harry Whitford of Soyastern. 1987. Dec. 14. Svadesha makes about 1,200 kg/week of organic nigari tofu. The address is now: Ostpreussenstr. 22, 8000 Munich 81, West Germany. It is well known that Svadesha started the first tofu shop in Germany.

Talk with Michael Pierce of Georgia (Phone: 912-752-8083 Office). 1989. Oct. 30. Svadesh, who started making tofu before Peter Wiegand, had a small operation in central eastern Bavaria right near the Czechoslovakian border. He made only about 25-30 lb/week of tofu, then he drove all the way to Munich and sold it at 10-11 health food stores there and along the way. It was in small round lidded plastic deli containers immersed in water. His tofu was in the stores when Auenland introduced theirs. Pierce thinks Svadesh was a Bhagwani, a follower of Sri Rajneesh. Auenland's growing business also got Svadesha going; he decided to come out of the woods and move to Munich. So he set up his

little tofu kitchen/plant in a little place called the Werkhaus (Workhouse), a little community restaurant and counter-culture hangout in Munich.

Die Geschaeftsidee. 1989. Dec. p. 26-27, 32-33. Ruediger Urban was West Germany's first tofu maker. "Since his business was founded in 1979, Urban's clientele has grown greatly. The former proprietor of a restaurant on the Mosel (Moselle) River cooked in the early days in his own kitchen in the Bavarian forest only with a wood fire and normal kitchen utensils. Twice a week he produced 30-40 kg of tofu. He personally visited each natural food store (*Bioladen*) in Munich to enlist outlets for his product. Soon he was getting more and more orders. In 1983 he moved to Munich and started a small kitchen; the transportation had gotten too complicated for him. In 1985 he settled into his present location near Denning, a suburb of Munich. Today he makes about 230 kg/day of tofu." A photo (p. 33) shows Svadesha and his present shop.

Label sent by Anthony Marrese. 1990. March 22. 8 by 6 inch pre-printed plastic bag. Green, blue, and orange on clear plastic. Logo of orange sun behind breaking wave. Company is now Svadesha R. Urban, Ostpreussenstr. 22, 8000 Munich 81, West Germany. Phone: (089) 93 90 05. "Fresh tofu, made by hand (*in Handarbeit hergestellt*), rich in high-quality protein for light cuisine. Ingredients: Soybeans (organically grown) and water. 300 gm. 9% protein. Our tofu is made with the traditional coagulant nigari, obtained from whole sea salt. Nigari tofu is famous for its smooth consistency and its fine aroma. Tofu is free of cholesterol and non-acid forming (*nicht saeuerbildend*). Tofu contains all the essential amino acids, which make the protein high in quality."

Talk with the receptionist at this company. 1990. June 12. Ruediger Urban is now in the hospital. He is very sick, with cancer of the cheeks, but he can walk and he visits the company occasionally. The company changed ownership on 1 June 1990. It is now owned by Robert Mayer and Erhardt Schwartz. The present business name is Svadesha, and the "subtitle" is Vegetarische Feinkost.

Talk with Svadesha R. Urban. 1990. June 13. In about 1979, he started on the side to make tofu in a little farmhouse at Winterlehen 1½, Einweging, in the Bavarian Forest (*Bayerischer Wald*). He made only one product, tofu, using organically grown soybeans and nigari coagulant. He made the tofu using a gas stove, which he sometimes used in the kitchen and sometimes moved out into the garden. The tofu was sold under his name Svadesha (he was a disciple of Bhagavan Sri Rajneesh) but he had no officially registered business. Twice a week he produced about 30-40 kg of tofu, which he packed in small plastic tubs, and drove more than 200 km (120 miles) into Munich. There he personally delivered it to a handful of the new generation of natural food stores (*Biolaeden*) that sold all of his tofu.

After about a year making tofu at this location, he

decided to go to India for 6 months, so he entrusted his small business to another person while he was gone. The company fell apart during this time. Upon his return from India, Svadesha moved the business to Aeussere Kötzingenstr. 52a, D-8492 Fuerth im Wald, very near the Czechoslovakian border, and farther away (about 200 km or 120 miles) from Munich.

Talk with Ruediger Urban in hospital (8621-871-326). 1990. June 13. He has cancer of the cheeks. Letter (fax) from Bernd Drosihn. 1991. Nov. 11. "All the telephone numbers I have for Svadesh are no longer valid. The last contact I had was half a year ago. I have heard that he is now in a hospital for psychiatric problems, but I am not sure about this."

Note: This is the earliest record seen (April 2001) concerning Tofurei Svadesha Naturkost Produkte GmbH.

1125. **Product Name:** Vegetarian Beef Chunks.

**Manufacturer's Name:** Vegetarian Health, Inc. (Marketer-Distributor).

**Manufacturer's Address:** P.O. Box 525, Maywood, IL 60153. Phone: 800-323-4092.

**Date of Introduction:** 1979.

**Ingredients:** Soy flour, salt, natural and imitation flavorings (onion and garlic), spices, caramel coloring; fortified with vitamins and minerals: zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate (B-1), pyridoxine hydrochloride (B-6), riboflavin (B-2), cyanocobalamin (B-12).

**Wt/Vol., Packaging, Price:** 5 oz paperboard box. Retail for \$1.99.

**How Stored:** Shelf stable.

**Nutrition:** Per 1 oz (28 gm): Protein 14 gm, carbohydrates 10 gm, fat less than 1 gm, cholesterol less than 1 mg, sodium 4 mg, fiber less than 1 gm.

**New Product-Documentation:** Ad in Whole Foods. 1991. June. p. 36. Color photo of the box. Talk with company salesperson. 1991. May 22. Both this product and Vegetarian Hamburger Bits, which contain soy, were introduced about 12 years ago.

Label sent by Vegetarian Health, Inc. 1991. May. Copyright 1990. 7 by 5 by 2 inches. Paperboard box. Turquoise blue, yellow, and dark blue. Color photo of chunks in pasta fills front panel. "Sodium free. No cholesterol. Free recipe book inside. Has the real taste and texture of real meat *without* the cholesterol or fat. Has 50% fewer calories than red meat."

1126. **Product Name:** Vegetarian Hamburger Bits.

**Manufacturer's Name:** Vegetarian Health, Inc.

**Manufacturer's Address:** P.O. Box 525, Maywood, IL 60153. Phone: 800-323-4092.

**Date of Introduction:** 1979.

**Ingredients:** Soy flour, salt, natural and imitation flavorings





(onion and garlic), spices, caramel coloring; fortified with vitamins and minerals: zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate (B-1), pyridoxine hydrochloride (B-6), riboflavin (B-2), cyanocobalamin (B-12).

**Wt/Vol., Packaging, Price:** 5 oz paperboard box. Retail for \$1.99.

**How Stored:** Shelf stable.

**Nutrition:** Per 1 oz (28 gm): Protein 14 gm, carbohydrates 10 gm, fat less than 1 gm, cholesterol less than 1 mg, sodium 4 mg, fiber less than 1 gm.

**New Product–Documentation:** Ad in Whole Foods. 1991. June. p. 36. Color photo of the box. Talk with company salesperson. 1991. May 22. Both this product and Vegetarian Beef Chunks, which contain soy, were introduced about 12 years ago.

Label sent by Vegetarian Health, Inc. 1991. May. Copyright 1990. 7 by 5 by 2 inches. Paperboard box. Turquoise blue, pink, and dark blue. Color photo of burger on bun fills front panel. “Sodium free. No cholesterol. Free recipe book inside. Has the real taste and texture of real meat *without* the cholesterol or fat. Has 50% fewer calories than red meat.”

1127. **Product Name:** Morningstar Farms Grillers (Meatless Hamburger Patties).

**Manufacturer’s Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1979.

**Ingredients:** Textured vegetable protein (soy protein

isolate, concentrate and isolate, wheat gluten), soybean and/or corn oil, egg whites, partially hydrogenated soybean and cottonseed oil, flavorings (artificial flavors, monosodium glutamate, spices, disodium guanylate, disodium inosinate), calcium caseinate, modified tapioca starch, onion powder, emulsifiers (mono- and diglycerides, glyceryl lacto esters of fatty acids), caramel color, sugar, garlic powder, ascorbic acid, vitamins [niacinamide, thiamine mononitrate (B-1), pyridoxine hydrochloride (B-6), riboflavin (B-2), B-12], iron (as ferrous sulfate).

**Wt/Vol., Packaging, Price:** 9 oz (256 gm). Four patties in paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Ad. 1980. “No cholesterol. No kidding.” Label reads: “Cholesterol Free Patties. Artificial Hamburger Flavor. Textured Vegetable Protein. No Animal Fat. Protein Rich.” Label. 1989. Sept. 7. Sold at Diablo Foods, a supermarket in Lafayette, California. The cholesterol-free meatless hamburger patties (9 oz., 4 patties) retail for \$2.45.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

Product with Label purchased at Lucky Foods supermarket in Lafayette, California. 1993. June 1. 8 by 4 by 1¼ inch box. Dark green, light green, tan, red, and blue on white. Color photo of a patty with lettuce and tomato between two buns. Morningstar Farms logo in top left corner. “Artificial hamburger flavor. No animal fat. Microwaveable. Zero cholesterol. Keep frozen.” Ingredients: Textured vegetable protein (Soy protein concentrate and isolate, wheat gluten), egg whites, corn oil, calcium caseinate, partially hydrogenated soybean and cottonseed oil, artificial





and natural flavors from non-meat sources, modified food starch, onion powder, sucrose, caramel color, emulsifiers from vegetable sources (mono- and diglycerides, glyceryl lacto esters of fatty acids), garlic powder, black pepper, methylcellulose, disodium inosinate, disodium guanylate, vitamin C (ascorbic acid), niacin, celery, iron (as ferrous sulfate), vitamin B-1 (thiamine), vitamin B-6, vitamin B-2 (riboflavin), vitamin B-12. Note: The package design and ingredients of this product are somewhat different from those of the product launched in 1979.

Ad (full-page, color) with coupon in *Vegetarian Times*. 1993. July. p. 29. "A delicious way to cut down on meat without cutting down on your options." Shows new label designs for 4 Morningstar Farms meatless products.

Talk with Dick Leiss, Director of R&D for Worthington Foods. 1993. June 30. This product never contained spun soy protein fiber.

Product (Meatless Grillers) with Label (new design) purchased at Safeway supermarket in Lafayette, California. 1994. May 18. Price: \$2.59. Frozen. 9 oz (256 gm). A huge color photo of a burger, with all the trimmings, is at the center of the front panel. "Artificial hamburger flavor. No animal fat."

1128. **Product Name:** Morningstar Farms Luncheon Slices (Meatless Ham or Sausage Slices).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1979.

**New Product–Documentation:** Shurtleff & Aoyagi. 1983. *History of Worthington Foods*. p. 10.

Talk with Dick Leiss, Director of R&D for Worthington Foods. 1993. June 30. This product never contained spun soy protein fiber. It was a reformulation of reformulated version of Morningstar Farms Breakfast Slices first launched in 1974.

1129. **Product Name:** Morningstar Farms Leanies (Meatless Hot Dogs–Links or Frankfurters or Wieners).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1979.

**Ingredients:** Textured vegetable protein (soy protein concentrate and isolate, wheat gluten and flour), egg whites, soybean and/or corn oil, sodium caseinate, water, partially hydrogenated soybean and cottonseed oil, flavorings (artificial flavors, monosodium glutamate, onion and garlic powder, spices, disodium guanylate, disodium inosinate), salt, corn syrup solids, dextrose, sodium phosphates (tripolyphosphate, pyrophosphate, hexametaphosphate, monophosphate), artificial colors, calcium chloride, niacinimide [niacinamide], iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12.

**How Stored:** Frozen.

**New Product–Documentation:** Shurtleff & Aoyagi. 1983. *History of Worthington Foods*. p. 10.

Manufacturer's catalog. 1984, undated. Frozen Products.



**Morningstar Farms**

**Leanies**  
Cholesterol Free Links<sup>®</sup>

Artificial Hot Dog Flavor Textured Vegetable Protein

**NO ANIMAL FAT  
PROTEIN RICH**

CHOLESTEROL INFORMATION  
APPEARS ON BACK

**NEW!**

50% MORE PROTEIN THAN HOT DOGS

NET WT 11 OZ 8 LINKS

SERVING SUGGESTION

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

Talk with Dick Leiss, Director of R&D for Worthington Foods. 1993. June 30. This product never contained spun soy protein fiber.

1130. Aoki, Hiroshi; Ito, Kiyoe. 1979. *Chôri to daizu* [Cooking and soybeans]. Gakken Shoin K.K., Tokyo. 173 p. Illust. Index. 22 cm. [151 ref. Jap]

• **Summary:** Contents. I. Cooking and soybeans. II. Soybean molecules and soybean protein. III. Cooking and traditional soy protein foods. 1. Cooked whole soybeans (nimame), green vegetable soybeans (yude-mame, edamame), soy sprouts. 2. Roasted soy flour (kinako). 3. Tofu. 4. Deep-fried tofu pouches and tofu burgers (aburaage and ganmodoki). 5. Dried frozen tofu (kori-dofu). 6. Yuba. 7. Natto. 8. Tempeh. 9. Soymilk. 10. Miso (Miso soup, miso-ni, ae-mono). 11. Shoyu. IV. Cooking and new soy protein products. Address: 1. Prof., Otsuma Joshi Daigaku; 2. Prof., Tokyo Gaku Gei Dai.

1131. Burnett, John. 1979. *Plenty and want: A social history of diet in England from 1815 to the present day*. Revised 2nd ed. London: Scolar Press. 387 p. Index. 21 cm. 1st ed. 1966, published by Thomas Nelson. [100+\* ref]

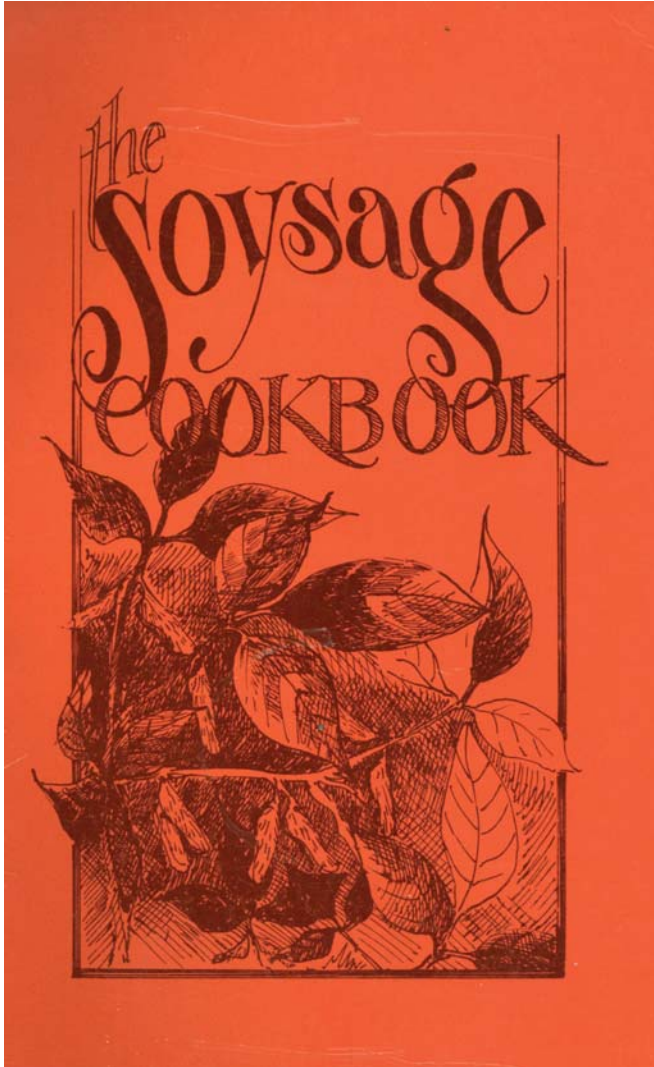
• **Summary:** This is the best history seen to date of food and nutrition in England after 1815. Chapter 14 (the last chapter),

titled "Since 1945" states (p. 365-66) that it is now "actually possible to convert high-protein vegetables into synthetic 'meat'. To date, the most used vegetable is soya, which can be turned either into soya flour, soya concentrates, or soya protein isolates spun or woven to produce meat 'analogues'. The last technique, which allows the resulting fibres to be given any colour, texture, flavour and nutritional value desired, has been commercially exploited jointly by Rank Hovis McDougall and Courtaulds since 1972 in the product 'Kesp', which can be used as a total replacement for meat in, for example, pies, or as a partial substitute in many dishes. So far, its acceptability has not been very high, and outside the school meals programme the impact of the analogue has not been significant, but potentially the possibility of extending the world's scarce protein resources by the use of vegetables [plants] and, even, micro-organisms such as bacteria and fungi, all of which can produce food far more rapidly than animals do, is of extreme importance.

"In Britain, the adoption of such novel foods is likely to be very slow." Address: [England].

1132. Cloud, Maxine H. 1979. *The soysage cookbook*. Hyde Park, Vermont: Cloud Mountain, Inc. 31 p. Illust. by Joan Burdett. No index. 22 cm.

• **Summary:** Contains 5 recipes for using soysage in sandwiches (incl. Hot soysage Sub, Soysage Reuben) and 28 recipes for use in main dishes (incl. Soysage loaf, Soysage burgers, Lasagna, Soysage scramble, Pat & Jay Gibbons'



quick Soysage balls, Garlic-y broccoli and Soysage, Soysage pie, Soysage quiche).

The dedication reads: "The people at Cloud Mountain dedicate this book to the spirit of cooperation. This spirit is the essence of the New Age and has been made manifest through our friends Pat, Jay, and Joan. As the New Age is upon us we should rejoice in having chosen to be on Earth during this time." Note: Maxine Cloud is the wife of Jon Cloud. Soysage is made using okara as a main ingredient. A section near the beginning titled "Dear Cooks:" states that "soysage can be to vegetarians as hamburger is to meat-eaters."

Note: As of summer 1980 (see *Soyfoods* p. 37) the cookbook is available from Cloud Mountain, Inc., 481 W. Utica St., Buffalo, New York 14213. Address: Hyde Park, Vermont.

1133. Hsiung, Deh-Ta. 1979. Chinese regional cooking. New York, NY: Mayflower Books; London: Macdonald. 224 p. Illust. (chiefly color). Maps. 28 cm. 1st American ed.

• **Summary:** A superb and beautiful book, loaded with beautiful color photos printed on glossy paper. It identifies four regional schools: Peking (Northern school). Shanghai (Eastern School). Sichuan (Western school). Canton (Southern school). The Pearl River delta, with Canton as the capital of Guangdong (W.-G. Kwangtung) province, "is undoubtedly the home of the most famous of all Chinese cooking styles... Because Canton was the first Chinese port opened for trade, foreign influences are particularly strong in its cooking." Note: Likewise, what most Westerners have traditionally thought of a "Chinese cooking" comes from Canton.

Archaeological evidence shows that by 5000 B.C. the people of north China had begun to settle down, to farm, and to make painted pottery and cooking utensils. Written records first appeared in about 3500 B.C. "Later, during the Chou dynasty (11th century to 221 B.C.) soy beans were added to the Chinese diet" (p. 32.).

Northern soy-related recipes: Fried bean-curd [tofu] (with 2-3 cakes of bean curd) and a color photo of "A bean-curd factory run by a unit of the People's Liberation Army on the outskirts of Peking" (p. 53). Rinsed lamb in fire-pot (with 2 cakes of bean curd, fresh or frozen, p. 68-71). The Yangtze [Yangtze], China's longest river, is a natural divide between north and south in China. Those in the north eat more wheat and soybeans (p. 94).

Shanghai / eastern soy related recipes: The Yangtze River has already traveled 3,000 miles before it reaches its Lower Plain where many crops, including soy beans are grown (p. 98). A page titled "Buddhist and Taoist dishes," notes that they are vegetarian (actually vegan), since "Chinese vegetarians are not allowed anything remotely connected with animals, including eggs or milk. They get their protein mainly from the soy bean and its by-products, such as bean-curd and imitation meat. Curiously these imitation meats (known as vegetarian meat, chicken, fish, and so on) bear an amazing resemblance to their fleshy counterparts in form, texture and flavor.

"For some unknown reason, the best vegetarian restaurants [in China] are to be found in Shanghai—a thriving commercial center and seaport..." (p. 119). Buddha's fry (with 1 oz. dried bean-curd skin [yuba], p. 120-21). A small color photo shows sheets of dry yuba. Eight treasure bean curd (p. 132). "This recipe used to be called 'Prince's Bean-Curd' and originally appeared in *Sui-yuan Shihtan* (Recipes of Sui-yuan), by the 18th century man of letters and gourmet, Yuan Mei." A small color photo shows fresh bean-curd on a wooden table in a Chinese market stall. Bean curd a la maison (p. 144).

Sichuan / western soy related recipes: Bean curd fish in chili sauce (p. 164). Steamed beef with ground rice (with 1 tablespoon { 15 ml } salted black beans, crushed). 'Pock marked woman' bean curd (Mabo doufu, with salted black beans, p. 173). This is another nationally popular dish that



originated in Sichuan. The woman was the wife of a well-known chef who worked in Chengdu about 100 years ago; she created the dish. Hot and sour soup (with 1 cake bean curd, p. 174). Fish soup (with bean curd, p. 181). Soy braised duck (with Hoi Sin sauce and soy sauce, p. 182).

Cantonese / southern soy related recipes: Fish and bean-curd casserole (p. 194-95). Eight treasure stuffed bean-curd (a well known Hakka dish, p. 198). Squid and peppers with shrimp (prawn) balls (with 1 tablespoon crushed black bean sauce, p. 202-03). Fish head casserole (with 2 cakes bean-curd, p. 203). Steamed bass in salted black beans (p. 209).

Glossary of main ingredients (p. 219-21) has entries for: Bean-curd (toufu, incl. dried bean-curd skin). "Bean sauce: Sometimes called 'Crushed bean sauce,' this thick sauce is made from black or yellow [soy] beans, flour and salt. It is sold in tins... (N.B. Black bean sauce is very salty, while yellow bean sauce is sweeter with sugar added)." Bean sprouts: Of the two kinds, yellow soy bean sprouts are sold only in Chinese provision stores.

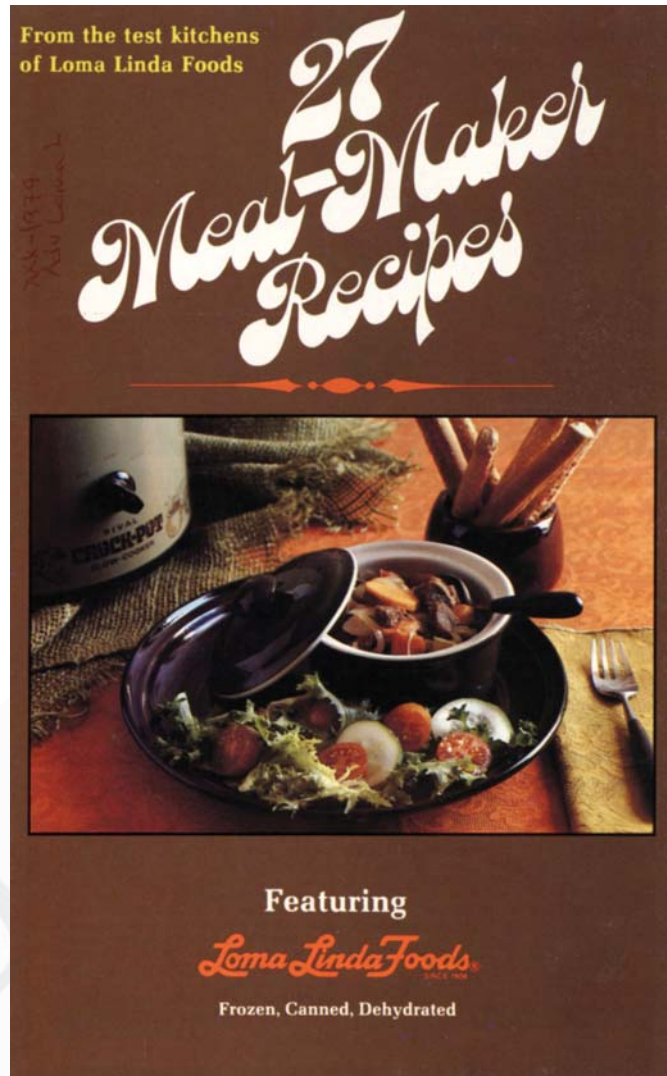
A large excellent photo (p. 219) shows: 1. Hoi Sin [hoishin] sauce in white bowl. 2. Salted black beans in can. 3. Light soy sauce in bottle. 4. Dark soy sauce in bottle. 5. Red bean-curd sauce in small brown crock. 6. Crushed yellow bean sauce in bowl. 7. Yellow bean sauce in white bowl.

"Chili paste: Also called 'Chili purée,' is made of chili, soy bean, salt, sugar and flour. Sold in jars; will keep almost indefinitely." "Hoi Sin sauce: Also known as barbecue sauce. Made from soy beans, sugar, flour, vinegar, salt, garlic, chili, and sesame." "Red bean curd sauce: A thick sauce made from fermented bean curd and salt. Sold in cans or jars, will keep indefinitely." "Salted black beans: Whole bean sauce, very salty." Sesame seed oil: Chinese typically use vegetable oils; soy bean oil is very widely used. Soy sauce: "The darker colored sauces are strongest and more often used in cooking, whereas the lighter are used at the table."

1134. Huth, Tom. 1979. *Unnatural axe: A novel of Colorado*. New York, NY: Delacorte Press. 213 p. See p. 205. 21 cm. \*  
• **Summary:** Page 205: "He stopped at a waterfall, practiced Breath of Fire, ate the salami sandwich that Mary had made for him and the veggieburger from Stacie, and kept on going."

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term "veggieburger" (or "veggieburgers").

1135. Loma Linda Foods. 1979. *27 Meal-Maker recipes*. 11503 Pierce St., Riverside, CA 92505. 16 p. 21 cm.  
• **Summary:** This color booklet shows how to use the following Loma Linda products in recipes: Sizzle Burgers, Meatless Fried Chicken, Meatless Turkey, Breakfast Sausage, Sizzle Franks, Meatless Bologna, Little Links, Meatless Salami, Vege-Burger, Meatless Roast Beef, Chili



Beans, Meatless Chicken Roll, Proteena, Meatless Fried Chicken with Gravy, Vita-Burger Chunks, Linketts, Nuteena, Big Franks, Redi-Burger, Dinner Cuts, Vegelona, Tender Rounds, Sandwich Spread, Vita-Burger Granules, Green Soybeans, Tender Bits, Loma Linda foods hors d'oeuvres [not a commercial product]. A small photo shows each product and label. Address: Riverside, California.

1136. MacLeod, Charlotte. 1979. *The luck runs out*. Garden City, New York: Doubleday & Company, Inc. 192 p. See Chap. 7, p. 75-77. 22 cm.

• **Summary:** This novel, a murder mystery, is set at Balaclava Agricultural College. Belinda of Balaclava, the college's prize sow has been abducted. President of the college Thorkjeld Svenson and his wife had seven daughters, each lovely and serene. The youngest of these, Birgit, was a student at the college. She was one of a small campus group called the Vigilant Vegetarians; for her, vegetarianism was a holy cause. "Her successful campaign to have soybean cutlets put on the menu in the student dining room had been

only a warm-up skirmish for her battle to get roast beef and similar viands taken off.” She and her fellow students armed themselves with statistics showing how many tons of grain it took to produce one ton of meat. They staged demonstrations at cattle shows where other Balaclava students were displaying their prize Guernseys and Holsteins.

“So far, the Viggies, as they had been dubbed, had succeeded in arousing considerable amusement...” Professor Scott, who obtained research funds for his work in breeding meat animals, was strongly disliked “by a few of the more militant Viggies.”

In his commencement address to the Class of ‘73, President Svenson slammed his fist down on the solid oak podium and clove it cleanly in twain to emphasize his deeply-felt belief: “Agri isn’t a business, its a culture!”

1137. Magic Bean Co-op. 1979. Okara: “The honorable hull” (Leaflet). Milwaukee, Wisconsin. 2 panels each side. Each panel: 22 x 14 cm.

• **Summary:** Black ink on yellow paper. On the front panel is an illustration (line drawing), taken from *The Book of Tofu*, which shows a tofu maker sitting on a pressing lever in a traditional tofu shop while pressing soymilk from a pressing sack. On panel 2 is an introduction to okara, and panel 3 contains four recipes: Okara cornbread, Okaraburgers, Soysausage, and Okara-oat pudding. “\*\*Okara is excellent compost!” Panel 4 is blank.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Okaraburgers” (or “Okaraburger”). Address: Milwaukee, Wisconsin.

1138. Ng Sock Nye. 1979. Soya bean–Nutritious food for the people. Malaysia: Institut Masyarakat Berhad, 9 Lorong Kucing, Pulau Tikus, Penang. 19 p. Illust. 21 cm. [3 ref]

• **Summary:** A very original and informative booklet, containing a photo or illustration (line drawing) of most of the soyfood products discussed.

Contents: Nutritional value of soya bean, soya bean milk (tau chui [soymilk]), soya bean curd (tau fu fah [soymilk curds]), soya bean jelly (tau fu [tofu]), fried bean cake cubes (tau fu pok [deep-fried tofu cubes]), bean cakes (tau kuah [pressed tofu]), dried soya strands (tau ki / fu chok [dried yuba sticks]), soya skin sheets (tau pui; dried yuba), sweet bamboo (t’im chok [sweet dried] yuba), vegetarian duck (chai ak [Buddha’s duck made from seasoned and steamed yuba]), vegetarian salted fish (chai kiam hu [Buddha’s fish made from tofu spread on yuba]), vegetarian meat (chai tu kar [Buddha’s ham made from seasoned yuba; may be steamed]), soya bean sprouts (tau geh [soy sprouts]), soya sauce (tau eu [soy sauce]), salted soya beans (tau chio [Malaysian fermented black soybeans]). Bibliography.

On page 18 is a photo of all the soyfood products discussed on one table, each neatly labeled with its Malaysian name.

1139. Riker, Tom; Roberts, Richard. 1979. Directory of natural and health foods: A sourcebook for dietary revolution. New York, NY: Putnam (A Paragon Book). 320 p. Index. 37 cm.

• **Summary:** The first part of this book (p. 7-49) consists of essays on natural foods and nutrition (some reprinted). Part two is a commercial catalog/directory of natural foods available in 1979; it lists and describes (with many photos and labels) products from most of the major U.S. natural foods manufacturers. An Index (p. 293-308) lists participating companies alphabetically.

Soy-related products include: Hain Super-E Soy Oil and Crude [unrefined] Soy Oil (Los Angeles, California, p. 55). Health Valley Soy Moo (Montebello, California, p. 56). Edward & Sons Miso-Cup (Union, New Jersey, p. 57). Family Orchards Fruit & Nut mixes, incl. Back Packer+\*, Hi-Fiber Mix+, Hi-Iron Mix+, Hi-Protein Mix+\*, Hiker’s Helper, Mixed Nuts\*, Mountain Munchies\*, Tamari Mixed Nuts\* (+ = contains Soy Nuts; \* = contains Tamari Peanuts) (Berkeley, California, p. 60-61). Niblack Tamari Pumpkin Seeds (Pepitas), Tamari Roasted Sunflower Seeds, Liquid Lecithin, Granular Lecithin (Rochester, New York, p. 72-73). Arrowhead Mills Unrefined Soybean Oil (Hereford, Texas, p. 75). Good Morning New England Granola incl. Cashew-Raisin Bran-ola (with okara soy fiber), Happy Trails Mix (with roasted soynuts) (Amherst, Massachusetts, p. 79). Elam’s Soy Flour (Broadview, Illinois, p. 81).

A long section on Erewhon and its products (p. 84-108) is probably the reproduction of an Erewhon catalog. Erewhon is now located at 3 East Street, Cambridge, MA 02141. Following several pages about the company and its philosophy and standards, each of its major products is discussed in detail, often with nutritional analyses. A label for Soy Flour (organically-grown stone-ground, 24 oz.) is shown; the main recommended use is for making soy milk! A major part of the presentation is titled “Japanese food guide.” Products described include: Umeboshi (2 pages): Plums pickled in brine (umeboshi). Umeboshi paste. Plum concentrate (*bainiku ekisu*). Miso (2 pages): Hatcho, waka-Hatcho, soybean, barley, brown rice, rice, and natto miso varieties. Tekka (made with Hatcho miso). Sweets made from mizu ame [rice syrup]. Nigari. Gomashio. Koji starters for various types of miso or shoyu. Goma-muso (60% barley miso and 40% whole sesame seed butter). *Gomamiso furikake* (with barley miso, whole roasted sesame seeds, and shredded nori seaweed). Kombu candy. Kokkoh. Dried tofu (*Kohya-dofu*). Brown rice sake. Mirin. Gluten cakes (*Kuruma-fu*). Seitan (Gluten cooked in shoyu). Rice crackers seasoned with tamari soy sauce. Kuzu (3 pages). Tamari and shoyu (4 pages; Johsen Shoyu is made in Sendai and tamari is made by San-jirushi Co.). Seaweeds (4 pages): Kanten, arame, hijiki, kombu, ne-kombu, nori, seasoned nori, kanten, kanten flakes, wakame, and mekabu.



Good Food brand Soy-Millet Bread (Austin, Texas, p. 120). Arrowhead Mills Bulgur-Soy Grits (p. 121). Erewhon Morning Cereal, and Infant Cereal (each containing soy beans). Chico-San Black Soybeans (imported), and Azuki Beans (Dainagon imported small red), and Lima Soy Sauce (Chico, California, p. 126-27). Arrowhead Mills 7 Grain Cereal, and Deaf Smith Crunch (granola-type cold cereal) (each contains soybeans, p. 130).

The section on pages 188-197 is titled "Soy." It lists Farm Foods Tempeh Kit, Tempeh Starter, Natural Nigari for Curding Tofu, Soyflour, Whole Cleaned Soybeans, Good for Ya Textured Vegetable Protein (Summertown, Tennessee, p. 189). New England Soy Dairy Tofu (with many tofu recipes, Greenfield, Massachusetts, p. 192-96).

The Redwood Sprouter Co. sprouter containing Soy Sprouts (1976, Austin, Texas, p. 202-04). Worthington Foods (a photo shows their line of 38 products). Millstone Burger-Like (with soy flour and TVP), Wheat Fries (with wheat gluten), Tender Cuts (with wheat protein and soy flour) (Penryn, California, p. 222-23). Sunrise Health Products Lecithin Granules (p. 274-75).

1140. Sunbow Farm Products. 1979. Soy cookbooklet. Corvallis, Oregon. 8 p. 22 cm.

• **Summary:** Sunbow produces tofu, soy sausage, and burger mix. Contents: Why the "noble" bean [noble bean]. What is tofu? 20 quick ways to use tofu: Main dishes (13 brief recipes), smoothies (2), salad dressings and sandwich spreads (6), desserts (2).

12 ways to use Sunbow Soy Sausage (11 brief recipes). Sunbow's Burger Mix (3 recipes). "Our burger mix is another high fiber product and a lot more."

The two recipes for "Smoothies" read: (1) Banana: In blender put ¼ lb. tofu, one ripe banana, ¼ tsp. vanilla and some crushed ice or cold water. Sweeten to taste. (2) Berry: Blend ¼ lb. tofu, ¼ cup water or crushed ice and drop in fresh or frozen berries to taste. Sweeten to taste.

Note: This is the earliest document seen (Feb. 2007) that uses frozen fruit (berries) to add thickness to a smoothie. Address: Route 2, Box 46, Corvallis, Oregon 97330.

1141. Tofu Shop (The). 1979. Soyboy Tofu (Leaflet). Rochester, New York. 4 panels each side. Each panel: 23 x 11 cm. Dated 1979.

• **Summary:** Brown ink on beige paper. On the front panel is an illustration of a laughing boy in a circle with soybean pods and leaves at the bottom. "High protein. Low calorie. Low sodium. No cholesterol. Tofu, the subtly sweet soybean 'cheese,' has been the key source of protein in Japan and China for thousands of years."

Contains 10 American-style tofu recipes, including: Tofu for babies. Chilled tofu. Lime tofu. Tofu "cottage" cheese. Pan fried tofu. Scrambled tofu. Tofu burgers. Ginger-garlic tofu. Tofu manicotti. Tofu spinach pie. Address: 686 Monroe

Ave., Rochester, New York 14607. Phone: 716-244-4270.

1142. Yamaguchi, Momoo; Kojima, Setsuko. eds. 1979. *Wa-Ei Nihon bunka jiten* [A cultural dictionary of Japan]. Tokyo: Japan Times. vii + 408 p. See p. 108. 19 cm. [Eng; jap]

• **Summary:** A very useful book with excellent definitions of Japanese words in English. It is divided into nine parts; No. 2 is titled "dietary habits" (p. 79-131). Each definition has four parts: (1) The word is written in romanized English, with diacritical marks and a hyphen in compound words. (2) The word is written in characters. (3) A long definition is given in English. (4) Related words and "see also" words are given (romanized) and key words in the definition are defined in Japanese (Chinese characters).

Words only distantly related to soy are preceded below by an asterisk. Soy-related words: abekawa-mochi (with "sweetened yellow soybean powder-kinako"), aburage (fried soybean curd), aemono, age-dama, age-dashi ("soybean curd fried lightly without a tempura batter"), Ajino-moto ("a popular brand of monosodium glutamate"), ama-zake, \* an (sweet bean jam = azuki-an; Can be strained {*koshi-an*} or mashed {*tsubushi-an*}), dengaku-tofu, doburoku, eda-mame, fu ("dried, bread-like pieces of wheat gluten"), fucha-ryori ("Chinese-style vegetarian dishes served in some Japanese temples of Chinese origin"), ganmodoki, goma-ae, goma-shio (widely used with sekihan), hiya-yakko, inari-zushi, isobe-maki (with mochi, soy sauce and nori), kara-age, kashiwa-mochi (stuffed with sweet [azuki] bean paste), kina-ko ("yellowish soybean powder"), kishimen (seasoned with soy sauce and topped with a few pieces of fried bean curd), kitsune udon (seasoned with soy sauce and topped with a few pieces of fried bean curd), koji, koya-dofu, \* kuzu-manju (a ball of sweet redbean paste {azuki-an} with a covering of kuzu starch), kuzu-mochi (with kinako), masu (a small square measuring box, usually made of Japanese cypress {*hinoki*}). The three sizes measure 0.18, 0.9 and 1.8 liters. It is constructed by dovetailing, without the use of nails or adhesive. It is used for measuring soybeans, cereal grains, or for drinking saké), miso, miso-shiru, miso-zuke, \* mochi, nabe-mono (often contain tofu; examples are sukiyaki, yose-nabe, and mizu-taki), nama-gashi (traditional Japanese confections made with beans and/or glutinous rice, cooked but not baked), natto, \* nori (a dried sheet of laver, a seaweed), \* oboro (related to sushi, not soy), oden, \* ohagi (coated with sweet redbean paste {*azuki-an*}), shiru-mono (the two basic types are clear soup and miso soup), \* shiruko (sweet beanpaste soup with mochi; see zenzai), shojin-age, shojin-ryori, shoyu, suki-yaki, sukiyaki-nabe, suri-bachi, suriko-gi [suri-kogi], sushi, sushi-ya, teriyaki, tofu, \* ume-boshi (a Japanese pickled plum), wa-gashi (Japanese-style confectionery), wakame, warishita (soy sauce flavored seasoning), washoku = nihon-ryori, yaki-dofu, yaki-mono, yakko-dofu, yu-dofu, \* zenzai ("a thick kind of sweet redbean soup").

Page 24 defines hiragana (lit. flat kana) as “The cursive form of *kana* script, one of the two sets of Japanese syllabary writing. *Hira-gana* is more commonly used than the other set called *kata-kana*. It is usually used for writing inflectional endings and function words not represented by Chinese characters (*kanji*).” Address: Tokyo, Japan.

1143. Loma Linda Foods. 1979? To your health, naturally! Recipes and catalog. Riverside, California. 10 panels. Undated. Front and back. Each panel: 16 x 10 cm.

• **Summary:** The cover of this very informative catalog is dark brown and orange-brown on beige, with a rustic illustration of a man and a woman with two horses and a plow in front of a small barn. Loma Linda Foods—Since 1906.” Contents of the front panels: The Loma Linda story (history). Names of vegetarian products made by Loma Linda with a recipe for each: 1. Stew-Pac, Dinner Cuts, Tender Bits (canned). 2. Meatless Fried Chicken (frozen in carton). 3. Sandwich spread (canned). 4. Soybeans—Boston Style, Chili Beans, Green Soybeans (canned). 5. Savorex (plastic tub). 6. Tender Rounds (meatless meatballs) with Gravy. Fried Chicken with Gravy (canned). 7. Soyalac. i-soyalac (canned). 8. Meatless Breakfast Sausage (chub). 9. Redi-Burger. Vege-Burger (canned). Vita-Burger (Chunks or Regular; dry in box). 10. Nuteena (with peanuts and soy flour). Proteena (nut loaf). Vegelona (canned). 11. Gravy Quik (Meatless Gravy—Chicken Style, Brown, Mushroom, Onion, Smoky Bits, Country Style). Spaghetti Sauce Mix (foil pouches). 12. Long Links. Linketts. Big Franks. Little Links (canned). 13. Meatless Slices (Roast Beef, Bologna, Chicken, Turkey, Salami; frozen in carton). 14. Soyagen (soy beverage; Carob, All Purpose {liquid}, Carob, All Purpose, No Sucrose {dry in canister}).

The back is divided into 14 rectangles of various sizes, one for each family of products described on the front. A color photo and description accompanies each of the 46 products. Address: Riverside, California.

1144. Loma Linda Foods. 1979? Recipes from around the world to break the monotony of meat, meat, meat, meat, meat (Leaflet). 11503 Pierce St., Riverside, CA 92505. 5 panels each side. Each panel: 17.8 x 13 cm. Front and back. Undated,

• **Summary:** This glossy color leaflet shows how to use the following Loma Linda meatless products in recipes:



Proteena, Little Chunks, Sizzle Burgers, Linketts, Sizzle Franks, Chicken, Meatless Bologna, Redi-Burger / Rediburger, Dinner cuts, Nuteena, Fried Chicken. A large photo shows each prepared dish. A photo on the last panel shows each of these products in its package on a wooden table with flowers, utensils, and vegetables. All are canned, except for Meatless Bologna and Sizzle Burgers. The slogan running across the bottom of the first and last panel is: “The people who believe food should not only taste good—it should be good for you.” Address: Riverside, California.

1145. Mermin, Lora. 1979? Re: Okara. Letter to William Shurtleff at New-Age Foods Study Center. 2 p. Undated. Typed, with signature.

• **Summary:** “Debbie’s [Debra Bachmann’s] okaraburgers tested out to be: protein 7.5%, moisture 64.2%, ash 1.2%, fat 7.8%, fiber 1.4%, carbohydrate 17.9%.

Page 2 begins: “Dear Bill, here are some more okara recipes.” Unfortunately, the recipes have no names. Address: The Bountiful Bean Plant, Madison, Wisconsin.

1146. Shurtleff, William; Aoyagi, Akiko. 1980. Making money making tofu. *East West Journal*. Jan. p. 18-24.

• **Summary:** Describes how to start a tofu company. Contents: Introduction. Key resources: Soycrafters Association of North America, Bean Machines Inc., Soycrafters Apprenticeship Program, the book *Tofu and Soymilk Production*, list of all tofu shops and soy dairies in the West (free from New-Age Foods Study Center). First steps in getting started. Doing a market survey. Determining



the type of shop. Making other soyfoods (from tofu or soymilk). Running a retail outlet, soy deli, or restaurant. Obtaining a building and equipment. Putting it all together.

“There are now about 160 tofu shops and soy dairies in the United States (compared to 38,000 in Japan). More than 100 of these have opened during the past three years.” Illustrations (line drawings) show: Sangen-Ya tofu shop in Tokyo. A tofu burger—“Watch out Big Mac.” Photos show Shurtleff and Aoyagi. Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549.

1147. Kalish, Jon. 1980. Let ‘em eat tofu. *Soho Weekly News*. Feb. 6. p. 5.

• **Summary:** “This spring a dozen schools with heavy populations of Seventh-day Adventists, observant Jews and Muslims (all of whom follow strict dietary laws regarding meat) will be served meals prepared with tofu. Initially the experiment will involve about 2,000 kids. The New England Soy Dairy has already begun teaching school lunch personnel how to prepare tofu burgers, tofu fish cakes, tofu egg salad, and tofu Parmesan.” Tofu is also served in schools in Rochester, New York, and Santa Barbara, California.

1148. Giuca, Linda. 1980. It’s tofu: You can steam it, fry it, broil it, bake it, simmer it or eat it uncooked. *Hartford Courant (Connecticut)*. Feb. 13. p. 1A.

• **Summary:** The first thing people ask when they see a cake of tofu is “What do I do with it?” The bland-tasting, cream-colored soy food has a custardy consistency. “Tofu (pronounced toe-foo) has been a staple in Oriental diets for centuries; to the Chinese it is ‘meat without bones.’” Some Americans know tofu under other names such as “bean curd” or “soybean cake.”

From tofu you can make garlic salad dressing, tofu burgers, chocolate creme pie [like a tofu cheesecake], lasagna, batter-fried tofu with vegetables, or a frozen treat on a stick.

Maria Orefice, a vegetarian and owner of Garden of Eating on Jefferson St., features some tofu recipes on her menu. She learned how to make tofu at home when William Shurtleff and Akiko Aoyagi, authors of *The Book of Tofu* (Autumn Press) stayed with her during a visit to Hartford in 1976. Now she teaches classes in making and cooking with tofu at her restaurant.

Photos show two views inside the New England Soy Dairy in Greenfield, Massachusetts, where about 20,000 pounds of tofu are made each week: (1) Many packages of tofu being cooled in ice water. (2) Soybeans being soaked in water in large vats. Contains four tofu recipes: Breaded tofu, Protein pops, Chocolate creme pie, and Chili con tofu. Address: Food editor.

1149. Leviton, Richard. 1980. Soycrafters Conference: The birthing of a new industry. Director’s report: Missed all the

meals. *Soycraft (Colrain, Massachusetts)* 1(2):16-23. Winter.

• **Summary:** A report on the Second Soycrafters Conference, held 26-29 July 1979 at Hampshire College, Amherst, Massachusetts. Over 50 workshops and lectures were presented on all phases of the soyfoods industry. “Miraculously, the \$19,000 conference broke even financially, and attracted significant national press in the following three months.”

The section titled “The view from the guests” (p. 20-23) contains brief statements (all positive) about the conference from the following attendees: Luke Lukoskie (Island Spring), Rebecca Uchida (Mu Tofu Shop), Michelle Ajamian (Amesville, Ohio), Shag Kiefer (Redbud Creek Tofu), Will Truslow (Jamaica Plain, Massachusetts), Dr. Joseph Rakosky (Rakosky Services, Melrose, Illinois), Marvel Huffman (Lecanto Tofu), Francine Watanabe (La Soyarie, Hull, Quebec, Canada), Dr. Charles Howes (Loma Linda Foods, Mt. Vernon, Ohio), Timothy Metzger (Dannon Milk Products, Long Island City, New York), Lee Cunningham (Wonder Life Corp., Des Moines, Iowa), Joseph Jaffer (Waymart, Pennsylvania), Chico Wagner (Yaupon Soyfoods), Dr. Malcolm Bourne, Frank Pilotte (Golden Key Farm, Grant Park, Illinois), David Patten (Brightsong Tofu, {Redwood Valley}, California), Patti Smith (Erewhon, Cambridge, Massachusetts), Larry Needleman (Bean Machines, Bodega, California), Peter Driscoll, Goodhart Foods (Petosky, Michigan), Bill Shurtleff (New-Age Foods Study Center), George Strayer (Agricultural Exports, Hudson, Iowa), David Blumberg (San Francisco, California), Dr. Keith Steinkraus (Cornell Univ., Ithaca, New York), Bob Bergwall (Nasoya Foods, Leominster, Massachusetts).

Photos show: (1) Overview of the conference registration hall incl. Richard Leviton talking with George Strayer. (2) Kathy Leviton adding finishing touches to large trays of tofu cheesecake. (3) A woman preparing scrambled tofu and fried soysage patties in the Hampshire College kitchens. (4) Members of Okita Enterprises and the Tennessee Farm: Charles Ishigawa, Robert Dolgin, Eddie Okita, and Michael Moorman. (5) Dr. Walter Wolf (Northern Regional Research Center, Peoria, Illinois). (6) Robert Rodale, Rodale Press, Emmaus, Pennsylvania. (7) Dr. Malcolm Bourne, Cornell University, Geneva, New York. (8) Michael Cohen, holding a baby and talking with Dr. Clifford Hesseltine.

Note: This is the earliest publication seen (Feb. 2003) that mentions Brightsong Tofu. Address: Colrain, Massachusetts.

1150. *Soycraft (Colrain, Massachusetts)*. 1980. Soyfoods deli update. 1(2):10. Winter.

• **Summary:** Discusses Yellow Bean Trading Co. (Detroit, Michigan), The Tofu Shop (Rochester, New York), and The Cow of China (Boulder, Colorado), and The Soy Plant Deli (Ann Arbor, Michigan).

“The Yellow Bean Trading Company of Detroit, Michigan, began business in September 1978, with a truck, garage, and cooler, as Timothy and Carol Huang delivered tofu, tempeh, soysage, and soymilk, made by the Ann Arbor Soy Plant, around the metropolitan area. But in March 1979, they opened a retail delicatessen because they ‘wanted to teach people about soyfoods by letting them taste them, which is better than reading about them in books.’ The deli retails groceries, juices, herbs, teas, dry grains, bulk tofu, bottled soymilk, nori rolls, tofu carob creme pies, and tofu salad. The Yellow Bean has seating for fourteen and they are planning to introduce hot food items, such as tofu spinach pies, tofu lasagna, rice with tempeh, and bean and vegetable dishes.” Though currently losing money, the deli grosses about \$600 each six-day week.

Greg Weaver of The Tofu Shop in Rochester reports that August 1979 was their biggest month all year; they grossed \$2,000/week. Autumn sales averaged about \$1,700/week. During the World Series in October they invented the Not Dog—a hot dog based on baked tofu.

Steve Fiering of the Soy Plant deli in Ann Arbor reports steady sales of about \$1,000 a week. Steve Demos at the Cow of China deli in Boulder reports that retail sales peaked in August at \$450/day. Now they range from \$1,700 to \$2,000/week.

1151. Boyd, Billy Ray. 1980. The Buddha-foods of China. *Asia Mail (The)*. March.

• **Summary:** In Taipei, Canton, or many other Chinese cities or towns you can find Buddhist vegetarian restaurants. The foods, which are displayed in the window, look like pressed duck, sweet-sour pork, chicken soup, fish, etc., and invite you to enter. Yet you will find that these delicacies contain no meats or dairy products. In the island province of Taiwan alone there are almost 100 such eating places, in almost every city and town. “Over the centuries monks and nuns have developed and refined special foods made from various soy products and from gluten.” These include tofu (beancurd), gluten meat, and *doupi* [2 Cc = 2 Chinese characters given] “(the tender, fleshy skim from soymilk).” They are high in protein and look and taste remarkably like a wide array of flesh foods. “These foods are manufactured by specialized businesses and sold in market stalls dealing with nothing else. Since the food is prepared in large quantities that same day, it is inexpensive.

Note. This is the earliest English-language document seen (Oct. 2012) that uses the word *doupi* or the terms “skim from soymilk” or “fleshy skim from soymilk” or “tender fleshy skim from soymilk” to refer to yuba.

“When ordering in a Buddhist restaurant, the simplest approach is to ask for the daily special or ‘guest food’ *kuh fahn*.”

Generally it is lay Buddhists, traveling clergy, and people concerned with health who eat at these restaurants.

“The strictly vegetarian regimen is adhered to in Buddhist temples as well. In west-central Taiwan, at the very top of Lion’s Head Mountain (3 Cc) sits the Buddhist temple Shih Yen Tung (3 Cc). The resident nuns and monks here are used to visitors, including occasional westerners, and one can spend the night. As usual in temples, a modest offering of ‘incense money’ is expected to cover the costs of providing food and lodging: a few dollars for an overnight stay, meals taken with the monks and nuns in the communal dining hall. The mountain itself, when not enshrouded in timeless mists, provides a panoramic view of the region. The food served is, of course, the traditional vegetarian kind, unlike at many other temples—on the mountain and elsewhere—of mixed Buddhist and Taoist allegiance.

“Though Buddhism has in many ways been discouraged in Maoist China, the vegetarian tradition there lives on. Two famous temples where resident monks and nuns still serve elaborate vegetarian meals to pilgrims and visitors are T’ien P’ing Shan (3 Cc) in the suburbs of Soochow, and Ling Yin Ssu (3 Cc) in Hangchow. The latter city is noted for being one of the most beautiful in all China, a pre-Liberation favorite of resident foreigners.

“Chinese Buddhist restaurants can be found in several cities in southeast Asia as well, including Hong Kong, Kuala Lumpur, and Singapore. English will often appear on the menu, and/or be spoken by some of the waitpersons. The Chinese Buddhist gustatory tradition did not, unfortunately, survive the cultural transplant to the United States, though recently some non-Chinese have opened a restaurant in San Francisco where one can begin—just begin—to discover the richness and diversity of the traditional Buddhist foods.”

The author, a freelance writer and vegetarian cook, chanced upon and subsequently researched the Chinese Buddhist restaurants during a 4½-year odyssey in Asia. Address: Box 872, Santa Cruz, California.

1152. Dawson Food Ingredients. 1980. Anaprime: Meat analog products made from spun soy protein. Taste can’t tell... the only difference you’ll notice between Anaprime and meat is the low cost and convenience (Brochure). 7901 Flying Cloud Dr., Minneapolis, MN 55344. 4 p. Catalog. 28 cm.

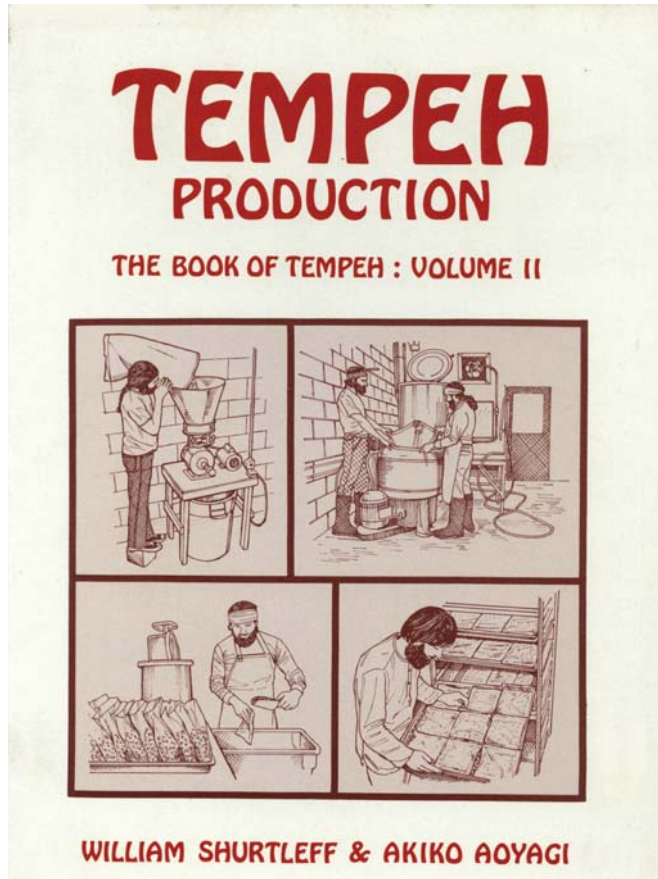
• **Summary:** On the cover of this color glossy brochure are eight prepared dishes, each containing cubes of Anaprime. These meatlike products are made from spun soy protein fibers. They are available in three flavors, each in frozen diced pieces: beef, chicken, or ham.

Inserted into this brochure are three inserts: (1) Step-up to Anaprime: The key difference between Anaprime and textured vegetable protein is spun protein fibrils (color, one sided). (2) Comparison of approximate composition of Anaprime vegetable protein frozen products and their animal counterpart (per 100 grams edible portion): Ham (3 p.). Chicken (3 p.). Beef (3 p.). Address: Minneapolis,



Minnesota.

1153. Shurtleff, William; Aoyagi, Akiko. 1980. Tempeh production: The book of tempeh, volume II. A craft and technical manual. Lafayette, California: New-Age Foods Study Center (Renamed Soyfoods Center in Sept. 1980). 176 p. Illust. by Akiko Aoyagi Shurtleff. Index. March. 28 cm. [46 ref]



• **Summary:** Contents: Preface. 1. How to start a tempeh shop. 2. Setting up shop: Community or kitchen shop, fire cooker shop, steam cooker plant, modern factory, tropical village shop, tropical caldron plant. 3. Ingredients. 4. Principles of tempeh production. 5. Making tempeh in North America. 6. Making tempeh in Indonesia. 7. Making specialty tempehs: Introduction, specialty soy tempehs, other legume tempehs, grain (or seed) & soy tempehs, grain tempehs, okara tempeh, soy (or grain) & okara tempehs. 8. Quantity tempeh recipes & the soy deli. 9. Making tempeh starter. Appendices: A. Resources: People and institutions connected with tempeh production. B. Tempeh shops in the West. C. Measures, weights & equivalents. Bibliography. New-Age Foods study center. D. Index.

Note 1. This is the earliest known English-language book devoted entirely to tempeh production.

Note 2. On page 10 we read: "For more information about the natural low-tech soyfoods industry and its

publication *Soyfoods*, contact the Soycrafters Association of North America,..." This is the earliest English-language document seen (Feb. 2013) that contains the term "low-tech" (regardless of hyphenation) in connection with soy, or the term "low-tech soyfoods." Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549.

1154. Shurtleff, William; Aoyagi, Akiko. 1980. Soyfoods: The Americanization of tofu. *Vegetarian Times* No. 36. March. p. 54-55. [3 ref]

• **Summary:** An introduction to tofu in America followed by 6 recipes adapted from *The Book of Tofu*.

"Westerners are doing things with tofu that the Japanese never dreamed of: "Tofu burgers," "tofu cheesecake," and soybean ice cream are all as American as apple pie. In the immortal words of Andy Schecter, of the Northern Soy tofu and tempeh shop in Rochester, New York: 'We can make tofu and soymilk products that rival even the best junk foods in America!' What more could anyone ask for?" Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549.

1155. Schmit, Matthew. 1980. Tofu-Helper: New directions in packaging and marketing for the soy industry, 1980. Bayside, California. 5 p. April 12. Unpublished manuscript. 28 cm.

• **Summary:** A proposal for a new product developed by Matthew Schmit. Five pages of black and white photocopies: (1) Title page. Handwritten. A rectangular photo in the center shows 3 prototypes of the product and 3 tubs of tofu atop a wooden barrel, outdoors. (2) Statement of original idea (handwritten): Name: Tofu-Helper portion pouch. Description. Purpose. Adaptation. Sketch (blank). Signed: Matthew Schmit, Date: 4/12/80.

(3) Tofu-Helper: Getting off the ground: An example of the steps undertaken by a tofu company beginning to introduce Tofu-Helper sauces into their sales region. "Choose a name for the campaign, such as Tofu Internationale, and sauces such as... Tofu turkey and dressing.

(4) Letter to Mr. Jeno Paulucci, 535 Lake Avenue South, Duluth, Minnesota 55802. From Matthew Schmit, Bayside, California. 1 page typewritten, no letterhead, with signature. Explains the product to Mr. Paolucci and suggests that he make and package it. New foods, "primarily tofu, tempeh, and soysage, have burst upon the American natural foods market in the last two and a half years. I have worked with these now items since September 1977, and have followed closely the 'new soyfoods' industry."

(5) Reply from Jeno F. Paolucci, chairman. May 29. Typed on letterhead with signature. "I appreciate your writing me in this connection. However, I just don't feel we would have any interest in going into soyfoods at least at the present time."

Note 1. Jeno was founder of Chun King Corp. and

Jeno's Pizza. Matthew's father, Justin, was the company's executive vice president for years in Duluth, Minnesota, and later engineer.

Note 2. Matthew never commercialized this product. Address: Rt. 1, Box 484, Bayside, California 95524. Phone: 707-443-9054.

1156. Dunn, Carole. 1980. Soya beans are good for human 'beans.' *Chronicle, Tuesday Magazine (Eumundi, Australia)*. April 15. p. 11.

• **Summary:** Cyril and Elly Cain, originally from the USA but now living in Imbil, are selling soyfoods at the Saturday morning Eumundi market, including soymilk drinks, smoothies, plain tofu, flavored tofu dips and spreads, tofu sandwiches and burgers, Soysage rolls, ice bean (soy ice cream), and a variety of cakes and pies such as tofu cheesecake. A photo shows Elly smiling as she makes a sale at a tofu & soymilk stall; Cyril appears in the background.

1157. Belt, Becky; Jelep, Kathy. 1980. Tofu takes many forms. *Dispatch (Columbus, Ohio)*. April 23.

• **Summary:** Bill Lutz and Mick Vissman, two entrepreneurs in their 20s, recently started Rainstar Foods, which distributes tofu and other natural foods. They also started the Hip Pocket Tofu Deli [on 1 March 1980]; its popular items include: Chili with tofu, Eggless "egg salad," Saltimbocca (marinated tofu cuts), Tofu burger, Guacamole, and Tofu onion-garlic dips. Soy foods like soymilk, soysage, and seitan roast are also on the menu. For dessert there is tofu cheesecake and banana cream pie. All recipes used at the deli were developed by chef Dennis Prutsman, who cooked with tofu for 15 years in San Francisco, California. No recipes are given.

1158. Granose Foods Ltd. 1980. Granose—Britain's leading health foods: Product information. Stanborough Park, Watford, Herts., WD2 6JR, England. 5 p. April. Unpublished typescript.

• **Summary:** The name of each product is given, usually with a basic description and ingredients. Product categories include: Breakfast cereals. Protein foods—soya based: Soya beans in tomato sauce, Goulash, Curry sauce, Bolognese sauce, Chicken flavoured pie filling, Chicken flavoured savoury pudding, Ravioli, Cannelloni, Soyapro wieners, Soyapro slices, Beef like, Chicken like, Ham like. Dried foods—soya based: Vegex (Chunks and Mince), Sausfry, Granogen, Granolac. Dried foods—nut based: Rissolnut (with soya nuts). Address: Watford, Hertfordshire (Herts.), England.

1159. **Product Name:** Soysage.

**Manufacturer's Name:** Bountiful Bean Plant.

**Manufacturer's Address:** 903 Williamson St., Madison, WI 53703. Phone: 608-251-0595.

**Date of Introduction:** 1980 May.

**Ingredients:** Okara (soybean pulp), soybeans, buckwheat flour, oats, nutritional yeast, tamari, oil, malt syrup, garlic powder, allspice, ginger, fennel, oregano, sage, black pepper, cayenne pepper.

**Wt/Vol., Packaging, Price:** Four 3-lb. blocks per case, \$1.28/lb wholesale.

**How Stored:** Refrigerated or frozen.

**New Product—Documentation:** Bountiful Bean Plant. 1980. Soysage News! "Soysage is about ready to be produced for distribution to your store... The Bountiful Beaners." Suggests that stores cut each block into 12-oz. pieces.

1160. *Food Engineering*. 1980. Meat analog from "spun" protein: Soy protein is spun into fibers, then formed into analogs which have the look, taste and texture of meat. 52(5):32. May.

• **Summary:** "The basic technology that General Mills developed to produce spun soy protein is making a comeback. Dawson Mills, which purchased the technology and equipment from General Mills about 5 years ago, has just announced a new line of meat analogs under the tradename Anaprime.

"Basically, the technology is the same. 'But we did improve upon the flavor of the analogs,' reports Marty Loula, Marketing Manager for Dawson Food Ingredients (subsidiary for Dawson Mills). 'In addition,' says Loula, 'we've added a roast beef analog, which wasn't available before. And we're in the final stages of developing a pepperoni analog.' The basic analogs—beef, chicken and ham—are being produced by Dawson in its new facility in Minneapolis [Minnesota]."

1161. Nupro Foods. 1980. Nupro Soysage / Pâté. 1227 City Park Ave., Ft. Collins, CO 80521. 1 p. Single sided. Handwritten.

• **Summary:** This Soysage comes in two types: Spicy and mild. Ingredients for the spicy: 4 cups okara. 1½ cups whole wheat flour. 1½ cups wheat germ. 1 cup nutritional yeast. ¾ cup soymilk. ½ cup oil. ¼ cup shoyu (soy sauce). 1 tablespoon oregano. 1 tablespoon mustard (wet). 1 tablespoon garlic powder. 2 teaspoons allspice. 1 teaspoon kelp powder. 1 teaspoon cayenne (pepper). 1½ teaspoons fennel. 1½ teaspoons sage.

Mix and steam or bake.

For the mild version, substitute the following amounts of herbs: 2 teaspoons oregano. 2 teaspoons mustard (wet). 2 teaspoons garlic powder. 1½ teaspoons allspice. 1½ teaspoons kelp powder. ½ teaspoon cayenne (pepper). 1 teaspoon fennel. 1 teaspoon sage. Address: Fort Collins, Colorado.

1162. Robertson, Valerie. 1980. Early history of Soyfoods Unlimited, Inc.—a large, pioneering tempeh making company



in San Leandro, California.

• **Summary:** In Sept. 2011 Bill Shurtleff asked Valerie Robertson, with help from John and Gary Robertson, to reach back 30 years and (with the help of dated documents from those days) to try to reconstruct the origins of Soyfoods Unlimited—a pioneer tempeh maker in California. As Valerie recalls: “I think I first met you and Akiko at Eco House in Walnut Creek, run by Mark Maloney (later Mark Westwind); we kept our bees there and I met you one day when all three of us happened to be there. Then I saw an ad in the *Contra Costa Times* from Soyfoods Center asking for volunteers. I called and started doing work for you both, first doing office work—filing, folding pamphlets and then testing recipes and eating—tempeh!!! You were both very interested in tempeh because your *Book of Tempeh* had recently been published.

“Gary recalls that we were all at your house and you asked Gary (who was a contractor) and John (who was the Biomedical Director at John Muir Medical Center)—‘What do you want to do? Are you happy with what you are doing now or would you maybe like to do something else?’ You kind of put a bug in their ear. We talked about doing something with tempeh and we started making and eating tempeh.

“We made our own tempeh at our home in Walnut Creek (see photo) using an incubator from John Muir Hospital. It was not hard to make and turned out like magic. Starting in 1981 we sold the tempeh we made at home under the label Vasilias’s Homemade Soy Tempeh. My ancestors are Greek and ‘Vasilias’ is the Greek word for Valerie. Akiko designed the ‘Vasilias’s’ label and we had it printed up. I taught tempeh and tofu cooking classes at a health food store in nearby Concord called The Harvest House. Actually, Akiko came to one of my cooking classes with me as my ‘helper.’ So I had an outlet via Harvest House and classes to sell tempeh.

“We started to get really interested in starting a tempeh company in the San Francisco Bay Area. Above all it was the tempeh itself that convinced us to do it. 1. We *loved* tempeh. 2. We made excellent tempeh at home. 3. We wholeheartedly believed it was an excellent protein food for vegetarians and all others. We believed in tempeh. It tasted so good, and the texture was amazing. It sold itself (proven during countless demos in stores). We had the desire and ambition to give it a try with a lot of sweat equity (eventually drilling out the concrete for drains, building incubation rooms, setting up a lab etc.).

“But back to the story: You and Akiko were about to leave on a speaking tour, which you called “1980 Soyfoods America Tour,” to promote your books and tempeh, and to attend the University of Illinois soyfoods course and the 3rd annual Soyfoods Association of North American conference at the University of Illinois in Champaign-Urbana, Illinois. You both wanted to serve your favorite tempeh recipe during intermission to everyone at each talk. So Akiko asked me to help her make Tempeh Cacciatore (chunks of tempeh in a seasoned tomato sauce) and to “can” these in quart Mason

jars. We had a ball together in your tiny kitchen and ended up canning 110 quart jars.

“On May 5, 1980, you and Akiko left Lafayette, California, on your tour, with your big white Dodge van loaded with books, canned tempeh, etc. You were planning to be gone for 3 months. At about this time we decided that we definitely wanted to start a company making tempeh. I think you (Bill) came up with the name, ‘Soyfoods Unlimited.’ It ended up being a corporation, incorporated in Nov. 1980 as Soyfoods Unlimited, Inc. The ‘Inc.’ part was costly; we had to paint a lawyer’s house in Lafayette in exchange for the Inc.! It also (as you know) protected us as individuals.

“I decided to fly to Illinois to attend the SANA conference to learn as much as I could about making tempeh and the new soyfoods movement; John and Gary were busy with their work and could not go. On July 9-13, 1980, the Third Annual SANA Conference was held at the University of Illinois. It was a big success in every way. About 270-285 people from all over the world attended. I met Dr. Clifford Hesselstine and talked with him about tempeh and our ideas. He was very helpful and encouraging.

“On Aug. 3, 1980, you and Akiko returned to Lafayette from Illinois and your tour. You had given 27 programs and traveled 9,000 miles. At each program you served your favorite tofu and your favorite tempeh recipe, then asked for a show of hands as to which one people liked best—without exception tempeh was the favorite by a 2 to 1 ratio. We were ready to go.

“In about Sept. 1980 we signed the lease on a large building suitable for food processing in San Leandro, California. The first 3 months were rent-free. We knew we would need plenty of money to start the kind of company we envisioned. Gary invested \$100,000 cash and John put in more than \$35,000 by taking a second mortgage on our home on San Miguel Drive in Walnut Creek. The money started to flow out and our sweat equity began to flow in—John with his engineering mind and logic; Gary with his construction skills, and our knowledge of recipe development. We tested many recipes at home first. Murphy’s Law was in full force, as every step in the process took much longer than expected.

“On Oct. 3, Akiko finished designing for us a new Soyfoods Unlimited letterhead, with promotional materials and even aprons for demos. The logo was like a soybean leaf with three leaves, one for each of the three of us (see photo).

“On Oct. 16, 1980, we finished a new 8-panel brochure titled “What is Tempeh?”—a joint venture of the Robertsons and Shurtleffs. We both had the rights to use it as we wished.

“Finally, on Feb. 15, 1981, the three of us begin making tempeh in our state-of-the-art \$100,000 plant in San Leandro, California. The efficient, 1,850-square-foot operation, had a capacity of 10,000 pounds a week.

A photo shows Valerie seated near some tempeh on a table at her home in Walnut Creek, California. Valerie and John were married. John was Gary’s older brother. All three

lived in the same large home in Walnut Creek.

“Later that year, on July 8-12, 1981, the 4th Annual Soycrafters Conference was held at Colorado State University, Fort Collins, Colorado. I drove out with you and Akiko and Kazuko Aoyagi and Maria-Elena Nava of Mexico, stopping overnight at your cabin at Lake Tahoe and sleeping out one night in a “snake farm” in the desert.

“Our company did well, launched many delicious tempeh products, and introduced many innovations.

Note: They were the first company to do dry dehulling and hull removal from their soybeans prior to cooking; for this they used a simple and ingenious mill and vacuum cleaner system designed by the Department of Food Science at the University of Illinois but modified and enlarged by the Robertsons. They started selling frozen soy tempeh, but after 2-3 months were selling 90% of their tempeh refrigerated, after steaming. In Sept. 1981 they introduced America’s first nonfried tempeh burger, which they vacuum packed. In Jan. 1982 they started air-freighting 1,800 pounds a month of their tempeh burgers to the East Coast. In June 1983 Lonnie “Lon” Stromnes of Namaste Marketing began to work as their full-time marketing director.

“White Wave was a major tempeh maker at that time. In 1986 we met Steve Demos (founder and CEO of White Wave) at Spenger’s restaurant in Berkeley and asked him if he would be interested in buying our company. White Wave acquired Soyfoods Unlimited, Inc. on Dec. 1, 1986 and each of the three of us Robertsons ended up owning 1% of White Wave.

“By acquiring Soyfoods Unlimited, White Wave became the largest manufacturer of tempeh in the United States. And he got our greatly superior process for making tempeh, the ability to make his own tempeh starter, our excellent recipes, our list of our distributors, a much greater presence for White Wave products on the West Coast, and much more. He also took on our debt! He thanked us for offering our business and our secrets to him instead of folding up. He is Greek, just like me.

Update (Sept. 2011): “On May 7, 2002, Dean Foods acquired the remaining 64% of White Wave that it did not already own. At that point we sold our shares of White Wave stock to Dean Foods. Our stocks split and each share became 9,860 shares. We were each bought out at \$145.00 a share. Not bad!

“The home I am living in today on the big island of Hawaii was paid for by the sale of the White Wave stock. I only wish I made a deal for endless tempeh!! I love tempeh!”

“I still eat tempeh all the time and still love it. I buy White Wave tempeh out here in Hawaii. I think Turtle Island also has a great white tempeh. I’m so glad it is available here in Hawaii at all the health food stores.”

1163. Blix, Glen. 1980. Dr. Harry Miller and his International Nutrition Laboratory (Interview). *SoyaScan*

*Notes.* June 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Shurtleff and Aoyagi drove their large white Dodge van to visit the Loma Linda Foods plant in Mt. Vernon, Ohio. As they were welcomed by Glen Blix (super guy) and invited to be seated at his desk, the first thing they noticed with a sign, about 15 inches long and triangular in cross section, which stated clearly: “Do unto others as you would have them do unto you.” Wow!

History: Dr. Harry W. Miller was born north of Dayton, Ohio. He returned to the USA from China after the Japanese occupation of 1937, to Mount Vernon, a lovely remote rural area, where he had attended secondary school (Adventist). While building his soy dairy building, he taught at the local secondary school; also bought a local hospital with his brother and served as a physician. He lived in the big white house by the plant.

He bought a 120-acre farm for \$7,000. He got free bricks from a demolished schoolhouse. He and his son collected these, hired academy students to clean the bricks, then he and his son built the original building for the soy dairy about 1937-38. It was called the International Nutrition Laboratory.

Here he set up the soymilk process he had developed in China. He also set up a plant to can fresh green soybeans; this paid his way. And he developed a gluten meat analog, Miller’s Cutlets, a gluten patty with flavorings added, based on research done by Dr. John Harvey Kellogg. It contained no soy; he later sold it to Worthington Foods. Dr. Kellogg was Dr. Miller’s professor in a small class at Battle Creek Sanitarium; Dr. Kellogg taught the class lots about nutrition. All students in the class lived past the age of 80. Miller lived to 97½. In 1951 Miller sold his soy dairy at Mt. Vernon, Ohio, to Loma Linda Foods and went back to Hong Kong. He returned to America in 1972.

When he sold the plant he felt he could not sell the soymilk process, which he felt had been taught to him directly by God, who spoke to him and told him to try certain ideas that had eluded him. Thus he gave this process to the Adventist church, but sold the building to Loma Linda Foods and loaned them the money to buy it. They paid him in installments and he used this income to set up the International Nutrition Research Foundation in 1951.

One product he developed and felt he perfected here was *Acidophilus* soymilk. but it couldn’t be canned or the organism would be killed. Oliver Miller, no relation to Harry, is a top director in Loma Linda; he is a poor correspondent, so best to phone him.

Loma Linda Foods started in 1906 in Southern Calif 20 miles from Riverside. Kellogg in the early days had a philosophical / ideological split with the Adventist church and took back for himself the Battle Creek Sanitarium, whole wheat bread bakery, and breakfast cereal operation/plant (no soyfoods). The Loma Linda Riverside plant was built about



1936. It started making meat analogs, pressed wheat flakes, rusket biscuits. Now only two Adventist plants in the world make soymilk. Ohio and Saniku in Japan. The method now used is an improved variation on the Cornell method [boiling water grind]. The Ohio plant used the method patented by Miles Laboratories from 1968-69. Blix thinks that the Illinois whole-bean method has poor mouthfeel and problems with flatulence. Their claims were overexaggerated. Dr. Miller found / felt that the highest percentage of oligosaccharides were located just under the soybean hull. The present hot soak leaches them out. A high fiber diet may cause more gas than usual, so maybe some flatulence in fiber itself explains why whole soybeans cause more gas than soymilk. Most now use the word “lipoxydase” rather than lipoxygenase. More comments on Illinois whole-bean method. Chalky mouthfeel, corrosive on the homogenizer. Best to use stellite for homogenizer valve seats. At Loma Linda they also homogenize whole beans, then extract soymilk, and rehomogenize the soymilk etc. Loma Linda sells two types of soymilk products. Soyalac is for infants and Soyagen is for adults. About 75-80% of their sales are the infant Soyalac, so flavor is not so crucial. Nutritional properties are more important. Concerning protein quality: Rats have a large demand for sulfur-containing amino acids since they have lots of hair, for which these amino acids are largely used. Commercial cystine is hydrolyzed hair protein, so its not vegetarian.

Loma Linda started making isolate soymilk out of pressure from salesmen since all other infant formula makers have an isolate soymilk. They feel it is inferior to their regular Soyalac since it is less natural (has less all-natural ingredients) and has poorer flavor. But it is lighter colored, It is acceptable to Feingold hyperactive kids since it contains no additives, and it gives lower flatulence since it contains no carbohydrates (but this is not a significant problem), and the stools do not smell bad, i.e. different from the stools from animal milks. Loma Linda non-isolate soymilk sells best by 2:1 among the Loma Linda products. LLF makes 8 basic soymilks. (1) i-soyalac is the isolate and Soyalac is the natural. Both come in concentrate, ready to feed, and powdered. Soyagen, the adult preparation, comes in powdered, with either all purpose or no cane sugar (it uses corn syrup as a sweetener), Also carob. All Soyagen brands are powdered. The number 1 best seller is Soyalac concentrate, #2 is isolate concentrated, #3 is ready to feed Soyalac, #4 is powdered Soyalac. Their only competitor is Worthington Soyamel, sold powdered in Pure Pak cartons in health food stores.

Dorothea Van Gundy Jones died in 1979.

Soymilk regulatory problems: Lots of hassle from FDA. (1) Cook time in cans. (2) waste disposal.

Do old soybeans cause low protein extractability? They feel extractability is more directly affected by the hardness or pH of the water. Alkaline pH gives good extractability;

that’s why some people cook beans with baking soda. In late summer as the water table falls, the pH rises to pH = 8 in late summer, then drops to 6.3 in the spring.

Loma Linda soymilk has 65 employees. They grow much of their own beans on 500 acres of nearby land. They use field-type soybeans. Best is Williams, which has good flavor and extractability. Beeson and Amsoy are also good. Beans are not strictly organically grown but use less and milder herbicides so herbicides residues are near the lower limits of detectability. They use 30,000 bu per year = 900 tons/yr of dry beans. Beans are stored in silos by the plant and dried there to 12% moisture. If lower moisture, they crack and split. (Honey is not acceptable in baby formulae). Botulism problem; also it gets very dark when sterilized in cans. Babies can’t digest starch. So LLF uses corn and beet sugars.

The process: Weigh beans in a dry batch, wash, and run over stainless steel “stone pans” that look like a sloping scrub board to pick up metal and stones. Float off stems and sticks. Spray wash beans over a screen. Run into a large Rietz screw cooker (open top, 3 feet diameter by 20 feet long) and blanch beans at a little above 80°C for about 1 hour to draw off oligosaccharides, deactivate lipoxydase, and hydrate to double weight. This is a key innovation in the process. Drain. Mix with hot water (but no steam) and run into a Rietz disintegrator to do a hot grind at over 80°C. Repump some of the slurry back into the hopper of the Rietz as the hot “water” for the hot grind. When the batch has been ground, do a semi-high-temperature short-time cook for sterilization in a pressure cooker; this prevents subsequent bacterial growth in the holding vats. Then run through a high pressure Gaulin homogenizer at 5,000 psi to get high soymilk extractability; it works like a colloid mill to break up the cooked beans to particles of 20 microns diameter. This is essential if you do a hot pre-soak. Continued. Address: General Manager, Loma Linda Foods, Mt. Vernon, Ohio.

1164. Blix, Glen. 1980. Dr. Harry Miller and his International Nutrition Laboratory (Interview) (Continued, Document part II). *SoyaScan Notes*. June 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: Then run through a Scharppel (best maker) horizontal axis decanter centrifuge, specially made for soymilk. The okara (they call them “soy fines”) have “tenacious water binding capacity.” Used in vegeburgers almost causing them to gel. Some soy fines (okara) are spray dried but this is expensive. Dehulling has been found to make soymilk with a worse flavor so don’t dehull. In a “formulation tank” mix soymilk, oil, syrup, sugar, and micronutrients, and dairy flavoring. Set the amount for each batch. Soymilk contains 6% sugar on a ready to feed basis. Now rehomogenize in 2 stages at 2,500 pounds each, run into a vertical vacuum pan evaporator to concentrate the soymilk to double strength (26-22% solids) while also

removing some volatiles. Cool in a plate-cooler to 35°F, then run into a refrigerated storage tank that holds 10 batches. All milk in one such tank is marked with one code. Refrigerate in the tank at 38°F. Try to can or spray dry within 12 hours, usually immediately.

Soy fines (okara) contain 20% protein in a dry basis. Wanted to market as a bran to the bakery industry; also gives soy protein complementarity.

The canner is a continuous retort. Sterilize for 12 minutes at 257°F, especially for botulism. Then run thru a continuous cooler, for 8 minutes to cool to 100°F. Discharge and pack in cartons. See that there is a vacuum in each can so less rancidity. Check for leaks. The milk has a 2 year shelf life. Some vitamin loss takes place during storage, as well as some separation of oil, and some protein coagulation. To spray dry, spray in the concentrated form into a chamber 50 feet high. The soymilk falls through air whose maximum temperature is 400°F for 2-3 seconds dwell time. The discharge temperature, maximum for the product, is 200°F. Then can and label.

Daily dry soybean usage at this plant is 5.7 tons. They work 4 days a week. The equipment in the plant is worth \$3 million plus \$1.5 million for the building.

Evaluation of products: Fresh Soyalac is best of all; 3.8% fat and 2.1% protein. Reconstituted powdered Soyalac is also excellent when it's new. Powdered Soyagen is salty and has a cereallike, haylike flavor. Not as good. Corn syrup sweetener. All powdered soymilk is best if mixed and allowed to stand overnight. Diluted canned concentrate is very close to the fresh Soyalac but slightly inferior from heat of sterilization. Powdered Soyagen is not so hot (see above). 2.6% fat but only about 1/3 as much oil added per vat-batch.

Basically the product is sold by "detailing" = educating doctors who recommend it to the 2% of infants who are allergic to cow's milk. Methionine has a bad, slightly fishy aroma. Of the infant formula market, 75% is dairy based, 25% is soy based. About 25-30% of all US mothers are now breastfeeding their babies—a big recent increase. Soyalac is also used as a weaning food after 3 months breastfeeding, for 6 more months. Some infants are allergic to lactose in mother's milk, or use Soyalac is used when the mother smokes, drinks, etc. and should not breast feed.

The chemicals in Loma Linda soymilk are there for nutrient fortification. They try to use only "natural" sources but the chemical methionine is preferred to animal based methionine.

In Worthington analogs the chemicals serve various functions: functional, organoleptic, caramel coloring, and nutritional (equivalency of product being replaced).

Note: if a coloring or flavoring is added, it must be called an "artificial" coloring or flavoring, even if it is natural ("natural artificial coloring"). Loma Linda is uncomfortable with mono- and diglycerides. In MSG, the problem may be with the sodium, especially in the case of headaches. Glen

Blix and most people at Worthington use MSG discreetly at their homes. Address: General Manager, Loma Linda Foods, Mt. Vernon, Ohio.

1165. Tufford, Carolyn. 1980. Versatile vegetable assumes many uses and may be the answer to world hunger. *Herald-Tribune (Bloomington, Indiana)*. June 11.

• **Summary:** A summary of a speech which William Shurtleff and Akiko Aoyagi presented about soybeans and soyfoods, especially tempeh and tofu, to about 100 persons of all ages at the Whittenburger Auditorium in Bloomington. Simply Soyfoods, a Bloomington-based company, provided recipes for tofu burgers and tofu onion dip. Address: Asst. Lifestyle Editor.

1166. *Consumer Reports*. 1980. Vegetarian meats. 45(6):362-65. June.

• **Summary:** Many meatlike commercial soy products are shown or described including Worthington Vegetarian Fillets (which got the highest entree ratings), Worthington FriChik, Worthington Vegetable Skallops, Loma Linda Foods Vegetarian, Hain Soy Oil, Cedarlake Meatless Sloppy Joe. Of the meat analogs, most were quite low in iron and protein, and high in sodium, compared with red meat. A table shows analyses of ten products in terms of their cost per package and per serving, serving size, protein PER, nutritional composition per serving, and sensory comments.

Samples of meatlike products showed considerable variation in nutritional labeling, the addition of some food additives in some products, and little taste correlation with meat.

1167. **Product Name:** Granose Sausalatas (Meatless Sausages Canned in Brine) [Plain, or Smoked].

**Manufacturer's Name:** Granose Foods Ltd.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1980 June.

**Ingredients:** 1980: Water, wheat protein, rusk, peanuts, soya flour, vegetable fat, onion, hydrolised vegetable protein, spices, herbs, oat flour, textured soya protein comprising defatted soya flour, niacin, calcium pantothenate, iron, vitamins B-6, B-2 and B-12, salt, yeast, soy isolate.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Manufacturer's catalog. 1980. April. Shurtleff. 1981. "Delicious when fried, grilled, or baked."

Form filled out and Label sent by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1948. It is still on the market. Label. 1990. 8.5 by 4 inches. Brown, beige, and black on tan. Color photo of three sausages on a dish with vegetables. "Vegetable protein sausages containing no animal products whatsoever.



Delicious when grilled, baked or fried. Ingredients (1990): Water, wheat protein, rusk, peanuts, soya flour, vegetable shortening, seasoning (comprising dehydrated onion, hydrolysed vegetable protein, spices and herbs), oat flour, textured soya protein (comprising de-fatted soya, niacin, calcium, pantothenate, iron, vitamin B-6, B-2 and B-12), salt, yeast, soy isolate." Address is now Newport Pagnell, Bucks.

Color photo of package in *Linda McCartney's Home Cooking*. 1990. p. 18. The label is black, brown, and white on tan.

Note: This product was first introduced in 1948, but did not contain textured soy protein at that time.

**1168. Product Name:** Soysage (Meatless Okara-based Sausage).

**Manufacturer's Name:** Light Foods Inc.

**Manufacturer's Address:** 6144 Bartmer, St. Louis, MO 63133.

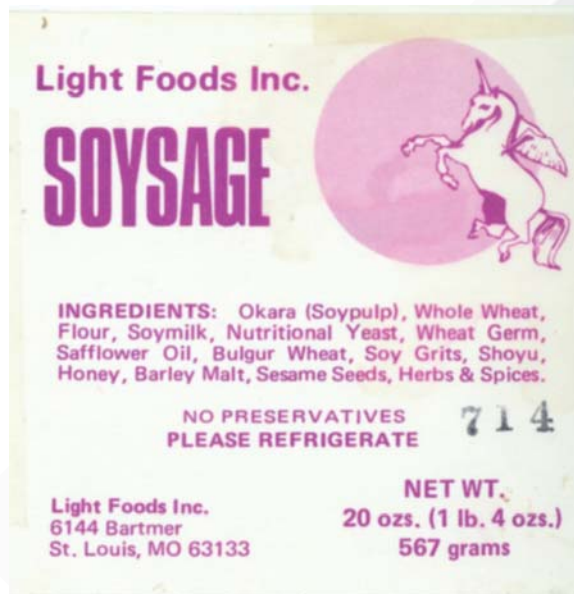
**Date of Introduction:** 1980 June.

**Ingredients:** Okara (Soypulp), whole wheat, flour, soymilk, nutritional yeast, wheat germ, safflower oil, bulghur wheat, soy grits, shoyu, honey, barley malt, sesame seeds, herbs & spices.

**Wt/Vol., Packaging, Price:** 20 oz (1 lb 4 oz), 567 gm.

**How Stored:** Refrigerated.

**Nutrition:** Per 2 oz.: Calories 147, protein 6.3 gm, carbohydrate 16.5 gm, fat 6.1 gm, sodium 292 mg.



**New Product–Documentation:** Label. 1980. June. 3 inches square. Self adhesive. Purple on white. Illustration of a winged unicorn jumping across a stream in front of a rising or setting sun. "No preservatives."

Barbara G. Ostmann. 1980. Post-Dispatch (St. Louis, Missouri). Oct. 29. p. 1E, 4E. "Time for tofu." Bob Davis' company Light Foods Inc. makes Soysage (soy "sausage").

Label. 1981, undated. 3 inches square. Self adhesive. Purple on white. Illustration of a winged unicorn rearing on its hind legs jumping across a stream in front of the rising or setting sun. "No preservatives. Please refrigerate." The size is now 22 oz (567 gm) plastic wrapped.

Leviton. 1981. Soyfoods. Summer. p. 42. "They produce up to 300 pounds weekly." 1983. Winter. p. 48. Gives name now as Light Soysage and ingredients as: Okara, bulghur wheat, whole wheat flour, wheat germ, nutritional yeast, sesame seeds, shoyu, oil, mustard, soymilk, and 10 different seasonings.

1169. Mintz's Buffet. 1980. June. New soyfoods restaurant or deli. 1040 Third Ave., New York, NY 10021.

• **Summary:** Questionnaire filled out by owner of restaurant or deli. 1982. Lists the company's most popular soy-based menu items in descending order of popularity: Tofu ice cream, tofu spinach egg rolls, tofu burgers, tofu quiches, tofu vegetable salads, tofu (cheese) non-dairy burger, tofu rugalach, steamed broccoli with tofu sauce, baked fish with tofu cheese sauce, veg. casserole pies with tofu, spinach tofu pancakes. The highest weekly total sales over the past 6-2 months, the month that this occurred, and why. The average weekly sales during this period. Average hourly wages paid to workers. The business startup cost (amount of money it cost to get the business started). Current profitability status. Plans for the future. Advice the owner would give to someone starting a similar business.

Shurtleff & Aoyagi. 1982. Report on Soyfoods Delis, Cafes & Restaurants. p. 3. Shurtleff & Aoyagi. 1985. Tofutti & Other Soy Ice Creams. p. 54-55. Started by David & Ethyl Mintz. In 1962 David and Ethyl Mintz purchased a store at 1040 Third Ave. and established Mintz's Caterer's Inc., mostly over the counter, take-home kosher foods with some catering. In 1973 they renamed the place Mintz's Buffet. In about 1979-80 they first started using tofu in the kosher menu.

Note: Mintz's Buffet is located just east of the southeast corner of Central Park in the borough of Manhattan, New York City. Address: Manhattan, New York City, New York.

1170. Shurtleff, William; Aoyagi, Akiko. 1980. Kicking the meat habit with soyfoods. *Vegetarian Times* No. 38. June. p. 30-31.

• **Summary:** Contains recipes for: Tofu steak. Tofu burgers. Teriyaki tofu. Tofu cutlets. Tofu Italian meatballs. Tempeh burger. Sloppy Joe tempeh. Tofu jerky (marinated in teriyaki sauce, then baked). Address: New-Age Foods Study Center, P.O. Box 234, Lafayette, California 94549.

1171. Leviton, Richard. 1980. Soyfoods in Toronto. *Soyfoods* 1(3):14-19. Summer.

• **Summary:** Discusses Vital Eat, Pyung Hwa, Soy City Foods, and Victor Food Products. Victor Food products (102

Hymus Rd., Scarborough, Ontario, Canada M1L 2C9) was founded and is owned and managed by Mr. Stephen Yu. In the 3,600 square foot tofu factory, 13 workers (mostly Vietnamese refugees) produce 1,900 lb/day of tofu, 750 gallons/week of Nutrisoya soymilk, and about 200 quarts/day of kinugoshi soybean pudding. Mr. Yu, who was born in China and educated in California, came to Toronto in 1977 to make an initial market survey. He opened his plant in Feb. 1978, with an initial production of 900 lb/day. Mr. Yu now has accounts in all major Toronto supermarket chains. He reaches about 40% of the Oriental market and about 40% of the overall soyfoods market. He speaks fluent English and is “far more forward looking and market conscious than his Oriental competitors in the Toronto area.” His production process and equipment are described in detail. Last summer he appeared on a 10-minute television feature that depicted the story of soybeans from field to shop to table. This was followed, in Jan. 1980, by a major article which profiled his company in the *Toronto Star*. This publicity ushered his tofu into the three big supermarket chains not yet carrying it and sales in the four chains that were rose 100%. Note: This is the earliest document seen (April 2001) that mentions Victor Food Products in Canada.

Soy City Foods, at 2847 Dundas St., is a new soy production site due to open in the spring. Pat Guardino is general manager and Leonard Bugyra is sales manager. The company is a subsidiary of Golden Age, Inc., a spiritual group which operates a successful vegetarian restaurant downtown and is currently installing a second one next door. The company will start by producing about 600 lb/day of tofu, as well as soymilk and soysage. They will supply their contiguous restaurant and sell bulk soyfoods from their own retail counter in the storefront. They will also produce tofu cheesecakes and okara cookies in the restaurant.

Photos show: (1) Soy City Foods and its owners (incl. Pat Guardino) under the storefront sign. (2) Pyung Hwa Tofu Shop, with cakes of tofu cooling in a bathtub. (3) Stephen Yu of Victor Food Products with Nutrisoya soymilk. Address: Colrain, Massachusetts.

1172. Leviton, Richard. 1980. Traditional tofu in New Hampshire. *Soyfoods* 1(3):34-37. Summer.

• **Summary:** There are two tofu shops in New Hampshire. Discusses the work of Jay and Pat Gibbons of North Country Soyfoods (once called Crystal Hills Tofu Shop, in Bethlehem, New Hampshire) and Robert Cook and Viney Loveland of Willowbrook Soyfoods (Gilsum, New Hampshire). Each shop “illustrates the virtues and drawbacks of operating a small, labor-intensive, low-technology, low-capital shop that serves a local clientele. Each shop embodies a portion of that original inspiring vision from *The Book of Tofu* of a multiplicity of tiny, traditional, community based tofu shops whose tofu crafters deliver fresh bulk tofu every day.

Crystal Hills opened in September 1977, after a year of preparation by Jay and Pat. Now named North Country Soyfoods, it has modified the traditional soysage recipe by eliminating wheat germ, substituting barley malt for honey, and adding 5% vinegar to increase the shelf life. The company supplies large amounts to Jon Cloud of Cloud Mountain, who helps to export about 1,000 lbs every 3 weeks to co-ops in Montreal and Toronto.

Photos show: (1) Robert Cook and Viney Loveland standing in front of the Willowbrook Soyfoods shop. (2) Jay and Pat Gibbons. (3) Adding nigari to soymilk at Crystal Hills. (4) Stirring the soy slurry in a large caldron. (5) Then pressing the okara for soymilk. Address: Colrain, Massachusetts.

1173. Palmer, Jane. 1980. Yogurt’s success inspires tofu backers. Soybean product adapts to main dishes, desserts. *World-Herald (Omaha, Nebraska)*. Aug. 6. p. 17.

• **Summary:** William Shurtleff and Akiko Aoyagi were in Omaha, Nebraska, last week to present a program on tofu and tempeh, two soybean products. Contains three tofu recipes: Tofu burgers. Creamy tofu dressing. Tofu cheesecake. Photos show Shurtleff and Aoyagi. Note: This is an second earliest document seen comparing the marketing of tofu to yogurt (the dairy product) in the title.

1174. Dinshah, Freya. 1980. More vegan recipes. Malaga, New Jersey: American Vegan Society. 27 p. Aug. No index. 22 cm. Spiral bound.

• **Summary:** Soy-related recipes include: Soy bean cheese spread (with cooked, ground soybeans, p. 5). Slicing soya cheese (with vegetable margarine and soya powder/flour, p. 5). Simple soy cheese (with soya powder and nutritional yeast, p. 5). South Jersey soy patties (with soy granules, p. 7). Corn bread (with soya powder/flour, p. 9). Sesame soy milk (with soya powder/flour, p. 11). Sunflower soy milk (with soya powder/flour, p. 11). Scrambled tofu, Tofu salad dressing, Yeasted tofu, Tofu Cantonese, Tofu, mushrooms and greens, Tofu in savory crumbs, Tofu turino, Tasty tofu strips (baked with soy sauce) (all p. 15). A photo on the title page shows the author. Address: 501 Old Harding Highway, Malaga, New Jersey 08328.

1175. **Product Name:** Island Spring Tempeh Burgers.

**Manufacturer’s Name:** Island Spring, Inc.

**Manufacturer’s Address:** P.O. Box 747, Vashon, WA 98070.

**Date of Introduction:** 1980 August.

**New Product–Documentation:** Letter from Luke Lukoskie. 1982. July 18. He started selling tempeh burgers in Aug. 1980; Shurtleff & Aoyagi. 1985. History of Tempeh. p. 56. These were “America’s (and the world’s) first commercial tempeh burgers, made on a small scale in individual petri dishes.” Form filled out by Yvonne Kuperberg. 1988. Oct. 1.



These were sold only in bulk. No labels in existence.

1176. Loma Linda Foods. 1980. What could be more appetizing than Loma Linda advertising? (Ad). *Health Foods Retailing* 44(8):110-11. Aug.

• **Summary:** A two page ad. A large photo shows a full page Loma Linda ad for Swiss Steak in a magazine on a dish on the dinner table, with two forks and a napkin to the left. "Loma Linda's been making great tasting vegetable protein foods for almost 75 years. Foods that... contain absolutely no cholesterol, preservatives or added MSG. Today, there are 59 Loma Linda brand food products available—proof of our growing popularity.

"In 1980, our advertising will deliver 22,000,000 reader impressions!" Below the company logo, photos show cans of: Swiss Steak, Breakfast Cup, and Sizzle Franks. Address: Riverside, California 92515. Phone: (714) 785-2444.

1177. MLO. 1980. Gourmet International (Ad). *Health Foods Retailing* 44(8):123. Aug.

• **Summary:** "Featuring Beef-like, Split pea, French onion, Tomato, Chicken-like, Potato [soups]. Introducing good soup and nutrition—Naturally from MLO... MLO Products. Builders of health through better nutrition. Mfd. [Manufactured] by Fillmore Foods, Inc., Hayward, California 94545." A photos shows cans of the different soups on a table setting. Address: California.

1178. Sovex Natural Foods. 1980. From Sovex Natural Foods—Without sugar (Ad). *Health Foods Retailing* 44(8):182. Aug.

• **Summary:** A half page black and white ad. "No sugar. Good Shepherd cereals—6 varieties. Sovex granolas—5 varieties. Honey sweetened natural cookies—6 varieties. Prothins—5 varieties. Bulgur wheat. Miller's bran. Corn germ flakes. Sovex flavor concentrate. New! Veg-Pats—vegetable burger, vegetable sausage." Address: Collegedale, Tennessee 37315.

1179. Redwood Valley Soyfoods Unlimited. 1980. [Real Food Tofu Shop and Café] (News release). 8473 East Rd., Redwood Valley, CA 95470. 1 p. Sept.

• **Summary:** "Redwood Valley Soyfoods Unlimited is proud to announce their opening of the Real Food Tofu Shop and Cafe. It is a 14-seat restaurant serving lunch and dinner with deli products featuring our Brightsong Tofu." The tofu shop is behind the cafe. The wholesale food processing kitchen manufactures Tofu Cheesecake, Soy Juice, Tofu Treat, Tofu Dips and Dressings, Marinated Salad, Soyannaise, Soy Loaf, frozen dinners and various sandwiches. "The cafe is the only one of its type west of Colorado."

Note 1. A leaflet (printed with black ink on pink paper, undated, 8½ by 11 inches, single sided) titled "Brightsong. The Real Food Tofu Café," gives details: Air conditioned.

Smoke free. 8473 East Road, Redwood Valley. Sandwiches \$2.00: Tofunafish, Baked-spice tofu, Missing egg salad, Happy Chicken Salad, Hummous, Tofummus, Stuffed mochi. Not dogs. Burgers \$2.50: Tempeh, Tofu, Soysage. Desserts: Creamies, Cheesecake, Cookies, Ice Bean, Banana Split, Frozen Joy. Salads: Missing Egg... Drinks: Soy shake, soymilk, Spirulina smoothies.

Note 2. This is the earliest document seen (Sept. 2011) that mentions "Redwood Valley Soyfoods Unlimited."

Note 3. On 31 Oct. 1979 Brightsong Tofu ordered *The Book of Tempeh* (professional edition) and *Tempeh Production* (Vol. II, manuscript). Address: Redwood Valley, California.

1180. **Product Name:** Tofu.

**Manufacturer's Name:** Spring Creek Soy Dairy.

**Manufacturer's Address:** 136 Main St., Spencer, WV 25276. Phone: 304-927-1815.

**Date of Introduction:** 1980 September.

**Ingredients:** Organic soybeans, water, nigari.

**How Stored:** Refrigerated.

**New Product—Documentation:** Soyfoods Center. 1980. Sept. Tofu shops and soy dairies in the West (2 pages, typeset). Gives the company's name, address, and phone number. Owner: Stan Kenner.

Label. Undated. "Tofu." Spring Creek Soy Dairy, Inc., Spencer, WV 25276. Printed blue on white; self adhesive label.

Talk with Tenley Weaver. 1990. May 22. The company name was changed to Spring Creek Natural Foods at the time they moved in July 1989. New address: 212-C East Main St., Spencer. Owner: Mark Bossert. It is a co-op and Mark has been with the company since it started.

Talk with Jon Kessler of Twin Oaks Community Foods. 1996. Feb. 9. Spring Creek now makes about 10,000 lb/week of tofu and tofu products.

Talk with Mark Bossert, President. 1998. Oct. 11. They were worker-owned until the start of 1997. They now make about 10,000 lb/week of tofu. In addition to tofu, they now make baked tofu, soysage, soy burgers, tofu and salads. Their main regional competitors are Fresh Tofu (Easton, Pennsylvania) and Twin Oaks.

Label. Undated. "Traditional nigari tofu" [organic]. 1 lb. Spring Creek Soy Dairy, Inc., Spencer, WV 25276. Printed red, blue and yellow on white, on a clear film pouch.

1181. Wagner, Martha. 1980. Okara: The little-known superfood & soy cookbooks. *New Age Journal (Boston, Massachusetts)*. Sept. p. 69, 71.

• **Summary:** Part I is about Okara, which is defined as "the pulp left behind when soymilk is strained to make tofu. As a by-product, it is a free food for tofu makers and people who make soymilk at home or on a commercial scale... Fluffy, cream-colored okara is easily as versatile as tofu. Some

American tofu shops are now using okara to make 'soysage,' a spicy, meatlike food. It can be used in yeasted and quick breads; just substitute packed okara for a third of the flour called for... Dry-roast okara in the oven and you have the makings for granola or a crumb crust."

Part II is a brief review of some soy cookbooks, of which there has been a proliferation in the past few years. "It all began in 1975 with *The Book of Tofu* (Autumn Press, \$8.95). With this tome of 300-plus pages, including over 500 recipes, William Shurtleff and Akiko Aoyagi introduced tofu to America. A fascinating book, attractively illustrated;... the condensed, revised 1979 paperback edition (Ballantine \$2.95) has a more manageable amount of material (including 250 recipes) and is still packed with information..." Other books reviewed: *The Tofu Cookbook*, by Kathy Bauer and Juel Andersen (Rodale Press). *The Farm Vegetarian Cookbook. Tofu Goes West*, by Gary Landgrebe (Fresh Press, \$4.95). *The Great American Tofu Cookbook*, by Patricia Gaddis McGruter (Autumn Press, \$6.95).

"Shurtleff and Aoyagi have recently followed up their tofu classic with *The Book of Tempeh* (Harper & Row, \$6.95)... a thoroughly researched and fascinating book." Contains two illustrations reprinted, with permission, from *The Book of Tofu*.

1182. Dart, Susan. 1980. After thousands of years, tofu catches on: Natural foods. *Chicago Tribune*. Oct. 9. p. W\_A14.

• **Summary:** "Much of the popularity of tofu is due to Bill Shurtleff and his Japanese wife, Akiko. Together they have written the definitive book on the subject, 'The Book of Tofu' (Ballantine, \$2.95), which contains hundreds of recipes."

Gives a recipe for Tofu burgers (makes eight patties).

1183. Ostmann, Barbara Gibbs. 1980. Using soybeans: From milk to nuts. *Post-Dispatch* (St. Louis, Missouri). Oct. 22. p. 3B. Food section. [1 ref]

• **Summary:** Contains recipes—adapted from various books—for: Soynuts. Speedy soy flour. Quick and easy soy milk. Egg-sprout patties (with soybean sprouts). Spicy soybean salad (with whole dry soybeans). Soy vegetable soup (with cooked soybeans and soybean cooking liquid). Soy burgers (with cooked soybeans). Soft sandwich buns (with soy milk). Soy bread (with soy milk). An illustration (line drawing from *The Soybean Book*) shows a soybean leaf and four pods. Address: Post-Dispatch Food Editor.

1184. Goodbrad, John. 1980. Re: Soy products made by Sovex Natural Foods, Inc., "The Granola People." Letter to William Shurtleff at New-Age Foods Study Center, Oct. 23. 1 p. Typed, with signature.

• **Summary:** "A couple of months ago, we received a form letter from you indicating interest in what we produce primarily from soy products.

"Under separate cover we are sending you a package of our Prothin Snack Chips, Vege-Pat Sausage flavor, Vege-Pat Burger flavor, and Chili.

"If these meet with your definition of soy foods, please drop us a line and we will give you additional information about these products. Yours truly, John Goodbrad, President." Address: President, Sovex Natural Foods, Inc., Box 310, Collegedale, Tennessee 37315. Phone: 615-396-3145.

1185. Ostmann, Barbara Gibbs. 1980. Time for tofu. *Post-Dispatch* (St. Louis, Missouri). Oct. 29. p. 1E, 4E. Food section.

• **Summary:** When Bob Davis moved to St. Louis about 18 months ago, he was able to find tofu only in health food stores. So he started his own tofu company, Light Foods, Inc., which began making tofu 7 months ago. He got the idea from his cousin in Indiana [Rob Davis] who has a tofu shop named Simply Soy [sic, Simply Soyfoods in Bloomington]. "Prior to his involvement with tofu, Davis earned a bachelor's degree in political science and a master's degree in planetary development. He worked at the Solar Energy Institute in Washington [DC] while finishing his master's thesis. His concern about energy sources and his enthusiasm for soybeans and a vegetarian diet are a part of his philosophy of living." Davis, age 27, says that Light Foods now produces up to 1,000 lb of tofu daily, as well as assorted tofu products such as Soysage (okara-based soy "sausage"), Soyloaf (soy "meatloaf"), Marinated Tofu, soy cookies, and Tofu Cream Pies (with fruit). "His newest development is bean cream, 'to challenge yogurt' said Davis. 'I think its better than yogurt and its lower in calories.'"

Photos show: Bob Davis pouring nigari coagulant into soymilk to make curds, ladling curds into tofu forming boxes, then cutting the finished tofu. A close-up of a package of Light Foods tofu with a winged unicorn jumping across a stream. Packages of five products (with labels). Bob's mother [Donna Davis] cutting a tofu cream pie. Contains a recipe for homemade tofu (adapted from *The Book of Tofu* by Shurtleff & Aoyagi) and 5 tofu recipes.

Talk with Bob Davis, founder of Light Foods, Inc. 1994. May 7. Bob was one of the first people in America during the 1970s to try to develop a soy yogurt ("bean cream"). Actually he was working with viili cultures to try to develop a soy viili. But he was short on capital and overextended in terms of trying to do too many things with his product line, so was never able to get the product into commercial production. Bob left St. Louis in about 1983-84 for 3 reasons: (1) His company couldn't make tofu inexpensively enough to compete with regular tofu being imported from elsewhere (as from Hinoichi in California); (2) Bob had just introduced his Light Links (meatless tofu hot dogs) by August 1982. He made the tofu and the hot dogs were made and packed by a meat packer in Columbia, Missouri. Then



Bob began looking for another company to make the basic tofu, since he could not make enough at a low enough price, and for a meat packer near the tofu supplier. He flew out to California and after visiting several places decided to get the tofu from Sacramento Tofu and to have the hot dogs packed by MadeRight Meats in Sacramento initially, then shifted over to Safeway; (3) He wanted to get out of the run-down neighborhood in St. Louis where his first company was located. Address: Post-Dispatch Food Editor.

1186. Leviton, Richard. 1980. The soy deli: Tofuna salad to soysage-on-rye. *In Business*. Sept/Oct. p. 44-47.

• **Summary:** “The soy delicatessen is emerging as the most exciting and innovative means of retailing these ready-to-eat natural foods.” Discusses in detail: Hip Pocket Tofu Deli in Columbus, Ohio, started on 1 March 1980 by Mick Vissman and Bill Lutz; Soja Soyfoods Cafe & Delicatessen in Toronto, ONT, Canada, started in Feb. 1980 by Tucker Held, Lynn Sterling, and Mary Anderson; Far Pavillians [sic, Pavilions] in Telluride, Colorado, opened in October 1977 and now run by Catherine Peterson; The Tofu Shop deli in Rochester, New York, started in November 1978 by Greg Weaver, Norman Holland, and Andy Schecter; The Soy Plant Deli in Ann Arbor, Michigan, a cooperative; The Yellow Bean Trading Company, started in September 1978 by Timothy and Carol Huang. They opened a retail soy deli in March 1979; The Good Belly Deli in Boulder, Colorado, which recently changed its name from “Cow of China,” is run by Steve Demos, who also owns White Wave; and Mintz’s Buffet, in the upper East side of New York City. “David and Ethyl Mintz have incorporated tofu into their traditional kosher Jewish deli, featuring dairyless tofu cheesecakes, tofu sauces, tofu in vegetable egg souffles, along with their matzoh balls, gefilte fish, and chopped liver, or soup to nuts, old time foods like Grandma used to make, a big menu.”

Photos show: The exterior of Soja Soyfood Cafe, with Tucker Held, Lynn Stirling, and Mary Anderson standing below the sign. The wooden wall menu at The Tofu Shop in Rochester, New York. Greg Weaver and one other person working inside the kitchen of The Tofu Shop.

Note: This is the earliest article seen on David Mintz’s work with soyfoods; soy ice cream is not mentioned. Address: 100 Heath Rd., Colrain, Massachusetts 01340.

1187. **Product Name:** Soyloaf.

**Manufacturer’s Name:** Light Foods Inc.

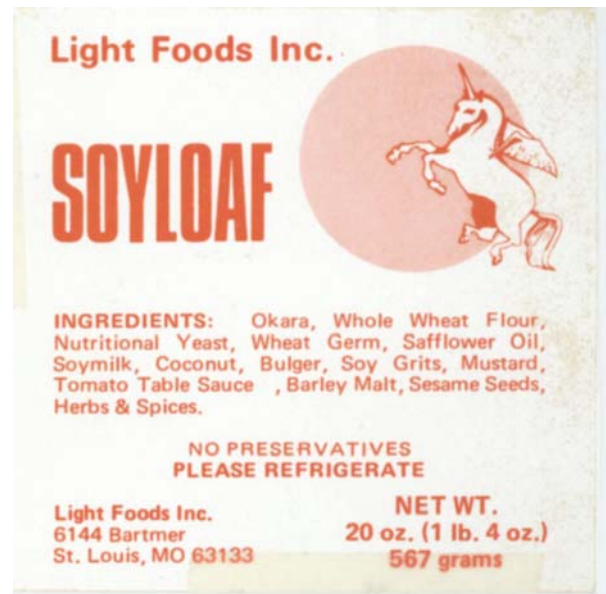
**Manufacturer’s Address:** 6144 Bartmer, St. Louis, MO 63133. Phone: 314-721-3960.

**Date of Introduction:** 1980 October.

**Ingredients:** Okara, whole wheat flour, nutritional yeast, wheat germ, safflower oil, soymilk, coconut, bulgur, soy grits, mustard, tomato table sauce, barley malt, sesame seeds, herbs & spices.

**Wt/Vol., Packaging, Price:** 20 oz (567 gm) container.

**How Stored:** Refrigerated.



**New Product–Documentation:** Barbara G. Ostmann. 1980. Post-Dispatch (St. Louis, Missouri). Oct. 29. p. 1E, 4E. “Time for tofu.” Bob Davis’ company Light Foods Inc. makes Soyloaf (soy “meatloaf”).

Label. 3 inches square. Self adhesive. Orange on white. Winged unicorn rearing on its hind feet before an orange moon. “No preservatives. Please refrigerate.” Leviton. 1981. Soyfoods. Summer. p. 42. “They produce up to 100 20-ounce containers of Soyloaf.”

1188. Mandoe, Bonnie. 1980. Cooking with tofu. *Mother Earth News* No. 65. p. 124-25. Sept/Oct.

• **Summary:** Gives recipes, with color photos, for: Tofu-garlic dip. Tofu stroganoff. Baba burgers. Tofu pancakes. Tofu-walnut torte. Maple-tofu cheesecake. Address: Maui, Hawaii.

1189. Boyer, Robert A. 1980. Work with Henry Ford and soybeans. III (Interview). Conducted by William Shurtleff of Soyfoods Center, Nov. 3. 3 p. transcript.

• **Summary:** Floyd Radford was head of Ford’s soy farms. At the Chicago World’s Fair the Ford exposition was producing soybean oil by solvent extraction of soybeans. The soybean oil was the sole fuel used to power a diesel engine, which ran an electric generator, which produced all of the electricity for the exhibit. It was very neat.

Boyer developed the first plant protein fiber in about 1938. That year the Ford Motor Co. had a machine to spin soy protein fibers at the World’s Fair in New York. He was aware of work in Italy spinning casein into fibers from reading technical journals prior to 1936. He used the term “spinning” because the textile industry uses that

term to describe how rayon is produced. In both cases, a more correct term would be “extruding,” since the dope is extruded through spinnerettes.

Ford’s soybean fiber spinning pilot plant had a capacity of 1,000 pounds of fiber a day, but they probably produced less than that. They would send the fiber to the mill, where 1 part of soy fiber would be blended with 3 parts wool to make sidewall (not seat) upholstery, which got less wear and wouldn’t mark like cotton.

When making soy protein isolates, the fiber (insoluble cellulose) is removed during clarification by centrifugation; no one had ever been successful in removing it by filtration, which would be better. After dissolving the soybean meal in alkali, it is clarified by centrifugation, then precipitated. Practically the same process is still used to make soy protein isolates.

Just a few plastic trunk lids were ever made, and they were used only on demonstration or experimental cars; they were never part of commercial Ford vehicles.

When Boyer left Ford Motor Co. he went to work for The Drackett Co., which bought Ford’s soy protein operations. Mr. Drackett sold [actually shut down] his soy fiber spinning operation in 1949. Drackett later sold all its soybean operations to ADM. After Boyer left Drackett in 1949 he filed for his first edible soy fiber spinning patent the same year; it may have been granted in 1951. He applied for a new, expanded patent, with much broader claims to a food product manufactured from man-made protein fibers, in 1951; it was granted in 1954.

In Aug. or Sept. 1949 Boyer paid his first visit to Worthington Foods. Worthington was the first company to whom he disclosed what he was doing, and showed a sample of a prototype product (pork chops) made from spun soy protein fiber. He did not go to Swift initially because he had been advised to keep away from meat companies, which might buy then bury his patents. If Worthington hadn’t been interested in his spinning process when he first visited them, he might have just given up then. He wasn’t sure if it was a screwball idea or not. Moreover, he had been out on his own for almost a year and was running out of money. Worthington was excited with Boyer’s idea but they needed a source of fiber.

So Boyer went to the Virginia Carolina Chemical Co. (VCCC) in Taftville, Connecticut. They were spinning fibers for cloth and they allowed him to use their spinning pilot plant in 1949 to produce the first edible spun soy protein fibers for research purposes and prototypes; he was not employed by them. VCCC was interested enough to call in Corn Products Corp. (CPC), which was interested—but they said they wanted to use corn gluten instead of soy protein. Boyer said “Fine.” After the first successful run, using the VCCC pilot plant, CPC got very interested. Fibers were spun from casein, corn gluten, and soy. CPC bought the first license to his soy fiber spinning process for food use

in 1949. They took an exclusive option on the license for 9 months. The first sale of edible protein fiber was made by CPC to Worthington Foods; the fiber was made of corn gluten. After working for a year with CPC, everyone in the project realized that the flavor of corn gluten was so horrible that it would never work in foods. So CPC converted to a non-exclusive license. Boyer, now a bit desperate and against the advice he had been given, decided to approach a meat company. He chose Swift & Co., which took an option immediately; they were the second company to license his patent and from 1950 to 1954 they retained exclusive rights to his patent. In about 1955 Swift converted to a non-exclusive, and Boyer immediately went back to Worthington to see if they were interested in a license yet. They were.

So after having waited 7 years, Worthington finally purchased a spinning license in 1956. At that time, Boyer began to spend 50% of his time at Worthington for a year after they took the license. Initially Worthington did not spin their own soy fibers since it was too expensive for them and they did not have much money at the time. Ralston Purina was well equipped to make these fibers for them. It was not until the mid-1960s that Worthington started to spin their own fibers.

By 1977 seven large food companies had licenses on the patent: Swift & Co., Unilever/Lever Brothers in England, General Foods, Nabisco, General Mills, Ralston Purina, and Worthington.

The original Bac\*O’s were made from spun soy protein fibers. Today he thinks they are made from textured extruded soy flour. General Mills took a license from Boyer. They got 25% of his consulting time, Ralston Purina got 25% and Worthington got 50%. Bac\*O’s came on the market in about 1965 and were a real sensation. It was the biggest thing that had happened with Boyer’s idea to date.

Loma Linda is now spinning soy protein fibers, as is some company in Japan—or at least they used to be.

How big is the market for foods made from spun soy protein fibers? Boyer would guess at least \$30 million a year. Worthington’s total sales was \$20 million including gluten. Miles got Worthington a new plant shortly after they bought Worthington. Now Bayer owns Miles and Worthington. The Morningstar Farms line is not making the profits they would like it to make.

Note: This is the earliest English-language document seen (Dec. 2004) that uses the term “spin soy protein fibers.” Address: 632 Edgewater Dr., Apt. 731, Dunedin, Florida 33528. Phone: 813-734-2415.

1190. Chapman, George. 1980. Work with Loma Linda Foods (Interview). *SoyaScan Notes*. Nov. 13. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** George (who speaks with an Australian accent) came from Australia in 1937 to take over the business of Loma Linda Foods (LLF); they were making soymilk at that



time and had been for a year or more—say 1936. George was the general manager of LLF for 26 years, from 1937-1963. He is now age 84. He is not aware of any history of the company.

Dr. Harry Miller wanted to sell LLF his soymilk process and formulation, but LLF felt theirs was as good or better than his.

George thinks LLF was pressure canning by 1937, when he arrived. LLF was not making any meat analogs at that time. In 1937 LLF's main products were several breakfast cereals, and several meat substitutes (such as Proteena / Proteina and Nuttena) made from gluten and/or peanuts.

George met T.A. Van Gundy in 1933 in his little factory in La Sierra, California, near Riverside. He was a Seventh-day Adventist. He had a soybean butter [soynut butter] that resembled peanut butter. He does not remember the product name or the company name.

Dorothea, his daughter, was a dietitian and a food demonstrator for LLF for many years.

All products sold by LLF kept being made in Ohio; none were or are being made in California. Address: Retired; Former General Manager of Loma Linda Foods.

1191. Goodbrad, John. 1980. History of Sovex Natural Foods, Inc. and other small Adventist food companies (Interview). Conducted by William Shurtleff of Soyfoods Center, Nov. 26. 1 p. transcript.

• **Summary:** Sovex is a private company. John and his wife are Seventh-day Adventists, as are many of the company's employees. John worked at the Boulder Sanitarium (also called the "San," in Boulder, Colorado) from 1947 to 1953; the Sanitarium owned 8 health food stores and he was in charge of them. During the time he was in Boulder, the Sanitarium did not manufacture any foods; they had already gotten out of that business.

Then he went to work for Collegedale Distributors (in Collegedale, Tennessee), which was owned by Southern Missionary College. They made, and still make, granola.

Sovex was founded in 1953 by the Hurlingers in Holly, Michigan. The company's original product was Sovex, a flavor concentrate paste, made from a mixture of brewer's yeast and soy sauce. In 1964 John bought the business and moved it to Collegedale, Tennessee, where he worked.

In 1981 Sovex products containing soy include Prothin Snack Chips, Vege-Pat (textured soy flour, in sausage, burger, and chili flavors), and Granola (their main product line, in nine flavors, many of which contain soy grits).

Sovex had no relationship with Madison Foods (of Madison, Tennessee). Madison was one of the pioneers in the meat substitute field. They were purchased by Worthington Foods, which phased out the Madison products. John has eaten Madison products on and off for over 50 years, but has had no direct contact with them for a number of years. John has a copy of *Back to Eden*, autographed by Jethro Kloss.

A Mr. White, who was a grandson of Ellen G. White, had a super soymilk recipe about 20 years ago. He started with soy flour, ran it through an homogenizer, then sweetened it with honey. People loved the flavor; it was fresh, not canned. He called it Nu-Milk and made it on the sly at the Southern Missionary College dairy in Collegedale, Tennessee. It was illegal because there are laws against putting anything but milk in a milk processing plant.

John just talked with Frank Miller (phone: 817-641-8343), who used to work for Madison Foods and who now owns Texas Protein Products, a company that sells TVP in Texas. Another key man was Bruce Stepanske, who made soymilk at Madison until it was discontinued. Address: President, Sovex Natural Foods, Inc., Box 310, Collegedale, Tennessee 37315. Phone: 615-396-3145 (or 2111).

1192. **Product Name:** Soy-Pro (Meatless Sausage).

**Manufacturer's Name:** Soy City Foods.

**Manufacturer's Address:** 2847 Dundas St. West, Toronto, ONT, M6P 1Y6, Canada. Phone: 416-762-1257.

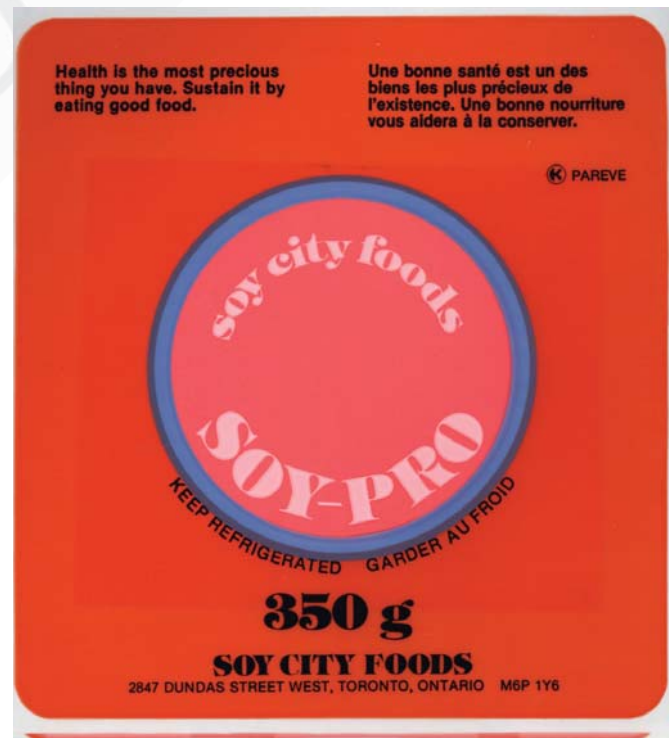
**Date of Introduction:** 1980 November.

**Ingredients:** Soybean mash [okara], durum & whole wheat flours, vegetable oil, bran, water, honey, cider vinegar, blackstrap molasses, herbs, seasonings, lecithin, sea salt.

**Wt/Vol., Packaging, Price:** 350 gm plastic bag.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm: Protein 7.2 gm, fat 1.6 gm, carbohydrates 19.9 gm, calories 203.



**New Product–Documentation:** Label. 1981. Printed on red film. 6.5 by 8 inches. "Health is the most precious thing you



have. Sustain it by eating good food.”

Interview with Jon Cloud. 1985. Aug. Label sent by Jon Cloud. 1989. May. The product was introduced in the fall of 1980.

1193. *Soyanews (Sri Lanka)*. 1980. Soyameat sales climb. 3(4):1. Nov.

• **Summary:** “A ton of soyameat is sold in a day in the city of Colombo, according to one company now marketing soyameat in Sri Lanka. There are already three companies in the soyameat or textured vegetable protein importing and retailing business with Lankasoy, the first in the market, fetching the largest sales. The others are Delmege Forsyth who sell soyameat under the brandname TVP, Textured Vegetable Protein, and Ceylon Agencies and Industries Ltd. who market soyameat under the name Bontrae Textured Vegetable Protein.

People like its convenience. Mr. R.S. Wijesekara of Lankasoy “is certain that with more salespoints opened throughout the country the predominantly Buddhist and Hindu public will increasingly turn to vegetable protein obtained from soybeans.”

1194. **Product Name:** Weissman’s Original Tofu Sausage.

**Manufacturer’s Name:** Vegetable Protein Co.

**Manufacturer’s Address:** 140 River St., Cambridge, Massachusetts.

**Date of Introduction:** 1980 November.

**Ingredients:** Incl. tofu, seasonings.

**Wt/Vol., Packaging, Price:** 6 oz vacuum pack. Retails for \$2.29.

**New Product–Documentation:** Manufacturer’s leaflet. 1985. Nov.

East West. 1987. June. p. 65. The Vegetable Protein Co. makes Tofu Sausage. Company not listed in Natural Foods Merchandiser Supplier Guide (Aug. 1988).

Talk with Paul Duchesne, founder of Wildwood Natural Foods in Fairfax, California. 1991. Nov. 19. Paul was in Boston for 9 months starting in Sept. 1978. He met Johnny Weissman, who was a partner with some other person in the Vegetable Protein Co. in Cambridge. Johnny was very creative in making foods. In 1979 he developed a Tofu Bologna and some other tofu-based meatlike product, but he was so paranoid that other companies would copy him after he launched them that he never did. “I tasted the Tofu Bologna at his home and I flipped out. It was just fantastic—great texture and flavor—I’ll never forget it. He was good at product development but poor at marketing.”

Talk with then letter from John Weissman. 1992. May 8. This product was introduced in Nov. 1980. His Vegetable Protein Co. made this product for the first 4 years of its existence. It eventually became his best-selling item. As its popularity increased, he phased out retail sales of Wheatmeat and Solar Burgers, and sold only these Tofu Sausages to Restaurants in Bulk. After this period he invented only tofu products. In May 1984 he had to leave his food factory on River Street so he arranged with Michael Cohen to make the Tofu Sausage at his plant in Greenfield, Massachusetts. This was disastrous for John, since the product’s new poor quality almost ended any reputation it had left in the marketplace. But it was quite an education for John. In January 1985 he took back the product and began making it for himself again.

1195. Martin, Dale. 1980. New age eatery owners hope to attract diners from all over the state to tofu cafe in Redwood Valley. *Daily Journal (Ukiah, California)*. Dec. 4. p. 2-3. [1 ref]

• **Summary:** The article begins: “Redwood Valley may be an unlikely place to open a tofu shop and cafe, but store owners Dik and Sharon Rose are hoping this new age eatery will catch on and attract diners from all over the area. Tofu is becoming quite a business these days, as more and more people are starting to discover the cheap, nutritious, and versatile soybean product... tofu is finding its way into the American mainstream. It isn’t just a health food any more.”

“Tofu, made from curdled soybean milk, is also called bean curd. A complete protein, the custardy textured product has been hailed as being highly digestible and an excellent diet food. With meat prices going up and up, many meat eaters as well as vegetarians are increasing their tofu intake.

“Dik and Sharon Rose bought into the tofu dream in June [1980], when they took over Brightsong Tofu in Redwood Valley from its former owner, David Patton. The shop is now in its third year of production. Through increased advertising and hard work, the Roses tripled the



output of the shop in five months. The shop is now producing 1300 pounds of tofu a week... The Roses currently employ two workers who make the tofu by hand with wellwater, fresh soybeans and 'a lot of care and love,' according to Dik."

Until a few months ago, Brightsong was the only tofu shop between South San Francisco and Eugene, Oregon. But now there is a new shop in Marin and one opening soon in Arcata.

"Dik and Sharon became interested in tofu after hearing a lecture in 1976 by the 'gurus' of the soybean product, William Shurtleff and Akiko Aoyagi, who wrote 'The Book of Tofu.' After visiting a shop in Oregon, the Roses came to Mendocino County where they discovered 'Brightsong' for sale in the spring."

The Real Food Tofu Cafe seats 14. "The cafe's menu offers such dishes as spiced baked tofu sandwiches, tofu burgers, brown rice tofu burritos, 'soyonnaise' spread and tofu cheesecake." Tempeh is also served.

Photos show: (1) Sharon Rose (with long curly hair) standing at the front counter, with a large menu on the wall behind her. Menu items include cheese cake, ice bean cone, soy juice, spirulina, vege herb tofu. (2) A grinder, out of which ground soybeans are dropping into a 5-gallon plastic bucket labeled Brightsong Tofu. (3) A large, round curdling basin: "After the nigari is added, the tofu solidifies and separates into curds and whey." (4) Dik Rose, with beard and ponytail, cutting tofu into cakes. (5) Cakes of tofu cooling in water in a stainless steel sink.

Note 1. This is the earliest dated document seen (Aug. 2012) that mentions Brightsong Tofu. Note 2. This is the earliest document seen (Aug. 2012) that mentions Dik or Sharon Rose in connection with this company.

1196. Mullarkey, Barbara. 1980. Lots of goodies to munch on at the Good Nature Deli. *J. of Oak Park & River Forest (Illinois)* 1(23):9, 12. Dec. 31. Wednesday.

• **Summary:** Good Nature Deli is located at 810 Harrison St. in Oak Park. The owners are Kevin D. O'Brien and Mary Ellen Sackett. A big hand-written wall board advertises the daily fare. A recipe for Happy Turkey Pot Pie (with tofu) is given.

1197. **Product Name:** [Seitan Goulash].

**Foreign Name:** Seitangoulash.

**Manufacturer's Name:** Jonathan P.V.B.A.

**Manufacturer's Address:** Antwerpsesteenweg 336, B-2080 Kapellen, Belgium.

**Date of Introduction:** 1980 December.

**Ingredients:** Water, seitan (wheat proteins)\*, peppers, onions\*, carrots\*, leek\*, peas\*, mushrooms, soya sauce, spices, starch, sea-weed. \* = Organically grown.

**Wt/Vol., Packaging, Price:** Sterilized.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Minerals 1.64%, vegetable proteins 1.26%, vegetable fats 0.73%, carbohydrates 7.37%. 73.1 calories (Kcal) per 100 gm.

**New Product–Documentation:** Letter (fax) from Jos van de Ponsele and Magda Verfaillie of Mycelia b.v.b.a. in Gent, Belgium, in response to an inquiry. 1992. July 6. This product was introduced at the end of 1980 as a sterilized product.

Label sent by Jos van de Ponsele. 1988. 6.25 by 10.5 inches. This card-stock sleeve fits over the product. Color photo of seitan with various vegetables with item name in white on orange. The product is named Seitangoulash in English or Seitangulasch in German. "Vegetable product." Code CINAB.

1198. Tofu Shop (The). 1980. December. New soyfoods restaurant or deli. 768 18th St., Arcata, CA 95521.

• **Summary:** Matthew Schmit. 1981 Feb. 13. "Fresh tofu comes to Northern Cal." "The Tofu Shop of Arcata, California, officially opened its doors on December 12, 1980..."

Questionnaire filled out by owner of restaurant or deli. 1982. Restaurant opened for business in Dec. 1980. Lists the company's most popular soy-based menu items in descending order of popularity: 1. Tofuburger (authentic). 2. Tofu-vegetable sushi rolls. 3. Tofu spinach turnovers. 4. Tofu pumpkin pie. 5. Tofu cream pie. 6. Tofu vegetable patties. 7. Tofu tahini salad. 8. Tofu potato salad. 9. Carob soy pudding. 10. Happy-dragon soydrink. The highest weekly total sales over the past 6-2 months: \$1,200 in Oct. 1981 because of deli expansion and return of students to Humboldt State. The average weekly deli sales during this period: \$850. Note: The company also sells \$850/week wholesale. Average hourly wages paid to workers: \$3.50. The business startup cost (amount of money it cost to get the business started): \$11,000. Current profitability status: Profitable. Plans for the future: Deli display cooler, steam table for hot food, tempeh production. Advice the owner would give to someone starting a similar business: Choose the perfect community. Prepare a detailed business prospectus. Obtain sufficient capital (plus some extra). Prepare for at least one year of double-time work. Love soyfoods. Be professional. Other: "Our goal has been to develop a model for the 'all-American neighborhood tofu shop,' which produces its own fresh tofu and other soy products; where the neighbor down the street can grab a quick bite on the run, or pick up staple groceries (tofu, soymilk, soy margarine, bread, etc.) for home cooking. A large portion of our business is from people who walk to our shop. A balance of wholesale / retail and deli foods / groceries makes small scale tofu production feasible."

Shurtleff & Aoyagi. 1982. Report on Soyfoods Delis, Cafes & Restaurants. p. 3. Started in Dec. 1980 by Matthew & Suzanne Schmit, who formerly ran Far Pavilions in Telluride, Colorado.

Packet from Matthew Schmit. 2002. Sept. 24. He encloses three original, undated menu leaflets, all vegetarian: (1) Earliest, printed in about 1982, is dark blue ink on tan paper. 3 panels each side, each panel 22 x 9 cm. The menu is on the inside 3 panels. On the 1st panel: Welcome! The Tofu Shop Deli and Grocery. A nice (3 by 2¼ inch) illustration of “The Tofu Shop Specialty Grocery and Deli” appears in the center. “We make our own tofu fresh daily...” (2) Similar. Printed in about 1987. Blue ink on light beige paper. Prices have risen a little. (3) Larger. Printed in about 1992, green ink on beige recycled paper, 8½ by 14 inches, folded into 4 panels on each side. More menu items in these categories: Green salads. Deli salads. Tofu salads. Burgers. Sandwiches. House specialties. Soups & sides. Beverages. Tofu cold-cuts. Address: Arcata, California.

1199. **Product Name:** Tofu Veggie Patties. Delicious and Baked.

**Manufacturer’s Name:** Tofu Shop (The).

**Manufacturer’s Address:** 768 18th St., Arcata, CA 95521. Phone: 707-822-7409.

**Date of Introduction:** 1980 December.

**Ingredients:** Tofu (water, organic soybeans grown according to Cal. Health Code Sect. 26569.11 and nigari). Fresh vegetables (carrots, green onions, parsley). Tamari (natural soy sauce made with water, soybeans, wholewheat and salt). Garlic and ginger.

**Wt/Vol., Packaging, Price:** 10 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label (metallic). Received 1988. 4 by 2.5 inches. Self adhesive. Green, red, gold, and white. “Ready to eat... or reheat, naturally fresh... from our deli. A perfect snack fresh from the pack. Great in your favorite burger with all the fixin’s or as a main dish. Simple to heat in oven (350°F, 10 minutes) or frying pan. Perishable, keep refrigerated, 34-39°.” Matthew Schmit says (March 2009) that the metallic label was first used in 1985.

1200. **Product Name:** Tofuburger, and Tofucado Burger.

**Manufacturer’s Name:** Tofu Shop Deli & Grocery.

**Manufacturer’s Address:** 768 18th St., Arcata, CA 95521. Phone: 707-822-7409.

**Date of Introduction:** 1980 December.

**Ingredients:** Tofuburger: A fresh made tofu-Veggie Patty with Tofu-Mayo, tomato, sprouts, green onion, no-salt seasoning on a whole-grain herb-onion bun.

**Wt/Vol., Packaging, Price:** 6 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. Received. 1988, July. Launched 1980, Dec. 3 inch diameter. Self adhesive. Blue, green, and yellow on white. An illustration on the perimeter of a circle of The Tofu Shop shows the ocean, with waves and trees. “An authentic tofuburger.”

Note: Matthew says (May 2012) this tofu burger was

and always has been baked.

1201. *Annual Directory of Vegetarian Restaurants*. 1980-1983. Serial/periodical. Angwin, California: Daystar Publishing Co. 22 cm.

• **Summary:** The first (1980) edition, compiled and edited by Loren Kennett Cronk, contains 283 pages (not illustrated, 22 cm tall). It gives details on nearly 1,000 restaurants in 450 cities in the USA. Subtitle on cover: “Access to prepared health foods over the entire United States.”

At the rear of the book are four ads for restaurants: (1) Whole Wheat ‘n Wild Berries (New York City). (2) Real Good Karma (San Francisco). (3) Jack LaLanne’s Nutrition Center (Los Angeles). (3) The Prophet (San Diego, California).

The book is organized alphabetically by states, and within each state, alphabetically by city. A detailed description of each restaurant is given, including the name, address, phone number, how to get there, days and hours, days and hours, cost of lunch and dinner. Types of meals served: Lacto-ovo-vegetarian, vegetarian, or macrobiotic. Use of organically grown foods, preservatives, and artificial flavors or colors. What alcoholic beverages are served (if any). Number of seats. Whether or not “food to go” (takeout) is available. Type of ownership. Year established. The earliest vegetarian restaurants seem to have been established in the early 1960s.

In San Francisco, the Real Good Karma Natural Foods Restaurant was established in 1964. The Real Food Company Cafe was established in 1976.

Restaurants that list tofu among the items they serve in 1980 include: The Sleeping Lady Cafe (Fairfax, California; tofu stroganoff). Real Food Company Cafe (San Francisco, California; tofu burgers). Taste of Honey Bakery (San Francisco, CA; tofu cheesecake). The Good Shepherd Restaurant (Santa Barbara, CA; tofu specials). Staff of Life Deli (Santa Cruz, California; tofu veggie lasagna). Mandala Cafe (Santa Rosa, California; tofu almondine). The Regular Restaurant (Rochester, New York; tofu mozzarella).

The last issue of this annual periodical was published in 1983. Address: P.O. Box 707, Angwin, California.

1202. **Product Name:** Soymilk [Plain], and Soysage.

**Manufacturer’s Name:** Central Soyfoods.

**Manufacturer’s Address:** 11 W. 14th St., Lawrence, KS 66044. Phone: 913-843-0653.

**Date of Introduction:** 1980.

**Wt/Vol., Packaging, Price:** Soymilk: Glass jar. Later in ½-gallon plastic bottle.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Jim Cooley of Central Soyfoods. 1989. Feb. 16. The original plain soymilk had nothing added. It is presently sold only from the shop. Competition from Tetra Pak soymilks has hurt his sales. In



March 1990 the company was selling only 10 gallons/week of soymilk and only directly out of the shop. It retailed for \$1.80 per half gallon.

1203. **Product Name:** [GranoVita Cutlets].

**Foreign Name:** GranoVita Phag-Schnitten.

**Manufacturer's Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.

**Date of Introduction:** 1980.

**Wt/Vol., Packaging, Price:** 270 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** DE-VAU-GE leaflets.

1980? Rezepte aus der GranoVita Versuchskueche. And Neue Rezepte mit Soja-Goulasch. Manufacturer's catalog. 1981. May 1. DE-VAU-GE Sortiment-Preisliste. 4 p.

Form filled out and Label sent by DE-VAU-GE. 1990. June 11.

Note: This product was first introduced in 1958, but did not contain textured soy protein at that time.

1204. Fukakura, Noriko; Asano, M.; Murata, K. 1980. Daizu hakkô shokuhin no shikô-sei ni kansuru kenkyû [Survey on the acceptability of tempeh]. *Bulletin of Teikoku Gakuen* No. 6. p. 33-39. [8 ref. Jap; eng]

• **Summary:** A survey on the acceptability of tempeh was carried out by 50 members of a taste panel at the authors' school in Osaka, Japan. "The results of the survey indicated that the appearance of tempeh was lower than that for flavor, taste, stickiness, and texture. More than 76% of the panel members favored tempeh over natto (the result may be different if a survey is carried in Kanto district). Among methods of cooking tempeh, deep fat frying was most favored. Salt was evaluated as the best seasoning for tempeh rather than coriander or curry. The panel also compared the meat burger, the meat with soyprotein burger, and the tempeh burger. The meat only was given the highest rating, the meat with soybean protein second, the tempeh burger was the lowest. However, it was found that the tempeh burger could be acceptable." Address: Teikoku Women's Univ., 173, 6-chome, Todacho, Moriguchi-shi, Osaka, Japan.

1205. **Product Name:** Granose Chicken Flavoured Savoury Pudding.

**Manufacturer's Name:** Granose Foods Ltd.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1980.

**Ingredients:** Wheatmeal flour, vegetable fat, textured soya protein, maize starch, soya flour, salt, onion, hydrolised vegetable protein, milk powder, leek, mushroom, yeast, vegetable oil, herbs, silica, spices, natural monosodium

glutamate.

**New Product–Documentation:** Manufacturer's catalog. 1980. April. "Chicken flavoured pie filling in the same delicious pastry case as the original Granose Savoury Pudding."

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1980. This product has been discontinued.

1206. **Product Name:** Granose Chicken Flavoured Pie Filling.

**Manufacturer's Name:** Granose Foods Ltd.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1980.

**Ingredients:** Textured soya protein, maize starch, wheat flour, salt, onion, hydrolised vegetable protein, milk powder, leek, mushroom, yeast extract, vegetable oil, herbs, silica, spices, monosodium glutamate.

**New Product–Documentation:** Manufacturer's catalog.

1980. April. "A tasty soya protein pie filling flavoured with mushrooms and other vegetables. Bake in a pastry case, or serve as a casserole with other vegetables or as a snack on toast." Shurtleff. 1981. Overseas Adventist Food Companies. p. 6. They imported some of these meat analogs under their own brand from Nutana, and also imported soymilk from Loma Linda in Ohio, and packaged it under their Granose brand.

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1980. It has been discontinued.

1207. **Product Name:** Granose Bolognese Sauce.

**Manufacturer's Name:** Granose Foods Ltd.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1980.

**Ingredients:** Tomato puree, textured soya protein, maize, starch, onion, hydrolised vegetable protein, salt, wheat flour, oregano, garlic, bay.

**New Product–Documentation:** Manufacturer's catalog.

1980. April. "Italian style Bolognese sauce with seasoned, minced soya protein. Serve hot with spaghetti or vegetables."

Rombauer's "The Joy of Cooking" (1975 ed., p. 353) has a recipe named Bolognese Pasta Sauce, which contains the following ingredients in descending order of predominance: Chopped lean beef, beef stock, dried mushrooms, dry white wine, and butter.

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in 1980. It has been discontinued.

1208. **Product Name:** Tofuna Salad.

**Manufacturer's Name:** Lecanto Tofu.



**Manufacturer's Address:** P.O. Box 444, Lecanto, FL 32661.

**Date of Introduction:** 1980.

**New Product–Documentation:** Talk with Marvel Huffman. 1988. May 17. She learned how to make this at one of the annual soyfood conferences.

1209. **Product Name:** Loma Linda Ocean Fillets (Vegetarian Fish Fillets, Based on Spun Soy Protein Fiber). **Manufacturer's Name:** Loma Linda Foods. **Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1980.

**Ingredients:** Soy protein concentrate, soy protein isolate, water, wheat gluten, corn oil, soy flour, artificial flavors, egg whites, natural (vegetable) flavors, corn starch, oat flour, onion powder, whole wheat flour, salt, guar gum, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 10 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 1 fillet (2.0 oz–57 gm): Calories 130, protein 13 gm, carbohydrate 5 gm, fat 10 gm, cholesterol 0 mg, sodium 280 mg, potassium 340 mg.

**New Product–Documentation:** See next page. Ad. 1980. “Two new ways to nourish your business. The meatless meals they’ll be asking for.” Label reads: “Meatless. Tantalizing Fish Flavor. Cholesterol Free. 8 Fillets.” Sold frozen. Soya Bluebook. 1982. p. 60.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was said to be introduced in 1981.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

1210. **Product Name:** Dry Tofu Burger Mix.

**Manufacturer's Name:** Maya.

**Manufacturer's Address:** Ann Arbor, Michigan.

**Date of Introduction:** 1980.

**New Product–Documentation:** Shurtleff & Aoyagi. 1980. List of Soyfoods Products. To be blended with fresh tofu to make burgers.

1211. Natural Recipes. 1980. Getting to know tofu. Recipes & info (Leaflet). Boston, Massachusetts. 1 p.

• **Summary:** This “pamphlet” contains 8 American-style recipes. Any company can have its name and logo printed on the “Getting to know tofu” pamphlet, at the top of the front panel. We have one from Garden of Eatin’.

Note: At about this time, Natural Recipes had the following recipe pads that featured tofu: Creamy tofu dips/dressings. Spicy fried tofu. Sweet & Sour tofu & veggies. Tofu cheesecake. Tofu cutlets parmigiana. Tofu egg-less salad. Tofuburgers. What to do with tofu. They also had the following recipe pads that used tofu as one ingredient, but not the main ingredient: Applesauce cake (icing). Marinated veggies. Old world noodle pudding (dairyless “new world” variation). Peking fried rice. Tokyo fried noodles. Prices:



# Two new ways to nourish your business.

Introducing Loma Linda Griddle Steaks and Ocean Fillets. Two new meatless frozen dinners your customers will be warming up to.

Griddle Steaks have the hearty steak flavor of prime beef. And Ocean Fillets taste like mild ocean whitefish. And there's no cholesterol, no preservatives, and no MSG.

This fall, Loma Linda will be advertising these two new products in appetizing full color ads. And there'll be a special introductory offer for dealers.

Make sure you order plenty of Loma Linda Griddle Steaks and Ocean Fillets.

Your customers will find them very satisfying. And so will you.



**LOMA LINDA FOODS**

11503 Pierce Street, Riverside CA 92515.

*The meatless meals they'll be asking for.*

Circle No. 13 on Reader Service Card

24-45 pads: \$0.88/pad. 50-145 pads: \$0.80/pad. 150+ pads: \$0.70/pad. One can also order display boards and foam mounting tape for pads. Address: Boston, Massachusetts 02130.

**1212. Product Name:** [Meatless Soya Quenelles, or Dumplings].

**Foreign Name:** Sojanelles.

**Manufacturer's Name:** Pural.

**Manufacturer's Address:** 15 rue Leon Blum, 92113 Clichy cedex, France. Phone: 731.25.75.

**Date of Introduction:** 1980.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Pur-Aliment Food Factory in France was founded in 1928. Pural Booklet. About 1980 (undated). 21 cm. Black on yellow paper. A new product is Sojanelles épiciées.

Ad in Le Compas. 1986. March-April. Inside front cover. "Le No. 1 de la proteine vegetale vous propose une gamme complete de produits a base de soja [The Number One in Vegetable Protein Offers You a Complete Line of Soyfoods]." Canned.

**1213. Product Name:** Tofu Cutlets Marinara.

**Manufacturer's Name:** Quong Hop & Co.

**Manufacturer's Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1980.

**Ingredients:** Tofu cutlets (organic tofu, whole wheat flour, wheat germ, soy milk, safflower oil), tomato sauce (water, tomato paste, onion, spices, salt), cheese.

**Wt/Vol., Packaging, Price:** 10.5 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1981. 3 by 2 inches. Self adhesive. Red and brown on white. Shurtleff & Aoyagi. "From the Soy Deli. New Leaf Quality Soyfoods." 1980. List of soyfoods products. Frozen entree. Talk with Ben Lee. 1988. Sept. 30. Introduced in 1980. Frozen.

**1214. Product Name:** Tofu Cutlets Cacciatore.

**Manufacturer's Name:** Quong Hop & Co.

**Manufacturer's Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1980.

**Ingredients:** Tofu (water, organic soybean, magnesium chloride-nigari), tomato sauce (water, tomato paste, onions, spices), onions, bell peppers, mushrooms, wine, spices, salt.

**Wt/Vol., Packaging, Price:** 10.5 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1981. 3 by 2 inches. Self adhesive. Red and green on white. "From the Soy Deli. New Leaf Quality Soyfoods." Shurtleff & Aoyagi. 1980. List of soyfoods products. Frozen entree. Ad in Whole Foods. 1981. Sept. Talk with Ben Lee. 1988. Sept. 30. Introduced in

1980.

**1215. Product Name:** Brightsong Tofu Soysage (Meatless Okara-based Sausage).

**Manufacturer's Name:** Redwood Valley Soyfoods Unlimited.

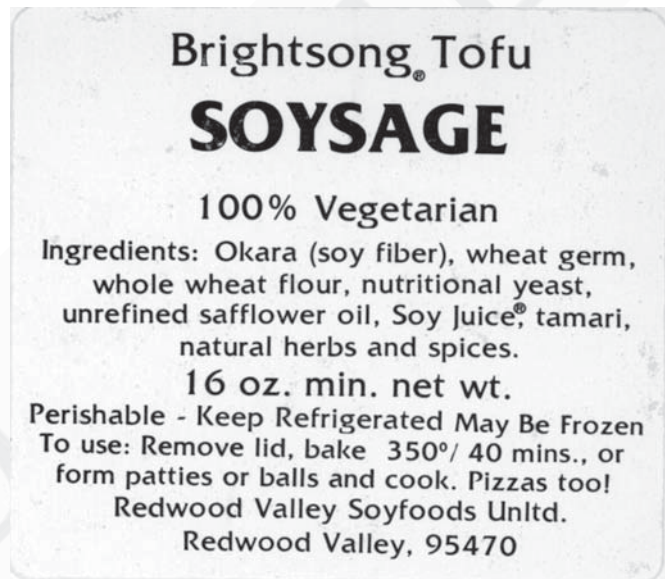
**Manufacturer's Address:** P.O. Box 371, Redwood Valley, CA 94570.

**Date of Introduction:** 1980.

**Ingredients:** Okara, wheat germ, whole wheat flour, nutritional yeast, unrefined safflower oil, soymilk, shoyu, natural herbs and spices.

**Wt/Vol., Packaging, Price:** 1 lb units.

**How Stored:** Refrigerated.



**New Product–Documentation:** Label. 1980. 4 by 3.5 inches. Self adhesive. Black on white. "100% Vegetarian. To use: Remove lid, bake 350° / 40 minutes, or form patties or balls and cook. Pizzas too!" Ingredients: Okara, wheat germ, whole wheat flour, nutritional yeast, unrefined safflower oil, Soy Juice, tamari, natural herbs and spices.

Label. 1980. 5.5 by 4.5 inches. Paper. Red, black and blue on white. "New! A 100% vegetarian meat substitute. No preservatives or chemical additives. High protein and fiber, low calorie and fat. No cholesterol." Ingredients on label: Organic okara (soy fiber), toasted wheat germ, Red Star T-6635 nutritional yeast, organic whole wheat flour, safflower oil, well water, tamari, honey, garlic, onion, salt and other natural herbs and spices.

Label. 1981. 3 inches square. Self adhesive. Red and blue on white. "New! Just slice, heat and eat!" Ingredients: Organic okara, organic whole wheat flour, toasted wheat germ, nutritional yeast, safflower oil, well water, shoyu tamari, honey, garlic and other natural herbs and spices.

Label. 1981. 3.5 by 4 inches. Self adhesive. Red on white. "Pre-baked! Use on pizzas or burgers, fried or baked. Great





**BRIGHTSONG**  
**“SOYSAGE”** <sup>TM</sup> **NEW!**

A 100% vegetarian meat substitute.  
 No preservatives or chemical additives.  
 High protein and fiber, low calorie and fat. No cholesterol.

**Use as you would meat.**

**Ingredients:** Organic Okara (soy fiber), toasted wheat germ, Red Star T-6635 nutritional yeast, organic whole wheat flour, safflower oil, well water, tamari, honey, garlic, onion, salt and other natural herbs and spices.

*Perishable - Keep Refrigerated. May be frozen.*

**Net wt. 16 oz. (1 lb.)**  
 Brightsong Tofu, Redwood Valley CA 95470



**BRIGHTSONG**  
 Light Foods

**SOYSAGE**

*Pre-baked! Use on pizzas or burgers, fried or baked. Great scrambled with Missing-Egg Salad.*

**Ingredients:** Organic soy fines, organic whole wheat flour, peanuts, toasted wheat germ, nutritional yeast, soy oil, filtered water, real tamari, honey, garlic, salt and other natural spices.  
*Organic in accordance with CA H&S Code 26569.11*

Perishable, Keep Refrigerated. Freezes Nicely.

**Net wt. 16 oz. (1 lb.)**  
 Brightsong Light Foods Petaluma, 94953



**New!**

**BRIGHTSONG**

**SOYSAGE** <sup>®</sup>

Just slice, heat and eat!

**Ingredients:** Organic okara (soy fiber), organic whole wheat flour, toasted wheat germ, nutritional yeast, safflower oil, well water, shoyu tamari, honey, garlic and other natural herbs and spices.  
*Organic in accordance with Calif. H&S Code 26569.11.*

**Perishable - Keep Refrigerated.**  
**Net Wt. 16 oz. (1 lb)**  
 Brightsong Tofu, Redwood Valley,  
 CA 95470

scrambled with Missing-Egg Salad.” Ingredients: Organic soy fines, organic whole wheat flour, peanuts, toasted wheat germ, nutritional yeast, soy oil, filtered water, real tamari, honey, garlic, salt and other natural spices.

Leviton 1981. Soyfoods. Summer. p. 42. “Weekly sales are 100 pounds.”

Spot in Whole Foods. 1982. April. p. 60. “Convenience Soyfoods.” Spot in Soyfoods. 1982. Summer. p. 56. “Prepared Tofu Salads and Desserts. Use as you would meat.” 16 oz. portions.

Spot in Whole Foods. 1983. Nov. “Soysage Repackaged.”

**1216. Product Name:** Naturalean (Isolated Soy Protein-Based Meat Substitute).

**Manufacturer’s Name:** Sopro Products, Inc.

**Manufacturer’s Address:** 111 West Ave., Albion, NY 14411.

**Date of Introduction:** 1980.

**Ingredients:** Isolated soy protein, onion powder, molasses, natural flavors, yeast extracts, yeast.

**How Stored:** Shelf stable.

**Nutrition:** Per 4 oz.: Calories 120, protein 23 gm, carbohydrates 1.5 gm, fat 1 gm, sodium 418 mg.

**New Product–Documentation:** Leaflet (brown ink on beige, 2 panels each side, each panel 16.5 x 9 cm). 1980, undated. Naturalean. High in Nutrition and Taste. Isolates are curded as in making tofu. 1983 unknown newspaper article. “Soya is versatile imitation of meat, chicken.” Stephen Hwa developed the product. His small plant has only 8 employees. The bite-sized chunks cost \$1.60/lb. Soya Bluebook. 1986. p. 110. “Naturalean all purpose protein.” Talk with Richard Rose. 1988. Feb. 9. In 1986 Sopro held a successful public stock offering, raising about \$500,000. He read this in Venture. Now probably out of business. Other soyfoods companies that have gone public are Tofu Today (Tofruzen), Legume, Tofutti Brands, Tomsun.

**1217. Product Name:** Sovex Chili (Meatless Dry Mix).

**Manufacturer’s Name:** Sovex Natural Foods, Inc.

**Manufacturer’s Address:** Collegedale, TN 37315.

**Date of Introduction:** 1980.

**Ingredients:** Soy flour, coconut oil, tomato powder, minced onions, tamari soy sauce (made from water, soybeans, wheat, sea salt), chili powder (made from oregano, chili peppers, salt, cumin, garlic).

**Wt/Vol., Packaging, Price:** 17 oz In a 1 quart Pure-Pak carton.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label. 1980. Label reads: “Sovex. The Granola People. Contains No Animal Products. No Preservatives. No Artificial Colors or Flavors. No MSG. No Sugar.” Two recipes and serving suggestions.

**1218. Product Name:** Sovex Vege-Pat (Vegetable Burger Dry Mix).

**Manufacturer’s Name:** Sovex Natural Foods, Inc.

**Manufacturer’s Address:** Collegedale, TN 37315.

**Date of Introduction:** 1980.

**Ingredients:** Rolled oats, soy flour [textured soy flour], sesame seeds, oat flour, miller’s wheat bran, soy grits, potato flour, sunflower seeds, minced onion, tamari soy sauce, food yeast, sage, garlic, onion.

**Wt/Vol., Packaging, Price:** 15 oz 1 quart Pure-Pak carton.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label. Undated. Label reads: “Sovex. The Granola People. Hamburger Flavor–Without Meat. Makes 16–3.5 inch patties. Contains No Animal Products. No Imitation Ingredients. No Artificial Colors or Flavors. No MSG. No Sugar.” Two recipes.

**1219. Product Name:** Sovex Vege-Pat (Vegetable Sausage Dry Mix).

**Manufacturer’s Name:** Sovex Natural Foods, Inc.

**Manufacturer’s Address:** Collegedale, TN 37315.

**Date of Introduction:** 1980.

**Ingredients:** Soy flour [textured soy flour], unhulled [dehulled] sesame seeds, miller’s wheat bran, oat flour, rolled oats, tamari soy sauce, potato flour, food yeast sage, crushed red pepper.

**Wt/Vol., Packaging, Price:** 15 oz In 1 quart Pure-Pak carton.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label. Undated. Label reads: “Sovex. The Granola People. Sausage Flavor–Without Meat. Makes 18–2.5 inch patties. Contains No Animal Products. No Imitation Ingredients. No Artificial Colors or Flavors. No MSG. No Sugar.” Two recipes.

**1220. Product Name:** Tempeh of the Sea (Containing Sea Vegetables).

**Manufacturer’s Name:** Soy Plant (The).

**Manufacturer’s Address:** 211 East Ann St., Ann Arbor, MI 48104. Phone: 313-663-0500.

**Date of Introduction:** 1980.

**Ingredients:** Organic soybeans, arame, hiziki [hijiki], dulse, nori, kelp, vinegar, rhizopus oligosporus culture.

**Wt/Vol., Packaging, Price:** 8 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Rectangular Label in Soy Plant scrapbook. 1980. 4½ by 4 inches. Black on white. An oval illustration in the center shows plants growing by the sea shore.

Shurtleff & Aoyagi. 1985. History of Tempeh. p. 56. Sliced, this tempeh “resembled fish sticks.”

**1221. Product Name:** Westico Vege-Steak (Beef-Flavored Textured Vegetable Protein).



**Manufacturer's Name:** Westico Foods.  
**Manufacturer's Address:** West Indies College, Mandeville, Jamaica.

**Date of Introduction:** 1980.

**How Stored:** Shelf stable.

**New Product–Documentation:** Letter from Robert Folkenberg. 1983. Feb. 15. "This company, organized in 1970, is presently a fairly small operation, producing about 2 tons of TVP each week. We fully expect this rate of production to increase dramatically in the near future."

Form filled out and labels sent by Westico. 1990. June 28.

Note: This is the earliest known commercial soy product (one of two products) made in Jamaica.

1222. **Product Name:** Dinner Roast (Meatless Roast Beef).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1980.

**Ingredients:** Textured vegetable protein (soy protein concentrate and isolate, wheat gluten), egg whites, soybean and/or corn oil, partially hydrogenated soybean and cottonseed oil, flavorings (hydrolyzed vegetable protein, onion, monosodium glutamate, turmeric, artificial flavor, extracts of spices), disodium guanylate, disodium inosinate, modified corn starch, calcium caseinate, dextrose, sodium caseinate, yeast extract, lecithin, salt, carrageenan, niacinimide [niacinamide], caramel color, iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12.

**How Stored:** Frozen.

**New Product–Documentation:** Label copyrighted 1980. Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

1223. **Product Name:** Pizza Italiana (Meatless).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1980.

**Ingredients:** Topping: Water, textured vegetable protein (wheat gluten, soy protein concentrate and isolate), calcium and sodium caseinate, partially hydrogenated soybean and cottonseed oil,...

**Wt/Vol., Packaging, Price:** 15 oz (424 gm) paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1980, dated. "Completely Meatless. Contains Vegetable Protein."

1224. **Product Name:** Vegetarian Lasagna.

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1980.

**Ingredients:** Water, cooked lasagna noodles, dry curd cottage cheese, tomato paste, flavorings (artificial flavors, garlic and onion powder, spices, onion disodium guanylate, disodium inosinate), textured soy protein concentrate, modified corn starch, corn syrup solids, calcium caseinate, partially hydrogenated soybean oil...

**Wt/Vol., Packaging, Price:** 18 oz (510 gm) paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1980, dated. "Deliciously Blended with Vegetable Protein."

1225. **Product Name:** Veelets Parmesano (Meatless).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1980.

**Ingredients:** Textured vegetable protein (wheat gluten, soy protein concentrate and isolate), water, tomato paste, flavorings (artificial flavors, onion and garlic powder, spices, disodium guanylate, disodium inosinate), soybean and/or corn oil...

**Wt/Vol., Packaging, Price:** 14 oz (398 gm) paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1980, dated. "A Meatless Vegetable Protein Delicacy in Rich Tomato Sauce."

1226. **Product Name:** Stakes Au Sauce (Vegetarian Beefsteak).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1980.

**Ingredients:** Water, textured vegetable protein (soy protein concentrate and isolate), wheat gluten, flavorings (artificial flavors, onion and garlic powder, onion, spices, disodium guanylate, disodium inosinate), soybean and/or corn oil...

**Wt/Vol., Packaging, Price:** 14 oz (398 gm) paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1980, dated. "Meatless and Delicious. Contains Vegetable Protein."

1227. Calkins, Fern; Register, U.D.; Sonnenberg, Lydia. 1980. *It's your world vegetarian cookbook.* Enlarged, 2nd ed.

Washington, DC: Review and Herald Publishing Association. 304 p. Illust. Index. 24 cm. Sponsored by Dept. of Nutrition, School of Health, Loma Linda University, and Southern California Conference of Seventh Day Adventists.

• **Summary:** It's Your World" is a television series hosted by Art Linkletter and sponsored by the Seventh-day Adventist Church in Glendale, California. The original edition was published in 1973. Contains a number of quotations on diet and health by Ellen G. White.

Soy-related recipes include: Catalina cutlets (with cooked soybeans, p. 13). Florentine fritters (with soybeans, p. 18). Frontier fritters (with soybeans, p. 21). Saucy soy sizzlers (with soybeans, p. 23). Hawaiian chestnut balls (with tofu, p. 24). Tofuburgers (p. 24). Tasty tofu timbales (p. 25). Millet gourmet casserole (with soybeans, p. 34). Tender soya broccoli (with FriChik and Soyannaise, p. 40). Savory baked beans (p. 45). Baked soybeans Americana (p. 48). Beans 'n' apples (p. 50). Soybeans Hawaiian (p. 54). Mandarin garden soys (using Loma Linda Green Soybeans, p. 60). Celebrated red rice (with adzuki beans, p. 63). Oriental tofu (p. 69). Stir-fry vegetables with tofu. Luncheon tofu (p. 70). Tofu dippers (p. 71). Pepper-olive tofu (p. 78). Emperor's feast (with tofu, p. 78). Tofu "steak" (p. 79). Tofu scramble (p. 88). Quick 'n' easy tofu (p. 89). Crispy tofu sticks (p. 89). "Cheesy" spread (with tofu, p. 96). Soybean soup a la Creole (p. 106). Tokyo special (with tofu, p. 111). Tofu salad (p. 130). Tofu stuffing (p. 132). Garlic-dill dressing (with tofu, p. 145). Tofu sour crème topping (p. 151). Garden vegetable dip, or Confetti dip (with tofu, p. 152). Whole-wheat bread (with tofu, p. 174). Wabash fried mush (with soy beans and soy flour, p. 182). Tofu "jerky" (p. 200). Roasted soy smacks (dry-roasted, seasoned soynuts, p. 201).

Pages 42-43 contain a cooking guide for dry beans, peas, and lentils. Adzuki (or Chinese red) beans are included. Concerning soybeans: "It is better to soak soybeans longer than other beans—2 or 3 hours or overnight. Soaked beans in small quantities may be frozen in containers as a convenience. Thaw before cooking or drop frozen into boiling water. 2/3 teaspoon of salt is enough for each cup of dry soybeans, or use 1 tablespoon chicken-like seasoning and ¼ to ½ teaspoon salt. When pressure cooking 1 cup soybeans, use 2 cups water; 1 teaspoon of oil may be added to keep from foaming; at the end of cooking time cool immediately under cold running water. Soybeans have a more nutty flavor and are more tender when they are served immediately after cooking."

Many recipes also called for commercial branded soy-based products made mostly by Loma Linda Foods or Worthington Foods. Pages 273-75 give a list of "Vegetable Protein Alternates (Analogues)." Those made by Loma Linda Foods or Worthington Foods are so marked. Details on tofu are given on pages 24, 69, 79, 275, and 298. Address: 1. B.A.; 2. PhD, RD, Chairman, Dep. of Nutrition; 3. M.A., R.D., Assoc. Prof., Dep. of Nutrition. All: School of Health,

Loma Linda Univ., Loma Linda, California.

1228. Easterday, Kate Cusick. 1980. The peaceable kitchen cookbook: Recipes for personal and global well-being. New York, NY, Toronto, Canada: Paulist Press. 313 p. Illust. by Ragna Tischler Goddard. 21 cm. [28 ref]

• **Summary:** A vegetarian cookbook. Page 45 describes how to sprout various seeds and beans, including soybeans. The section titled "Soybeans Simplified" (p. 66-75) begins by asking "Why are soybeans so highly praised?" then gives recipes for: Basic cook soybeans. Soyburgers (from cooked, mashed soybeans). How to make soy milk (12 cups, using soy flour or soybeans). Soy "coffee." Tofu (soybean curd). Tofu sandwich spread. How to roast soybeans (dry). The last page of the section, titled "Soybean Terminology" gives 1-2 line descriptions of: Soy grits, soy meal, soy granules, soy flour, soy powder (extra fine soy flour, used to make soy milk), soya (implies that the product has been toasted), roasted soybeans, tofu, miso, tamari.

Other soy-related recipes include: Wheat-soy pancakes (with soy flour, p. 169). Soy fritters (with mashed soybeans, p. 222). Simple soy bean loaf (p. 228). Vegetarian sukiyaki (with tofu and soy sauce, p. 231). Soy cheesecake (with tofu, p. 291). Address: Illinois.

1229. Fessler, Stella Lau. 1980. Chinese meatless cooking. New York, NY and Scarborough, Ontario, Canada: New American Library. 298 p. Illust. by Janet Nelson. Index. 20 cm.

• **Summary:** This vegetarian cookbook, which contains more than 180 recipes, demonstrates vividly how much Chinese vegetarian cookery depends on soyfoods—especially tofu (bean curd). The glossary includes excellent descriptions of bean curd—fermented red (*nan-ru*), bean curd—fermented white (*tofu-ru*), bean curd—pressed threads or noodles, bean curd sheets (*tofu-pi* [*yuba*]), bean curd sheets (*er-ju*), bean curd sheets—pressed or hundred-leaf (*bai-yeh*), bean curd sticks (folded bean curd sheets), brown bean paste or brown bean sauce, bean paste—Szechuan hot bean or spicy soy, bean sprouts—soy or yellow, fermented or salted black beans, Hoisin sauce, Oyster sauce (with soy), soy sauce, soy sauce—light or thin.

The chapter on soups stocks notes that soybeans or soybean sprouts have a delicate flavor and are most suitable for making stock. Soy sprouts, which are much larger than mung bean sprouts, have a more chewy texture and a very sweet, delicate taste; they are often used to strengthen the flavor of a dish (see recipe p. 90).

Soy-related recipes (each with the name written in Chinese characters) include: Mixed pressed bean curd threads (p. 68). Spinach and deep-fried bean curd puff salad (p. 70). Soybean sprout salad (p. 73). Pressed bean curd salad (p. 76). Monks in a storm of wind and snow (Asparagus and bean curd salad, p. 82). Soybean sprout stock (p. 90). Deep-



fried bean curd and mung bean noodle soup (p. 93). Spinach and bean curd soup (p. 98). Seaweed and bean curd soup (p. 99). Soybean soup (p. 100). Soybean with fried gluten soup (p. 101). Asparagus and bean curd soup (p. 106). Goddess of Mercy (Kuan-yin) soup (With bean curd and tiger lily bulbs, p. 112-13).

One long chapter (p. 118-160) is titled “Bean curd dishes, mock meat dishes, and mock fish dishes.” It gives good definitions of and home-scale recipes for: Bean curd. Deep-fried bean curd puffs. Plain pressed bean curd cakes. Five-spice pressed bean curd cakes. Braised deep-fried bean curd puffs. Bean curd with oyster sauce (not vegetarian). Braised bean curd. Spicy bean curd. Steamed bean curd with spicy bean paste sauce. Bean curd with tomatoes. Bean curd with fresh mushrooms. Cold bean curd. Stubborn stones’ obeisance (Fried bean curd with vegetables). Braised frozen bean curd with chives. Braised Fukien [Fujian] bean curd. Stir-fried Chinese chives with pressed bean curd. Stir-fried pressed bean curd with carrots and bamboo shoots. Mock lion’s head (with five-spice pressed bean curd). Stir-fried green peppers with mock meat (pressed bean curd). Mock moo goo gai pan (Stir-fried pressed bean curd with vegetables). Mock roast duck (with dried bean curd sheets and soy sauce). Mock soy sauce chicken (with fresh or frozen hundred-leaf bean curd sheets). Mock velvet chicken (fried bean curd with egg whites). Spicy mock chicken (with mock soy sauce chicken). Mock ham (with dried bean curd sheets). Bock abalone (braised gluten balls). Mock mu-shu pork (with five-spice pressed bean curd, shredded). Fried mock squab (with chopped pressed bean curd). Mock twice-cooked pork (with five spice pressed bean curd). Bean curd with thousand-year eggs.

Other interesting recipes include: Wheat gluten (homemade mein jin or vegetable steak, p. 165-66; At Chinese grocery stores, wheat gluten is sold in various forms—fried, dried, steamed, boiled, canned, and frozen). Fried gluten balls. Boiled gluten. Lo Han vegetable dish (with fried wheat gluten balls, p. 169-70). Chinese mustard greens in black bean sauce (p. 173-74). Stir-fried leeks with bean curd (p. 186). Fresh soybeans stir-fried with fresh mushrooms (p. 187). Boiled fresh soybeans in their pods (p. 188). Bean sprouts stir fried with wheat gluten (p. 190). Stir-fried soybean sprouts with bean curd puffs (p. 191). Cauliflower and bean curd sticks (p. 192). Winter melon with red fermented bean curd sauce (p. 195). Stir-fried asparagus with fermented bean curd (p. 197). Stir-fried lettuce with white fermented bean curd sauce (p. 198). Sweet and sour fried gluten and cabbage (p. 208). Two immortals in the apricot garden (fried gluten with vegetables and almonds, p. 209). Braised eggs with bean curd sticks (p. 213-14). Scrambled eggs with fermented bean curd (p. 214). Bean curd with salted eggs (p. 216-17). Wonton soup (with fresh bean curd, p. 233-34). Fried wontons (filled with five-spice pressed bean curd, coarsely chopped). Soybean milk, sweet

soybean milk, and salty soybean milk (p. 247-48). Deep-fried crullers (*yu chiao*; sometimes served in hot soymilk, p. 249-50). Noodles with spicy bean paste sauce (and five-spice pressed bean curd, p. 258-59).

Note 1. This is the earliest English-language document seen (Oct. 2011) that uses the term “red fermented bean curd” to refer to red fermented tofu.

Note 2. This is the earliest English-language document seen (Oct. 2011) that uses the term “white fermented bean curd” to refer to regular white fermented tofu. Address: Cornell Univ., Ithaca, New York.

1230. Gay, Martin; Gay, Kathlyn. 1980. Eating what grows naturally. South Bend, Indiana: And Books. 137 p. Illust. by Brian “Woodie” Byrn. 21 cm. [75 ref]

• **Summary:** A book about natural foods, with some vegetarian recipes. Martin was born in 1950. Pages 79-80 give ten menus based on Shelton’s food-combining principles, including (5) Stir-fried vegetables and tofu cubes, and (9) Tofu-vegetable casserole with green salad. Page 106 gives definitions of miso, tamari, tempeh, and tofu. Soy-related recipes include: Soy burgers (with ground, cooked soybeans, p. 108), and tofu casserole (p. 109).

1231. Himalayan International Institute. 1980. The Yoga way cookbook: Natural vegetarian recipes. 4th ed. Honesdale, Pennsylvania: Himalayan International Institute of Yoga Science and Philosophy. 249 p. Illust. Index. 22 cm. 1st ed. as 1974.

• **Summary:** A vegetarian and natural foods cookbook. Pages 8-9 describe in detail how to make tofu at home. A list of special ingredients includes soybeans, soy granules, grits, and flour, miso, tamari, and tofu. Soy-related recipes include: Tofu spinach pie (p. 18). Soybean tacos (p. 32). Soy burgers (p. 36). Tofu burgers (p. 40). Tofu rice with vegetables (p. 47). Soybean rice (p. 49). Soy-potato soup (with soy granules, p. 105). Miso soup (p. 116). Tamari soup (p. 117). Tofu salad dressing (p. 127). Scrambled tofu (p. 228). Tofu-avocado supersandwich (p. 233). “Short order” tofu luncheon.

1232. Kasin, Miriam. 1980. The age of enlightenment cookbook. New York, NY: Arco Publishing, Inc. v + 342 p. Illust. Index. 25 cm. [1 ref]

• **Summary:** A vegetarian cookbook. The chapter on Basic Ingredients discusses dairy substitutes (incl. recipes for soy milk [made from whole soybeans or soy flour], coconut milk, nut milk {from blanched almonds or raw cashews}, and soy margarine [free of preservatives]), bean curd (as a substitute for panir), and soy flour. The chapter on beans (p. 129-37) has recipes for: Roasted soybeans. Aduki (azuki) beans. Stewed soybeans. Soyburgers. Soy loaf. Bean curd (tofu or dofu). Stir-fried or deep-fried bean curd. Scrambled bean curd.

Other soy-related recipes include: Soy mayonnaise (p. 170). Soyburgers or tofu sandwiches (p. 186). Soy spread or dip (with whole soybeans, p. 187). Soy noodles (with equal parts soy flour and unbleached white flour, p. 201). Noodles and bean curd (Japan, kitsune udon or domburi, p. 205).

1233. Kendig, Joan; Kendig, Keith. 1980. *Modern vegetable protein cookery*. New York, NY: Arco Publishing, Inc. viii + 339 p. Illust. Index. 24 cm. [1 ref]

• **Summary:** Contents: Preface. Introduction. Cooking hints. Recipes: Basic recipes, oven loaves, oven patties and individual forms, skillet burgers, pies and crust items, crepes and thin pancakes, casseroles and oven dishes, skillet dishes, stuffed vegetables, pasta dishes. Appendixes 1, 2. Contains 200+ recipes. Joan Kendig was born in 1938. Address: USA.

1234. Nelson, A.I.; Wei, L.S.; Steinberg, M.P. 1980. *Foods from whole soybeans*. In: F.T. Corbin, ed. 1980. *World Soybean Research Conference II: Proceedings*. Boulder, Colorado: Westview Press. xv + 897 p. See p. 745-62. [12 ref]

• **Summary:** Contents: Introduction: Nutritional value. A concept for preparation of whole soybeans for human food use: Inactivation of the lipoxygenase system, use of sodium bicarbonate blanch, inactivation of anti-nutritional factors, effects of quality and variety of soybeans for direct food use, use of the concept. Home preparation of soymilk: Introduction, experimental, results and discussion, conclusions, recommendations. Soybean breakfast and patty foods: Introduction, raw bean treatments, hydration, tenderization, trypsin inhibitor inactivation, soybean foods. Weaning or breakfast foods: Soy-whole wheat, soy-corn, soy-sweet potato. Fried patty meat substitute: Soy-potato, soy-rice. Conclusions. Notes. Address: Dep. of Food Science, Univ. of Illinois, Urbana, IL 61801.

1235. *Northern Soy*. 1980. *Soyboy Tofu: Cooking with tofu*. Vol. 1 (Leaflet). Rochester, New York. 4 panels each side. Each panel: 14 x 11 cm.

• **Summary:** Brown ink on beige paper. On the front panel is an illustration of a laughing boy in a circle with soybean pods and leaves at the bottom. "High protein. Low calorie. Low sodium. No cholesterol. Tofu, the subtly sweet soybean 'cheese,' has been the key source of protein in Japan and China for thousands of years."

Contains 9 American-style tofu recipes, including tofu for babies, pan fried tofu, tofu burgers, tofu cranberry loaf, tofu onion dip, eggless tofu salad, and tofu leek quiche. Address: 30 Somerton St., Rochester, New York 14607. Phone: 716-442-1213.

1236. Pennington, Jean A.T.; Church, Helen Nichols. eds. 1980. *Bowes and Church's food values of portions commonly used*. 13th ed. Philadelphia, Pennsylvania: J.B.

Lippincott Co. xvii + 186 p. Index. 28 cm. 1st ed. was 1937. 2nd ed. was 1939. 10th ed. was 1966. [62 ref]

• **Summary:** The index contains entries for: Beans (but no soy). Cheese and cheese food (but alternatives). Cheez-its, Chili-vegetarian. Float, Dairy Queen. Flour. French fried potatoes (Arthur Treachers, Burger Chef, Burger King, Dairy Queen, Long John Silver's, McDonald's, Wendys). Ice cream bars. Infant formulas (Isomil-Ross Labs, L-Soyalac-Loma Linda, Neomullsoy-Syntex, Nursoy, ProSobee-Mead Johnson, Soyolac-Loma Linda). Irishmoss [Irish moss]. Milk (goat, human, Indian buffalo, reindeer, sheep, soybean, whole). Miso. Natto. Oils. Soyamaise dressing (p. 122). Soyamel. Soybeans, fermented. Soybean curd. Soybean flour. Soybean milk. Soybean nuts. Soybean oil. Soybean protein. Soysauce. Teriyaki sauce. Tigers Milk Bar. Tofu. Tom Collins. Veg Skalops. Veja-Links. Vegeburger. Vegetarian products made mostly by Worthington Foods and Loma Linda (p. 22-23): Beef style roll, Chicken style, Chic-Ketts, Chili, Corned beef style, Croquettes, Dinner cuts, Fry Sticks, Gran Burger, Meatloaf mix, Nuteena, Prosage, Proteena, Rediburger, Smoked beef style, Stakelets, Stripples, Tasteecuts, Turkey Style-Smoked, Vega-links, Vegeburger, Veg Skalops, Vegetarian Burger, Vitaburger, Wham. Yogurt.

Aluminum is not among the lists of trace minerals in foods in the back. The book *does* list the following as trace minerals: chromium, cobalt, fluoride, iodine, molybdenum, nickel, selenium, and tin. Address: 1. Formerly Instructor of Nutrition, City College of San Francisco, San Francisco, California [Now with U.S. Food and Drug Administration, Washington, DC]. Phone: 202-245-1064.

1237. Raymond, Jennifer. 1980. *The best of Jenny's kitchen*. Mendocino, California: Mendocino Presbyterian Church. [x] + 180 p. Preface and Foreword by Lois Jean Raymond. Illust. Index. 22 cm. [9 ref]

• **Summary:** A vegetarian cookbook (comb-bound), printed with brown ink on tan paper. Contents: Nutrition-Nutrition: protein. Nutrition: carbohydrates. Nutrition: fats. Nutrition for pregnancy and lactation. Vegetarian diets for pets. Legumes and grains. Sweeteners. Salt and sodium.

Menu planning-Menu ideas. Seasonal eating. Growing sprouts (a table, p. 31, gives details on sprouts grown from aduki beans, alfalfa, chia, cress, lentils, wheat, rye, radish, and mung). "Mung bean sprouts are the typical bean sprout used in Chinese cooking." Protein content of recipes.

The recipes-Breakfasts. Soups. Salads, spreads and sandwiches. Breads. Entrees. Desserts. Making the basics.

Sources, substitutes, and equivalents-Sources (books). Substitutes. Equivalents.

Soy related recipes: Tofu, scrambled (for breakfast, in place of eggs, p. 45). Tofu salad sandwich spread (p. 74). Soy paté (with cooked whole soybeans, as a sandwich spread, p. 76). Tofu cornbread (p. 82). Tofu burgers (p. 97).



Soybean crockpot stew (p. 108). Tofu stuffed shells (p. 127). Tofu lasagne (p. 129). Tofu & vegetables (p. 142). Okara & coconut macaroons (p. 151). Okara tofu spice bars (p. 152). Making tofu at home (p. 163). Many recipes call for either “tamari soy” or “soy sauce.”

Publishing history: First published by Mendocino Presbyterian Church, Mendocino, California. 1980. Comb binding. Next published by SunRay Press. 1980.

Jennifer sold the rights to this self-published vegetarian cookbook to Avon Press, which published it in 1982 as *The Best of Jenny's Kitchen: Cooking Naturally with Vegetables* (180 p.). Address: Teacher of Vegetarian Cooking, College of the Redwoods, Mendocino Coast Branch, California.

1238. Shandler, Nina; Shandler, Michael. 1980. How to make all the “meat” you eat out of wheat: International gluten wheat “meat” cookbook. New York, NY: Rawson, Wade Publishers, Inc. xiv + 241 p. Index. 24 cm. [10 ref] • **Summary:** How to make and use wheat gluten in a vegetarian diet, with 250 American and international recipes. Contents: Acknowledgements. Author’s note. Part I. Introducing wheat “meat”: 1. The cost of the meat-centered diet: How meat consumption affects ecology, economy and health, food economy, fuel conservation, water reserves and pollution, heart disease, cancer and meat eating, premature aging, chemical residues in meat, medical costs. 2. Introducing wheat “meat”: a low-cost, homemade alternative to meat (gluten meats cost about \$0.15 per serving). 3. How to make “meat” from wheat: Preparing raw gluten (from 7 cups whole wheat flour), seven varieties of wheat “meat,” cutlets (a veal substitute), steak (a mock beef steak), ground gluten (a hamburger taste-alike), spiced links (an alternative to sausage), roast with a beef flavor, seawheat (a clam alternative), poultry pieces (chicken-flavored wheat “meat”), using the reserved starch, bran and germ: Gluten-free crackers, and cold crunchy cereal.

Part II. Hundreds of international ways to serve wheat “meat”: 4. All-American wheat meat recipes. 5. Mexican wheat “meat” food. 6. Latin American. 7. British. 8. French. 9. Spanish. 10. Italian. 11. Austrian. 12. Greek. 13. African. 14. Indian (from India). 15. Chinese. 16. Japanese wheat “meat” cooking.

Note 1. Tamari soy sauce and miso are used to flavor a number of recipes in this book. Other soy-related recipes include: Spiced bean curd and cutlet (with tofu, p. 212). Spares with black beans (mock spare ribs with “Chinese prepared black beans [fermented black soybeans], p. 216). Family-style bean curd (with tofu, p. 219). Poultry with orange-flavored soy sauce (p. 228-29). Seawheat in soy and ginger sauce (p. 229). Seawheat with bean curd and vegetables in casseroles (p. 230). Seawheat with vinegared miso (p. 231). Note 2. This book does not mention “seitan,” but a Japanese recipe titled “Seawheat in Soy and Ginger Sauce” is quite similar; It uses tamari soy sauce and grated

gingerroot, and kombu is used in making Seawheat, a clam alternative. A photo on the inside back dust jacket shows Nina and Michael Shandler.

Talk with Michael Shandler in Amherst, Massachusetts. 1992. Jan. 14. He and Nina became vegetarians in 1969. They were first introduced to wheat gluten in about 1970; at that time they were served gluten steaks by a friend, Jayanti Peterson, in Santa Cruz, California. At the time their book was published, they were probably not aware of “seitan.” They did not know of any other books on gluten when they were writing their book—which is why no gluten books are listed in their bibliography. The book sold about 2,000 copies in hardcover and 5,000 to 6,000 in quality paperback; it went out of print 6-7 years ago. They have had many requests for the book since it went out of print. He is an organization development consultant and Nina is a child psychologist. Food is their hobby. Their best-selling book is *The Complete Guide and Cookbook for Raising your Child as a Vegetarian* which has sold over 50,000 copies (Shocken & Ballantine). Address: Amherst, Massachusetts. Phone: 413-549-1671.

1239. Tsuji, Shizuo; Sutherland, Mary. 1980. Japanese cooking: A simple art. New York and Tokyo: Kodansha International. 518 p. Introduction by M.F.K. Fisher. Illust. (510 line drawings by Yoshito Suzuki. 16 color pages, mostly photos). Index. 27 cm.

• **Summary:** This is a beautiful and informative book by a great Japanese chef, though the awkward English terminology often sounds like “Japlish.” The illustrations are very nicely done, but the artist’s name does not appear in the book. Tsuji is the author of 29 books on gastronomy, travel, and music. His basic thesis is that “like Japanese and poetry, cooking is simply the result of an acute awareness of the seasons, Freshness and naturalness are the *sine qua non* of Japanese cuisine.”

This definitive treatise on Japanese cooking, the most complete and well-thought-out to date, is written by the head of the *Ecole Technique Hoteliere Tsuji*, the technical hotel school in Osaka, Japan. This is the “largest school training professional chefs in Japan,” according to the publisher.

The excellent “Ingredients” section (p. 53-100) gives detailed descriptions (with Japanese characters) of: Azuki beans (p. 55). including red rice (*sekihan*) and “sweet red-bean paste” (*an*). Bean curd (*tôfu*, p. 56-61) incl. *momen* tofu (regular; “The type described here as ‘regular’ is known in Japan as *momen*—‘cotton’ tofu... ‘Cotton’ bean curd is the type most commonly used in Japan”), *kinu-goshi* (silk tofu), *yakidôfu* (lightly broiled or grilled bean curd), *atsu-age* or *nama-age* (thick cakes), *aburage* or *usu-age* (thin deep-fried tofu), *ganmodoki* (mixed tofu), *kôya-dôfu* or *kôri-dôfu* (“freeze-dried bean curd”), *yuba* (“soybean milk ‘skin’” [soybean milk skin]), *okara* (“bean curd pulp or ‘lees’”).

Note 1. This is the earliest English-language document seen (April 2013) that contains the term *atsu-age* or the term

*usu-age* or the term “thin deep-fried tofu” (all regardless of hyphenation), all of which refer to types of Japanese of deep-fried tofu.

Miso (p. 76-77) incl. shiro-miso, Shinshû-miso, inaka-miso, Hatchô miso, akadashi miso. Soybeans and edamame. Soy sauce (shôyu, p. 90-93) incl. Natural Japanese soy sauce, synthetic soy sauce, Kikkoman, light soy sauce (*usukuchi shôyu*), tamari (“In Japanese cooking tamari is generally used as a dipping sauce or a base for basting sauce such as Yakitori Sauce”). “Dutch traders in Nagasaki in the seventeenth century exported soy sauce to Europe, and it was the secret seasoning served at the court banquets of Louis XIV of France” (sic). Kuzu (p. 93-94). Wheat gluten (p. 98, 60).

Soy-related recipes include: Making soups (p. 151-56). Miso soup (*Miso-shiru*, p. 156-57). Ginger soy sauce (*Shôga-jôyu*, p. 172). Ponzu sauce (p. 172, with soy sauce and tamari). Mustard-vinegar miso sauce (*Karashi-su-miso*, p. 172-73). Dengaku, dengaku miso toppings, and bean curd dengaku (*Tôfu dengaku*) (p. 190-93). Teriyaki (p. 199-202, 370; the meaning in the United States is now different from the original meaning in Japan. Definition and history, homemade teriyaki sauce, teriyaki yellowtail, chicken teriyaki, steak teriyaki). Egg “tofu” (*Tamago-dôfu*, p. 216). Dressings for aemono (salads, p. 246, incl. white tofu dressing, white miso dressing, red miso dressing). Rice with miso soup and pickles (p. 270-71). Nori-roll sushi (*Nori-maki*, p. 300, with freeze-dried bean curd). Fox noodles (*Kitsune udon*, p. 312). Pickling vegetables (*Tsukemono*, p. 315, 318, with miso). Pureed corn soup (*Tômorokoshi surinagashi-jiru*, p. 347, with miso). Thunder soup (*Kaminari-jiru*, p. 349, with “1 cake *tôfu* (bean curd)” and “2-3 cakes thin deep-fried *tôfu* {*aburage* or *usage*}, cut into julienne strips). Potatoes simmered in miso (*Jaga-imo miso-ni*, p. 393). Radish with white miso sauce (*Furofuki daikon*, p. 394). Chinese cabbage and deep-fried tofu (*Age-dôfu hakusai-ni*, p. 398). Tortoiseshell tofu (*Tôfu bekkô-ni*, p. 398-99). Fried and simmered freeze-dried tofu (*Kôri-dôfu age-ni*, p. 399-400). Gold purses (*Fukuro*, p. 400, with thin deep-fried bean curd). Deep-fried tofu (*Agedashi-dôfu*, p. 412-13). Green beans with sesame-miso dressing (*Sandomame goma-miso ae*, p. 420). Savory okra (cold) (*Okura wasabi-joyu*, p. 420-21). Tangy white salad (*Shirazu-ae*, p. 421-22). “River Bank” oyster stew (*Kaki dote-nabe*, p. 433-34, with miso). Simmering tofu (*yudôfu*, p. 436-37). Mushroom rice (*Shiitake gohan*, with “1 cake thin deep-fried bean curd (*aburage* or *usage*),” p. 438-39). Soybeans in the pod (*Edamame*, p. 471-72).

Murasaki (p. 287): Japanese love *sushi* so much that they have developed a special aficionado’s vocabulary. “At a *sushi* restaurant, you do not ask for soy sauce as *shôyu*, but, rather, as ‘purple,’ or *murasaki*. Every shop has its own house sauce, made by reducing soy sauce or thicker *tamari* sauce over heat with *saké*, *mirin*, bonito flakes and so on.”

Since the resulting sauce is darker than regular soy sauce, the name *murasaki* seems appropriate.

The recipe for Abe River mochi (Abe-kawa mochi) uses “1 cup kinako (roasted soybean flour)” as a major ingredient (p. 469).

Concerning azuki beans (red beans; characters small + bean) (p. 55): “This small, red bean is the legume you will most frequently encounter in Japanese cooking besides soybeans (*daizu*). It is used in the cooking of many countries, so it is stocked in most supermarkets throughout the United States. For some historical reason this bean is commonly spelled *adzuki*. This spelling is a Victorian romanization; phonetically, *azuki* is correct.

“These beans are steamed with glutinous rice on special occasions to make the festive red rice (*sekihan*; p. 280). They are more commonly boiled with sugar to make sweet red-bean paste (*an*), which forms the base of a large percentage of Japanese sweet confections (see p. 327). *An* is made in two textures: smooth puree (*koshi-an*) and ‘chunky,’ with beans partially crushed (*tsubushi-an*). If there is no time to make *an* from scratch, ready-made *an* is available canned and stocked in most Japanese food stores.”

Note 2. This is the earliest English-language document seen (March 2006) that uses the term “sweet red-bean paste” to refer to sweet azuki bean paste [*azuki-an*], or the term “smooth puree” to refer to *koshi-an*, or the term “chunky” to refer to *tsubushi-an*. Address: Tsuji Professional Culinary Inst., Osaka, Japan.

1240. **Product Name:** Soysage.

**Manufacturer’s Name:** Mainley Tofu.

**Manufacturer’s Address:** Starks, Maine.

**Date of Introduction:** 1980?

**Ingredients:** Soy pulp [okara], whole wheat flour, oats, soy milk, yeast, fennel seed, soy sauce, salt, cayenne, honey, garlic, mustard, allspice.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** See next page. Label. 1980. Red on white with a bamboo border.

1241. **Product Name:** Kesp (Spun Soy Protein).

**Manufacturer’s Name:** Master Foods (formerly called Dornay Foods).

**Manufacturer’s Address:** England.

**Date of Introduction:** 1980?

**New Product–Documentation:** Maureen Byrne. 1988. Oct. p. 53. A spun soy protein brand-named Kesp was originally developed by Courtaulds, which sold the technology to Master Foods (formerly Dornay Foods) in the early 1980s, but products containing Kesp have now been discontinued.

1242. **Product Name:** Wheat Meat Burger.

**Manufacturer’s Name:** Sheffield Seitan.

**Manufacturer’s Address:** South Wheelock, Vermont.





**Date of Introduction:** 1980?

**Ingredients:** Seitan (wheat gluten cooked in a broth of soy sauce, garlic powder, and cayenne).

**Wt/Vol., Packaging, Price:** 5 oz.

**New Product–Documentation:** Talk with Leo Denby, owner of Sheffield Seitan. 1998. Feb. 3. The company's second product, this patty was introduced in about 1980.

1243. **Product Name:** Super-Links (Regular, or with Artificial Frankfurter Flavor).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1980?

**Wt/Vol., Packaging, Price:** 19 oz can. Retail for \$2.70 (7/90, California).

**New Product–Documentation:** Shurtleff & Aoyagi. 1983. History of Worthington Foods. p. 11. Black and white photocopy of label sent by Worthington Foods.

1244. Xiques, Linda. 1981. A surprised convert to tofu [Wildwood Natural Foods]. *Pacific Sun (Mill Valley, California)*. Jan. 16-21. p. 2. Food & Drink section.

• **Summary:** The author (whose last name is pronounced HEE-kays), formerly skeptical about tofu, becomes a convert to "Tofuism" after this visit to Wildwood and a talk with the four partners. Bill Bramblett, the partner in charge of production, is the former breakfast manager at the Sleeping Lady Cafe. Paul Orbuch is a commercial photographer, and Frank Rosenmayr a building contractor. Describes the company's tofu making process and equipment (including a Rietz disintegrator). The company has 18 part time employees. Gives recipes for Vegan Quiche and Tofu Mayo.

"Wildwood Natural Foods started out in August 1980 as a wholesale sandwich and 'deli' products supplier. A month later, the founders decided to start making their own tofu since they were stuffing so much of it into their sandwiches. Their Brown Rice and Tofu Sandwich is highly popular with the Marin vegetarian set, and the 'Tofunofish Sandwich' not only uses tofu for the 'nofish' but features 'tofunoegg'

mayonnaise. Wildwood's latest invention, the Tofu Steak Sandwich, is rising on the charts as well."

Bramblett explains that Wildwood makes four or five batches of tofu a day, each starting with 20 lb of dry soybeans and ending up with 40 lb of tofu. "It's magic!" He has written a song about tofu, titled "Tofunction," which goes: "Rinse 'em up, soak 'em up, grind 'em up, cook 'em up, squeeze 'em up, curd 'em up, press 'em up, cool 'em up, cut 'em up, pack 'em up, eat 'em up!\*

"A quick shuffle and a quick chorus and he was ready for applause. 'Here,' he said, dishing up a small container of hot tofu for me to try. "Isn't this wonderful stuff? So good when it's fresh and few people get to eat it when it's really fresh." Spooning it in, I was surprised at how flavorful it was, tender and delicate. I was softening toward tofu."

"Extending their small-is-beautiful, do-right-while-doing-well philosophy to its logical conclusion, Wildwood Natural Food products are delivered by bicycle. Pulling a small low-slung trailer, Mark Horowitz, a bike racer of some local renown, hauls their wares from Fairfax to outlets as far south as Mill Valley, delivering them fresh, with nary a drop of gasoline wasted."

Photos show: (1) Bill Bramblett using a ratchet press to press soymilk from a stainless-steel vat into a curding barrel. (2) Paul Duchesne, focused on weighing the tofu before packing.

Talk with Bill Bramblett. 2013. May 6. (1) Concerning the four original partners: Paul Duchesne put up his sandwich company and no additional money. Bramblett, Orbuch and Rosenmayr each put up \$12,000 to capitalize the new startup company. (2) Wildwood Natural Foods Inc. started making tofu from the very first day in their new shop in Aug. 1980; they did not start as a wholesale sandwich and deli products supplier and then start to make tofu a month later. However they did continue to make sandwiches (at The Sleeping Lady) using their own fresh tofu as an important ingredient.

1245. Smith, Oak B. 1981. Re: History of Wenger's work with extrusion cooking. Letter to Michael Zitt at Institut National de la Recherche Agronomique (INRA), Nantes,

France, Jan. 21. 6 p. Typed, without signature. [27 ref]

• **Summary:** “We believe that the innovation breakthrough which Wenger made was the development of the Short Time/High Temperature extrusion cooker equipped with continuous application of steam and/or water and/or syrups...

“Wenger started the development of an extrusion pelleting process in about 1938, but that extrusion equipment was cold extrusion equipment and was utilized primarily in the production of feed concentrates for ruminants.”

It occurred to Wenger in 1955 that they could develop an extrusion process which would be a cooking process. Smith persuaded the Wengers in 1955 to proceed with the development of an extrusion cooking process (in those days called an “extrusion pelleting process”). The first machines were delivered in 1957, primarily to the pet food industry. “Up to that time dry pet foods had been made primarily either by baking biscuits, or from kibbled [coarse ground] grains, or by flaking the meal portion of a meal type pet food.” The process resulted in the simultaneous gelatinization of starches, denaturation of proteins, pasteurization of the foods, and bonding of all ingredients uniformly into a bite size chunk or kibble. The first published work on the new development was Smith’s article titled “The How of Expanded” (Petfood Industry, Oct. 1959).

One of the obvious applications of the new technology was in the production of snacks. In about 1964 Wenger developed their smaller X-25 extruders, which have subsequently become the major large snack machines in the market. Capacities of puffed snacks are in the range of 700 to 1,000 lb/hour.

In 1958 Wenger started work to determine whether they could successfully control growth inhibitors (trypsin inhibitor and hemagglutinin inhibitor) which are present in soy proteins. Purdue University in Indiana subsequently confirmed that the inhibitors were inactivated. The first results, with swine, were published in Feedstuffs (4 Nov. 1961).

Oak Smith then suggested to UNICEF, and later to USDA, that extrusion cooking could be used to make low-cost cereal-soy blends for the protein deficient areas of the world. In the early 1960s Wenger was issued a U.S. patent covering extrusion cooking of soybeans and cereal soy blends (#3,385,709). Soon the Northern Regional Research Lab. at Peoria, Illinois, and the medical faculty at the Univ. of Taiwan began to work with and test Wenger extrusion cookers.

Wenger started to experiment with double extrusion in 1966 and made the first deliveries of an X-25 equipped with a secondary cooling and forming extruder in 1968. Double extrusion is used in the production of Uni-Tex meat analogs, breakfast cereal flakes, and third generation snacks.

In May 1975 Wenger applied for a U.S. patent on what is now called the Uni-Tex process. That patent (#3,970,761) was issued to Wenger on 20 July 1976. Address: Chairman,

Wenger International, Inc., 2400 Pershing Rd., Kansas City, Missouri. Phone: (816) 221-5084.

1246. **Product Name:** Tofu [Water Pack, or Vacuum Pack], Soysage, Tofu Pudding, Marinated Tofu.

**Manufacturer’s Name:** Lecanto Tofu.

**Manufacturer’s Address:** Route 2, Box 764, Lake Butler, FL 32054. Phone: 904-496-3714 or 904-496-3698 (HM).

**Date of Introduction:** 1981 January.

**Wt/Vol., Packaging, Price:** Water and vacuum packed.

**How Stored:** Refrigerated.

**New Product–Documentation:** Soyfoods Center Computerized Mailing List. 1981. Jan. 22. Owner: Jean Huffman. Address is given as P.O. Box 444, Lecanto, FL 32661. Talk with Rodney and Carol Prins. 1988. May. They bought the business in late 1983 from Marvel Huffman. They have continued to make the products they bought, and have not introduced any new ones, except vacuum packed tofu. The business is on a small farm. Sales are about \$50,000/year. The business is for sale.

1247. **Product Name:** Pacific Tempeh Burger (Vacuum Packed).

**Manufacturer’s Name:** Pacific Tempeh.

**Manufacturer’s Address:** 1508 62nd St., Emeryville, CA 94608.

**Date of Introduction:** 1981 January.

**Ingredients:** Soy tempeh, water, shoyu, lemon juice, garlic, paprika, thyme, oleic safflower oil.

**Wt/Vol., Packaging, Price:** 7 oz 2 x 3.5 oz burgers. Vacuum packed.

**How Stored:** Refrigerated.

**New Product–Documentation:** See next page. Label.

Undated. 3.25 inch diameter. Brown and white on orange. “A natural hearty meal.” Leviton. 1982. Soyfoods. Winter. p. 27. Sales climbed to 5,000 a week by Nov. 1981. Leaflet. 1982. 8½ by 11 inch. Color. “A what burger? A Pacific Tempeh Burger. A hearty and satisfying cultured soyfood with twice the protein of tofu and more vitamin B-12 than tuna or eggs. Take the taste test.”

Talk with Travis Burgeson of Pacific Tempeh. 1983. April. Pacific Tempeh now makes 4,000 to 4,500 lb/week of tempeh, 75-80% of it in the form of tempeh burgers.

1248. **Product Name:** Tofu Steak Sandwich.

**Manufacturer’s Name:** Wildwood Natural Foods.

**Manufacturer’s Address:** 135 Bolinas Rd., Fairfax, CA 94930. Phone: 415-459-3919.

**Date of Introduction:** 1981 January.

**Ingredients:** UFO Tofu by Wildwood, whole grain bread, sprouts, lettuce, brine pickles, mustard, tamari, safflower oil, apple cider vinegar, herbs & spices, sea salt.

**Wt/Vol., Packaging, Price:** 7 oz.

**How Stored:** Refrigerated.



Secondary Tempeh Products  
Pressure-Sensitive Labels

1981

NOT FRIED ★ Soyfoods Unlimited ★ NO OIL

**TEMPEH  
Cutlet/Burger**

INGREDIENTS: Tempeh (Made with Soybeans Organically Grown in Accordance with Section 26569.11 of the California Health and Safety Code and Brown Rice), Natural Soy Sauce, Herbs and Spices.  
TO SERVE: Tempeh Cutlet/Burgers Require only a few Minutes of Frying, Steaming, Baking, or Broiling. Fits Well on Bread with Your Favorite Garnishes to Create a Fantastic Sandwich. Add to Casseroles, Pizzas, Tacos, Burritos, Sauces, and Stir-Fried Recipes. Try Tempeh Cutlet/Burgers in Your Own Favorite Recipes.

For More Tempeh Recipes See  
THE BOOK OF TEMPEH (Shurtleff & Aoyagi)

**PERISHABLE—KEEP FROZEN OR REFRIGERATED**

**NET WT. 7 OZ. (198 g.)**

Mfg. By Soyfoods Unlimited, Inc.  
14670 Doolittle Drive, San Leandro, CA 94577

NO OIL Soyfoods Unlimited TASTY

**Tempeh Burgers**

INGREDIENTS: Soy Tempeh (Made with Soybeans Organically Grown in Accordance with Section 26569.11 of the California Health and Safety Code), Natural Soy Sauce, Herbs and Spices.  
TO SERVE: Brown in Oiled Pan or Steam for 5 Minutes. Add Your Favorite Garnishes to Create A Fantastic Sandwich.

For More Tempeh Recipes See  
THE BOOK OF TEMPEH (Shurtleff & Aoyagi).

**PERISHABLE—KEEP FROZEN OR REFRIGERATED**

**NET WT. 6 OZ. (170 g.)**

Mfg. By Soyfoods Unlimited, Inc.  
14670 Doolittle Drive  
San Leandro, CA 94577

INGREDIENTS: SOY TEMPEH • SHOYU • LEMON JUICE • SAFFLOWER OIL • GARLIC • PAPRIKA • THYME • NO PRESERVATIVES

**PACIFIC  
TEMPEH  
BURGER**

TO SERVE: Steam 5-8 min. in a covered pan with 4 tbs. water sprinkled around patty. Create your favorite burger!

Perishable—Keep Refrigerated

**NET WT. 7 OZ.**

MFG. BY SOYFOODS UNLIMITED, INC., 14670 DOOLITTLE DR., SAN LEANDRO, CA 94577

TASTY Soyfoods Unlimited SOY

**Tempeh Burgers**

INGREDIENTS: Soy Tempeh, (Organically Grown in accordance with section 26569.11 of the California Health and Safety Codes), Shoyu, Herbs and Spices.  
TO SERVE: Fry, Steam, Bake or Broil. Add your favorite garnishes to create a fantastic sandwich.

**PERISHABLE—KEEP FROZEN OR REFRIGERATED**

**NET WT. 6 OZ. (170 g.)**

For More Tempeh Recipes See  
THE BOOK OF TEMPEH  
(Shurtleff & Aoyagi)

MFG. BY SOYFOODS UNLIMITED, INC., 14670 DOOLITTLE DR., SAN LEANDRO, CA 94577

**STEAMED, NOT FRIED!**

GARDEN OF EATIN'

**"TEMPEH AT IT'S BEST!"  
BIBLE BURGER™**

INGREDIENTS: Soy Tempeh (Organically Grown Soy Beans, Water and Tempeh Culture), Soy Sauce, Herbs and Spices.

**KEEP REFRIGERATED OR FROZEN**

TO SERVE: STEAM, FRY, BAKE OR BROIL. FOR A HEAVENLY SANDWICH. SERVE ON BIBLE BREAD ADDING YOUR FAVORITE GARNISHES.

**NET WT. 6 OZ. (170g)**

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**NO OIL! NO FAT! NO CHOLESTEROL!**

Secondary Tempeh Products-Poster / 7

1982

# *A what burger?*



## *A PACIFIC TEMPEH BURGER*

A hearty and satisfying cultured soyfood with twice the protein of tofu and more vitamin B<sub>12</sub> than tuna or eggs. Take the taste test!

PACIFIC TEMPEH • 1508 62nd St., Emeryville, CA 94608 • (415) 655-4441



**New Product–Documentation:** Xiques. 1981. Pacific Sun. Jan. 16. “A surprised convert to tofu... Wildwood’s latest invention, the Tofu Steak Sandwich, is rising on the charts as well. It looks questionable... but it is quite delicious.” Phillip. 1981. May. East West Journal. p. 40 “The Amazing Tofumobile.” Cohen. 1981. Nov. 23. San Francisco Business Journal. p. 6. “To make tofu steak for tofu steak sandwich, the end cuts of raw tofu blocks are marinated in tamari and baked.

Label sent by Wildwood on their letterhead. 1983, undated. 3 by 2 inches. Self adhesive. Black and green on orange-yellow. Silhouette of woods with birds. “Fresh Daily. Ready to Eat Foods. Naturally. Perishable. Keep Refrigerated.”

Note. This is the earliest known commercial soy product named “Tofu Steak.”

1249. **Product Name:** Tofunofish Sandwich.

**Manufacturer’s Name:** Wildwood Natural Foods.

**Manufacturer’s Address:** 135 Bolinas Rd., Fairfax, CA 94930. Phone: 415-459-3919.

**Date of Introduction:** 1981 January.

**Ingredients:** UFO Tofu by Wildwood, onions, lettuce, scallions, brine pickles, safflower oil, tamari, apple cider vinegar, garlic, kelp, sea salt, spices, whole grain bread.

**Wt/Vol., Packaging, Price:** 8 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Xiques. 1981. Pacific Sun. Jan. 16. “A surprised convert to tofu... The Tofunofish Sandwich not only uses tofu for the ‘nofish’ but features ‘tofunoegg’ mayonnaise.” Phillip. 1981. May. East West Journal. p. 40 “The Amazing Tofumobile.” Cohen. 1981. Nov. 23. San Francisco Business Journal. p. 6. “The tofunofish sandwich contains many of the same ingredients as the brown rice and tofu sandwich, minus the brown rice. To give it a tuna fish taste and texture, the sandwich has okara in it.

Label sent by Wildwood on their letterhead. 1983, undated. 3 by 2 inches. Self adhesive. Black and green on white. Silhouette of woods with birds. “Fresh Daily. Ready to eat foods, Naturally. Perishable, keep refrigerated.”

Talk with Billy Bramblett, an owner of Wildwood. 1998. Aug. 8. This product definitely contained okara; Billy will ask Paul Orbuch and Doug Porter why okara was not listed on the label. He thinks he has the original recipe in his archive of old Wildwood recipes that are no longer in production. This was an actual sandwich, but Billy thinks that from time to time Wildwood marketed the Tofunofish filling/spread in a plastic tub.

1250. Worthington Foods, Inc. A Division of Miles Laboratories, Inc. 1981. Dealer wholesale price list–order blank. Worthington, Ohio 43085. 1 p. Feb. 1.

• **Summary:** The following products are listed: Dry Foods:

Soyamel (fortified or regular). Granburger. Kaffree tea bags (regular, mint, or spicy orange).

Canned foods: Vegetarian burger. Chili. Choplets. Vegetarian cutlets. Numete. Protose. Saucettes. Vegetable Skallops. Soyameat (sliced beef, sliced chicken, diced chicken, Frichik, prime stakes), Prime stakes. Worthington “209.” Veg. steaks. Veja-Links. Super Links. Non-meat balls. Sandwich spread.

Frozen foods: Beef, roll. Corned beef (sliced or roll). Smk. [Smoked] Beef (sliced or roll). Beef pie. Tuno pie. Chicken (sliced, diced, or roll). Chik Stik. Chicken pie. Chic-Ketts. Wham (sliced or roll). Veja Links. Prosage (patties, links, or regular). Bolono (regular or roll). Meatless salami (regular or roll). Smk. [Smoked] turkey (sliced or roll). Veg. egg rolls. Veelets parmesano. Stakes au sauce. Vegetarian lasagna. Pizza Italiana. Dinner roast. Fillets. Stakelets. Friplats. Tuno. Address: Worthington, Ohio. Phone: 614-885-9511.

1251. Miller, Jim. 1981. Re: Chronology of Quong Hop’s firsts in American soyfoods. Letter to William Shurtleff at Soyfoods Center, Feb. 9. 1 p. Typed, with signature on letterhead.

• **Summary:** In response to Shurtleff’s request for additional information about Quong Hop’s “contributions to the making of soyfoods history in the West, I thought I would send along the following list of firsts and other significant things pertaining to our own involvement in soyfoods, just to set the record straight.”

1972–“The first orientally owned and operated tofu company to make a significant move to introduce tofu to the American consumer.”

1972–“The first producer of fresh soymilk for the health and natural food as well as the oriental food market.”

1973 Jan.–“The first to promote tofu in its many varieties as an economical and nutritious alternative to meat and dairy products using the enclosed pamphlet and other p.o.p. [point of purchase] material for supermarket promotions.”

1975 Dec.–“The first commercial producer of tofu to use organically grown soybeans.”

1976 Aug.–“The first commercial producer of tofu to use natural nigari.”

1977 June.–“The first commercial producer of tofu burgers” [labeled “Tofu Burgers”]. Note: Azumaya started commercial production of tofu burgers labeled “Ganmodoki” in about 1937.

1978 April.–“The first producer of vacuum packed nigari tofu.”

1980 May.–“The first to produce aseptically packed creamy tofu dressings requiring no refrigeration.”

1980 Sept.–“The first to produce a line of frozen tofu entrees for sale to the Western market for natural convenience stores.” Address: Quong Hop & Co., 161

Beacon St., South San Francisco, California 94080. Phone: 415-873-4444.

1252. Schmit, Matthew. 1981. Fresh tofu comes to Northern Cal. Arcata, California. 2 p. Feb. 13. Unpublished manuscript.  
 • **Summary:** “The Tofu Shop of Arcata, California, officially opened its doors on December 12, 1980, after a year of low-key planning and three months of shop/equipment renovation. Owners Matthew and Susanne Schmit label the shop ‘a soy deli and whole grain bakery,’ and have designed the wholesale and retail operation to be a family run business.

“Upon entering the 500 sq. ft. shop, customers find themselves in a quaint, hand-crafted retail area, offering a full line of whole grain breads and a variety of ‘tofu-support grocery items’ such as sauces, condiments, sea vegetables, grains, and cookbooks. Deli specials, recipes-of-the-week, and soy news items are listed on central bulletin boards. Regular deli features include soymilk, tofu cheesecake, tofu-pumpkin pie, ganmo patties, and tofu-spinach turnovers. Behind the service counter customers can see dough mixers and baking ovens, and portions of the tofu-making process are also visible from the shop’s front windows—all an attempt to bring the consumers closer to the source of their food.

“The traditional-style cauldron shop is presently producing 100 pounds of firm nigari tofu per day with a capacity of 300 pounds per day. The equipment is all American made and adapted to its present function. Grinding is done with a C.W. Bell steel plate grinder. Soymilk is extracted with a traditional cider press. Settling boxes are actually stainless steel steam table inserts with drilled holes. Pressing is done with a custom-made jig using cargo jacks as adapted by Surata Soyfoods of Eugene, Oregon (Soyfoods, Summer, 1981).

“Future plans for the shop include upgrading the tofu equipment to increase production capabilities, and at the same time developing the deli facility to attract a larger cross-section of the community. Matthew and Susanne Schmit are dedicated to the community-level tofu shop concept and are happy to play a part in the growth of a viable small shop model in the United States. For information call or write: The Tofu Shop, P.O. Box 4716, 768 18th Street, Arcata, California, 95521. Phone: (707) 822-7409.” Address: 768 18th St., Arcata, California 95521. Phone: 707-822-7409.

1253. Yoshimura, Sam. 1981. Re: Chronology of work at Madison Foods and reminiscences. Letter to William Shurtleff at Soyfoods Center, Feb. 20. 2 p. Typed, with signature.

• **Summary:** 1937-1943. Sam attended Madison College and received a B.S. degree in nutrition in 1941. “At that time extensive study on soy beans and human nutrition was conducted at the college under the direction of Francis

Dittes, (Ph.D. in nutrition) Phillip Chen, (Ph.D. in chemistry) and Perry Webber (Ph.D. in nutrition). Madison Foods (owned by the college) was manufacturing various canned and dried vegetable protein products including Kre-O-Soy (soy milk) and Cheze-O-Soy (seasoned tofu) and marketed them nationally. I received valuable experience working in the food plant.

1943-1946. Sam went to Emmanuel Missionary College located in Berrien Springs, Michigan (now renamed Andrews University), and received a B.S. degree in agriculture in 1945.

1945-1956. Sam returned to Japan and re-established San-iku Foods (owned by the Japan Missionary College). The college was closed during World War II. The company made canned and baked products based on wheat and soy proteins and marketed them extensively, including at Mitsukoshi, Seibu and other department stores. A series of pilot scale tests of soy milk production was conducted under the direction of Dr. Harry Miller. However, they did not start commercial production due to the somewhat weak public response to the product.

1956-1963. He worked for Madison Foods in Tennessee, where he was responsible for managing the production, research, and development program. Various canned vegetable protein products were produced. Madison Burger based on wheat and soy protein and improved Cheze-O-Soy were well accepted by the market. At the beginning of 1962, production of Infa Soy using Dr. Harry Miller’s formula, was started under the direction of his son, Willis Miller; J.B. Craw was general manager at that time.

1963-1964. Sam left Madison Foods and went to work for Madison Hospital (owned by the organization). He was assigned to develop economical vegetable protein products suitable for hospitals, schools and other institutions. A series of frozen products including the so-called “Sam’s Chicken,” made with wheat protein [gluten] and tofu, were formulated. The product was well accepted by institutions as it had a torn chicken-like texture. “It was a least expensive product. I understand a dish prepared with Sam’s Chicken (supplied by Southern Missionary College) received recognition at the International Restaurant Show in Chicago several years ago.

1965 to present. He joined Worthington Foods after Worthington acquired Madison Foods. Worthington sent him to Africa Basic Foods Inc. in Uganda, East Africa, to assist development of soy protein products. During his 6-month stay the company produced soy milk, tofu, CSM (combination of corn, soy and powdered skim milk) and other high protein products for hospitals and the school lunch program. It was a missionary project for the company to take part in solving kwashiorkor problems. It was an unforgettable and rewarding experience for Sam. He is a staff member of the R&D department, especially assigned to develop new products. He is also a professional member of the Institute of Food Technologists.



For information regarding Krem-O-Soy and other products from the early days of Madison Foods, contact Dr. Register (Chairman, Dep. of Nutrition, Loma Linda Univ.) or Dr. Shirou Kunihara at the same university. They were students at Madison College and did R&D work for the food plant. The son of Dr. Philip Chen (deceased) is at the Weimar Institute, Box A, Weimar, California 95736. Address: 8200 Colonial Meadows, Westerville, Ohio 43081. Phone: 614-882-0625.

1254. Leviton, Richard. 1981. Tofu plant profiles: Soycrafters on the Island [Luke and Suni Lukoskie of Island Spring on Vashon Island, near Seattle, Washington]. *Soyfoods* 1(4):42-44. Winter.

• **Summary:** “From the back step of Island Spring’s soyfoods plant on Vashon Island near Seattle, Washington, when you take a moment’s break from making tofu and look out over the orchard and small plane airstrip, you enjoy a stunning view (when the sky is clear) of towering, snowcapped Mt. Rainier, rising 14,000 feet above sea level some 120 miles to the south. Island Spring, Inc., founded in 1977 by Luke Lukoskie and Suni Kim, his wife, shares space in a broad, squat building with Wax Cannery, a small-scale orchardist and fruit juice bottling company that constructed the Island Spring production space to their specifications. Outside the tofu plant, there’s a miscellany of second-hand steam kettles and bulk holding tanks and Army surplus discards, that Mr. Lukoskie was quick to scrounge up and rejuvenate for his production needs.

“The Island Spring plant is tightly laid out with five long aisles of equipment, workspace, and production supplies, flanked by an overhead loft that runs along the back wall and houses dry materials, coagulants, labels, and boxes. Immediately outside the shop, a metal silo stores 50,000 pounds of dry bulk soybeans which are augured, when needed, into the shop for soaking in either steam kettles on wheels or in stainless steel twin compartment moveable tanks. The soaked beans are then scaled up in measures (the batch size is 140 pounds of beans and 30 gallons of water) on a large industrial scale wrapped in plastic against the ubiquitous moisture, placed in polyethylene tubs, and hoisted to the floor of their five-foot raised platform. The worker mounts the platform to dump the hydrated beans into the hopper of their soybean mill (a J.C. Ford Master wet corn grinder, which they bought for \$2,850 in 1976; 548 Monterey Pass Road, Monterey Park, California).

“The worker tends two adjacent 60-gallon steam kettles that receive (alternately) the ground soybean puree from the mill; the foam is sprayed down with cold water, and when the cooking is finished, the slurry is pumped into their home-made, hand-hydraulic soymilk press. After extraction, the soymilk is pumped into one of three steam kettles that serve as curding barrels. Each barrel, which has a 120-pound capacity, produces three 40-pound batches of tofu curds, or

enough for three forming boxes. The soymilk is coagulated using either nigari or calcium sulfate. The curds are then ladled into the three forming boxes, most of the whey is drained off before ladling, and buckets filled with water are hoisted on top of the lids for weight. The finished tofu is sliced on the lid which floats in the water in the cooling tank; it’s sliced according to an imprinted grid that forms a cutting pattern on the tofu during pressing. The cooling tank, which is 25 feet long and was purchased for only \$300, holds 1,800 pounds of tofu, has circulating cold water, and Freon coils for chilling the water (not presently used). Metal screens on four-inch risers are set on the tank bottom to facilitate packing and to prevent the tofu from making contact with the tank bottom. Almost all of the tofu (silken and regular) is packaged in 16-ounce tubs, then packed in cardboard boxes and cooled until delivery. In late October the daily tofu production was 15 batches (1,800 pounds) requiring four people working 6½ hour shifts. Mr. Lukoskie reports that 70 percent of their tofu sales are to Washington supermarkets.

“Island Spring produces both regular and silken tofu (calcium sulfate-based, made every 10 days in 120-pound batches) for a weekly total of 10,000 pounds. One thousand pounds are converted into Delicious Steamed Tofu, fresh griddled slabs of tofu packed in a soy sauce, 480 pounds of Soyloaf, 210 quarts of Soyfreeze [soy ice cream] (described in *With Spoon in Hand*, this issue), nine gallons of soymilk daily, and some 700 pounds of soy tempeh every week.

“Let’s look briefly at the Island Spring tempeh process. For tempeh, the daily batch size is 80 pounds of dry soybeans that produces 260 eight-ounce units. They use a CeCoCo dehuller for bean dehulling, an item they purchased second-hand in 1976 for less than \$1,000 (purchased originally in Japan in 1966); this removes most of the hulls and the rest are skimmed off when the beans are boiled. The dehulled beans are kept at a racing boil for 30 minutes in a portable steam kettle, followed by spin-drying in the centrifuge. This requires three or four loads to get the beans sufficiently dry. This stage is slow as each load handles only 25 pounds of beans.

“The inoculated beans are packed in shallow tofu tubs which have no bottom aeration or drainage; therefore excess moisture in the beans condenses on the top lid and “rains” down on the fermenting soybeans (rather than escaping as steam), sometimes causing spoilage or retardation of the *Rhizopus*. The beans and inoculant are blended thoroughly in a Leland rotary mixer and vinegar is added; then the inoculated beans are scooped out and placed in eight-ounce tubs to be stacked on trays on moveable bakery racks. The tubs are heat-sealed with film and holes are pricked in the film with a special nail punch. This punch has been sterilized for one hour in a special Sterilizing Hood that purifies and filters air with fans and ultraviolet light; the hood is also used as a sterile workspace for tempeh starter production. The tempeh is incubated in a 6 foot x 6 foot incubator at 85°F for

12 to 18 hours. For the last step, they apply ‘crack-and-peel’ tempeh labels over the pin-pricked film, and refrigerate until delivery.

“As a soy plant, Island Spring is a model to emulate, impressive for its efficiency, economy and scale, thrift, ingenuity, and product wholesomeness. Specifically, here are 14 points of commendation: (1) their bulk soybean storage and auguring system, one of only a few such systems in the country; (2) the innovative use of steam kettles and the concept of ‘kettles on wheels’ which saves space; (3) the efficient but inexpensive dehuller and wet grinder, both not commonly known; (4) the trim production floor layout designed for compartmentalization of products, high-volume production, and efficiency; (5) the large cooling tank with inside raised mesh and Freon coils that was still inexpensive; (6) the use of removable steam injection hoses for the ‘kettles on wheels’; (7) the marvelous steaming bell that is lowered over the racks of Soyloaf to the floor with a steam hose injected in the side, then hoisted up out of the way when not in use;

“(8) iodine dip buckets for hand disinfecting, soaking tanks for production cloths, and the general high level of sanitation awareness; (9) the Sterilizing Hood used for tempeh starter production and purification of the nail punch; (10) the use of shallow broad sinks at the curding barrel stations for utensils used in coagulation; (11) the electric insect grill suspended from the ceiling; (12) the simple pumping system that moves the puree from the grinder to cooker, slurry from cooker to press, and soymilk from press to curding barrels; (13) the use of both nigari and calcium sulfate, unusual among Western shops; (14) their unique batch-piecework payment schedule that enables some production workers to earn over \$7 an hour, including a health plan and flexible schedule, making Island Spring workers just about the highest paid soycrafters in the country.

“Island Spring has not only mastered the demands of engineering a smooth production system with low-technology, low-expense solutions, they have also introduced North America’s pioneer Soycrafters Apprenticeship Program, an invaluable service where soycrafters are trained for three weeks in all aspects of soyfoods production and business management. Apprenticeship Program Director Steven Sloan reports they receive 50 inquiries a month, that they have graduated 15 students already, and that several of them have since inaugurated their own soy plants in places like Utah and Mexico. Other innovations continue. The tempeh makers are experimenting with producing preformed tempeh burgers by incubating the tempeh in round petri dishes; already they are selling 75 four-ounce patties weekly. To streamline tofu production, Mr. Lukoskie will install a new Okita three-compartment cooker and a Brown-Sweco soymilk extraction unit; and to simplify forming box tofu pressing, he will construct a series of overhead hydraulic beam presses with cement weights. With this new

system he expects to increase his production capacity per hour by 25 percent. In addition, Island Spring is the first shop in America to install Bean Machine’s brand new BMI Disintegrator for soybean grinding.

“As for new products, Younghee Kim, Suni Kim’s sister, is developing a commercial *kim che* [*kimchi*, *kim chee*, *kimchee*] (fermented Chinese cabbage, very popular among Koreans) for the Western, rather than Oriental (which has suppliers) market in Seattle. Their label describes *kim che* as ‘a spicy Korean pickled condiment in a piquant sauce,’ and includes, in one-pint jars, ‘napa cabbage, green onions, garlic, ginger, red pepper, water, salt.’ *Kim che* contains no preservatives with a shelf life of at least 50 days, and requires refrigeration after opening.”

Photos show: (1) Emptying hot okara into a steel barrel at Island Spring. (2) Suni Kim Lukoskie. (3-4) Two views of the inside of the plant. (5) Laminar sterilizing hood for tempeh-starter. Address: Colrain, Massachusetts.

1255. **Product Name:** Tofunofish Salad (Vegetarian Tuna Salad).

**Manufacturer’s Name:** Redwood Valley Soyfoods Unlimited.

**Manufacturer’s Address:** P.O. Box 371, Redwood Valley, CA 94570.

**Date of Introduction:** 1981 February.

**New Product–Documentation:** Letter from Richard Rose. 1987. Aug. 29. 16 oz.

1256. Shurtleff, William. 1981. Dr. Harry Miller: Taking soymilk around the world (Continued–Document part III). *Soyfoods* 1(4):28-36. Winter.

• **Summary:** Continued. “Introducing Soyfoods to America: Undaunted, Dr. Miller returned to the U.S., convinced that soymilk was destined for worldwide acceptance. He decided to settle in Mt. Vernon, Ohio, where he had formerly gone to school and later taught. Dr. Miller’s oldest son, Willis, had returned from Shanghai after the plant there had been destroyed and in 1938 started his own business, Miller’s Soy Foods, in Utica, New York. Later that year it moved to Washington, DC, and was successfully marketing canned soymilk, okara spreads, and gluten cutlets.

“When Dr. Miller returned to the U.S. he suggested that he and his son go into business together; Willis liked the idea. Working with his son, Dr. Miller set up a company called the International Nutrition Foundation and then began searching for a suitable site in Mt. Vernon for their new soy dairy. Soon they found a 140-acre farm, containing a number of fine springs, located several miles outside of town—and for the remarkably low price of \$7,000. Dr. Miller borrowed money from his brother Clarence to purchase this farm, then moved into the one large house on the property. Willis moved his soyfoods equipment from Washington, DC, into a garage near the house and got the plant running while the



new buildings were being built. In April 1939 Clarence, Dr. Miller's second son, left his job in Washington, DC, and went to Mt. Vernon to help with the work; he later became accountant and treasurer of the soy business. To help raise money for the soymilk operation, Dr. Miller set up a private part time medical practice, with an office in one wing of the local hospital. Although he had very little money, Dr. Miller made plans for a 60- by 130-foot building, which he planned to enlarge later by adding a second story. A local high school had been recently torn down and he obtained all the bricks for free if he would haul them away. So each evening after his medical work was done, Dr. Miller and his sons trucked the bricks over to their land, cleaned them, and built the new soy dairy building. The surgeon's skilled hands were not too delicate for the rough work. The original building still stands strong; today it houses the office, lab, and pilot plant where Loma Linda still makes Soyalac.

"The new plant was completed in the fall of 1939 and the first products, canned Soya Lac (made in a pressure cooker and fortified with vitamins and minerals) and Soy-A-Malt were available late that year; powdered Soya Lac was first produced in 1940. But contrary to Miller's expectations, the American public was simply not ready for soymilk; acceptance was painfully slow. He decided that, in order to survive, he would have to develop new products, try to get his soymilk approved by the American Medical Association, and, in the meantime, sell his soymilk and related soyfoods to ready markets in East Asia.

"With his typical boundless energy, Dr. Miller, now 61 years old, started by setting up a plant near the soy dairy to can fresh green soybeans of the tasty, large-seeded or vegetable variety, which were grown on the farm. Partially because of the mushrooming growth of interest in soyfoods during World War II (due to the rationing and high prices of meat, milk, eggs, and cheese), these found a ready market and became his most profitable product, with 40,000 cases a year being sold at supermarkets and health food stores around the Midwest by 1943. The company's best selling product (which was not as profitable due to the high production costs) was Miller's Cutlets, a canned gluten entree. He began to develop other meat analogs similar to those developed initially by Dr. J.H. Kellogg at Battle Creek. He now perfected his acidophilus soymilk but sold it only to the local Mt. Vernon hospital since he did not want to kill the culture by sterilization required for long distance distribution. (In 1934, Kellogg had patented a similar acidophilus soymilk.) He made tofu from his basic soymilk and did extensive experiments, working with Ohio State University, in making a fermented tofu cheese; tofu was pressed as hard as possible, inoculated with Cheddar microorganisms, then allowed to ripen. The product was fairly good but often excess moisture in the tofu led to the growth of unfriendly bacteria. Next came a soymilk ice cream. Dr. Miller put all of his medical income into the

soyfoods business and by 1940 the company was producing an exciting line of vegetarian soyfoods and meat substitutes, sold nationwide, mostly at health food stores. A pamphlet of that year lists the following, all sold under the brand name 'Miller's': Soya Lac, a liquid soymilk in natural and chocolate flavors sold in 13 ounce and 30 ounce cans. Soy-A-Malt, spray dried soymilk in natural and chocolate flavors in one-pound cans. Soya Sauce, produced in South China. Soya Curd, made by coagulating Soya Lac with lactic acid to make curds, then blending this with tomato puree, pimento, and soy sauce. Soya Loaf, made from a seasoned mixture of okara (soy pulp and gluten). Soya Spread, for sandwiches, also made from okara and sold in 16-ounce jars. Whole Soya Bean Flour, a naturally alkaline full-fat soy flour. Green Soya Beans, canned, vegetable type. Giant Soya Beans, cooked and canned mature vegetable-type soybeans, and Soya Beans with Tomato Sauce, edible soybeans canned with tomato puree and malt.

"Products added years later included Vegetable Chili Con Carne and Vegetable Chop Suey, both sold in 16-ounce jars with wheat gluten used in place of meat. In 1942 Kellogg's Battle Creek Food Company had a similar line of soyfoods: Soy Protose (a meat analog), Soy Gluten Wafers, canned Green Soybeans, Soy Flour, Soykee (soy coffee), and Soy Acidophilus. A few years later Dr. Miller developed Vege-Links, the world's first meatless wiener, made of seasoned okara and wheat gluten packed in a sausage casing, and Vege-Chee, a cheese analog made of curdled soymilk."

Note: This is the earliest English-language document seen (Oct. 2013) that uses the term "cheese analog" to refer to a Western-style soy cheese.

"During the years that he was developing new products, Dr. Miller made countless trips to the American Medical Association trying to convince them that the research he had done in China proved that his Soyalac was an acceptable substitute for dairy milk in feeding both infants and adults. But the AMA, apparently strongly influenced by the dairy industry, refused to grant any recognition to the product. Finally, after one fruitless trip, a member of the board took Dr. Miller aside and explained frankly that he would never get endorsement for his product unless he started to market his product specifically for that 7 percent of U.S. infants who are allergic to cow's milk, and avoided unfriendly comparisons with cow's milk. Dr. Miller was not too pleased, since he had hoped that soymilk would gradually replace cow's milk in the American diet. He felt that soymilk made much more efficient use of the world's land to feed people, and that it was a lower cost, more healthful product of comparable nutritional value. Yet he reluctantly accepted the AMA's advice and within a few months had their approval. Soyalac began to be prescribed by physicians for allergic infants and soon started to sell quite well." Continued. Address: Lafayette, California.

1257. Shurtleff, William. 1981. Dr. Harry Miller: Taking soymilk around the world (Continued—Document part IV). *Soyfoods* 1(4):28-36. Winter.

• **Summary:** Continued. “From 1939 to 1941 most of Miller’s powdered soymilk and some of his other soyfoods were sold in the Philippines and China. However World War II cut off his business, so he began to promote his soymilk more vigorously in the U.S. not only as an allergy-free infant formula that would not clog the nipple, but as a healthful beverage that alkalized the bloodstream and was good for diabetics, postoperative patients, ulcer and colitis patients, and those with atherosclerosis.

“Before World War II started, Dr. Miller had set up a branch of his International Nutrition Laboratory and a Soymilk plant in the Philippines at 41 Nagtahan in Manila. It was run by Paul Sycip (pronounced SIS-up), a private Chinese Christian (but not Adventist) businessman, who had come briefly to Mt. Vernon to learn Miller’s process, and buy equipment. Miller was in the Philippines helping to set up the plant when the Japanese attacked. During the war the Japanese stole all of the soymilk equipment but did not harm the building. In 1948 Mr. Sinclair Pinnick, a foreman at the Mt. Vernon plant since 1944, went to the Philippines, took new equipment, and got the plant reestablished. It produced regular soymilk, the first ever in the Philippines.

“The expanding success of Soyolac encouraged the growth of competing products but Dr. Miller didn’t mind. A true evangelist, he was happy to see the message finally reaching the people.

“To fully appreciate Dr. Miller’s great energy and diverse talents, we should note that during the early 1940’s, as he developed, produced, and marketed his line of innovative new soyfoods, he also maintained an active medical practice, partially because the other two doctors at the hospital where he worked were called for military duty, and partially to support his work. Prior to World War II he would fly to the Philippines about once a year, do 12 to 15 thyroid surgeries a day for two to three weeks, give half of his income to the hospital there, then return to America with the balance. In 1942 he and his brother bought the local hospital in Mt. Vernon where he worked; his son Clarence came in to manage, renovate, and expand it. Miller was the only surgeon in Knox County (population 35,000).

“At his Mt. Vernon soy dairy, Miller was always the first one to start the day’s work. One day, while experimenting with a new formula, he cut off end of his finger in a food grinder. He calmly picked up the severed part, walked into his office, and sewed it back on.

“During the years he spent introducing soyfoods to America, Dr. Miller was one of the most active supporters of the American Soybean Association, a regular speaker at conventions and contributor of articles to the *Soybean Digest*. His first speech was “The Role of the Soybean in Human Nutrition” (1940) and his first article “Soybeans and

the Orient” (1943), was followed by “Feeding the World with Soya” (1946), “Survey of Soy Foods in East Asia” (1948), and others. Then in September 1958 he was made an honorary member of the Association and awarded a gold medal.

“By the late 1930s the seeds that Dr. Miller had planted in East Asia began to sprout. It is interesting to note that most of the remarkable expansion of interest in and production of soymilk that has taken place throughout Asia during the last half of the twentieth century can trace its origins directly back to the work of Dr. Miller.

“While Dr. Miller was in Shanghai, an Adventist named Howard Hoover had come and learned the soymilk process, then started his own soy dairy and health food plant in a mission school in Canton in about 1938. This was the first offshoot.

“In 1940 Mr. K.S. Lo of Hong Kong asked Hoover if he would help him set up a plant. Hoover got approval from Miller, then went to Hong Kong and designed Lo’s first plant. [Note: K.S. Lo recalls the origin of his company quite differently; we accept his version of the story]. By 1940 Lo’s Hong Kong Milk Factory was making homogenized soymilk and selling it in natural and chocolate flavors, like dairy milk, in standard half-pint bottles sealed with a paper cap and hood. The soymilk was sweeter and a little thinner than Miller’s and had more of the natural (so-called beany) flavor, which the Chinese prefer. By 1942, when the Pacific War broke out, Lo’s company had gone broke. But in 1945, after the war, the company reopened as the Hong Kong Soya Bean Products Co., Ltd, and reintroduced their product, now called Vitasoy, not as a milk substitute, but as the world’s first soymilk soft drink. By 1974 Vitasoy passed Coca Cola to become Hong Kong’s best selling soft drink, with sales of 150 million bottles a year. In the meantime many other large soymilk plants had started up in Singapore, Malaysia, and Thailand.

“In 1948 the Chinese Quartermaster Department, with the help of Dr. Miller’s son, Willis, set up the largest soymilk plant in the world in Shanghai, using a process patterned after that used in Ohio, to make spray-dried soymilk. Costing over \$1,000,000, it had a capacity of 5 tons of dry soymilk every 12 hours. The dried soymilk would be mixed with puffed rice, pressed into wafers, and packed into cans, then opened in the field and soaked with hot water for rations. The plant was completed and ready for operation (Dr. Miller was at the dedication ceremony) just prior to the Communist takeover of Shanghai in 1949.

“Research and Work Around The World (1949-1977): In 1949, at age 70, Dr. Miller accepted the invitation of the Adventist church to take over the direction of the Shanghai Sanitarium and reestablish a soy dairy there. China was in the throes of revolutionary war and Shanghai was still held by the Nationalist forces. A daring pilot dropped Miller at the besieged Shanghai airport, hardly pausing to stop. But



Shanghai fell to the Communists in May 1949; Miller was soon evacuated, and returned to America.

“In 1950 Dr. Miller’s second wife died. Shortly thereafter he decided to sell his Mt. Vernon business. There was the increasing pressure of running a food plant and although sales were good (\$1.25 million gross in 1950) profits were only \$120,000 due to high taxes. He wanted to devote more of his time to research and medicine. Although offered a large sum of money by a private company outside the Adventist denomination, he decided to divide the company into two parts, the meat analogs and the soymilk plus related products, and sell these to Adventist-run firms. In June 1950 he sold the meat-analog part of his business (gluten meats, nut loaves, frankfurters, etc.) to Worthington Foods in Worthington, Ohio, a private company owned by Adventist laymen that had been making meat analogs since 1939. They bought the patents, recipes and formulas, equipment, technology, and good will that went with Miller’s meat analog business. Most of these analogs contained no soy. Worthington kept the brand name “Miller’s” for several years thereafter as they sold Miller’s Cutlets, Miller’s Burger, Miller’s Stew, Vege-Links, and the like. Willis Miller worked with Worthington for some time after the sale.

“In early 1951, Dr. Miller sold the rest of his business at a very low price (book value) to Loma Linda Foods of Riverside, California. This sale included the Mt. Vernon land, buildings, equipment, technology, and recipes and formulas for soymilk, canned fresh green soybeans, Vege-Cheese (a canned tofu cottage cheese) and related products. All these products continued to be produced in Ohio. Loma Linda Foods, an integral part of the Seventh-day Adventist Church, was founded in 1906 and had run a plant in Riverside making meat analogs, soymilk, and other foods since 1936. Dr. Miller had always believed that the process for making soymilk was not something that he had originated; the key to it had been a gift to him from a higher power. Thus, he felt it was simply not his to sell. So he gave the process to the Adventist church but sold the rest of the business to Loma Linda Foods (they operate the Mt. Vernon plant to this day), and loaned them the money to buy it. They paid him in installments and he returned half of the money to them for them to set up laboratories and a pilot plant in their headquarters at 11503 Pierce Boulevard in Riverside (the town was then called Arlington). Here he established the International Nutrition Research Foundation, which he further endowed heavily with his own funds; 95 percent of its future research was on soyfoods. He bought a home nearby. For the three years following his wife’s death he worked intensively on soyfoods research. In 1951 Loma Linda first introduced Soyagen, a lightly fortified soymilk for adults to match their Soyalac for babies. Miller did extensive work on further eliminating the beany flavor from soymilk using a vacuum pan and flash pasteurization. By 1958 his labs had developed new and improved soymilks, soy cream,

improved acidophilus soymilk and ice cream, cottage cheese, a soy-cream cheese spread, cholesterol-free cheese, and a non-dairy margarine.” Continued. Address: Lafayette, California.

1258. Stepanske, Kenneth. 1981. Madison Foods, Worthington Foods, and Loma Linda Foods (Two interviews). Conducted by William Shurtleff of Soyfoods Center, Feb. 12 and Feb. 15. 4 p. transcript.

• **Summary:** Kenneth started work at Madison in 1964, when the college lost its accreditation. He had been working at Worthington before that. Discusses of how Sam’s Chicken was made, using tofu.

1259. **Product Name:** Tofu Sausage.

**Manufacturer’s Name:** Vegetable Protein Co. (The).

**Manufacturer’s Address:** 140 River St., Cambridge, Massachusetts.

**Date of Introduction:** 1981 February.

**Ingredients:** Incl. tofu.

**New Product–Documentation:** Talk with Johnny Weissman, inventor. 1992. March 31. In Feb. 1981 he introduced a Tofu Sausage, which tasted like bologna. A 6-ounce mixture of spices and tofu in a cellulose casing, it was cooked in a smokehouse. At one point Michael Cohen of Lightlife Foods made John’s Tofu Sausage for about 6 months.

1260. MacIvor, Charles R. 1981. Re: Dr. John Harvey Kellogg’s work with meatlike products and soyfoods. Letters to William Shurtleff at Soyfoods Center, March 4 and April 28. 3 p. and 1 p. Typed, with signature.

• **Summary:** Protose was the first meat analog made by Dr. Kellogg, introduced in 1896. Nuttolene was next. It was named Nuttose later to rhyme with Protose. Battle Creek Steaks and Battle Creek Skallops followed later, sometime before 15 Oct. 1944, as they were listed in the 1944 dealer retail price list. None of these products contained any soya. Peanut butter was first made by Dr. Kellogg in 1892. “I never heard that it was patented.”

In 1960 when Battle Creek Food Co. was purchased by Worthington Foods, Protose was a mixture of wheat gluten and peanut meal. Vegetable Steaks and Vegetable Burger were made of pure gluten with certain seasonings.

Mr. MacIvor worked in the sales division of Battle Creek Food Co. from 1929 to 1939. He was writing a book on Dr. Kellogg but it will probably never be published because it is too big and he can’t condense it.

Update: Talk with Lenna M. MacIvor. 1995. Oct. 20. Charles MacIvor, her husband, died of a massive stroke about 10 years ago, on about 28 Dec. 1985. He was age 85 at the time. He was very clear of mind until days before his death. His book on Dr. Kellogg, which he titled “The Lord’s Physician,” was never published. She and her daughter each

have a copy of the manuscript, which is about 700 pages long, and contained extensive original information. She will try to send a photocopy of the pages concerning the development and manufacture of Protose. She now lives at P.O. Box 32, Route 11, Hendersonville, North Carolina 28792-8233. Address: Route 8, Box 164, Hendersonville, North Carolina 28739. Phone: 704-684-8329.

1261. Wood, Debbie. 1981. Dining out. Good bet: Good Nature Deli. *Suburban Trib (Oak Park, Illinois)*. March 13. Section III. p. 8.

• **Summary:** Good Nature Deli, with 8 tables and 20 seats, is located at 810 Harrison St. in Oak Park. The owners, Kevin D. O'Brien and Mary Ellen Sackett, run a meatless restaurant which they claim is the only nondairy restaurant in the state of Illinois. Soy-based recipes include happy turkey (with tofu), and soy burgers.

1262. Yoshimura, Sam. 1981. Re: Reminiscences of work at Madison Foods. Letter to William Shurtleff at Soyfoods Center, March 19—in reply to inquiry. 3 p. Handwritten.

• **Summary:** Sam attended Madison College from 1937-1943, then worked for Madison Foods 1956-63. As far as he knows, no graduate of Madison College owns or presently operates a viable soy food plant.

Mr. H.J. Miller was supervisor for canned and cereal sections of the Madison plant when Sam was there. He was not related to Dr. Harry W. Miller.

Okara was used in the Madison Zoyburger exclusively. The product consisted of wheat gluten, okara, tomato paste and seasonings. It was a canned, meat loaf type of product.

Compro was a canned product made of wheat gluten, soy cheese [tofu] and seasonings. It was first distributed commercially in 1957.

Sam's Chicken was modified and called Chickettes. The product contained wheat gluten, soy protein, and seasonings. Address: 8200 Colonial Meadows, Westerville, Ohio 43081. Phone: 614-882-0625.

1263. Hibshman, Dan. 1981. From beans to burgers: Cheap crop brings nutritious rewards [Dik and Sharon Rose of Redwood Valley Soyfoods Unlimited]. *Redwood Rancher Country*. Spring, p. 32.

• **Summary:** A photo shows Dik Rose (with beard and Amazing Grace T-shirt) and wife Sharon under menu posted on the wall.

1264. McDonnell, Kathleen. 1981. From fodder to fast food: Soybeans crop up more than ever on farms and in stores. *Maclean's (Canada)*. March.

• **Summary:** Recently soybean breeders have created early-maturing varieties which are enabling soybeans to spread northward "beyond their traditional growing area in extreme southern Ontario, which now produces more than 90 per

cent of Canada's total harvest." This year substantial acreage will be seeded in Alberta, Manitoba, P.U.I. [Prince Edward Island], Quebec and eastern Ontario.

"With last year's harvest of 26.2 million bushels worth more than \$200 million, Canada has now moved into fifth place among world soybean producers—after the U.S., Brazil, China, and Argentina.

Human consumption of soybeans is definitely catching on in Canada. At one health food store in Vancouver, BC, the most popular item is tofu, or soybean curd, which is now "being touted as the 'yogurt of the '80s.' Packaged tofu is now being sold in major supermarket chains across the country..."

The largest consumers of soy products by far are vegetarians. Elsie Sokol, chief dietitian at Toronto's Branson Hospital (run by Seventh-Day Adventists) "receives 'thousands' of requests from across the country for information about soybeans and gives lectures on their nutritional value and preparation." She believes the day will come when people in general will praise soybean growers. Mary Anderson, who shares her enthusiasm, is one of three partners who run a soy-food restaurant named Soja in Kensington Market. A photo shows Mary, with a tray of soy cheesecake and burgers, in front of her restaurant's sign.

1265. **Product Name:** Soysage [Mild, or Spicy].

**Manufacturer's Name:** Spring Creek Soy Dairy.

**Manufacturer's Address:** 136 Main St., Spencer, WV 25276. Phone: 304-927-1815.

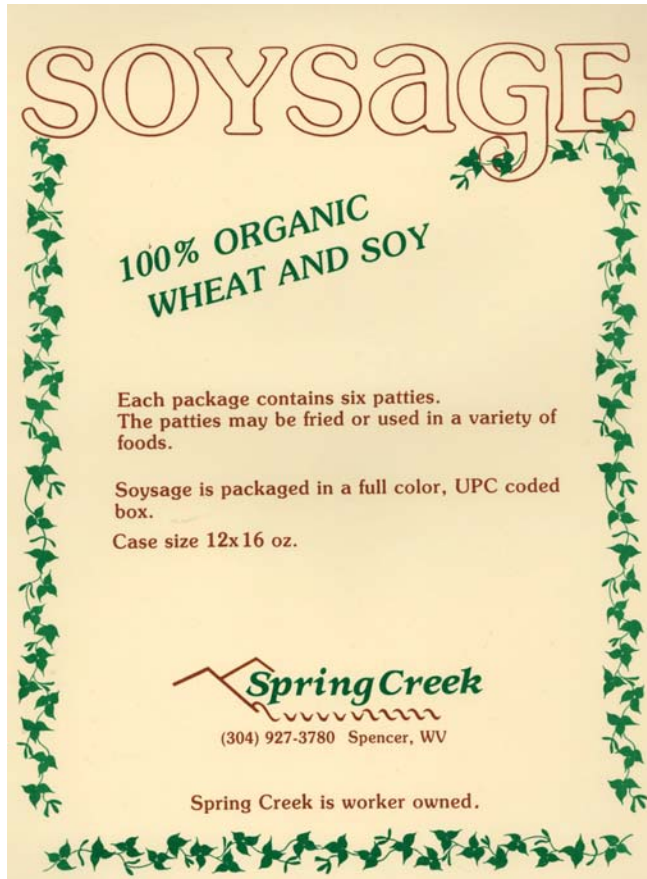
**Date of Introduction:** 1981 March.

**Ingredients:** Okara (soy pulp), whole wheat flour, nutritional yeast, water, salt, caraway, mustard, sage, onion powder, garlic powder, cayenne.

Ingredients in 1988: Okara (fiber from cooked organic soybeans\*), organic whole wheat flour\*\*, nutritional yeast, filtered water, sea salt, caraway, onion powder, garlic powder, sage, mustard, cayenne. \* = Certified by the Ohio







Ecological Food and Farm Association. \*\* = Certified by Western Pennsylvania Organic Growers Association.

**Wt/Vol., Packaging, Price:** 1 lb.

**How Stored:** Refrigerated.

**New Product–Documentation:** Two labels. 1981. 3 inch diameter. Mild is red ink on white. Spicy is red ink on yellow.

Leaflet (8½ by 11 inch, single sided, brown and green on beige) sent by Richard Rose from Natural Products Expo East. 1989. Sept. “Soysage. 100% organic wheat and soy. Each package contains six patties... Spring Creek is worker owned.”

Letter from Tenley Weaver of Spring Creek. 1990. Soysage (Spicy, and Mild) was introduced in March 1981. The current paperboard box (with a color photo on the cover) for Mild Soysage is much more recent. It is 16 oz, refrigerated.

Also enclosed is a leaflet (3 panels each side. Each panel: 21.6 x 9.5 cm. Orange and dark green on beige. Undated). Address: Spring Creek Soy Dairy, 136 Main St., Spencer, West Virginia 25276. Phone: (304) 927-1815. Contents: Okara (soy pulp). Soysage. How to use it, Serving suggestions. Recipe for Soysage quiche. “Spring Creek Soy Dairy is a worker-owned business which has been producing quality soy products since 1979. In addition to our soysage, we offer a complete line of tofu and tofu spreads.”

1266. **Product Name:** [Tofu Meatless Meatballs].

**Foreign Name:** Tofu Pflanzarl.

**Manufacturer’s Name:** Svadesha Pflanzen-Feinkost.

**Manufacturer’s Address:** Aeussere Koetzing Str. 52a, 8492 Fuerth im Wald, West Germany. Phone: 099-73-1066.

**Date of Introduction:** 1981 March.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Svadesha R. Urban. 1990. June 13. This product, which resembles Bolleten, like meatless meat balls, was introduced at Fuerth am Wald. “Pflanzarl” is a special Bavarian name for this kind of product. After moving to Munich in about 1983, he developed a new and improved variety of this product. It is now his second best-selling product after plain tofu.

1267. Wenger Manufacturing. 1981. Wenger Uni-Text meat analog process (Ad). *J. of the American Oil Chemists’ Society* 58(3):Rear cover. March.

• **Summary:** “Both the meat analogs and textured soy meat extenders can be produced on the same equipment. Uni-Text is a universal textured vegetable protein made by extruding any of several inexpensive defatted, high-protein vegetable flours such as defatted soy or peanut flours, concentrates, or grits. Uni-Text is not a meat extender, but is instead a dense, untwisted, uniformly layered, vegetable protein base replacer of meat.” Address: Plant and general offices–Sabetha, Kansas 66534. Industrial sales–Kansas city, Missouri 64112. Phone: 913-284-2133.

1268. Kempadoo, Peter. 1981. Re: My work with soyfoods in Guyana. Letter to William Shurtleff at Soyfoods Center, April 12. 2 p. Typed, with signature on letterhead.

• **Summary:** Peter started making tofu in 1972, when he learned the process from an elderly Chinese gentleman in Guyana. Since then he has made tofu for his family and for the local Seventh-day Adventist Hospital. Two years ago he started a vegetarian society. They enjoy Soyburgers (made from whole soybeans), tokara (tofu with the okara fiber), soynut butter (75% peanuts, 25% soybeans), soy bread (10% okara in whole wheat bread). Address: The Sarvodaya Development Education Organisation Ltd., 423 Golden Grove, E.C.D., Guyana.

1269. Holmes, Charlotte Van Gundy. 1981. Re: Loma Linda Foods and T.A. Van Gundy’s La Sierra Industries. Letter to William Shurtleff at Soyfoods Center, April 27–in reply to questions. 3 p. Handwritten answers between the typewritten questions from Shurtleff.

• **Summary:** Q1. You said the lights in your home were turned off for three months. Did you turn them off or did the electrical company because of unpaid bills? Ans: “Yes [the electrical company turned off the lights], we were too involved with the soy company. All our money went into it.



**MILD SOYSAGE**

**100% Organically Grown Soy and Wheat**

**CHOLESTEROL FREE**

**Net weight 16 ozs. Keep Refrigerated**

**NUTRITIONAL INFORMATION**

Serving size: 1 patty (approximately 2.6 ozs.)  
 Calories: 101      Vitamin B 1: 239% RDA  
 Protein: 7.2g      Vitamin B 2: 274% RDA  
 Carbohydrates: 17.3g      Vitamin C: \*\*  
 Fat: 52g      Niacin: 125% RDA  
 Cholesterol: 0mg \*      Calcium: 4 2% RDA  
 Sodium: 385mg      Iron: 7.2% RDA  
 Vitamin A: \*\*

**Complimented Proteins from Wheat, Soy, and Yeast**

\*Nutritional information on cholesterol is included for those persons who on the advice of a physician are restricting their intake of fats.  
 \*\*Contains less than 2% RDA

You'll find soysage in the refrigerated section of your local grocery or natural foods store.

We offer both a spicy and a mild variety to satisfy individual tastes and uses.

**Soysage Quiche**

1 whole wheat pie crust  
 ¼ pound soysage, crumble and fry until crispy  
 1 medium potato, boil for 10 minutes and slice very thin  
 ¾cup grated cheese  
**Egg Mixture:**  
 3 eggs      grated ginger  
 ½ cup milk      rosemary  
 Your choice of vegetables.

**Fill pie shell:**  
 Layer sliced potatoes, fried soysage (drained), vegetables (may be sauteed if desired). Sprinkle grated cheese over top. Blend egg mixture and then pour into pie shell. Leave some crust exposed, and cover ingredients.

Spring Creek Soy Dairy is a worker-owned business which has been producing quality soy products since 1979. In addition to our soysage, we offer a complete line of tofu and tofu spreads.

**SOYSAGE**

**A High Protein, Low Fat, Food with a Versatility You'll Enjoy.**

For the nearest wholesale distributor contact:

**Spring Creek Soy Dairy**  
 136 Main Street  
 Spencer, WV 25276  
 (304) 927-1815



Our necessities were limited to our needs.”

Q2. You said you canned green soybeans. Were these the fresh immature green soybeans or mature dry soybeans with green seedcoats? Ans: “Green dried beans. Green after drying. We used Mammoth Yellow soybeans for milk [soymilk].”

Q3. In your letter you used various terms for the Protose-like product. You said “Soy Gluten, Soy & Gluten Protose, and Soy Protose.” Which of the three actually appeared on the label of the product? Ans: “Soy Gluten—I believe—it was. Similar to Protose but that was Loma Linda’s name & we could not use it.

Q4. Could you make an estimate of the company’s annual sales in the best year? What year was that? Did the company ever make a profit? Ans: “Yes, but it had to be plowed right back in because of constantly increasing demand. La Sierra was in the embryo state but was successful.”

Q5. In approximately what year did Mr. Kingman start making dairy acidophilus milk? Ans: “Don’t know.” In what year did he start making soy acidophilus milk? This is important since Dr. Kellogg started in 1933 to make Soy Acidophilus milk. Ans: Mr. Kingman asked Dad to help him make soymilk for his soy acidophilus milk in La Sierra. It must have been 1929 or 1930, but it was before we went to Ontario, I’m sure. Mr. Kingman coming to Dad made a profound impression on us. To my knowledge, Mr. Kingman never used dairy milk after finding soy milk. I have used this product and I know the source—even before I became a doctor.

Q6. You said your mother was blind. Since what year? What caused the blindness? Was she totally blind? Ans: “She was blind since 1929. The doctor’s diet caused it—malnutrition. She was considered totally blind.” On Sunday we washed and ironed all day and got ready for the next 5 days run.

In the 1st of school, about Sept. 1929, Mother’s eyes (the whites) became fiery red. It was diagnosed as ‘iritis.’ Just the August before we had heard of iritis for the 1st time. Mother was also in her menopause, which no doubt added stress to her already overloaded school work and home duties. Don’t forget we all worked and carried our own share, yet Mom and Dad had the brunt of it. We went to doctor after doctor. One doctor would send us to another. From White Memorial we were sent to specialists. One Loma Linda graduate doctor put her in bed for 6 weeks on ‘white crackers’ (which we hadn’t used for years) and water—or thin oatmeal gruel & nothing else. Why? God only knows. This developed ulcers (corneal) on both eyes, Then the treatment for this was to burn corneas at 135° with a platinum instrument until a thick scar was formed. This was done so mother’s body had to absorb pus from carbuncles (another name for ulcer in another location) so that the bursting or opening of the ulcer would not let the fluid out of

her eye. The redness still continued. God was very merciful. This did not pain mother very much. Only God’s mercy, nothing else, because she did not take pain medication. After this we moved to La Sierra and Dad made soy milk. Mother begged for carrot juice and soy milk. So we put her to bed (for fear she’d fall to pieces—I guess on such a limited diet). She had these two every hour for 10-12 hours daily. This cleared mother’s eyes of inflammation, but the damage was done. She was blind from the scar black white over pupils.

Q7. Are you aware of any exchange of information between Madison College and Van Gundy? Ans: “No.” (Incidentally note that I put in the information about when Madison started making soymilk and tofu). Ans: “I wouldn’t be surprised if they got Dad’s info for their cannery—but I have no proof. They always said they were first; I always doubted it.

Q8. Do you have any idea when Mildred Lager’s book on soybeans eventually became Dorothea’s book? What prompted Mildred to write her first book about 1943? Since when had Mildred and Dorothy been friends? Ans: “No. Competitors for the same man. Ha! They were never friends.”

Q10. Not important. Q11. Can you tell me where the family was living throughout the period from 1915 to 1920? Was part of this time spent in San Jose? Ans: “On Ranch in San Jose, 10 miles out, 1920. Mom taught in San Jose; Dad was foreman of a ranch—1920-1921. Tired of [?] & indoors. Sonoma 1913-1916, Vallejo 1919 school year only. Dad at Mare Island. Napa 1916-19. Back to Napa 1919-1920. Then to San Jose. Loma Linda 1921. We were not fickle or unstable people, but moving seemed to be in our blood or in Mother’s. Dad worked at night on Mare Island, and would come home to find a note that we had moved and the new address. Even if we lived in some town we’d move every year. We had a family joke if we got past Oct. of the year we would not move.

In 1915 Dad had a hernia operation at the St. Helena Sanitarium so he couldn’t work on Mare Island. That was his only defect. He as rarely ever sick. He worked always 16-18 hours per day. When we was a mechanic in Sonoma for a few months he often worked day & night or into the wee hours of morning in order to get a salesman’s car back on the road. You really have gotten more than you asked for. I hope you can read it & it is more accurately told. You are doing a fine job.

While Dad taught in the College of Medical Evangelists as a technician, mother taught in the academy located there on Anderson & Colton Ave. in Loma Linda. Because they were husband and wife, mother’s and dad’s wages & did not give them their full worth that any other one person received. It was due to this that Dad went to Los Angeles and started teaching so he could get enough money to pursue his lifelong dream of manufacturing [food] products.

“Again I say his first products in 1929 were soy beans,

wheat, garbanzos & brown rice—4 products. That year he added soy milk and soy cheese—cereal coffee—soy spread and soy gluten as he could make his own equipment and machinery. The last 3 products were sold only on order and soon soy prod back them off the market or little used.

Now about mother's blindness. We lived 3 blocks south of Valley and one block west of San Gabriel Blvd.—South of the city of San Gabriel. This was 9 miles from Dad's school in L.A. and 9 miles from Mother's school in Pasadena—an SDA church school. Dot and I went with mother to Pasadena Junior College. I was taking 1st year pre-med & Dot was getting a B.S. degree & finishing college. Dot took part-time work at Pasadena Jr. College, then went on to UCLA for other classes, going to both schools at once. We left at 7:30 to 8 a.m. except Saturdays and Sundays. Got home at 5:30 to 6:00. We also had two boys, ages 11 and 13, friends whose father had died and needed a home. 7 lunches we packed five days a week.

Mother's retinal optic nerves were OK but scars formed a blank curtain over each pupil. Once in a while she could see around at once side if she could tip her head just right and if the light was She could see our faces or color of flowers or bright colors of sunset a rare treat. Mother accepted her cross in Christlike style & gave an inspiration to many of her young visitors. Now if corneal implants had been older and mother younger I would have it done—but not advisable. I had to stay out of school for 3 years on [behalf of] Mother's health and I was glad to do it—while Dot finished college at P.U.C. in 1928. I finished 1929 & was out a year on daddy's death. So I was nine years getting my 5 years of medicine. I would do it over.

Now about Dot. As soon as Dot graduated from La Sierra Academy (1924) she went right to Loma Linda into dietetics. 1924 Fall Mother wanted Dot to be a teacher & did not want Dot to be a dietitian. But she went anyway, not stubborn but steadfast, as soon as she graduated 1927. She became Matron of La Sierra Academy. Good experience for later life. For about 3 months (summer to Sept. of 1927) she was dietitian for White Memorial. I worked any or all shifts setting trays at the White. 1927 Sept. we both went to Pacific Union College (PUC). Dot got B.S. in May of 1928—She carried a heavy course—last 6 weeks school took her out of lab work and she taught the girls in Home Economics classes. The teacher got sick and unless Dot did the teaching the girls would lose the year. At PUC Dot took sewing. She was a past master—could make hats, coats, gloves—anything she wanted. I was slowing. I came in second. Dot took speech classes and was always out in front. I was never jealous, but glad to be less brilliant!—or in her shadow. She was a marvelous sister & we never quarreled. Now about Dot's flare [love]. Dot 1st met Ed in the course of work she did. Now Mildred Lager lectured and knew Ed. Ed loaned her money (\$10,000 I think). After Hulda's death, Dot started going with Ed. But Mildred said or made her boasts

she would marry Ed—& if not make him lose the loan—so he married Mildred. Mildred died from cortisone drug taken for arthritis that she had. Mildred was sick most of the years she was married to Ed. After Dot & Ed married. Dot said 'Now Ed, you really have married a well wife' & in 10 days she broke out from head to foot with chicken pox. That was her only sickness though. Address: Jackson, California.

1270. Buller, Allan. 1981. Re: History of Worthington Foods and its work with soyfoods. Letter to William Shurtleff at Soyfoods Center, April 29. 2 p. Typed, with signature on letterhead.

• **Summary:** "Dear Bill: In response to your letter and telephone call, I'll try to provide you with some information that will be useful to you as you prepare material for your book on soy foods. I'll begin by trying to answer some of the questions you raised in your letter.

"One of the first products which Worthington Foods made containing soy was our Soyloin Steaks product introduced in 1949. That was the same year we also began the manufacture of Meatless Wieners which we later identified as Veja-Links. The change in name was made in 1955. Meatless Wieners, as we began making them in 1949, also contained soy.

"We acquired the rights to manufacture and market products developed by Dr. Harry Miller, who founded and operated International Nutrition Laboratories, at Mount Vernon, Ohio. We made this acquisition in 1950. Among the products involved were Miller's Cutlets, Miller's Cutletburger, and Meatless Vegetarian Stew.

"We began marketing our Soyamel soy milk in the year 1954. By 1956 we had discovered a way to instantize the product so we sold both a non-instantized and an instantized Soyamel for a number of years. We used a spray-dried material in making our Soyamel. The protein we used was Gunthers.

"I might mention that at the time we acquired the rights to manufacture and market vegetable protein foods developed by Dr. Harry Miller, the Loma Linda Food Company acquired rights to manufacture and market the soy milk that Dr. Miller had developed. The Loma Linda Food Company also purchased Dr. Miller's plant at Mount Vernon. Because we had the equipment necessary to produce textured vegetable protein foods, we were not interested in Dr. Miller's factory or equipment.

"In 1960 Worthington Foods acquired the rights to manufacture and market the Battle Creek Food Company products. Because Worthington Foods did not need the plant facilities including equipment, only the rights to the trademarks and recipes were purchased.

"In 1962 Worthington Foods began the production and marketing of frozen foods utilizing spun protein fibers which We produced under license received from Robert Boyer, the inventor and holder of the patent. The first frozen foods



we produced were chicken analogs. We had a frozen sliced chicken that resembled white meat of chicken pressed into chubs. We also had a chicken-like analog that was deep-fat fried and sold in a form that resembled fried chicken. The fried chicken-like product was sold in both frozen and canned form. It was at this time that we began use of the Word Soyameat to describe our canned meat analogs made from spun protein.

“In 1964 Worthington Foods acquired the rights to manufacture and market Madison Foods. Again the acquisition included trademarks and recipes. We operated the Madison Food plant for a couple of years but this proved to be unprofitable; therefore, all manufacturing operations were moved to Worthington.

“Going back in history a bit, I might point out that Worthington Foods was founded in 1939 under the name Special Foods. We were incorporated in December of 1945 under the name Worthington Foods, Inc. In 1970 Worthington Foods merged with Miles Laboratories.

“In response to your request, I am sending you photocopies of price lists dating back to the early beginnings of our company. I have included price lists printed at various intervals to give you some idea of the growth of the product line.

“While this information does not make a history, it may be helpful to you in putting together some information about our company. Certainly it’s better to work from the basis of a few facts than from hearsay. Very truly yours,...”

Allan sends price lists / order forms dated October 1, 1941. Feb. 15, 1945. Aug. 1, 1946. July 31, 1950. Dec. 10, 1950. Nov. 15, 1954. April 1, 1959. May 1, 1961. Dec. 15, 1969. Oct. 1, 1962. July 1, 1964. Address: Executive Vice President, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085.

1271. **Product Name:** Jerky Soy (Vegetarian Jerky) [Mild, or Wild].

**Manufacturer’s Name:** Garden of Eatin’.

**Manufacturer’s Address:** 5300 Santa Monica Blvd., Los Angeles, CA 90029.

**Date of Introduction:** 1981 April.

**Ingredients:** Soy protein, soy oil, water, lemon juice, sea salt, black pepper, garlic, onion, beet powder, natural hickory smoke.

**Wt/Vol., Packaging, Price:** 7/8 oz. in clear plastic bag.

**How Stored:** Shelf stable.

**New Product–Documentation:** Labels. 1981, dated. “100% natural. 100% meatless (and that’s no bull!).” Article and photo in Soyfoods. 1981. Summer. p. 44-45. 7/8 oz. packets retail for \$0.59.

Note: This is the earliest known commercial soy jerky product. It was made from textured soy protein.

1272. **Product Name:** Vegie Yaki (Teriyaki Flavored

Vegetarian Jerky) [Mild, or Wild].

**Manufacturer’s Name:** Garden of Eatin’.

**Manufacturer’s Address:** 5300 Santa Monica Blvd., Los Angeles, CA 90029.

**Date of Introduction:** 1981 April.

**Ingredients:** Soy protein, soy oil, water, honey, ginger, garlic, mustard, coriander, sea salt.

**Wt/Vol., Packaging, Price:** 7/8 oz.

**How Stored:** Shelf stable.

**New Product–Documentation:** Labels. 1981, dated. 100% natural. 100% meatless. (And that’s no bull!). Article and photo in Soyfoods. 1981. Summer. p. 44-45. “100% Natural. 100 Meatless (And that’s No Bull!).” 7/8 oz. packets retail for \$0.59.

1273. **Product Name:** [Seitan, and Seitan Hash].

**Foreign Name:** Seitan, Seitan-Hachee.

**Manufacturer’s Name:** Witte Wonder Products.

**Manufacturer’s Address:** Piet Heinstraat 80, 2518 CK, Den Haag, Netherlands. Phone: 070-464-5225.

**Date of Introduction:** 1981 April.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Sjon Welters. 1982. April 16. “Witte Wonder is a macrobiotic center and production plant for tofu in Den Haag (The Hague); our competitor.” Richard Leviton. 1983. Trip to Europe with American Soybean Assoc. Oct/Nov. Unpublished manuscript. p. 24. Nov. 3. Visited Witte Wonder Products, Piet Heinstraat 80, 2518 CK Den Haag (The Hague). Talked to Nico van Hagen and wife Loes Witteman, the principal tofu makers. They make 900-1,200 kg/week of tofu, plus 500 kg/week of seitan. In 1979 they started their foundation called Stichting Natuurvoeding as a health food shop and in April 1981 began to make 100 kg/week of tofu, plus seitan. Soyfoods Center has labels for Seitan, Seitan-Hachee (both contain soy sauce), and Kikkererwten Pastei made by Witte Wonder.

1274. *Dawson Sentinel (Minnesota)*. 1981. Closing of soy isolate plant heavy blow to community: Eighty-four Land O’Lakes employees affected by closing of plant last Friday. 96(40):1. May 7.

• **Summary:** On 1 May 1981, Friday, Ralph Hofstad, president of Land O’Lakes Inc., officially announced the closing of the soy isolate plant located near Dawson. Made at an open meeting in the Dawson City Building, the announcement was “received in the Dawson community with heaviness of heart.” Following personal remarks of empathy and regret, he read a printed news release which began: “Operation of Land O’Lakes, Inc. soy food processing plant east of Dawson has been suspended for an indefinite period, beginning May 1, 1981.” The facility of 100,000 square feet was built by Dawson Mills in the late 1970s to make “soy isolate and soy analog food products.” The closure was

necessary because the volume of sales anticipated originally has not developed. "Land O'Lakes plans to continue to sell soy isolate and [meat] analog food products.

Note: This is the earliest English-language document seen (Nov. 2014) that uses the term "soy analog" (or "soy analogs") to refer to soy-based meat analogs.

"Extensive efforts are being made to help the 84 affected employees find jobs elsewhere within the regional cooperative or with other employers, Hofstad said. The primary soy processing and Flour Mill activities of the Land O'Lakes Soy Group at Dawson will not be affected."

Note: Two months later (July 1981), the isolate plant building was sold to AMPI (Associated Milk Producers Inc., a cooperative formed in 1969) for cheese manufacturing. As of 2002 AMPI was still operating the plant, which employed 155 people and specialized in cheese processing and drying, milk receiving, and aseptic packaging. AMPI's mission is: "To maximize the return on milk marketed and equity invested, while: 1. Keeping ownership in the hands of current members. 2. Building a viable market for future members. 3. Representing midwest dairy producers in the development of dairy policy."

1275. Smith, Oak B. 1981. Re: History of Wenger's work with extrusion cooking. Letter to William Shurtleff at Soyfoods Center, May 12—in reply to inquiry. 3 p. Typed, with signature on letterhead. [27 ref]

• **Summary:** In 1957 Wenger extrusion cookers were first delivered. In 1961 Wenger delivered the first extrusion cooking systems for processing ground, dehulled full-fat soybeans. Wenger located the only known manufacturer of impact milling equipment that can produce a full fat soy flour from extrusion cooked dehulled ground whole soybeans. This is Alpine GmbH of Augsburg, Germany, which makes the Alpine Contraplex Mill.

Uni-Tex products were first introduced in the USA in 1976. "The Uni-Tex process has not been widely used, primarily because we have been unable to locate suppliers of flavors which could give a meat-like flavor to these extrusion cooked products, since most artificial flavors are very volatile. Recently, we have had some success in locating a supplier of flavors which have been especially developed for Uni-Tex processing and we believe that this will widen the usage of Uni-Tex very much. We are completely satisfied with the structure, the mouthfeel, and the meat-like appearance of the Uni-Tex... I believe that the most promising commercial application for Uni-Tex will be in soups, stew, curries, dry soup mixes, and in the preparation of hard sausages such as Polish sausage, etc." Address: Chairman, Wenger International, Inc., 2400 Pershing Rd., Kansas City, Missouri. Phone: (816) 221-5084.

1276. Sias, Vep C. 1981. Re: Brief history of Cedar Lake Foods. Letter to William Shurtleff at Soyfoods Center,

May 19. Following interview of Feb. 18. 1 p. Typed, with signature.

• **Summary:** "Cedar Lake Foods started in 1949 by Vesper Sias, former employee of Butler Food Products and Cedar Lake Academy. This company began in rooms in the back of the Sias home on a kitchen scale making a similar line of foods as Butler Food Products. The line started with vegetarian chops, vegeburger, soynut cheese, soynut loaf and meatlike. In 1968, Cedar Lake bought the production of Sunnydale Foods of Centralia, Missouri. At the same time, Lang Foods canning division was also purchased and the products called Turketts, Hostess Cuts, Vegebites, Lentil Roast and Breakfast Links were added to the Cedar Lake Line. In 1975, after several months of illness Sias sold Cedar Lake Foods to a corporation of five stockholders who operated business under the name Cedar Lake Foods Inc. of Tennessee. In the spring of 1981 the business was sold to Country Life Natural Foods, a non-profit corporation. At this time, Cedar Lake Foods are produced as a department of Country Life Foods."

Note: Country Life is a self-supporting Adventist group with other health food items such as juices and nut butters. In 1975 Cedar Lake employed 26 people and had sales of \$500,000. Address: 740 N.E. 42nd Terrace, Ocala, Florida 32671. Phone: 904-236-3766.

1277. Miller, Roger W. 1981. Vegetarianism: A healthy diet is quite possible. *Chicago Tribune*. May 21. p. W\_A30D.

• **Summary:** A long article in praise of vegetarianism, and explaining the many benefits of a vegetarian diet. Philosophers ask: What right do humans have to kill and eat other creatures. Nutritionists admit that a balanced vegetarian diet is healthier and leads to less obesity than the standard American diet. Cattle have to eat 16 pounds of grain to produce 1 pound of meat, so ecologists applaud vegetarians.

In 1974 the Food and Nutrition Board of the National Academy of Sciences put an end to the myth that humans need to eat meat in order to be healthy. Their statement on vegetarian diets concluded: "A vegetarian can be well nourished if he eats a variety of plant foods and gives attention to the critical nutrients (needed by all people)." The writer summarizes the Board's recommendations for vegetarians, focusing on legumes, grains, nuts and other seeds, dark green leafy vegetables, and meat alternatives.

Defines vegans, lacto vegetarians, and lacto-ovo vegetarians.

Trappist monks shun meat because they consider it a luxury, and this in conflict with their quest for the simple life. Seventh-Day Adventists, who are vegetarians, generally have fewer death due to heart disease, but this may be due to the fact that many of them do not smoke or drink, and they consume lower levels of fats and cholesterol.

Meat contains no dietary fiber; this it contributes to the U.S. laxative habit that costs several hundred million dollars



a year.

Legumes (such as soybeans, lentils, peanuts, or chickpeas), nuts, and “meat substitutes made from plant protein (usually with a soybean base) are also protein sources for a vegetarian diet. In addition to providing protein, these meat alternatives supply varying amounts of other essential nutrients.”

**1278. Product Name:** Tofu Burgers, Tofu Balls (to Serve with Spaghetti), Tofu Pouches, and Tofu Cutlets.

**Manufacturer’s Name:** American Tofu Corp.

**Manufacturer’s Address:** 6317 Welcome Ave. Suite N1, Brooklyn Park, MN 55429. Phone: 612-536-8741.

**Date of Introduction:** 1981 May.

**New Product–Documentation:** FIND/SVP. 1981, May. “The tofu market: Overview of a high-potential industry.” p. 86, 128.

**1279. Food Engineering.** 1981. Food from a fermenter looks and tastes like meat. 53(5):117-18. May.

• **Summary:** “A food based on *Fusarium* fungus is expected to be tested in British supermarkets later this year. The fungus is produced continuously in a 100-ton-per-year pilot plant” by British food manufacturer Rank Hovis McDougall (RHM), Europe’s fourth largest food manufacturer. The UK government has given the company the go-ahead to test market the product even though it still wants animal trials carried out on the food’s safety. The new food is called “mycoprotein” and its main advantages are that it has a meat-like texture (lacking in other single cell proteins such as bacteria), its mushroom-like flavor is more acceptable than the beany taste of textured soya, and since it grows more slowly than yeasts or bacteria, it contains less ribonucleic acid (RNA). “RHM has managed to reduce the nucleic acid content of mycoprotein to below the acceptable upper limit of one percent. With bacteria, RNA levels have reached as high as 25 percent and with yeasts up to 15 percent.” Mycoprotein is also not deficient in essential amino acids. On a dry-weight basis it contains 45% protein. “The fungal protein thus represents in nutritional terms the first vegetable protein with the biological value of animal protein,” said Professor Arnold Spicer, former RHM research director who was responsible for launching the mycoprotein project.” Three important things have happened to mycoprotein during the past decade. First, continuous fermentation has become a reality and process efficiency is high. It takes only 2-3 pounds of carbohydrate to produce 1 pound of protein by the RHM process. Second, RHM has learned how to turn the slurry of mycoprotein filaments that comes from the fermenter into a very convincing replica of meat, poultry and fish; these are physical, not chemical, treatments. Third, there is an increasing body of knowledge confirming the safety and nutritional value of mycoprotein. Its NPU is 70 to 75 and supplementation with 0.2% methionine raises it to 100

which is equal the standard of protein quality—namely the egg. A photo shows a chicken analog that has been battered and fried.

Note: This is the earliest document seen (Sept. 2004) that contains the word “mycoprotein.”

**1280. Keltner, Steve; Druding, David; Littell, Annee.**

**1981. New Arkansas regional tofu producer: Summercorn Soyfoods.** *Swallows (Newsletter of the New Destiny Federation of Food Co-ops, Fayetteville, Arkansas)*. Spring. p. 8-9.

• **Summary:** The soyfoods business grew out of Summercorn Bakery. It is now producing tofu, soymilk, and soysage. Contains 6 photos of the tofu making equipment, including photos of Keltner, Druding, and Claudia Smith. Annee is Druding’s wife.

**1281. Product Name:** Legume Tofu Lasagna.

**Manufacturer’s Name:** Legume, Inc.

**Manufacturer’s Address:** 150 Bloomfield Ave., Verona, NJ 07044. Phone: (201) 857-9010.

**Date of Introduction:** 1981 May.

**Ingredients:** Feb. 1982: Crushed California tomatoes, organic tofu, water, whole soy and peanut oil, pure vegetable shortening, whole wheat flour, arrowroot, garlic, onion, oregano, basil, parsley, salt, pepper. Pasta: Fancy durum semolina pasta, soy flour, wheat gluten, wheat germ.

**Wt/Vol., Packaging, Price:** 1 lb.

**How Stored:** Frozen.

**Nutrition:** Per 8 oz.: Calories 296, protein 13 gm, carbohydrates 38 gm, fat 9 gm, cholesterol 0 mg, sodium 660 mg.

**New Product–Documentation:** Ad in Whole Foods. 1981. Sept. p. 56. “What’s 2000 years old and tastes brand new? Tofu.” States that Legume Tofu Lasagna is now available.

Food Report (Lehmann). 1982. Jan. Article in Soyfoods. 1982. Winter (Feb.), p. 56. Shows original lasagna label and lists all ingredients. Spot in Vegetarian Times. 1982. Issue #55. March. p. 59. A photo shows the original box with the Legume trefoil logo but no food illustration on cover. “Legume Inc. has announced the addition of Tofu Lasagna to its line of protein meals and snacks. This non-dairy, cholesterol-free meal is made with DeBole’s Jerusalem Artichoke Flour—a specially created blend of organic tofu and spices, and an all-natural whole tomato sauce. Also available are Tofu Ravioli, Tofu Country Pie, Tofu Muffins, Tofu “No Creme” Pies and Tofu Cakes.

Label. 7 by 9 inches. Color boxes. Now it has color illustration of lasagna on cover. “A delicious meal by Legume. 100% natural. No cholesterol. No artificial preservatives. No sugar.” The ingredients are now: Crushed tomatoes, organic tofu, whole wheat flour, water, soy and peanut oil, garlic, onion, oregano, basil, parsley, salt, pepper. Pasta: Unbleached fancy durum semolina, soy flour, DeBoles

American (Jerusalem) artichoke flour, wheat germ, wheat gluten. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center. Article in Soyfoods. 1982. Winter (Feb.), p. 56. Shows original label and lists its ingredients. Ad in Whole Foods. 1982. March. p. 57. "What's 2000 years old and tastes brand new? Tofu makes the difference!" Same ad in Vegetarian Times. 1982. April. p. 27, and Whole Life Times. 1982. July/Aug. p. 20.

S.L. Jacobs. 1983. The Wall Street Journal. Jan. 24. "Company finds a niche selling frozen foods made with tofu." A large Italian food company [Celentano] went on to make Legume's first tofu lasagna in May 1982, and now produces all its products. Eventually the baked goods were dropped in favor of the Italian frozen products.

1282. Obis, Clare Barrett. 1981. The versatile soybean. *Vegetarian Times* No. 46. May. p. 66-71. [7 ref]

• **Summary:** One place you won't hear any arguments about soybeans is in the kitchen of knowledgeable cooks. "High in protein, fiber and minerals, soybeans are one of nature's truly universal miracle foods." "Here is a sampling of recipes from some of our favorite cookbooks" (cites 7).

How to use soy flour. Soy coffee cake (with 1 cup soy milk and 1 cup soy flour). Tofu cheesecake. Spiced tofu marinade. Tofu spinach pie. Soy burgers. Soya paté. Scotch eggs. Arancini Siciliani (Soybean and rice croquettes). Creamy tofu dip or dressing. Dairyless, eggless quiche. Scherezade casserole. Shepherd's pie (with tofu). Zuccanoes. Spicy Sichuan tofu. Soy stock gravy. Tofu stroganoff. Tofu stuffed mushrooms. Vegetable bean noodle bake. Address: Chicago, Illinois.

1283. **Product Name:** Savory Soysage [Mild, or Spicy Hot].

**Manufacturer's Name:** Summercorn Foods Inc.

**Manufacturer's Address:** 401 Watson, Fayetteville, AR 72701. Phone: 501-521-9338.

**Date of Introduction:** 1981 May.

**Ingredients:** Okara (water-extracted organic soybeans), organic whole wheat flour, nutritional yeast, cold pressed safflower oil, sesame meal, soy sauce, unsulphured molasses, spices.

**Wt/Vol., Packaging, Price:** 12 oz.

**How Stored:** Frozen or refrigerated.

**New Product–Documentation:** Steve, David and Annee. 1981. Spring. Swallows. Summercorn Soyfoods is now producing tofu, soymilk, and soysage. Label. 1987. 3.25 x 2.75 inches. Self adhesive. Brown and green on beige. "No liquid smoke flavorings or preservatives. New high-protein recipe. Contact us for detailed nutritional information & menu ideas." The company is now named Summercorn Foods.

1284. Rothert, Yvonne. 1981. Use of soybean well-known,

but here comes tempeh. *Oregonian (The) (Portland, Oregon)*. June 24.

• **Summary:** About Seth Tibbott (a photo shows him carrying a tray of finished tempeh) and Turtle Island Soy Dairy. Tibbott started to make tempeh on a home scale in Tennessee in 1977, and commercially in December 1980 in Oregon, in 50- to 60-lb batches. Compared with tofu, says Tibbott, tempeh has a more meatlike texture and flavor that "you can sink your teeth into and chew on." "Tibbott has also begun marketing an herb-seasoned tempeh, flavored with basil and oregano, which is pressed into sausagelike rolls instead of cakes."

Contains recipes "collected from Oregon tempeh lovers" for: Indonesian-style baked tempeh. Sauteed tempeh. Tempeh spaghetti. Tempeh cutlets. Tempeh Reuben. Tempeh teriyaki. Address: Oregonian staff.

1285. *Toronto Star (Ontario, Canada)*. 1981. Meals are meatless for many families (Advertorial). June 30. p. B13. Advertising supplement.

• **Summary:** "There's a quiet revolution shaping up on your dinner table.

"Many families are eating meat analogue (meat substitute to you and me). Long acclaimed by many vegetarians and members of the Seventh-Day Adventist church, the meat analogue looks and tastes about as much like meat as margarine resembles butter, and that's close enough for many.

"Some are frozen and ready to serve, some come in sealed tins and complete a recipe, others in packages, dehydrated so that you can slip them into your knapsack when you aren't making stews and casseroles at home. Names like Vegetarian Burger, Sizzleburgers, Prosaige Links and Big Franks abound, not to mention Vegetarian Stakelets, Stripples (like bacon). You name your favorite meat, fowl, or fish and manufacturers such as Loma Linda Foods or Worthington Foods will probably be able to offer a reasonable facsimile.

"The soybean has been a staple of the oriental diet for hundreds, if not thousands of years. It is a complete protein, and enthusiasts are quick to note the absence of cholesterol and animal fat content. Add wheat gluten to capture the 'mouth feel' of flesh food, peanuts for the taste and fibrous texture, a bit of seasoning here and there, extrude the whole, cook to taste, and voila, the meat analogue!

"Soybean drink [soymilk] is another entrant in the huge North American beverage sweepstakes. With its white colour and nut-like flavour, it offers an alternative to milk for drinking and cooking."

1286. **Product Name:** Tempeh Brothers Soyfurters (Marinated Tempeh Sticks Resembling Square Hot Dogs).

**Manufacturer's Name:** Appropriate Foods, Inc.

**Manufacturer's Address:** 137 New Hyde Park Rd.,



Franklin Square, Long Island, NY 11010.

**Date of Introduction:** 1981 June.

**Ingredients:** Organic soy tempeh, shoyu, herbs, spices.

**Wt/Vol., Packaging, Price:** 5 oz.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Label. 1982. June 15. 2 by 5 inches. Orange on light grey. Interview with Robert Werz. 1987. Sept. 9. Made by slicing a cake of tempeh lengthwise into 4 sticks and marinating in a soy sauce, seasoned with liquid smoke. Introduced 15 June 1981. Discontinued 30 Dec. 1982.

1287. **Product Name:** Pacific Soy Soysage (famous Original Style).

**Manufacturer's Name:** Café à la Mode. Renamed Pacific Soyfoods in Feb. 1982.

**Manufacturer's Address:** 4th Ave., Olympia, Washington.

**Date of Introduction:** 1981 June.

**New Product–Documentation:** Product with Label purchased in Berkeley, California. 1988. Aug. 30. Listed in Fowler Brothers' catalog. 1991. Jan. p. 64.

Talk with Peter Lesser of Northwest Natural. 1991. Feb. 8. Peter started Pacific Soyfoods in 1981. Initially it was run out of the kitchen a collective restaurant named Café à la Mode, located on 4th Avenue in Olympia, Washington. They made tofu from scratch, and used the okara (a by-product from the tofu) to make soysage, using a version of the recipe published in *The Farm Vegetarian Cookbook*. Initially these products were served in the restaurant (the okara was used in sandwiches, such as the Reuben sandwich), but by about June 1981, they had started delivering the Soysage to the local food co-op and to 1 or 2 local grocery stores in Olympia. When the restaurant was closed after a year of operation, the wholesale accounts still wanted Soysage, so Peter decided to keep the soy operation going and at that time, in Feb. 1982, he coined the term "Pacific Soyfoods."

Peter stopped making tofu and bought his okara from a Korean-American tofu manufacturer named Boo Han in Lakewood, Washington. In the spring of 1982, Pacific Soyfoods' landed its first wholesale account, Pacific Rim (formerly known as something like C.C. Grain), a collective wholesaler in Seattle, that delivered to the Puget Consumers Co-op (PCC) in Seattle. Soon thereafter he started selling to

natural foods wholesalers, the first one based in Seattle and the second one based in Portland, Oregon.

1288. *Soyanews (Sri Lanka)*. 1981. How to do it: Tofu as a meat substitute. 3(11):3, 8. June.

• **Summary:** How to make tofu on a small commercial scale. Describes the process then gives 3 tables related in costs and income: (1) What you require to make about 20 kilos of tofu a day (Prices as of Aug. 1980). A list of equipment and the price of each. Total price: Rs. 4,220. (2) Costs and returns: Variable costs + fixed costs: Rs. 145. Revenue: 210. Net profit per day: Rs. 65.00.

1289. **Product Name:** Tempehroni (Herb-seasoned Tempeh in Sausage-Like Rolls).

**Manufacturer's Name:** Turtle Island Soy Dairy.

**Manufacturer's Address:** c/o Hope Co-op, 2017 21st Ave., Forest Grove, OR 97116.

**Date of Introduction:** 1981 June.

**Ingredients:** Organically grown soybeans, water, apple cider vinegar, marjoram, basil, oregano, thyme, summer savory, *Rhizopus oligosporus* (tempeh starter).

**Wt/Vol., Packaging, Price:** 8 oz plastic wrapped cylinder. Retail for \$1.28.

**How Stored:** Frozen.



**New Product–Documentation:** Tibbott. 1982. Soyfoods. Winter. p. 31. "The soy tempeh with herbs." Label, undated. "New! The soy tempeh with herbs." This label, 5½ by 3½ inches, is printed red on white. The Turtle Island logo appears large in the upper left corner. A turtle, upon whose shell appears the continents of North and South America, is inside of a circle formed by a vine with soybean leaves. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods

Center. Shurtleff & Aoyagi. 1985. History of Tempeh. p. 56.

1290. *Nation's Restaurant News*. 1981. Healthy tofu winning converts. Food of the future? July 6. p. 25.

• **Summary:** About Dik Rose, owner of Soyfoods Cafe in Redwood Valley, California. He serves sandwiches, soups, burgers, desserts and dips—all made with tofu. “His tiny restaurant, which has 10 seats, has been in operation three years and does about \$2,000 a week in sales.” Rose is not alone. Tofu is “becoming a mainstay at small nutrition-oriented restaurants across the country.” Rose also owns a tofu company, which makes about 1,500 lb/week plus 40 gallons of soymilk. None of the foods served in the cafe contain any animal products. Items on the menu are described.

1291. Mounts, T.L. 1981. Soycrafters annual meeting. *Northern Regional Research Center; Notes from the Director (Peoria, Illinois)* No. 1468. p. 1-2. July 17.

• **Summary:** “The fourth annual meeting of the Soycrafters Association was held on the campus of Colorado State University at Fort Collins, July 8-12. The foods receiving the most attention were tofu and tempeh, and modifications of them. Richard Leviton, Executive Director of the organization, pointed out that the growth rate of traditional soy foods is 25 to 30% each year, and he projected gross sales of \$620 million by 1990. Currently the total sales are more than \$50 million. California now has a pilot study on tofu for the school lunch program.”

“Since 1979, the taste and appearance of soy foods served at these meetings has greatly improved. The tempeh burgers, served on a bun with lettuce and tomatoes, were exceptionally good.” Address: Director.

1292. Cohen, Richard L. 1981. Bay Area companies excited about tempeh. *San Francisco Business Journal*. July 27. p. 8-9.

• **Summary:** About Pacific Tempeh and Soyfoods Unlimited. Pacific Tempeh was America's first company to develop and market a tempeh burger. Soyfoods Unlimited invested \$100,000 in their plant. It has the capacity to produce 10,000 lb/week of tempeh but currently produces only about 1,500 to 1,800 lb/month. The business will break even at 3,500 lb/month.

Note: This is the earliest document seen (Sept. 2011) that mentions Soyfoods Unlimited.

1293. Cain, Elly. 1981. From Australia: Soysage rolls join the take-out menu. *Soyfoods* No. 5. p. 43. Summer.

• **Summary:** On Queensland's Sunshine Coast north of Brisbane, soysage is being used to make meatless alternatives to traditional favorite dishes: Sausage rolls (seasoned pork sausage wrapped in cylinders of pastry) and Cornish pasties (meat and vegetables folded in a circle

of pastry). Photos show: Cheryl Grimshaw rolling out the pastry dough for her soysage rolls in Yandina. Many of the cylindrical and turnover-shaped (half circle) soysage rolls. Address: Australia.

1294. Cloud, Jon. 1981. The Soysage papers: Using the honorable hull. The ecological side dish [Soysage]. *Soyfoods* No. 5. p. 40. Summer.

• **Summary:** “Soysage was born out of a no-waste consciousness... The okara (soybean pulp or fiber), usually viewed as a nuisance, is now viewed as a potential resource.” Describes the basic process for making soysage with okara.

“During the World War II years, a product called Soysage was developed and trademarked by W.H. and Alice Braun, owners of Imperial Brands of Chicago, Illinois. Their Soysage was made from soyflour, peanut flour, cottonseed flour, wheat middlings, wheat germ, yeast, vegetable protein, seasoning. Very little is known about that venture, however, since the trademark was renewed for only a short time...”

The Farm in Summertown, Tennessee, rediscovered the term “soysage” in the early 1970s and developed their own version, which was used mostly as a side dish.

Photos show: Soysage labels. A large stainless steel tray filled with 3 rows of soysage patties.

1295. **Product Name:** Soysage (Meatless Okara-based Sausage).

**Manufacturer's Name:** Cloud Mountain, Inc.

**Manufacturer's Address:** Buffalo, New York.

**Date of Introduction:** 1981 July.

**New Product–Documentation:** Leviton. 1981. *Soyfoods*. Summer. p. 43. “Jon Cloud, owner of Cloud Mountain, manufactures and distributes 2,000 lb. of soysage monthly, fresh and refrigerated, primarily in Canada. The soysage is produced in Ontario, Canada, using the facilities of a tofu plant. Cloud Mountain is North America's largest producer and distributor of soysage.” It is the company's biggest money maker, retailing for \$1.60/lb.

1296. **Product Name:** Tofuna (Tofu-Based Meatless Tuna).

**Manufacturer's Name:** Garden of Eatin'.

**Manufacturer's Address:** 5300 Santa Monica Blvd., Los Angeles, CA 90029.

**Date of Introduction:** 1981 July.

**Ingredients:** Tofu, vegetables, soy oil, apple cider vinegar, barley malt, natural herbs & spices, sea salt.

**Wt/Vol., Packaging, Price:** 16 oz.

**New Product–Documentation:** Article and photo in *Soyfoods*. 1981. Summer. p. 44-45.

1297. Jacobson, Al. 1981. Labels that tell...sell. *Soyfoods* No. 5. p. 44-45. Summer.

• **Summary:** Jacobson is the 67 year old founder and president of Garden of Eatin', Inc. in Los Angeles. Across



the bottom of the article are clear photos of the labels of six soyfood products: Cottage Tofu, Tofuna, Mild Jerky Soy, Tofu “No Cheese” Cake (cheesecake), Vegie Yaki, and Ice Dream. Across the top of the first two labels is printed the registered trademark “Tofu never had it so good!”

Two photos show Jacobson in a chef’s top hat, across the front of which is written “Wizard of foods.” Address: Garden of Eatin’, Los Angeles.

1298. Leviton, Richard. 1981. The legal side of soysage. *Soyfoods* No. 5. p. 43. Summer.

• **Summary:** Jon Cloud, owner of Cloud Mountain, Inc. of Buffalo, New York, makes and distributes about 2,000 lb/month of soysage, fresh and refrigerated, primarily in Canada. This soysage, which retails for \$1.60/lb, is manufactured in Toronto in a tofu plant. Soysage is Cloud’s biggest money maker, and Cloud Mountain is north America’s largest producer and distributor of soysage. However when trying to apply for a Canadian trademark, they met with serious problems.

First, Canada’s Department of Consumer and Corporate Affairs said it is illegal in Canada to label a product “soysage” since it is not a qualified or standard meat substitute. It fails to meet Canada’s nutritional composition standards, and would need to be extensively fortified. Yet even if the product were fortified, the Department refused to let Cloud market the product as “soysage.”

Second, when Cloud Mountain applied for a U.S. trademark, a Bureau of Trademarks official told them to desist from using the term “soysage: as it was misleading.

After a fruitless 8-month legal struggle, Jon Cloud happened upon the Food Directorate, a division of the Health Protection Branch or Canada’s Health, Education, and Welfare Department. They classified Cloud’s product as “a non-standardized food” and allowed Cloud to sell it as a vegetarian product, rather than a meat substitute. The Food Directorate plans to draft a series of new standards for other soy products, including tofu. Address: Colrain, Massachusetts.

1299. Leviton, Richard. 1981. Using okara. *Soyfoods* No. 5. p. 41-42. Summer.

• **Summary:** Gives details of the recipe, process, and packaging for three types of soysage made in the USA. Island Spring, Inc. (Vashon Island, near Seattle, Washington) makes 500 lb/week of Smoked Soy Loaf. Four photos show this product being made; the ingredients are mixed in a Leland mixer, steamed, sliced into 16-ounce slabs, and packaged. One pound retails for about \$1.90.

At Redwood Valley Soyfoods Unlimited (Redwood Valley, California), owner Dik Rose makes 100 lb/week of Brightsong Soysage. And at Light Foods (St. Louis, Missouri), owner Bob Davis makes up to 300 lb/week of Soyloaf. Address: Colrain, Massachusetts.

1300. Needleman, Larry. 1981. Tofu plant profiles: Swan Gardens, Miami. *Soyfoods* No. 5. p. 26-27. Summer.

• **Summary:** Swan Gardens, located in Industrial Miami, is a family-run business which was started by and is now owned by Jocelyn and Dick McIntyre. It has 6 employees, including the McIntyre’s daughter and, earlier, Jocelyn’s mother. “The company began in St. Ignatius, Montana in 1978 where they produced 500 pounds of tofu weekly from a small shop situated on an organic vegetable farm, Jocelyn McIntyre had been making tofu at home for 8 years previously and finally yielded to her friends’ encouragement to produce tofu commercially. In August 1979 they sold their company and farm and used the proceeds to launch Swan Gardens in Miami, which they opened in January 1980. They wanted to get into tofu in a big way and Miami seemed like a promising, wide-open market. Today they manufacture 2,100 lb of firm, vacuum packaged tofu, 5 to 6 days weekly, and distribute over 50% of it outside of Florida, often as far as Illinois and Ohio.” A detailed description of the tofu production process and equipment is given. “What I find most impressive about Swan Gardens is their excellent application of American equipment to fashion a smooth production flow in a very clean and well maintained plant. They are among a few innovative companies that are trying vacuum-packing tofu as a way to extend shelf life and attract customers. Jocelyn McIntyre describes the company as ‘a stable, solid business with a good work crew.’ They are preparing an okara tempeh for the market and plan to release soysage and baked tofu in the future.” Photos show: (1) Dick McIntyre and his daughter, Cecilia/Ceci, standing behind a 200 gallon tank of soymilk (p. 26). Ceci and her grandmother (Joci’s mom) preparing tofu for vacuum packaging (p. 27). Address: Bean Machines Inc., Bodega, California.

1301. Needleman, Larry. 1981. Tofu plant profiles: Sunshine Soy, Miami. *Soyfoods* No. 5. p. 29-30. Summer.

• **Summary:** Sunshine Soy is owned and operated by Danny Paolucci in Coral Gables, a suburb of Miami. “Starting in 1970 when he became acquainted with the vegetarian diet and the food uses of soybeans, Mr. Paolucci has been ‘screaming soybeans,’ as he remarks. In the mid-1970s he was cook at the Mt. Baldy Zen Center in California where he experimented with soybean dishes and made community scale miso. In 1974 he wanted to open a soy plant but there was no technology or information available; existing Oriental plants were unwilling to help him. In December 1977 he linked up as manager with the meteoric Swan Foods of Miami, an early multiproducts soy company that in its one intense year of business lost some \$140,000. Mr. Paolucci emerged from the experience with considerable insight and some manufacturing equipment so that in June 1980 he was able to launch his own soy venture”—Sunshine Soy.

The company now makes 500-750 lb of tofu a day,

plus tempeh, baked tofu, soymilk, miso salad dressing, and soysage. Photos show: Danny Paolucci. A hydraulic forming box press. A clamshell sealer. A Chisholm-Ryder screw extractor; unfortunately it is no longer manufactured. Address: Bean Machines Inc., Bodega, California.

1302. Shurtleff, William; Aoyagi, Akiko. 1981. Tempeh production in community. *Communities—Journal of Cooperative Living (Oroville, California)* No. 49. p. 3-10. July. Cover story.

• **Summary:** “Portions of this article were excerpted from *Tempeh Production, The Book of Tempeh: Volume II* by William Shurtleff and Akiko Aoyagi.” Contents: What is tempeh? The community shop: Equipment. Two tempeh shops (process given for each): (1) Yellow Bean Trading Co. (Detroit, Michigan)—Dry dehull, skim preparation, bag fermentation, makes 34 pounds of tempeh. (2) It’s Natural (Evanston, Illinois)—Soak dehull, skim preparation, bag fermentation, makes 17 pounds of tempeh. Contains 15 illustrations (line drawings). Favorite tempeh recipes (five).

On the front cover of the magazine is a multi-color illustration of a tempeh burger. Address: Lafayette, California.

1303. Shurtleff, William; Aoyagi, Akiko. 1981. Das Tofu-Buch: Nahrung fuer alle Band 2 [The book of tofu: Food for mankind. Vol. 2]. Soyen, West Germany: Ahorn Verlag. 288 p. Illust. by Akiko Aoyagi Shurtleff. Index. July. 23 x 21 cm. Translated from the English by Rainer Bosch and Gudrun Klein. [43 ref. Ger]

• **Summary:** Contains 500 recipes. Contents: How to use this book. Preface. Acknowledgements. 1. Protein East and West. 2. Tofu as a food. 3. Getting started. 4. Soybeans. 5. Fresh soybean puree (*Frisches Sojapüree*). 6. Okara. 7. Soymilk curds and soymilk (*Sojaquark und Sojamolke*). 8. Tofu (History, how to make at home, basic preparatory techniques). 9. Recipes for regular and firm tofu. 10. Deep-fried tofu: tofu cutlets, burgers, and pouches (*Vorfritierter Tofu: Tofuschnitzel, Tofuburger, Tofutaschen*). 11. Grilled tofu (*Gegrillter Tofu*). 12. Frozen and dried-frozen tofu (*Gefrorener Tofu und gefriergetrockneter Tofu*). 13. Fermented tofu (*Fermentierter Tofu*). 14. Soymilk (*Sojamilch*). 15. Silken tofu (*Seidentofu*). 16. Yuba. 15. Tofu and yuba in China, Taiwan, and Korea. 17. Farmhouse tofu for large families. 19. The ethos and tradition of handmade tofu production. 20. Making tofu in a traditional shop. Appendices: A. Tofu restaurants in Japan. B. Varieties of tofu in East Asia. C. People and institutions connected with tofu worldwide (Incl. directory of tofu manufacturers). D. Sources of supply for tofu production. Bibliography. Glossary. Favorite tofu recipes. About the authors and their work (autobiographical). Tofu—An opportunity for poor and rich lands. The tofu kit (from Sojaquelle in West Germany and Oekullus in Switzerland).

Note 1. This is the earliest publication seen (April 2013) that uses term “Tofurei” to refer to tofu shops / manufacturers. The term was coined by Gabriele Furth-Kuby of Ahorn Verlag.

Note 2. “Sojaquark” is used to refer to soymilk curds rather than to tofu. Published in a hardcover edition only.

Note. This is the earliest German-language document seen (Sept. 2013) that mentions soy cream cheese (p. 104), which it calls *Tofu-Käsecreme*. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 415-283-2991.

1304. **Product Name:** Soysage (Meatless Okara-Based Sausage) [Hot].

**Manufacturer’s Name:** Soy Shop (The).

**Manufacturer’s Address:** 1081 Memorial Dr. S.E., Atlanta, GA 30317.

**Date of Introduction:** 1981 July.

**New Product—Documentation:** Label. 1981. Red on white. 4.5 x 3.18 inches. Leaflet. 1981. July. Soyfoods: Tempeh, Soysage, & No Cow Soy Drink.

1305. Stunkard, Jamie. 1981. Making soysage. *Soyfoods* No. 5. p. 41. Summer.

• **Summary:** Contains a detailed description, with a bulk recipe, of how Joy of Soy in Minneapolis, Minnesota, makes soysage in 65-70 pound batches. The soysage recipe developed by The Farm in Summertown, Tennessee, was adopted as a starting point. “Our decision not to use okara was tough. We wanted to use our tofu by-product, yet when we compared its taste and texture with soysage that uses the whole soybeans, okara just didn’t make it to the finals.

The major ingredients in the recipe are 5 gallons cooked soybeans (okara is not used), 11 lb 14 oz whole wheat flour, 5 lb rolled barley, 2 lb nutritional yeast, 2¼ lb herb & spice mix, 7 cups shoyu, 6 cups sesame oil, 1 cup vinegar, and 27 cups water.

Joy of Soy has been making soysage for two years. It sells for \$1.18/lb at the rate of about 150 lb/week. It enjoys steady sales, but is not a big seller. Address: Joy of Soy, Minneapolis, Minnesota.

1306. **Product Name:** Soysage (Meatless Okara-based Sausage).

**Manufacturer’s Name:** Sunshine Soy Co. Inc.

**Manufacturer’s Address:** 4015 Laguna St., Suite “H,” Coral Gables, FL 33146. Phone: 305-447-1277.

**Date of Introduction:** 1981 July.

**New Product—Documentation:** Needleman. 1981. *Soyfoods*. Summer. p. 29-30. “Tofu plant profiles: Swan Gardens and Sunshine Soy (Miami).”

Appropriate Foods catalog. 1982. Fall. Company listed as “Sunshine Soyfoods.” Soysage weighs 12 oz. Talk with Danny Paolucci, founder of Sunshine Soy Co. 1998.



March 8. This product was sold in squares, not in chubs or sausage shapes. To make it, he would pack the mixture of okara and other ingredients into a plastic bag, press to make indentations and four squares, then vacuum pack the product. It was delicious.

1307. Wagner, Martha. 1981. Soy down under. *Soyfoods* No. 5. p. 11-12. Summer.

• **Summary:** First discusses the work of Marcea Weber and Debbie Schmetzer in Australia. Marcea Weber owns The Soybean Factory located just outside of Sydney, Australia. Debbie, formerly a tofu maker at Surata Soyfoods in Eugene, Oregon, is now living in New Zealand, where she plans to start a soyfoods business. “Marcea, originally from New York, began her tofu business three years ago, about a year after arriving in Australia from England where she operated a small natural foods bakery. Koreans and Chinese were already producing large volumes of tofu in Australia but her business was the first to produce a nigari tofu. After three years, tofu is still quite foreign to Australians, Marcea says...

“The Soybean Factory sells to natural food stores, restaurants, and juice bars. It produces only 600 half-pound blocks a week. Using simple Takai machinery with a 45-gallon Australian pressure cooker, only 30 pounds are produced in each batch so the selling cost is high, about double U.S. prices, and much higher than Korean and Chinese tofu sold in Australia.” “The factory employs three production workers and a manager. Marcea does the promotion. She also spends much of her time teaching cooking and nutrition classes at the East-West (Macrobiotic) Center, which she and her husband, Daniel, an acupuncturist, established when they arrived in Australia.”

In New Zealand, “no one outside the Chinese community had even heard of tofu until an Auckland health food store, Harvest Whole Foods, began producing it in a backroom kitchen last October [1980]. The enthusiasm for tofu was shown by several restaurants doing an alternative lifestyle festival, which featured tofu burgers, has produced healthy sales for the shop. The three owners, Greg and Ricky Chalmers and Ricky’s wife, Elizabeth, are producing about 170 to 299 kilos (374 to 440 pounds) of tofu a week. They expect sales to grow and are planning to expand production facilities.”

Debbie Schmetzer arrived in New Zealand in Jan. 1981 with her husband, Peter (who was born in New Zealand) and their young son. She describes the process and ingredients used to make tofu at Harvest Health Foods, then notes that “Even in the Chinese community, only two Chinese restaurants are making tofu. Harvest’s main customers are Indonesians, vegetarians, people switching from dairy to soy on the advice of naturopathic doctors, and spiritual seekers such as Hare Krishna and Divine Light people.” On the Run is a fast food deli that makes excellent tofu dishes in Auckland, including tofu burgers, curried tofu salad in pita

bread, and tofu tacos with locally made tortillas.

Letter from Martha Wagner. 1981. July 24. “Before this article went to press I learned that Debbie and her husband had become disillusioned with attitudes in New Zealand toward food and organic agriculture, red tape, and toward setting up business—especially concerning a mold to make tempeh. So they took off for greener pastures in Australia. They are now mulling over the scene in the Melbourne area and may well do a bagel business combined with a soy deli. She would be a good person for a soyfoods information center there. Address: 35 Flower Street, Essendon 3040 Victoria, Australia.

“For the addresses of the Koreans and Chinese making lots of tofu in Australia, contact Marcea Weber, 29 Belmore St., Rozelle 2039, NSW.

“Did you meet the Australian couple Fred and Radhika Koch at the SANA conference? They are planning to set up a good size tofu operation as a support for a 26-person community in the country.” Address: USA.

1308. Sass, Lorna J. 1981. Soy foods: Versatile, cheap and on the rise. *New York Times*. Aug. 12. p. C1, C6. Widely syndicated.

• **Summary:** The article begins: “Soy foods have come west and, apparently, are here to stay. No longer restricted exclusively to the world of woks and cleavers, soybeans in America are now patted into soyburgers, and tofu (soybean curd) is puréed into soy mayonnaise, baked into ‘cheesecake’ and fried as ‘cutlets,’ while soy milk emerges from the blender as a frothy carob shake or from the freezer as cantaloupe ‘ice cream.’

“Because soy foods are an inexpensive source of protein, low in fat and completely cholesterol-free, they have been attracting more and more attention among the growing number of weight-conscious, health-conscious and dollar-conscious Americans. Until recently, soy sauce was the only soy product familiar to most Americans.

Contains a long discussion of David Mintz (owner of Mintz’s Buffet, a kosher delicatessen at 1040 Third Avenue at 62nd Street). He makes a tofu ice cream, and a tofu-spinach quiche. “A large Japanese company wants to buy exclusive rights to distribute Mintz’s tofutti ‘ice cream’ in Japan. ‘The more dishes I make with tofu, the better my business is,’ said Mr. Mintz.” He is frequently called upon to cater “tofu weddings.”

Also discusses Light Foods in St. Louis (Missouri), and the Rochester Soy Deli (in New York). “Two of the people most responsible for introducing soy foods to Americans are William Shurtleff and his wife, Akiko Aoyagi, who in 1975 wrote ‘The Book of Tofu,’ a comprehensive cookbook and introduction to the untapped potential of soy foods as an alternate source of protein.”

There follow seven recipes featuring tofu and tempeh: Mintz’s tofu herb dip. Breaded tofu cutlets (with frozen tofu.

Might also be called “Fillet of tofu,” plus a note on how to freeze tofu at home). Tofu tartare sauce. Tempeh salad. Carob-tofu-mint pie. Whole wheat pastry crust (with soy milk and soy oil). Lotus Cafe not-dogs (meatless hot dogs).

Next comes a section titled “Learning more about soy: A listing of useful books.” For example: “There is no more thorough book on the history and myriad Oriental forms of tofu than the profusely illustrated *“Book of Tofu,”* by William Shurtleff and Akiko Aoyagi (Autumn Press / Random House; 334 pages; \$8.95). First published in 1975, it is credited by most tofu cookbooks as the one that ‘spread the light.’ The hundreds of recipes, mostly Oriental in style, will fascinate adventurous cooks. Beginners may prefer the condensed, somewhat more Americanized version (Ballantine, 433 pages, \$2.95).”

The long article ends with a helpful sidebar titled “How to buy and store tofu.” “A four-ounce piece of tofu (bean curd) sells for about 30 cents...” One main difference “between the tofu sold in health food stores and the Oriental-style tofu sold by many greengrocers is the type of coagulant used. Tofu from health food stores is almost always made with nigari (primarily magnesium chloride and trace mineral elements derived from evaporated seawater), while Oriental tofu makers generally use calcium sulphate.”

A photo shows Katherine Iselin with some of the special sandwiches at the Tofu Shop, a fast-food soy deli in Rochester, New York. She is wearing a Soyboy Tofu T-shirt. On the wall behind her is the restaurant menu.

Note: A similar article titled “Out of the wok and into the frying pan” appeared in *The Durham Sun* (9 Sept. 1981, Section B).

Another similar article titled “More budget-conscious Americans are hitting the soy—its not just sauce” appeared in the *Chicago Tribune* (29 Oct. 1981, p. W\_A21).

1309. Miller, Dwight L. 1981. A chapter in the history of soy fiber meat analogs. *Northern Regional Research Center: Notes from the Director* No. 1473. p. 3. Aug. 21.

• **Summary:** “The concept of spinning soy protein isolates into fibers and then converting them into meat analogs has been around since at least 1954 when Robert A. Boyer first patented the idea. Subsequently, several companies licensed the process, and in the 1960’s General Mills introduced a series of meat analogs made by the spinning operation. After opening a plant in 1970, General Mills closed down operations in 1976. The equipment and process were sold to Dawson Mills” and Dawson built a new plant (just east of Dawson, Minnesota) “to produce soy isolates plus meat analogs from spun isolate. Early this week, Daniel E. Hooten (President, Dawson Food Ingredients) was here for an update on our soy protein research and to discuss functional properties of various soy protein fractions with Walter J. Wolf and A.C. Eldridge (OC [Oilseed Crops Lab]). We learned that Dawson’s parent company, Land O’Lakes, Inc.

has recently sold the soy isolate and protein spinning plant to American [sic, Associated] Milk Products, Inc. [AMPI in Texas], a Houston-based milk cooperative. They apparently plan to use the plant to process milk products. Dawson’s withdrawal leaves Miles Laboratories [Worthington Foods] as the only company that currently manufactures meat analogs from spun soy protein fibers.” Address: Acting Center Director.

1310. Krieger, Verena. 1981. Gestern Steak, Morgen Tofu: Oder was man mit einer Bohne so alles machen kann [Yesterday steak, tomorrow tofu: Or all the things that can be made with one bean]. *Tages Anzeiger Magazin* No. 34. p. 6-12. Aug. 22. Also published in English, French, and Italian. [4 ref. Ger; Eng; Ita; Fre]

• **Summary:** A lengthy, pioneering account of the virtues of tofu, and its development in the USA and Switzerland by the Sunday supplement to Switzerland’s biggest daily newspaper. Contains numerous color photos of soyfoods from around the world. Also defines and discusses soymilk, miso, tamari, shoyu, and soy sauce, tempeh, and soy sprouts. Discusses the work of Edgar W. Schweizer (underway by 1977) in attempting to grow soybean varieties suited to Switzerland.

The Geneva restaurant “La Moisson” has had tofu on the menu for 5 years. In Bern, in the beginning of July, the restaurant “Sesam” was acquired by the first Swiss organic food store (*Bioladen*), the “Lotusbluemli” (Little Lotus Blossom). Since Sesam opened, the people of Bern have been able to get to know a rich treasure of dishes from tofu made at Sesam, as well as many applications of miso and shoyu or tamari. The vegetarian restaurant “Bristol” in Lucerne is launching tofu as its summer hit this year, in the form of Tofu Schnitzels and Burgers... In organic food shops, Reform Houses and Oriental specialty shops, miso and soy sauce are available. The following places in Switzerland sell fresh tofu, which they make on the spot: (1) Centre macrobiotique de Lausanne, ruelle de Bourg 7, 1003 Lausanne. (2) S. Gänterli, Vommatstr. 50, 6003 Lucern. (3) Le Grain d’Or, rue Voltair 27, 1201 Geneva. (4) De Lade, Oberaltstadt 8, 6300 Zug. (5) S. Lotusbluemli, Gerechtigkeitsgasse 17, 3011 Bern. (6) Madal Bal, Kreuzplatz 10, 8032 Zurich. On the last page of the article is an ad for Soyana in Zurich.

Note: The Italian-language edition of this article is titled “Ieri bistecca, domani il tofu.” It is the earliest Italian-language document seen (Sept. 2011) that mentions tempeh, which it calls “tempeh.”

Note: This is the earliest Italian-language document seen (Nov. 2014) that mentions meat alternatives.

Note: This is the earliest French-language document or Italian-language document seen (Nov. 2014) that mentions a meatless burger—Tofu Burgers. Address: Lucerne, Switzerland.



1311. Sklarz, Eleen. 1981. Vegetarian stakeout: Surveying restaurants in the southland that feature meatless menus. *Los Angeles Times*. Aug. 25. p. I1, I14.

• **Summary:** Today vegetarian restaurants are widely available. In Los Angeles County: Butter Thief (Venice): Known for its vegetarian pizza. Comeback Inn (Venice): Includes a “bistro burger” with tofu, and wok-fried vegetables with tofu. Follow Your Heart (21825 Sherman Way, Canoga Park).

Golden Temple Conscious Cookery of Los Angeles (7910 West 3rd St., Los Angeles): “This is one of the oldest of vegetarian restaurants, with other locations throughout the United States and Europe.” “The restaurant is collectively owned by Sikh Pharma, a religion founded in India 500 years ago.” The “Marrakesh Vege-Kebab” is a broiled vegetable and tofu kebab.

Govinda’s (9624 Venice Blvd., Culver City). Meyera (Santa Monica). Natural Fudge Co. (Hollywood; Among other entrees are tofu platters). Organic-ville Vegetarian Restaurant (Los Angeles). Our Contribution (Van Nuys; serves a tuna sandwich). Paru’s Indian Vegetarian Restaurant (Hollywood). Two Worlds Kosher Vegetarian Restaurant (8022 West 3rd St., Los Angeles; all the dishes are kosher. If you like soybeans, this is the place for you. “Two Worlds offers soy chicken, soy scallops, soy steaks, soy fish, and even soy chicken chow mein”).

Orange County: Mother’s Market and Kitchen (Costa Mesa).

San Diego (City): Cornucopia (112 W. Washington St.; Omelet choices include tofu and mushrooms. The whole-wheat spaghetti has tofu as an ingredient). Kung Food (Serves sandwiches and dinner entrees made with tofu; tofu tostada; tofu-vegetable enchiladas, and braised tofu over brown rice, served with guacamole and *tabbouleh*). Peaceable Kingdom (Serves spring rolls stuffed with stir-fried vegetables and tofu, with sweet-and-sour sauce. Also creative sandwiches with ingredients including tofu). Prophet International Vegetarian Restaurant (Serves miso soup).

A large cartoon shows a rabbit seated at a table, with knife and fork, launching into a large vegetarian entree.

1312. Sellman, Per; Sellman, Gita. 1981. Tofun har kommit till Sverige [Tofu has come to Sweden]. *Saxons* No. 36. p. 68-69, 71. Aug. 31. [Swe]

• **Summary:** On the first page, color photos show: (1) Ted Nordquist and Tim Öhlund, founders of Aros, seated at a table, enjoying food together. (2) A tofu burger and other tofu dishes. The next page shows a 6-step process for making tofu at home and several tofu recipes. A black-and-white photo on the last page shows packages of Aros Tofu (10 korner for 400 gm), Morinaga Ever-Fresh Silken Tofu, and a can of Sunbest Bean Curd. Address: Sweden.

1313. Country Life Natural Foods. 1981. Wholesale price list. April 15. Place orders to: CLNF, P.O. Box 487, Edmore, MI 48829. National Sales Office: P.O. Box 838, Collegedale, TN 37315.

• **Summary:** The 1-page green sheet lists the following product lines: Cedar Lake Foods, incl. Chops, Vegeburger, Terkettes, Sloppy Joe, Soynut Loaf, Chili Burger, Chipetts, Tender Tips, Breakfast Links, and Hostess Cuts. Terkettes and Tender Tips (and perhaps some others) contain no soy. Address: Edmore, Michigan; or Collegedale, Tennessee. Phone: 517-427-5143 or 615-396-2192.

1314. Shurtleff, William; Aoyagi, Akiko. 1981. History of Butler Food Products (Document part). In: William Shurtleff and A. Aoyagi. 1981. History of Small Seventh-day Adventist Food Companies and Sanitariums. 8 p. See p. 4-6. Unpublished manuscript. Available online at [www.soyinfocenter.com](http://www.soyinfocenter.com). [1 ref]

• **Summary:** In operation from 1939 to 1946, this was a private company in Cedar Lake, Michigan. “This creative company was founded in 1939 by Howard O. Butler and run primarily as a family enterprise. Butler got interested in soyfoods from people he knew at Madison Foods in Tennessee. He hired people with prior experience in soyfoods production; Howard Hoover (who made soymilk with Dr. Miller in East Asia) and a Mr. Roose. An initial aim of the business was to offer jobs for Adventist youth to pay their tuition at nearby Cedar Lake Academy, although the business was not formally connected with the Academy. The company’s primary product, first produced in 1942, was ‘Soya Butter,’ actually what we would now call soy margarine; it contained 79% lightly hydrogenated soy oil, soymilk (18% by weight), salt, vitamin A carotene (as a natural coloring), and butter flavor. The melting point was 110°F (43°C). Butler advertised the product as being nonfattening.

“He soon ran into problems with the government concerning his soya butter. In August 1944 the *Soybean Digest* reported that ‘H.L. Hoover, manager of the firm, claims that he is the victim of conflicting federal and state regulations, and that he cannot comply with one set of regulations without violating others. Hoover points out that while the Food & Drug Administration prohibits his company from labeling the product oleomargarine without the addition of dairy products to it, the Bureau of Internal Revenue classifies it as oleomargarine for taxing purposes.’ Margarine was then defined as vegetable oils churned with dairy milk; Butler used soymilk in place of dairy milk to give a completely vegetarian product. Furthermore, it was claimed by the Bureau of Dairying in Lansing, Michigan, that the product had been illegally colored in imitation of butter, and in several instances had been sold as butter. In August 1944 cases were pending in circuit and U.S. courts, awaiting trial. In May 1945 a federal judge in Cleveland,

Ohio ruled that Butler's Soya Butter was not taxable as margarine and should not be labeled as margarine, but shortly thereafter the Ohio Department of Agriculture, in variance with the federal ruling, classified soya butter as colored margarine, which could not be sold legally in Ohio. In June 1945 the American Soybean Association came out in favor of a congressional bill to define soya butter as being distinct from margarine. Finally in December 1945, at which time the company was manufacturing 100,000 units of soya butter a month, a federal judge in Detroit ruled that the product was oleomargarine as defined by the internal revenue code, and therefore subject to back taxes of 10 cents a pound on every pound made to date. The three-year battle and the ruling assessing an estimated \$150,000 in back taxes drove the company out of business in 1946. In about 1950, while typing out an appeal to the government to reconsider his case, Butler suffered a fatal heart attack. Shortly after his death, the margarine law was changed and the tax (on other companies) removed.

"During the early 1940s, Butler Foods was a thriving operation. In early 1942 they were making a nice line of nine soyfoods including ready to eat Soy-Fruit & Nut Cereal (with figs, dates, and bran), ViM-eat Soy-Nut-Loaf, ViM Soy-Nut Cheese, Soy-Kawfee, Entire Soybean Flour (i.e. full-fat), Entire Soybean Wheat Flour Mix (70:30), Soybeans with Tomato Sauce, ViM-ilk (soymilk) and Soy-Nuts. An attractive brochure, which described the company's products and gave recipes, noted that some of the soybeans were 'grown on Butler's own mineralized farm.' In mid-1942 Soya Butter was added to the line. The company also made bulk soymilk for use in its Soya Butter. In September 1943 Butler Foods ran a full-page ad in the *Soybean Digest* headlined 'New Foods from the Wonder Bean' showing pictures of cans of Butler's Soynut Cheese, Vegeburger, Soya Nut-Loaf, Soya Butter, and Vegetarian Chops. The chops, his most popular meat analog, were a blend of wheat gluten and soy flour, sliced, pre-cooked, then canned in a broth made of soy sauce and other savory seasonings. A September 1945 ad showed that Butler's Meatlike had been added to the line.

"After the government tax ruling of 1946, Cedar Lake Academy leased Butler's property and tried to operate the food business for 2 years, but the plant was too big and the company had now lost its vital income from sales of soya butter. The Academy food business ceased operation in 1949. The supervisor at that time, Vesper Sias, who had worked at Butler Foods since 1942, then left and started his own company, Cedar Lake, in November 1949." Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1315. Shurtleff, William; Aoyagi, Akiko. 1981. History of Cedar Lake Foods (Document part). In: William Shurtleff and A. Aoyagi. 1981. History of Small Seventh-day Adventist Food Companies and Sanitariums. 8 p. See p. 6-7. Unpublished manuscript. Available online at [www.soyinfo.com](http://www.soyinfo.com).

[soyinfo.com](http://www.soyinfo.com). [1 ref]

• **Summary:** In operation from 1949 to the present, this was a private company in Cedar Lake, Michigan. "In 1949 when the Cedar Lake Academy ceased operating the former Butler Foods, Vesper Sias, a former employee of both companies, purchased the name Cedar Lake Foods and the food manufacturing rights from the Academy. He then started a business in rooms in the back of his home, working on a kitchen scale with his wife, making meatless products similar to those developed by Butler Food Products. The line started with Vegetarian Chops (like a veal cutlet with a savory soy sauce), Vegeburger, Soynut Cheese (whole soaked soybeans and nuts milled together, slurried, then cooked down to form a spreadable or sliceable loaf), Soynut Loaf, and Meatlike. They also made tofu. In 1959 the business expanded into a newly constructed plant, and four workers were kept busy meeting a growing demand and adding new products such as meatless frankfurters. Sias soon opened a storefront in his plant where all of his products were retailed (*Grand Rapids Press* 1962). In 1968 Cedar Lake bought the production of Sunnysdale Foods of Centralia, Missouri. At the same time, Sias purchased the canning division of Lange Foods. The product Turkettes, Hostess Cuts, Vegebites, Lentil Roast, and Breakfast Links were added to the Cedar Lake line. In 1975, after several months of illness, Sias sold Cedar Lake Foods (which employed 26 people and had \$500,000 yearly sales) to a corporation of five stockholders, who operated the business as Cedar Lake Foods Inc. of Tennessee. In the spring of 1981 the business, after being closed for 6 months, was sold to Country Life Natural Foods, a non-profit corporation and self-supporting Adventist group that made other vegetarian health food items such as nut butters, pastas, and juices, and ran several natural food restaurants. Many of the new company's foods contained soy products. TSF (textured soy flour) and soy sauce were used in the Vegeburger. Defatted soy flour was used in the Soynut Loaf. And soy sauce was the only soyfood used in the Hostess Cuts, Sloppy Joe, Vege-bits, Chops, and Chipettes. Wheat gluten served as the primary ingredient in most of the products. In March 1981 a typical 19-ounce can retailed for \$1.75-\$1.95. The plant continued to be located in Cedar Lake, Michigan, near the original Cedar Lake Academy, founded in 1898." Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1316. Shurtleff, William; Aoyagi, Akiko. 1981. History of Millstone Foods (Document part). In: William Shurtleff and A. Aoyagi. 1981. History of Small Seventh-day Adventist Food Companies and Sanitariums. 8 p. See p. 8. Unpublished manuscript. Available online at [www.soyinfo.com](http://www.soyinfo.com). [1 ref]

• **Summary:** In operation from 1977-1985, this was a private company in Penryn, California (near Sacramento). "Founded in 1977 and run by Ken Innocent, who formerly worked in



the personnel department at Worthington Foods. Millstone Foods makes canned products that contain soy, including Burger-Like (an imitation ground beef of textured soy flour {TSF} in a rich broth), Dehydrated Vegetarian Stew with TSF, and Tender Cuts (a gluten patty containing a little soy flour). While the products contain no MSG, some contain HVP (hydrolyzed vegetable protein)."

In 1985 the company was sold to Loma Linda Foods in Riverside, California. Basically the same product line continued to be manufactured, with new green and yellow labels. They were still available in July 1990. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1317. Well Bean Deli (The). 1981. August. New soyfoods restaurant or deli. 349 Soquel Ave., Santa Cruz, CA 95062.

• **Summary:** Letter from Kevin Van Slooten. 1980. Dec. 15. Written on letterhead that reads: Monterey Bay Soyfoods, 594 Redwood Dr., Santa Cruz, California 95060. Phone: 408-476-5833. Producers of tofu, tempeh and other fine soy foods. "I'm planning a soy deli for the Santa Cruz area. I'm 3/4 done defining and strategizing the plan... It will be structured partly as a non-profit educational organization so I can continue doing classes on soyfoods cooking etc. We did a booth of tempeh burgers and tofu salad at a food festival last weekend. It was a big hit and I've attracted interest by the local heart association."

Leaflet. 1981. "Announcing the Grand Opening" at 349 Soquel Ave., behind the Breadline Eatery. Article in *Santa Cruz Mobile News*. 1981. Oct. 2. p. 19. "A restaurant with accent on health." A photo shows part of the menu on the wall.

Candace Atkins. 1981. Green Sheet (Santa Cruz, California). Nov. 4. p. 3. "Tofu—the 'natural' kind of fast food."

Questionnaire filled out by owner of restaurant or deli. 1982. Lists the company's most popular soy-based menu items in descending order of popularity. The highest weekly total sales over the past 6-2 months, the month that this occurred, and why. The average weekly sales during this period. Average hourly wages paid to workers. The business startup cost (amount of money it cost to get the business started). Current profitability status. Plans for the future. Advice the owner would give to someone starting a similar business.

Shurtleff & Aoyagi. 1982. Report on Soyfoods Delis, Cafes & Restaurants. p. 3. Started on 25 August 1981 by Kevin Van Slooten. Startup cost: \$43,000. Avg. weekly sales in 1982: \$2,200. Address: Santa Cruz, California. Phone: (408) 425-4544.

1318. Wallace, Dick. 1981. Re: History of ADM. Questions answered on Soyfoods Center letterhead (dated 11 Sept. 1981) and returned to SC on 3 Dec. 1981. 2 p.

• **Summary:** The largest ADM crushing plant at Decatur has

a capacity of 4,000 tons of soybeans a day. ADM Foods was formed in 1980. British Arkady first produced TVP in 1965, and was acquired by ADM in 1974.

Dates when ADM first started producing certain soy products: Edible soy oils, 1930; Food grade lecithin, June 1934; Full-fat soy flour, 1935 (still producing); Cereal soy blends such as CSM, WSB, 1965-66 (CSM production has been discontinued); Soy protein concentrate, 1976; Textured soy concentrate, 1977; Bacon-flavored TVP, 1970.

Midland Linseed Oil Co. was incorporated in 1902, then reincorporated as Midland Linseed Products Co. in 1912. William O. Goodrich Co., located in Milwaukee, Wisconsin, was acquired by ADM in 1928. Dr. J. Hayward began employment with ADM in Sept. 1935 and worked as Director of Nutritional Research until 1956, when the position of Director of Nutrition was created for him. He worked in this position until the late 1950s. In the early 1960s he worked as a consultant for the company. On 1 July 1957 ADM acquired a soy protein isolate plant from The Drackett Co. Note: That plant, located in Evendale [near Cincinnati] Ohio, made only industrial (not edible) soy protein isolates. Address: Decatur, Illinois.

1319. Centell, Linda. 1981. Tofu pioneer crosses the Rockies to establish neighborhood soy deli [Matthew Schmit and The Tofu Shop in Arcata, California]. *Union (Arcata, California)*. Sept. 24. p. 17.

• **Summary:** Schmit started selling tofu products in a restaurant in Telluride, Colorado, 3-4 years ago. Now he makes tofu and at his deli sells sushi rolls, spinach pies with tofu, soymilk, herb onion dip, salads, pumpkin pies, cookies, carob pudding, and tofu burgers. Photos show: (1) Schmit holding a handful of Minnesota certified organic soybeans. (2) Melanie Patrick holding up a cake of tofu. (3) Happy Dragon Soydrink and products made with tofu. Address: Arcata, California.

1320. Shurtleff, William; Aoyagi, Akiko. 1981. Dr. John Harvey Kellogg and Battle Creek Foods: History of work with soyfoods. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 20 p. Sept. 29. Unpublished typescript. Available online at [www.soyinfocenter.com](http://www.soyinfocenter.com).

• **Summary:** A comprehensive history of the subject. Contents: Introduction. Early life and teachings: Birth, work with Ellen White, medical school, thesis, in 1876 took charge of institute he renamed Battle Creek Sanitarium (new meaning for this term), its research kitchen developed America's first meat analogs, start of *Good Health*, famous people who came to sanitarium, trip to Europe to deepen medical knowledge, primitive state of medical knowledge, "Biologic Living," dynamic man, living proof of his techniques. Early health food products: Granola, peanut butter (probably America's first), cereals, rift with church, meat substitutes (Nuttose, Protose), Harry Miller. Early

writings about soyfoods: *The New Method in Diabetes* (1917), mentions to 1923, mentions in *Good Health* (1921-29), *Good Health* (1930-39), J.H. and W.K. Kellogg's speeches to American Soybean Association (1927 and 1930), Kellogg and Henry Ford, 1933 edition of *The New Method in Diabetes*, 1936 expanding interest, letters to Horvath and Admiral Byrd, 1937 speech to American Public Health Association. Development of early soyfoods: soy meal, early interest in fermented milks, Metchnikoff and Tissier, first soymilk (1930), soy acidophilus and diseases (1933), patent for soy acidophilus milk (SAM, 1934), Dionne quintuplets (1934), SAM from 1936-1950's, heyday of his work with soyfoods (1934-37). Later soyfoods developments: Correspondence with William Morse, products in Morse's office, 1937 Battle Creek Food Co. products, 1940 price list, first commercial soymilk (Soygal, 1942), Kellogg's first meat analog (Soy Protose, 1943), small price list in 1955, sale of company in 1960, Kellogg's death in 1943, his influence on others.

See: [http://www.soyinfocenter.com/HSS/john\\_kellogg\\_and\\_battle\\_creek\\_foods.php](http://www.soyinfocenter.com/HSS/john_kellogg_and_battle_creek_foods.php) Address: Lafayette, California. Phone: 415-283-2991.

**1321. Product Name:** Soy-Millet Tempeh (Sausage Shaped).

**Manufacturer's Name:** 21st Century Foods.

**Manufacturer's Address:** 30A Germania St., Jamaica Plain, MA 02130.

**Date of Introduction:** 1981 September.

**Ingredients:** Organic soybeans (90%), organic millet (10%), purified water, fresh Rhizopus culture.

**Wt/Vol., Packaging, Price:** 8 oz or 16 oz flat, or 8 oz roll.

**How Stored:** Refrigerated, 21 day shelf life.

**Nutrition:** Per 4 oz.: Calories 197, protein 23 gm, carbohydrate 15 gm, fat 5 gm, fiber 3.45%.

**New Product–Documentation:** Spot in Soyfoods. 1982. Summer. p. 57. The company, which began production in September 1981, now makes 400 lb/week of Soy-Millet Tempeh. Label, various sizes. 2 colors each. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center. Label. 1987. 6 by 8 inch plastic bag. Red, yellow, black, and white. "Healthy food for the whole world. Low calories. Low sodium. No cholesterol. No preservatives. What is Tempeh? (Lengthy description on back). Dark areas may occur on our tempeh, which indicate ripeness, and are normal on foods naturally cultured."

1322. Corn Country Whole Foods, Inc. 1981. Market Street: Natural foods with a difference (Catalog). 132 South Market St., Champaign, IL 61820. 24 p. Index. 28 cm.

• **Summary:** This natural foods, vegetarian catalog is printed on beige paper with black ink. Corn Country is now distributing products made by many other companies. Interesting products: (1) Stoneground flours: Soy flour-

full fat (OG = Organically Grown). Chickpea (garbanzo) flour. Our "old fashioned granite stone mills keep the flour at the lowest grind temperature..." Soybeans and chick peas are preheated before grinding. (2) Beans: Soybeans OG. Azuki beans. Chickpeas (Garbanzos). Lentils (green or red). Mung beans (for sprouting). (3) Peanut butter. Almond butter. Sesame tahini. (4) Sea vegetables (10 types). Westbrae miso (7 types). (5) Light Foods: Tofu. Marinated tofu. "Soyproducts are becoming an increasingly attractive source of protein throughout the world... We offer a small variety of soy products." (6) Condiments. Nigari (bulk or 5 lb). Umeboshi plums. Shoyu (pints to 4.75 gal tin). Miso (red or white). Tamari (with dispenser to quarts). (7) Market Street meals (vegetarian): Nutburger. Soyburger. Chick 'n sea burger. (8) Nutritional (brewer's) yeast (20 lb to 125 lb): "These yeasts are primary yeasts cultured on molasses for human consumption. They are not a byproduct of petroleum, or paper industries." Sold in powder or flakes. (9) Natural oils: Sesame oil. Safflower oil. (10) Seeds. Alfalfa seed for sprouting. Sesame seeds whole brown. Sesame seeds hulled white. Sunflower seeds. (11) Market Street shoyu almonds, suns (sunflower), cashew pieces. (12) Soy & corn "nuts": Soy nuts salted. Soy nuts plain. (13) Market street mixes (unsulfured fruits and natural nuts): Sweet & shoyu mix. (14) Literature: 26 Talking Foods pads. (15) Dr. Bronner's soap (14 types). (16) Kitchen help: Tofu kit. Sprouter lids. Wok set. Address: Champaign, Illinois. Phone: 217-359-8843.

**1323. Product Name:** Country Soy Sausage (Okara-based, Meatless).

**Manufacturer's Name:** Devi's Country Foods.

**Manufacturer's Address:** P.O. Box 2451, Eugene, Oregon 97402.

**Date of Introduction:** 1981 September.

**New Product–Documentation:** Spot in Soyfoods. Winter. 1983 p. 51. "Country Soy Sausage Spices up Eugene, Oregon," by Martha Wagner. Production began in September 1981. The okara comes from Surata Soyfoods in Eugene, Oregon. Photos show: (1) Packages of the product. (2) Squares of the finished product.

1324. Devi's Country Soy Sausage. 1981. Devi's Country Soy Sausage. 100% natural, 100% meatless. Delicious for breakfast, lunch or dinner (Brochure). P.O. Box 2451, Eugene, Oregon 97402. 4 p.

• **Summary:** Gives recipe ideas and recipes for: Breakfast sausage. Hot sandwich. Soy dogs. Muffin soy pizza. Soy sausage loaf. Sally's Parmesan patties. Stuffed green peppers. Cabbage rolls. No-meat balls. Pasta sauce. Address: Eugene, Oregon.

1325. Mintz's Buffet. 1981. Mintz's tofu buffet menu. 1040 Third Ave. (between 61st & 62nd Streets, near Bloomingdale's), New York, NY 10021. 1 p. Undated.



• **Summary:** This handwritten, undated menu (which includes prices) was probably printed in about Sept. 1981. It could have originated as early as August 1980—by which time Mintz’s was serving quiches and tofu muffins. By Feb. 1981 they were serving egg rolls. Soy-related menu items include: Vegetable salads: Steamed broccoli with tofu-mustard sauce (\$3.99/lb). Tofu-vegetable quiches: Broccoli, spinach, zucchini [sic, zucchini], mixed vegetable, cauliflower (\$4.95). Vegetable tofu pies: Spinach, broccoli, cauliflower, zucchini (\$2.75). Tofu-bran muffins: Strawberry-rhubarb, apple-walnut, blueberry-bran, carrot-apple, pecan, lemon-granola, pineapple-coconut, cherry-granola. Tofu-eggrolls: Spinach, Chinese vegetable, tabouli, tofu blintzes. Hot tofu items: Soy burgers, with tempeh & soy milk. Soy pizza, with nutritional yeast (\$1.50). Eggplant Parmesan, with soy milk topping (\$6.99/lb). At the bottom right is a floral design above the words: “An affair to remember.”

Note: No ice cream of any kind is on the menu. Address: New York City. Phone: 212-751-9367.

1326. Mintz’s Buffet. 1981. Tofu Time menu. 1040 Third Ave. (between 61st & 62nd Streets), New York, NY 10021. 1 p. Undated. 28 cm.

• **Summary:** This printed, undated menu (which includes prices) was probably printed in about Sept. 1981. Tofu is included in every item on the menu.

Tofu bran muffins (\$0.95 each): Strawberry rhubarb, blueberry, carrot apple, pineapple, dutch apple, banana. Tofu vegetable salads (\$3.99): Cauliflower, eggplant, steamed broccoli with mustard sauce, spinach, broccoli, zucchini [sic, zucchini]. Tofu vegetable pies (\$2.75): Cauliflower, zucchini, spinach, broccoli. Tofu Ice Kream (Country vanilla, old fashioned chocolate, strawberries n’kream, peaches n’kream, apples n’kream, Dutch nut chocolate, apricot rum).

“All tofu dishes are completely natural and free of preservatives.” Glatt Kosher. Louise Londin / Design. Address: New York City. Phone: 212-751-9367.

1327. Soyfoods Center; Soycrafters Assoc. of North America. 1981. Soyfoods production in America and the West (Report). Lafayette, California. 1 p. Sept.

• **Summary:** This full-page table contains statistics for the following soyfoods and soy ingredients: Low technology, traditional. Tofu & tofu products. Tempeh. Soymilk & soymilk products. Soy sauce, shoyu & tamari. Soynuts & soynut butter. Miso. Soy sprouts. Whole dry or mature soybeans. Whole soy flour & grits, full fat. Fermented soymilk. Fermented tofu. Fresh green soybeans. Roasted soy flour & soy coffee. Natto, thua nao & kinema. Yuba. Soy nuggets (Hamanatto, tou-ch’ih [Fermented black soybeans]). Soy delis and restaurants. Secondary soyfoods prod-distributors. Soyfoods marketer-distributors. Subtotal.

High technology, modern [soy ingredients]: Soy flour & grits, defatted. TSP / TVP (extruded soy flour). Soy protein

concentrates. Soy protein isolates. Meat analogs (secondary products), Soy oil.

Subtotal: High tech. Total: Low tech & high tech.

This table has 12 columns with information about each soyfood. (1) Type of soyfood. (2-5) Number of manufacturers: USA, Canada, Other West, Total. (6-7) Raw soybeans used (tons / year): USA, % of total used. (8) Yield (lbs of food from 1 lb of soybeans). USA only—(9) Tons produced. (10) Wholesale value (million \$). (11) Retail value (million \$). (12) Number of employees.

Note: Total retail value in USA is \$998 million. Address: P.O. Box 234, Lafayette, California 94549. Phone: 415-283-2991.

1328. **Product Name:** Tempeh Burgers (Non-fried: Vacuum Packed).

**Manufacturer’s Name:** Soyfoods Unlimited, Inc.

**Manufacturer’s Address:** 14670 Doolittle Dr., San Leandro, CA 94577.

**Date of Introduction:** 1981 September.

**Ingredients:** Soy tempeh (made with soybeans organically grown in accordance with section 26569.11 of the California Health and Safety Code), natural soy sauce, herbs, spices.

**Wt/Vol., Packaging, Price:** 6 oz (170 gm). Vacuum packed in poly pouch.

**How Stored:** Frozen or refrigerated.

**Nutrition:** Per 3 oz.: Calories 190, protein 9 gm, carbohydrates 6 gm, fat 3 gm, sodium 466 mg.

**New Product–Documentation:** Label. Undated. Blue and red on white, with rainbow border. “No oil. Tasty. To serve: Brown in oiled pan or steam for 5 minutes.” Ads in *Vegetarian Times* and *East West Journal*. 1982. Oct. “All the Sizzle... None of the Steak.” Also in *New Age*. 1982. Dec. Inside rear cover; Spot in *Soyfoods*. 1984. Summer. p. 43. “America’s first tempeh burgers were developed by Pacific Tempeh and Soyfoods Unlimited.” Shurtleff & Aoyagi. 1985. *History of Tempeh*. p. 53. America’s first non-fried tempeh burger, sold vacuum packaged.

1329. *Santa Cruz Mobile News*. 1981. A restaurant with accent on health. Oct. 2. p. 19.

• **Summary:** About the Well Bean Deli, 349 Soquel Ave., Santa Cruz, California. It was started less than 2 months ago by Kevin Van Slooten. A photo shows part of the menu on the wall. Many of the dishes feature tofu or tempeh—Tofu burger, tempeh burger, missing egg salad or sandwich, tempeh mock chicken salad, tofuna salad or sandwich, tempeh salad, soy milk, tofu cheesecakes, etc. Address: Santa Cruz, California.

1330. Shurtleff, William; Aoyagi, Akiko. 1981. *History of Worthington Foods*. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 11 p. Oct. 5. Unpublished typescript. Available online at [www.soyinfocenter.com](http://www.soyinfocenter.com).

• **Summary:** A comprehensive history of the subject. Contents: Introduction. Founding in 1939 and founders: Harding, financing and duties, first product (Proast, with soy), Numete, growth of sales, Hagle joins company, Robinson leaves, Twomley's description of Hagle: "an uncommon businessman." New Developments in the 1940's: 1945 incorporation and sales to \$500,000, Buller and Hartman, Boyer's 1949 visit. Acquisitions and analogs (1950-69): Acquisition of Dr. Harry Miller's International Nutrition Foundation in 1950, Soyamel (1954, 1961), new products introduced in 1950's, big break to go ahead with Boyer (1956) and Ralston Purina, how foods made, sales take off, 1962 first products and Soyameat, use of powdered isolates, acquisition of Battle Creek Foods and Madison Foods, Patties, Numete, spinning of soy protein fibers, praised in Stanford study. "The big time and then back home again" (1970's and 1980's): Acquired by Miles Laboratories of Elkhart, Indiana (March 1970), sales leap, expanded research, introduction of Morningstar Farms line 1972-74, rise and fall, reformulation of line and relaunching as cholesterol free, failure, growth of other products and of the "motivated" market, Bayer AG purchase of Miles in late 1977, uncertain future, "third generation" meat analogs (1976), ready-to-eat vegetarian entrees (1980), 1981 product list.

See [http://www.soyinfocenter.com/HSS/worthington\\_foods.php](http://www.soyinfocenter.com/HSS/worthington_foods.php) Address: Lafayette, California. Phone: 415-283-2991.

1331. Boyer, Robert A. 1981. Development of meatlike products based on spun soy protein fibers. Part I (Interview). *SoyaScan Notes*. Oct. 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** This history is compiled from 5 interviews conducted with Robert Boyer from Oct. 1980 to Oct. 1981.

One day at the Ford plant in 1942, Boyer, while sampling fibers of his "soybean wool," realized that these same soy protein fibers, if made tender by omitting the protein denaturation, hardening, and insolubilization, could be used as a basic ingredient in making meatlike textured soy protein foods. Already he had developed an analog for the protein fibers that grow on the *outside* of a sheep (wool), why not develop an analog for those on the *inside*, a meatless meat or meat analog?

Throughout the years of World War II, the idea of using spun soy protein fibers as the basic of human foods, in the form of meat analogs, returned to Boyer again and again. In late 1943 The Drackett Co. in Cincinnati, Ohio (which had a fairly large soybean crushing operation and also made consumer household cleaning products such as Drano and Windex), purchased the Ford Motor Company's soy protein and protein spinning operations. Boyer went with the equipment and processes to Cincinnati. Boyer, now Drackett's director of research, told the company of his

interest in producing foods from soy proteins, but Drackett was only interested in industrial products at the time. In early 1949 H.R. Drackett died; the company shut down its plant that was spinning Soybean Azlon fibers, and closed part of its protein R&D laboratories. Boyer left Drackett to work on his own.

On 28 September 1949 Boyer filed for his first patent on edible protein fiber (application serial no. 118,445). It was issued in 1951, then rewritten that year in a much broader format and issued in final form in 1954 (No. 2,682,466). According to this patent (which expired in 1971 and has come to be regarded as a classic), no one can use a man-made protein fiber in a food without violating the basic claim. The patent called for the use of various proteins (including soy, casein, and peanut protein) to make edible protein fibers that could be transformed into meat analogs or extenders that are low in saturated fats and virtually free of cholesterol.

In September 1949 Boyer took his patent idea to his first company, Worthington Foods, Inc., a small company in Worthington, Ohio, operated by a group of businessmen and doctors, that produced meat analogs and vegetarian foods primarily for Seventh-day Adventists and Adventist institutions. Boyer had now been on his own for over eight months and was almost out of money. He still wasn't sure of whether the whole idea was a screwball one or not. He later commented that if Worthington had shown no interest, he probably would have just given up then and done something else. Advised to keep away from the large meat companies, who might buy up the patent and "bury" it, he went to Worthington and disclosed his concept and a pork chop prototype. Mr. Hagle, president of Worthington, was immediately very excited with the idea, but the company was reluctant to take a license until there was a source of soy protein fiber. Harrison Evans, a top Worthington employee, later recalled: "I'll never forget the day Bob Boyer came by. They brought him down with this textured protein wrapped in a piece of aluminum foil and all it looked like was rope. Just unattractive, white... It certainly did not look like real meat."

Worthington waited, so Boyer went to Virginia Carolina Chemical Company (VCCC) in Taftville, Connecticut; they were spinning fibers for textiles and Boyer hoped they would be able to produce soy fibers for Worthington. VCCC allowed Boyer to use their protein spinning pilot plant for research; he provided his own materials. Here he made the world's first edible protein fibers, which were used to make meat analog prototypes. Incorporating egg albumen binder plus vegetable fats and flavorings into the spun fibers, he fabricated the first man-made meatless pork chops and then made hams from soy protein. After the first successful run, nearby Corn Products Company (CPC) got very interested and ended up buying the first license on Boyer's patent (an exclusive option), which gave Boyer his first income from



the project. Boyer then consulted for CPC for 9 months. The first sale of commercial edible protein fiber (produced from corn gluten) was made by CPC to Worthington. Eventually, however, it was realized that corn gluten would not work well in foods because of its unpleasant and dominant flavor. The project was dropped. Continued. Address: 632 Edgewater Dr., Apt. 731, Dunedin, Florida 33528. Phone: 813-734-2415.

1332. Boyer, Robert A. 1981. Development of meatlike products based on spun soy protein fibers. Part II (Interview). *SoyaScan Notes*. Oct. 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Now somewhat desperate, Boyer decided to try a meat company anyway. He went to Swift & Co. in Chicago, Illinois, in 1950 and they immediately liked these ideas and bought exclusive rights to the patent from 1950-1954 (in 1955 they converted to nonexclusive). In 1950, the war scarcity psychology still prevailed. American consumers and food producers had watched in astonishment during the war as meats became so scarce and expensive that only a few could afford them. Thus it was easy to sell the notion that even after the war, as world population continued to rise, plant proteins would play an increasingly important role in diets throughout the world. Boyer worked with Swift for five years, but in considerable secrecy. Swift told him that if their Livestock Relations Department found out that Swift was doing research on meat analogs, "all hell would break loose." Eventually Swift made and test marketed new soy protein products. However in 1952-53 livestock producers in America were in such bad shape economically that they marched on Washington, DC, demanding a better price for their products. Swift, fearing the possibility that the media might get word of their new project and come out with headlines reading "Swift Making Synthetic Meats from Soy Protein," decided to shut down the project. None of the products was ever marketed commercially.

In 1951-52 Unilever bought a license from Boyer for spun protein isolate production throughout the rest of the world. Boyer went to England and worked with Unilever in their peanut protein isolate plant and research labs near Liverpool. Here, for the first time, his process was used in the making of sausages containing fibers of peanut protein isolate.

In 1956 Boyer returned to America and went immediately to Worthington, who had now been thinking about taking a license on Boyer's spinning patent for seven years. The first food-grade soy protein isolates were just becoming available, so the company bought the patent rights for the health food industry and asked Boyer to work with them as a consultant. Worthington eventually did more with Boyer's discovery than any company in America.

After Worthington purchased Boyer's license (for the health food trade), other large food companies followed suit:

Ralston Purina, General Mills, and Nabisco. General Foods developed their own related process. In 1962 Boyer joined the research staff of Ralston Purina as a Protein Scientist; he worked there until his retirement in 1971, at which time he became a Protein Consultant for Miles/Worthington.

After General Mills took a license on Boyer's product, they built a commercial-sized fiber spinning plant at Cedar Rapids, Iowa, and developed their Bontrae line which featured Bac-O's, a spun fiber analog resembling cooked bacon bits and launched in 1965. The venture was impressive in scope and the product was a real sensation, the biggest thing that had happened to Boyer's idea to date. (The product is now made with extruded soy flour.) The whole venture had a profound effect on the thinking of other large food producing companies concerning soy protein foods. Boyer was now spending 50% of his time with Worthington and 25% each with General Mills and Ralston.

Boyer's years of research eventually began to pay off in terms of handsome royalties from his patents, of which he now had more than thirty, some shared with Ford. These lasted until the patent expired in 1971. Now any company can use the protein spinning process without having to buy a license or pay fees. In 1981 the main American companies using spun protein fibers in foods were Worthington Foods, Dawson Mills in Minnesota (which bought General Mills' equipment), Loma Linda Foods in California, and Ralston Purina. In Europe there are two companies in the Netherlands, one in Denmark (Nutana), and one in Belgium using food-grade spun protein fibers. In Japan, Nisshin Oil Mills Ltd. built the first plant to spin edible soy protein fibers in 1968. In 1976 Fuji Purina Protein Ltd., a subsidiary of Fuji Oil Co. and Ralston Purina, introduced Fujipur SP-90 spun soy protein fibers.

Most manufacturers of meat analogs in the U.S. agree that the general market has been disappointing, but that the idea is simply ahead of its time, which will inevitably come as meat prices continue their rapid rise. The vegetarian or "motivated" market (and especially the Seventh-day Adventist sector) showed a steady increase each year. No sales figures are available on the total market size.

When asked in 1980 how he liked the newest generation of meat analogs, Boyer replied that he found the quality disappointing, since the producers have to make compromises in equipment and processing to keep costs down. A researcher can get much better textures and flavors in his lab working by hand. Another problem is the subtle beany flavors that result from isolates and from typical defatted soy meal rather than specially defatted soy meal that can be made to contain almost no beany flavor. Boyer eats store-bought meat analogs (including bacon bits) from time to time but not as a regular part of his diet. He prefers Worthington products to Loma Linda. He likes meat, too, and also uses tofu quite a bit.

How about the future? Harkening back to the years of

his work with Ford, Boyer said in 1981, “We’re at the Model T stage right now with analogs. I’m impatient to get to the Lincoln Continental stage.” He feels that the products still have a very bright future, and that when the price of meats rises to 10 or 20% above those of the analogs, sales will start a period of steady growth. Address: 632 Edgewater Dr., Apt. 731, Dunedin, Florida 33528. Phone: 813-734-2415.

1333. Photographs of Worthington Foods’ products and buildings. 1981. Worthington, Ohio.

• **Summary:** See next 8 pages. These 8 x 10-inch black-and-white photos were sent to Soyfoods Center by Frank Poston (Manager, Product Marketing) of Worthington Foods on Oct. 13, 1981. (a) First generation products—canned. (b) Second generation products, canned and frozen. (c) Third generation products—canned and frozen. (d) Worthington’s bacon-like product, Stripples, being reviewed by its counterpart.

(e) Spun soy protein coming out of a spinnerette head. (f) An old photo showing spun soy protein fiber being processed; the line is now much more automated. (g) Veja-Links—Worthington Foods’ meatless frankfurter being packed. This is an earlier photo—the line is more streamlined now. (h) Miles Laboratories and Worthington Foods personnel breaking ground for a new plant—1970.

(i) The Worthington Foods’ facilities on Jan. 26, 1972 (a Division of Miles Laboratories). Lower right building is shipping. Center is the plant. Upper left is storage, R&D, and general offices. Address: 900 Proprietors Road, Worthington, Ohio 43085. (j) New addition to Research and Development building. (k) Worthington Foods’ smoked beef-like roll and sausage, like Prosaage, being wheeled into the freezer after processing.

Worthington Foods letterhead (Oct. 1981). Address: Worthington, Ohio.

1334. *Chicago Tribune*. 1981. ‘Tofu’ and other soy books: Reader’s guide to good eating. Oct. 29. p. W\_A21, or N\_B19.

• **Summary:** This is a briefly annotated list of useful books about soy products: (1) *Soybeans for Health and Longevity*, by Philip S. Chen. (2) *The Soybean Book: Growing and Using Nature’s Miracle Protein*, by Phyllis Dobson. (3) *The Farm Vegetarian Cookbook*, edited by Louise Hagler. See recipes for making ice bean [soy ice cream], soy yogurt, and soysage. (4) *The Book of Tofu*, William Shurtleff and Akiko Aoyagi. Profusely illustrated, with hundreds of recipes. “There is no more thorough book on the history and myriad Oriental forms of tofu... First published in 1975, it is credited by most tofu cookbooks as the one that ‘spread the light.’” (5) *The Tofu Cookbook*, by Cathy Bauer and Juel Anderson. Incorporates tofu artfully into familiar international dishes. Many recipes assume access to the by-products of making tofu at home: okara (soy pulp) and whey. (6) *The Great American Tofu Cookbook*, by Patricia McGruter. (7) *Tofu*

*Goes West*, by Gary Landgrebe. For those who enjoy the chewy texture of “frozen tofu.” (3) *The Book of Miso*, by Shurtleff & Aoyagi. The best-known book about miso. (8) *The Book of Tempeh*, by Shurtleff & Aoyagi. A thorough study of this traditional Indonesian food.

1335. Sass, Lorna J. 1981. More budget-conscious Americans are hitting the soy—it’s not just sauce. *Chicago Tribune*. Oct. 29. p. N\_B19.

• **Summary:** This article first appeared as: Sass, Lorna J. 1981. “Soy foods: Versatile, cheap and on the rise.” *New York Times*. Aug. 12. p. C1, C6.

1336. **Product Name:** Vegetarian Chili Mix.

**Manufacturer’s Name:** Fantastic Foods.

**Manufacturer’s Address:** 106 Galli Dr., Novato, CA 94947. Phone: 415-883-7718.

**Date of Introduction:** 1981 October.

**New Product—Documentation:** Ad in *East West Journal*. 1981. Oct. p. 33. Leaflet. 8½ by 11 inches. Color. “Vegetarian Chili: Delicious, wholesome, and hearty from Fantastic Foods.”

Note: This is the earliest commercial soy product seen (Sept. 2000) made by Fantastic Foods.

1337. Leviton, Richard. 1981. Things go better with soyburgers: The new all-American food. *East West Journal*. Oct. p. 24-30. Cover story. Photos by Frank Ward.

• **Summary:** Contents: Of tempeh burgers and tofu dips: An industry poised for growth. The soyfoods industry: Building on a solid foundation. Market penetration: Mainstreaming convenience soyfoods. Soyfoods market snapshot: Crystal ball gazing. Soy sense. Address: Editor and publisher of *Soyfoods*, the quarterly journal of the soyfoods trade, and executive director of the Soycrafters Assoc. of North America, 100 Heath Road, Colrain, Massachusetts 01340.

1338. Shurtleff, William; Aoyagi, Akiko. 1981. History of small Seventh-day Adventist food companies and sanitariums in the USA. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 8 p. Oct. Unpublished typescript. Available online at [www.soyinfocenter.com](http://www.soyinfocenter.com).

• **Summary:** A comprehensive history of the subject. Contents: Boulder Sanitarium Food Co. (1897-1945?), Boulder, Colorado). St. Helena Sanitarium Food Co. (1898-1918, St. Helena, California). New England Sanitarium (1899-1957?, Stoneham, Massachusetts). Washington Sanitarium (1907-19?, Takoma Park, Maryland). Nebraska Sanitarium (1930?-1955?, Lincoln, Nebraska). Hillcrest / Hillcrest Health Products co. (1932?-1955?, Takoma Park, Maryland). Butler Food Products (1939-1946, Cedar Lake, Michigan): Address and start, Soya Butter started 1942, meat analogs and Vegetarian Chops, 1943 products from ads and listings, 1945 ad, lease to Cedar Lake Academy in 1946, end

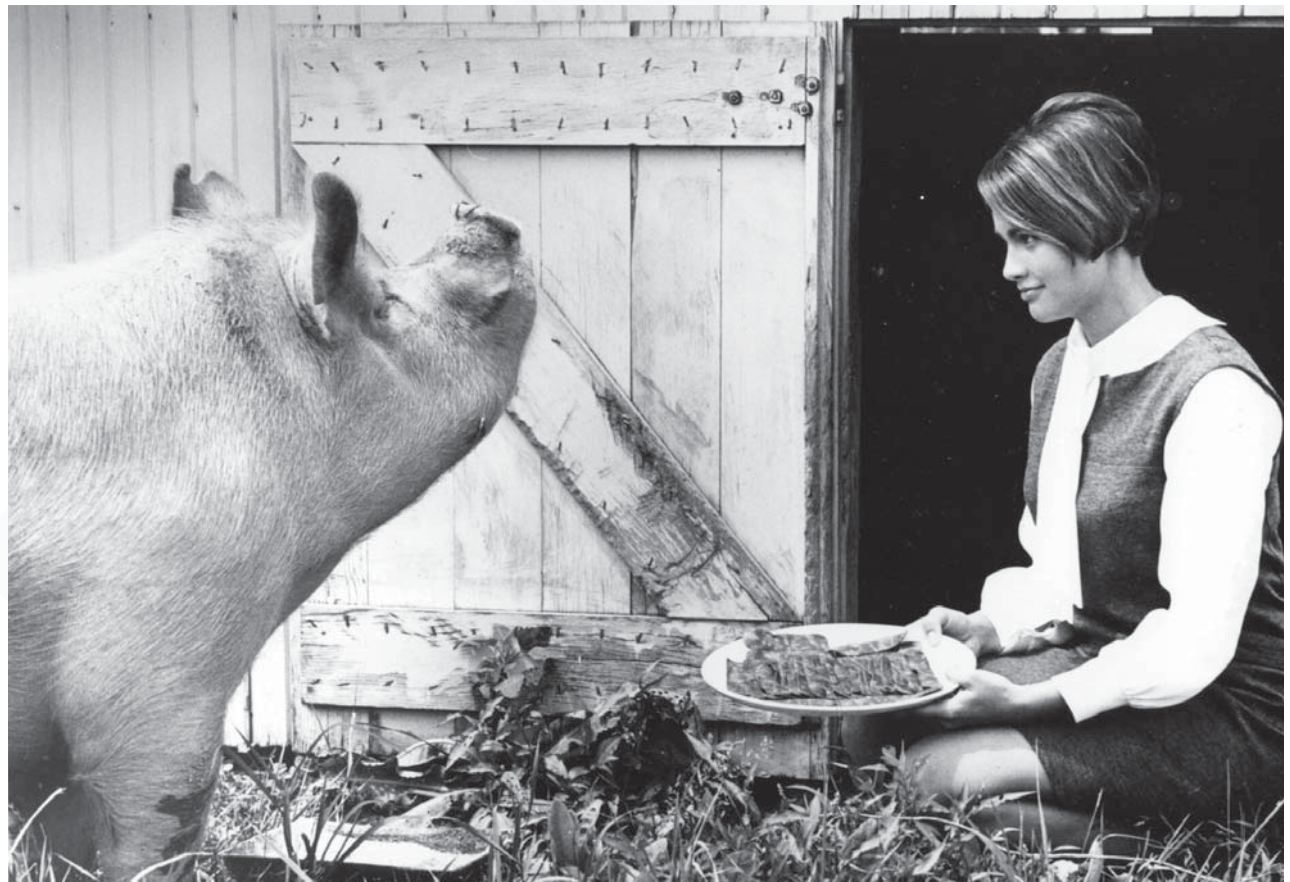




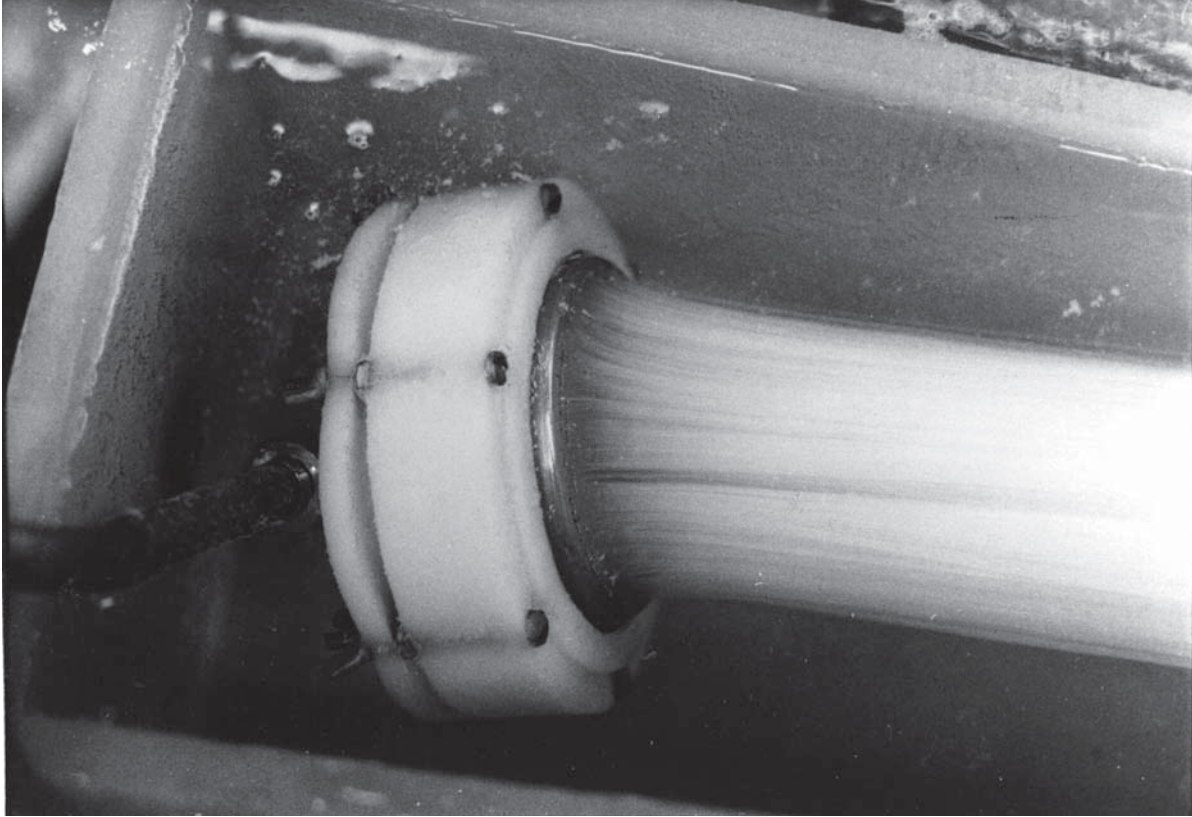








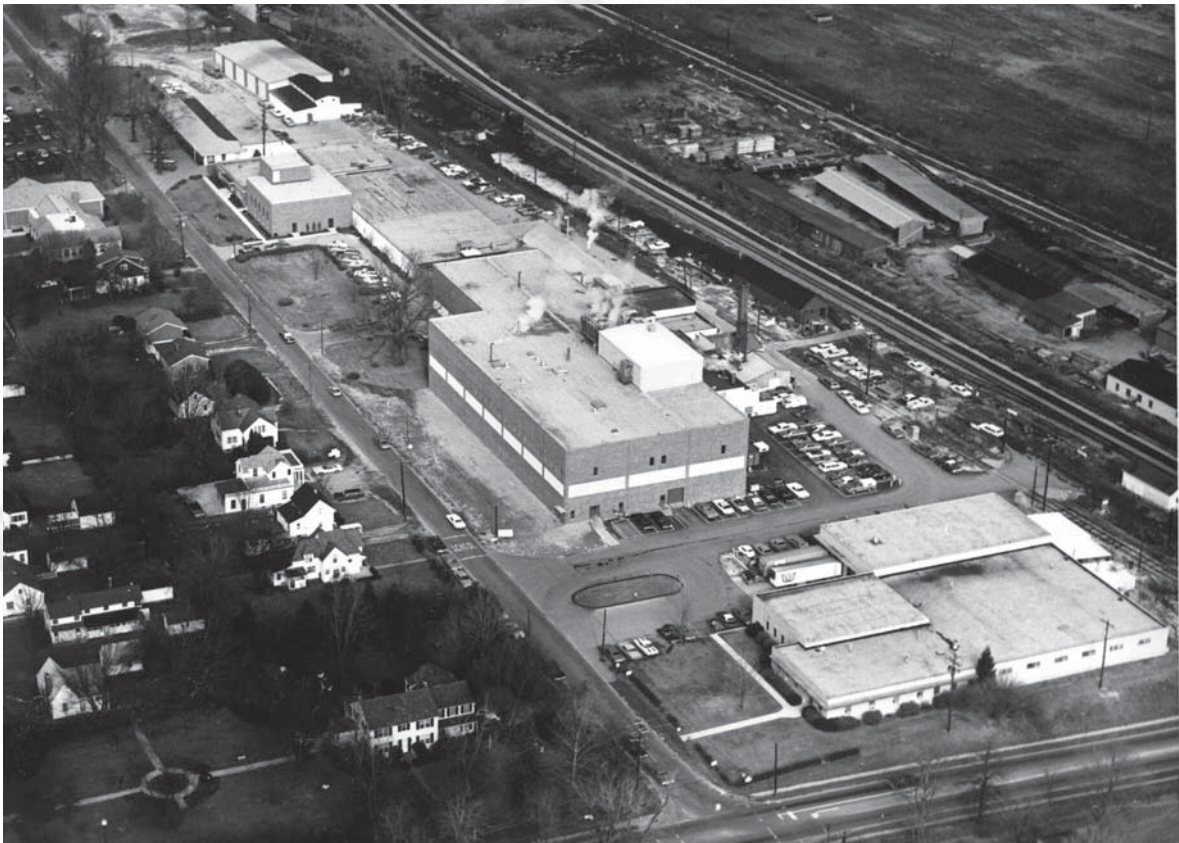
















**WORTHINGTON FOODS**

Division of Miles Laboratories, Inc., U.S.A.

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SOY







of business in 1949. Sunnydale Academy Foods (1946-1968, Centralia, Missouri). Cedar Lake Foods (1949-, Cedar Lake, MI). Lange Foods (1950-1968, Portland, Oregon). Texas Protein Sales (1972-, Keene, TX). Millstone Foods (1977-, Penryn, CA).

See: [http://www.soyinfocenter.com/HSS/small\\_adventist\\_food\\_companies.php](http://www.soyinfocenter.com/HSS/small_adventist_food_companies.php) Address: Lafayette, California. Phone: 415-283-2991.

1339. Smith, Oak B. 1981. Re: Research—Wenger’s accomplishments in the past 26 years. Letter to Joe Wenger, Lou Wenger, Don Wenger and Lavon Wenger at Wenger International Inc., Nov. 27. 8 p. Typed, on letterhead.

• **Summary:** I think we are observing an important development—“a technological revolution in food processing which may be the best and perhaps the only economic answer to the food and feed needs of the world which will see its population jump from four billion souls today to 7 billion by the year 2000.”

“Extrusion cooking, of course, is but one small link in that food processing chain. I think, however, that we need to look at our own contributions towards solutions of major food problems, and hope that our past accomplishments will help point us towards equally important achievements in the future. What are those Wenger accomplishments in the past 26 years? [i.e., since 1957].

“1. We saw and understood the opportunity that extrusion cooking could give us as a company.

“2. We developed the first commercially available extrusion cooker, and it was all Wenger—we followed nobody else, copied no one, we learned to control our own (often irascible) machine.

“3. We learned how to apply moisture uniformly and how to develop temperatures with screws, with steamlocks, and with final dies.

“4. We learned the advantages of preconditioning with steam.

“5. We learned what gelatinization of starches and cereal flours was, and developed our own method of gelatinizing. We defined gelatinization, and we explained our method of gelatinizing fully and quickly to the industries of pet foods, breakfast cereals, snacks, starches, and industrial processing industries. We publicized the first article written about extrusion cooking and related that to pet foods, and we made this known around the world.

“6. We learned about the toxic constituents in oilseed and pulse proteins, and studied the methods by which heat labile growth inhibitors can be controlled in soybeans, in glandless cottonseeds, and in field beans and peas.

“7. We defined growth inhibitors, and proposed to the feed and food industries the possibilities of extrusion cooking of full fat soybeans.”

“9. We explained the process for the extrusion cooking of full fat soybeans for control of growth inhibitors to

U.S.D.A., and we were told by U.S.D.A. that our methods would never work in control of growth inhibitors in soy which (they said) needed to be cooked for 30 minutes at 220 degrees F. to control the growth inhibitors. U.S.D.A. did subsequently back down, but only after we had shown them the Purdue [Indiana] work.

“10. We explained to UNICEF the dual capability of controlling the growth inhibitors in soybeans, while simultaneously gelatinizing cereal flours, thus producing the first extrusion cooked, cereal based, protein enriched, mixed and fortified foods for children. We demonstrated that capability to UNICEF and (later) to U.S.D.A.”

“11. We developed a good and simple method of dehulling soybeans.

“12. We developed a method of adding intermediate heads, screws, and steamlocks to provide additional dwell time in the extruder.

“13. We demonstrated to U.S.D.A. the first cooking of defatted soy proteins, thus producing the first chewy, meat-like substance now called textured soy protein meat extenders. We, thereafter, demonstrated this capability to ADM, Swift, and to Ralston Purina and to others who have become the major producers of textured soy proteins around the world.

“14. We developed a secondary cooling and forming extruder, which in turn brought us into the production of third generation snacks, breakfast cereal flakes, and textured soy meat analogs.

“15. We demonstrated to the world our ability to make second generation snacks at unheard of capacities, and with a versatility which no competitor could approach.”

“21. We studied and mastered our ability to process foods at the maximum capacity per hour to a preselected degree of cook of any extrusion cooker manufacturer in the world. We did so with much less electrical energy and much less steam per ton of product. The economics of these achievements are probably the largest single reason why people buy Wenger equipment today, to the exclusion of others.

“22. We developed, perfected, and patented Uni-Tex, a product which is more like the structure, appearance, and mouthfeel of meat than any man-made product in the world. We have not done as well commercially with this product as it merits, but that is only because of inability to locate good meat-like flavors which will stand the temperatures of extrusion. We will find such flavors, and we will also apply flavors externally (which could not be used in soups or stews), but which could be used in casserole dishes, curries, ethnic foods, etc.

“23. We developed our first small machine in 1962, and managed to persuade the major food companies of the world to install the X-25 (and more recently the X-20) as a research and development machine in this country and abroad.”

“25. We have greatly improved our ability to produce,

shape and continuously cook, shape and dry third generation snacks. This represents one of the best potentials for future business for us, in my opinion.

“27. We have mastered the processing arts of making dry expanded pet foods, soft moist, and semi-moist pet foods and fish foods. We have maintained our dominant position in pet foods, while developing dominant postures in the production of snacks, textured soy, breakfast cereals, instantized soups, and cereals processed for industrial purposes.” Address: [Chairman, Wenger International, Inc., 2400 Pershing Rd., Kansas City, Missouri]. Phone: (816) 221-5084.

1340. **Product Name:** Tofu Lasagna.  
**Manufacturer’s Name:** K. Tanaka & Company.  
**Manufacturer’s Address:** 326 Amsterdam Ave., New York, NY (Manhattan’s West Side).  
**Date of Introduction:** 1981 November.  
**New Product–Documentation:** Sugawara. 1981. Living Book magazine. Nov. 11. p. 82.

1341. **Product Name:** Tofu Links.  
**Manufacturer’s Name:** Soya Food Products.  
**Manufacturer’s Address:** Cincinnati, Ohio.  
**Date of Introduction:** 1981 November.  
**Ingredients:** Tofu, all natural spices, salt, vegetable oil.  
**New Product–Documentation:** Spot in Soyfoods. 1982. Summer. p. 54. “The Missing Link.” Introduced Nov. 1981.

1342. *SoyaScan Notes*. 1981. Chronology of soybeans, soyfoods and natural foods in the United States 1981 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.  
 • **Summary:** Jan. *Soyfoods* magazine issue No. 4 published. Silver cover. 10,000 copies published. Steve Fiering loans SANA money for mailing it and agrees to make a loan for a test mailing.

Jan. Union activity begins at New England Soy Dairy.

Jan. Boxed tofu (1 lb. vacuum packed in a box with a window) first made by Zakhi Soyfoods in Fort Wayne, Indiana. This important innovation of packaging tofu in a box was later employed by New England Soy Dairy (1982), Quong Hop & Co. (1983), Swan Gardens (1983), and White Wave (1985).

Jan. Hain Food Co. starts nationwide color ads for Natural Onion and Jalapeno (Soy) Bean Dips.

Jan. Travis Burgeson of Pacific Tempeh near San Francisco, CA, introduces the world’s first commercial tempeh burger.

Jan. Paul’s Tofu & Tempeh, the first European tempeh company in Europe outside of the Netherlands, opens in England.

Jan 20. Ronald Reagan inaugurated as president of the United States. His Secretary of Agriculture is John R. Block. The regulatory climate in Washington begins to shift

toward less federal regulation and more encouragement for industries to regulate themselves. The Republican administration favors free-market policies with less government regulation and involvement.

Jan. 23. Legume, run by Gary and Chandri Barat, is incorporated in New York, then that month moves to Verona, New Jersey.

Feb. 2. Island Spring in Washington becomes America’s first unionized tofu plant.

Feb. San-Jirushi International starts its first major American ad campaign using the slogan “San-J is the real tamari.” The full-color, full-page national ads aim to clarify the confusion between tamari and shoyu created by the macrobiotic movement.

Feb. Soyfoods Unlimited tempeh plant starts operation in San Francisco area. It is the most modern U.S. tempeh plant, although output is small.

Feb. Vitasoy soymilk and Morinaga tofu start to be imported and sold in the USA from Hong Kong and Japan respectively, immediately after the FDA lifts its ban on aseptic Tetra Pak type cartons. Morinaga tofu was sold by Beech Nut California Corporation, a joint venture with Beech Nuts Food Corp., established in 1977 in San Jose, California.

Feb. “Soyfoods Catching On” by Judith Brown published in *USDA National Food Review*. About tofu and tempeh.

Feb. Many tempeh plants switch to using GEM cultures tempeh starter.

March 1. Svadesha Pflanzen-Feinkost, West Germany’s first commercial tofu company, starts production. Founded by Swami Anand Svadesha (Rudiger Urban) in Fuerth im Wald.

March. Institute of Food Technologists meeting at New England Soy Dairy. Tour, dinner, and speeches.

March. Richard Leviton on National Public Radio’s “All Things Considered” talks for 10 minutes about soyfoods to 2 million people.

March. *The Book of Miso*, by Shurtleff and Aoyagi published by Ballantine Books in a mass market paperback edition.

April. USDA decides to establish tofu standards, then announce them in the Federal Register, but this plan is dropped in September, amid controversy over changes in the School Lunch Program.

April. Dr. Cook at Kansas State University publishes a paper on the possible inhibitory effects of soy proteins on nonheme iron absorption in humans. USDA becomes concerned.

April. *Tofu at Center Stage*, by Gary Landgrebe published by Fresh Press. First tofu cookbook containing many recipes calling for use of meat.

April. Bean Machines introduces new sanitary disintegrators/ grinders for tofu and soymilk production.



April. "The Miso-Master's Apprentice," by John Belleme published in *East West Journal*.

May. "The Amazing Tofumobile," by Janice Phillip, about Wildwood Natural Foods, published in *East West Journal*. Revival of interest in small tofu shops in areas where there is a high density of interest and high food consciousness, and rediscovery of soyfoods craftsmanship.

May. *Tofu Boken* by Ted Nordquist and Tim Ohlund published by Aros Sojaprodukter in Sweden. Europe's first book on tofu.

June. *Tofu Fever in New York*, by Megan B. Murray notes that David Mintz is making 275 gallons of tofu ice cream a week. This is the earliest known publication on his work with soy ice cream. He had been making it for 3-4 months.

June. "Surprise, It's Soy" by Barbara Bassett published in *Bestways*.

June. FIND/SVP survey of the U.S. tofu industry and tofu consumer survey published. 33% of respondents in major metropolitan areas were aware of tofu and 10% had purchased it. Predicts market will grow 32% a year for the next 6 years... an over-optimistic prediction.

June 29. "Trader Vic Bergeron Offers Timely Tips for Tofu" by Rose Dosti published in *Los Angeles Times*.

July. *Soyfoods* magazine is incorporated by Richard Leviton, and offers stock.

July 8-12. Fourth Annual Soycrafters Convention at Colorado State University. 240 people from 18 nations attend, 210 pay. First National Tofu Cheesecake Bakeoff and Soyfoods Equipment / Supplies Expo in the western world.

July. Mary Tolan selected Registered Young Dietitian of the Year by the American Dietetic Association. Invited to present speech on "Tofu—Food of the Future" at ADA convention in Philadelphia.

July. *Tofu Cookbook*, by Sally Sheppard published by Jack's Beanstalk.

July. "Soybean Ice Creams: Getting your Licks In" by Richard Leviton published in *Vegetarian Times*.

July. Soyfoods Center is working to build the world's largest library of documents on soyfoods, each with a bibliographic card, filed by author. Also building a large library of color slides on soyfoods.

Aug. "Tofu, Tofu Everywhere," by Karen Dukess published in *The New York Times*' Business section.

Aug. "Soyfoods: The Future Is Here but Are You Ready" by Alan Richman published by *Health Foods Business* as a cover story.

Aug. 12. "Soy Foods: Versatile, Cheap and on the Rise" by Lorna Sass, and "A Source of Quality Protein" by Jane Brody published in *The New York Times*, and syndicated nationwide.

Aug. "My Favorite Tempeh Recipes" by Aveline Kushi published in *East West Journal*.

Aug. *Delights of Tofu*, by Fox, O'Connor and Timmins

published by New England Soy Dairy.

Aug. *Das Tofu Book*, by Shurtleff and Aoyagi published in Germany by Ahorn Verlag.

Sept. "Soyfoods Report" published by *Natural Food Merchandiser*.

Sept. *Home Soyfood Equipment*, by Ray Wolf published by Rodale Press.

Sept. 13. At SANA Board of Directors Meeting held near San Francisco, the Soycrafters Association of North America has its name changed to Soyfoods Association of North America to broaden scope and support base.

Sept. SANA and The Soyfoods Center do a major press release on soyfoods production and consumption in America to 250 key media. Many magazines publish this report and conduct radio interviews.

Sept. Okita Enterprises takes 22 tofu and bean sprout makers to Japan for a 10-day tour. SANA executives Richard Leviton and Luke Lukoskie make important contacts with Japanese tofu trade officials and publications.

Sept. USDA publishes tofu regulations in the Federal Register, then withdraws entire school lunch revisions and revokes permission given to the Santa Cruz (Calif.) school system to use tofu in school lunches.

Sept. Dr. Hirayama of the National Cancer Center in Japan announces that miso soup is effective in combating stomach cancer and stroke.

Oct. "Things Go Better With Soyburgers: The New All-American Food" by Richard Leviton published in *East West Journal* as a cover story.

Oct. *Cook with Tofu*, by Christina Clarke published by Avon Books in mass market edition.

Oct. John Belleme's American Miso Corp. begins miso production in North Carolina.

Oct. Workers at Hinode Tofu Co. in Los Angeles go on strike for 2 weeks.

Oct. *Nasoya Tofu Cookbook*, published by Nasoya Foods.

Oct. *O Livro da Soja*, by Jane Cadwell published in Brazil by Editora Ground. One of the country's first books on soyfoods.

Nov. 10. Erewhon, America's natural foods pioneer, files for Chapter 11 reorganization under the U.S. bankruptcy laws. On 2 April 1982 Erewhon is sold to Nature Food Centers.

Nov. Autumn Press, publisher of *The Book of Tofu*, original edition, files for Chapter 11 bankruptcy.

Nov. New England Soy Dairy announces 28-Day Self Life Advantage Pasteurized Tofu in a 2/3 page ad in *Natural Foods Merchandiser*.

Nov. Soyfoods Unlimited advertises tempeh burgers in *Natural Foods Merchandiser*.

Nov. The Ministry of Agriculture and Forestry in Japan announces a Japanese Agricultural Standard (JAS) for soymilk. The soymilk boom in Japan starts.

Dec. *Juel Andersen's Tofu Kitchen* published by Bantam Books in mass-market paperback.

Dec. "World's Best Tofu Cheesecake" by Richard Leviton published in *Vegetarian Times*.

Dec. Food Protein Council, a trade association, changes its name to Soy Protein Council, since all of its members make only soy protein products.

Dec. *La Soya y Sus Derivados (Tofu, Tempeh, Miso)*, by Shurtleff and Aoyagi published by Quadernos de Natura in Mexico.

Dec. *The Tofu-Miso High Efficiency Diet*, by Yoshiaki Omura M.D. published by Arco Publ.

Dec. *Cooking with Tofu*, by Mary Anna DuSablon published by Garden Way.

Dec. There are now 158 tofu manufacturers and 41 tempeh manufacturers in the USA.

Dec. The Farm Vegetarian Cookbook published as *Soja Total* in German.

\* Global economic activity is shifting from the Atlantic to the Pacific. In 1981 Asia passed Europe to become the largest market for U.S. agricultural products. In fiscal 1981 Japan bought \$6,700 million worth of U.S. farm products.

\* Soybean breeders, which have formerly focused their research efforts on increasing quantity (yield) of soybeans, now start to give more attention to quality (composition). Increasing total protein, methionine, and oil, and decreasing linolenic acid and antinutritional factors are priorities.

\* U.S. soybean exports reach their peak this year of 25 million metric tons (tonnes). By 1987 they have fallen to 18 million tonnes, a 28% drop, due largely to competition from Brazil and Argentina, and to foreign subsidies. The market changes from a seller's to a buyer's market.

1343. Andersen, Juel. 1981. *Juel Andersen's tofu kitchen*. New York, NY: Bantam Books. x + 211 p. Illust. by Juel Andersen. Index. Dec. 18 cm.

• **Summary:** Contents: An introduction. Tofu is... Making tofu and soymilk. Recipes—Salad dressings, dips, appetizers, and sauces. Salads and sandwiches. The tofu burger. Soups. Tofu for dinner. Tofu for breakfast and brunch. Baking with tofu. Desserts: Pies, puddings, and pastries. Beverages. Afterword. Appendix 1: Protein and protein complementarity, including a table showing the RDA for grams of protein for children, males, females, and pregnant and lactating women of different ages, weights and heights. Appendix 2: Substitutions and equivalents. Appendix 3: Nutrients in selected foods (mostly protein sources). Address: California.

1344. **Product Name:** Tofu, Tofu Burgers, Okara Cakes.  
**Manufacturer's Name:** Regular Tofu Company Ltd.  
**Manufacturer's Address:** 75 Chandos St., Leicester, LE2 1BU, England. Phone: (0533) 549839.  
**Date of Introduction:** 1981 December.

**New Product—Documentation:** Form filled out by John Holt. ca. 1982. The company opened in Dec. 1981. He now uses 50-100 lb/day of dry soybeans to make regular tofu (vacuum packed), tofu burgers, and okara cakes. Letter from John Holt. ca. May 1982. "Having used your book to learn how to make tofu, we now have a small business here making about 700 lb/week of tofu and about 2,500 tofu burgers per week. We give our okara to a pig farmer... We sell the nigari tofu vacuum packaged." Soyfoods Center Computerized Mailing List. 1982. Sept. 17. Owner: John Holt.

1345. **Product Name:** Tempeh (Soy & Okara), Tofu, Soysage, Egg-less Salad, Flavored Soymilk (Carob & Honey, or Maple).

**Manufacturer's Name:** Soy Beings.

**Manufacturer's Address:** 13-C Railroad Square, Waterville, ME 04901. Phone: 207-872-8790.

**Date of Introduction:** 1981 December.

**New Product—Documentation:** Soyfoods Center Computerized Mailing List. 1981. Dec. 8. Owner: Richard Tory. Shurtleff & Aoyagi. 1982. Soyfoods Industry: Directory & Databook. p. 1. Form filled out by Richard Tory. ca. 1982. This is a 5-person collective. "We have a small, light catering business and wholesale sandwich business selling locally to natural food stores, etc. Potato salad, tofu dips, tempeh sandwiches, whole wheat tofu pizza, and natural pastries." The tofu contains nigari and organically grown soybeans. Soysage is made with nutritional yeast, safflower oil, honey and spices in an okara base. Egg-less salad made with tofu and eggless mayonnaise.

1346. **Product Name:** SoyLami (Ready-to-Eat Sausage-Shaped Meatless Salami Made from Tempeh; Vacuum Packed).

**Manufacturer's Name:** 21st Century Foods.

**Manufacturer's Address:** Jamaica Plain, Massachusetts.

**Date of Introduction:** 1981.

**Ingredients:** Organic soybeans, whole wheat, sesame seeds, corn oil, tamari, herbs, spices, tempeh starter, vinegar.

**Wt/Vol., Packaging, Price:** 6 oz cylinder, vacuum packed.

**How Stored:** Refrigerated.

**New Product—Documentation:** Labels (two), undated. "Pre-cooked. Ready to Eat Snack or Hors D'Oeuvre." Spot in Soyfoods. 1983. Summer. p. 52. "One SoyLami on Rye, Please." Ready to eat. Label. 1987. 3.5 by 6 inches. Red and white on yellow-orange. "Made from Homestyle Tempeh. Ready to Eat Snack or Hors D'Oeuvre. Serving Suggestion: Cut into thin slices. Serve warm or cold. Combine with mustard or sauerkraut if desired." Talk with Rudy Canale. 1988. Sept. 13. One of their earliest products, launched in 1981, this is still a popular item.

1347. Aros Sojaprodukter. 1981. Tofu. Naturren farskvara.



**TOFU sallad**

200 g tofu i tämningar  
1 hackad salladshuvud  
1/2 skivad purjolök  
4 skivade rädisor  
1/2 knippa hackad dill eller persilja  
1 nypa basilika

Blanda alla ingredienser i en salladsskål och servera med salladsdressing, gärna tofudressing.

**TOFU dressing**

400 g tofu  
1–2 msk olja  
2 msk citronsaft  
2 tsk sojasås eller 1/2 tsk salt  
1 msk finhackad lök

2 msk finhackad dill  
2 msk finhackad persilja  
Vatten eller annan vätska till önskad konsistens

Blanda alla ingredienser väl i en mixer.

innehåll per 100 g:

72 kalorier	146 mg calcium
8 g protein	6 mg natrium
4.3 g fett	105 mg fosfor
2.3 g kolhydrater	1.7 mg järn
0 fibrer	0.02 mg B <sub>1</sub> thiamin
0 kolesterol	0.02 mg B <sub>2</sub> riboflavin
0.7 g mineraler	0.5 mg niacin

**Läs också TOFU boken**

Fullständig beskrivning på hur du gör din egen TOFU.

**nyhet**

**naturen färskvara!**

**TOFU**

Innehållsdeklaration: Sojabönor, vatten, och naturligt koaguleringsmedel.

Bör förbrukas senast:

Förvaras kallt.

**Recepttips medföljer. 400 g**

**näringsrik  
spännande  
vegetarisk**

Näringsrik spännande vegetarisk [Tofu recipes (Leaflet)]. Orsundsbro, Sweden. 2 panels each side. Each panel: 8.7 x 12.5 cm. [Swe]

• **Summary:** Contains 4 recipes (Tofu Delight, Tofu Burger, Tofu Salad, Tofu Dressing) and basic information. Address: Orsundsbro, Sweden.

1348. **Product Name:** Wonder-Vite Super Soy Burger.  
**Manufacturer's Name:** Blissquik (Natural) Food Products.  
**Manufacturer's Address:** 37 Hammett St., Townsville, QLD 4812, Australia.  
**Date of Introduction:** 1981.  
**New Product–Documentation:** Manufacturer's catalog. 1981, undated.

1349. *Ekoteket*. 1981. Tofu–användbart sojaprotein [Tofu–useful soy protein]. No. 2. p. 14–15. [Swe]  
• **Summary:** On the first page, black-and-white photos show: (1) A package of Aros Tofu and a partly-sliced cake. (2) Ted Nordquist, founder of Aros, with his tofu plant (grinder, cooker, press). An illustration shows the cover of a book titled *Tofu Boken*, by Ted Nordquist and Tim öhlund. Five black-and-white photos (p. 2) show Tim Öhlund making tofu in the Aros plant: Grinding the soybeans with water, curdling the soymilk with nigari, pressing the curds in stainless steel boxes with a mechanical lever press, cutting the large block of tofu into cakes with a knife, transferring the tofu cakes that are under water in a cooling tank into plastic trays (packages). Contains a recipe for making tofu burgers.

1350. **Product Name:** Bible Burger. Tempeh Vegetarian Treat.  
**Manufacturer's Name:** Garden of Eatin' (Formulator and Distributor).  
**Manufacturer's Address:** 5300 Santa Monica Blvd., Los Angeles, CA 90029.  
**Date of Introduction:** 1981.  
**Ingredients:** Soy tempeh (organically grown soybeans,

water, and tempeh culture), soy sauce, herbs, spices.

**Wt/Vol., Packaging, Price:** 6 oz (170 gm).

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Manufacturer's catalog. 1981, dated. Label. 1982, dated. "Steamed, not fried! No oil! No fat! No cholesterol! Tempeh at its best!"

1351. **Product Name:** Java Murni Tempeh Burger.  
**Manufacturer's Name:** Indocon. Div. of Indofoods, Inc.  
**Manufacturer's Address:** Carlsbad, California.  
**Date of Introduction:** 1981.  
**Ingredients:** Organic soybeans, organic unhulled [dehulled] sesame seed, garlic, vinegar, onions, salt, *Rhizopus oligosporus*, safflower oil margarine, water.  
**Wt/Vol., Packaging, Price:** 10 oz.  
**How Stored:** Refrigerated.  
**Nutrition:** The tempeh part: Calories 102, protein 12.3 gm, carbohydrates 6.4 gm, fat 4.5 gm, calcium 92 mg, iron 3.2 mg.  
**New Product–Documentation:** Label. 1981, undated. Black on white.

1352. Jack's Beanstalk, Inc. 1981. Burger Light. 100% ground beef and tofu! (Leaflet). Salt Lake City, Utah. 1 p.  
• **Summary:** Standup sign, 4 inches square, printed black on salmon, to be displayed in institutional food lines, as in a college cafeteria. "Lighter eating for livelier living." Address: 2160 West 2300 South, Salt Lake City, Utah 84119.

1353. **Product Name:** [Seitan, and Seitan Goulash].  
**Foreign Name:** Seitan, Seitan Goulash.  
**Manufacturer's Name:** Lima Foods (Marketer-Distributor). Made in Belgium by Jonathan P.V.B.A.  
**Manufacturer's Address:** Edgar Gevaertdreef 10, B-9830 Sint-Martens-Latem, Belgium.  
**Date of Introduction:** 1981.  
**Ingredients:** 11/91. Water, wheat\*, soya\*, tamari (soyasauce), kombu (seaweed), herbs. \* = Organically

grown.

**Wt/Vol., Packaging, Price:** 300 gm (10.5 oz) glass jar. Retail for \$7.65 (11/91, California).

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** 15.7% vegetable protein.

**New Product–Documentation:** Lima N.V. 1981. Oct. Lima Natural Foods Pricelist. Vegetable protein products: Seitan (vegetable protein concentrate, 150 gm jar), Seitan goulash (seitan with vegetables).

Product with Label purchased from Berkeley Natural Grocery Co., California. 1991. Nov. 24. Made in Belgium. Imported in USA by Eden Foods. Label: 10 by 2.75 inches. Gummed paper. Red, dark brown, and yellow on tan. Illustration of yellow ears of wheat. “Vegetable protein preparation. Basic price: 34 German marks per kg. Use in soups together with cooked or stewed vegetables, in salads, on wholemeal bread, or simply fried in the pan. Use the cooking water to make a soup or sauce.” Nature et Progres organic certification symbol. Note the high price.

Talk with then letter from Mark Callebert from Lima Foods of Belgium. 1992. April 23 and June 19. Jonathan P.V.B.A. started to make seitan in 1978. Not long thereafter, Lima contacted Jonathan in Belgium concerning seitan. In 1981, Lima began buying seitan from Jonathan, and selling it in bottles under the Lima brand. Mark started to work for Lima Foods on 1 Sept. 1975 and was working at Lima when Lima began selling the seitan made by Jonathan.

Lima acquired Jonathan P.V.B.A. on 22 April 1989. Today Jonathan still makes seitan (and tofu) at a plant in Kapellen, a small village near Antwerp in Belgium. The address is Antwerpsesteenweg 336, 2080–Kapellen, Belgium. Phone: 03/664.58.48.

Leaflet (printed with black ink on pink paper, 8½ x 11 inches) sent by Patricia Smith from Natural Products Expo West. 1999. March. “Product Data sheet: Organic Gourmet Seitan.” Distributed in the USA by Ecover Inc.

**1354. Product Name:** Loma Linda Griddle Steaks (Meatless Beefsteak. Based on Spun Protein Fiber).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1981.

**Ingredients:** Soy protein concentrate, wheat gluten, corn oil, water, egg whites, onion, soy protein isolate, natural (vegetable) flavors, corn starch, whole wheat flour, artificial flavor, soy lecithin, guar gum, caramel color, salt, garlic powder, stabilizer (cellulose gum, gum arabic), spices, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 10 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 1 steak (1.7 oz–47 gm): Calories 160, protein

11 gm, carbohydrate 4 gm, fat 11 gm, cholesterol 0 mg, sodium 385 mg, potassium 250 mg.

**New Product–Documentation:** Ad. 1980. “Two new ways to nourish your business. The meatless meals they’ll be asking for.” Label reads: “Meatless. Hearty Steak Flavor. Cholesterol Free. 8 Steaks.” Sold frozen. Soya Bluebook. 1982. p. 60.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1981.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

**1355. Product Name:** Tempeh Burger (with Miso).

**Manufacturer’s Name:** North Coast Tempeh Co.

**Manufacturer’s Address:** c/o Cleveland Tofu Co, 8021 Euclid Ave., Cleveland, OH 44121.

**Date of Introduction:** 1981.

**Ingredients:** Tempeh (organic soybeans, water, *Rhizopus* culture), tamari, barley miso, spring water, corn oil, rice vinegar, spices.

**Wt/Vol., Packaging, Price:** 8 oz (3 burgers).

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Label. 1982. 4.25 inch diameter. Red, green, blue, and yellow on white. Logo of Jack and the Beanstalk. “No cholesterol. All natural. Pan Fry, Bake, Steam, or Grill.” Jeff Narten. 1987. “History of North Coast Tempeh and its Products.” 4 p. Dec. 7. “Our tempeh burger is our number one product after tempeh. It is unique to my knowledge in that it is a fairly complicated marinade and depends less on tamari than many I’ve tasted.”

**1356. Product Name:** Sanitarium Health Foods Textured Vegetable Protein TV [Flavour-Like Beef, Flavour-Like Fish, or Minced].

**Manufacturer’s Name:** Sanitarium Health Food Co.

**Manufacturer’s Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1981.

**Ingredients:** 1990: Soya flour, vegetable oil, salt, Savex, artificial flavour.

**Wt/Vol., Packaging, Price:** 430 gm can.

**How Stored:** Shelf stable.

**New Product–Documentation:** Letter from Sanitarium Health Food Co. 1981. Label. 10 by 4 inches. Full color. Photo shows round slices or minced chunks on a bed of rice. “Just heat and eat.”

Letter and Labels sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1981, and address as Sydney, N.S.W.

**1357. Product Name:** Tempeh Salad.

**Manufacturer’s Name:** Soy Plant (The).

**Manufacturer’s Address:** 711 Airport Blvd., Suite #1, Ann



Arbor, Michigan 48104. Phone: 313-663-8638.

**Date of Introduction:** 1981.

**Ingredients:** Tempeh (organic soybeans, Rhizopus culture, vinegar), simmered in shoyu & water, Soy-naise (soymilk, oil, vinegar, spices), carrots, celery, green onions, parsley, basil.

**Wt/Vol., Packaging, Price:** 12 oz. plastic tub.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label in Soy Plant scrapbook. 1980. 2.75 by 2.5 inches. Black on white.

1358. **Product Name:** Mexi-Burger.

**Manufacturer's Name:** Sunbow Farm Products.

**Manufacturer's Address:** Route 2, Box 46, Corvallis, OR 97330.

**Date of Introduction:** 1981.

**Ingredients:** Soybeans [okara], corn, whole wheat flour, spices and seasonings.

**Wt/Vol., Packaging, Price:** 16 oz (1 lb).

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1981. Sent by Mia Posner & Harry McCormick. 4 x 2.25 inches. Black on white. "(Directions: Shape into pattie [sic, patty], brown in oil for sandwich or crumble into oiled skillet, cook for 10 minutes and roll into tortilla). Bean + grain = protein!"

1359. **Product Name:** All-American Burgers.

**Manufacturer's Name:** Sunbow Farm Products.

**Manufacturer's Address:** Route 2, Box 46, Corvallis, OR 97330.

**Date of Introduction:** 1981.

**Ingredients:** Soybeans (okara and Soymilque), cornmeal, oats, whole wheat flour, spices, vinegar & mustard.

**Wt/Vol., Packaging, Price:** 16 oz (1 lb).

**How Stored:** Refrigerated.



**Ingredients:** Soybeans (Okara and Soymilque), cornmeal, oats, WW flour, spices, vinegar & mustard.

Shape a pattie & fry in oil until browned. Serve with all your favorite fixin's.

Refrigerate.

Net Wt. 16 oz. 1 Lb.

**New Product–Documentation:** Label. 1981. Sent by Mia Posner & Harry McCormick. 5 x 3 inches. Black on white. "Shape a pattie [sic, patty] & fry in oil until browned. Serve with all your favorite fixin's."

1360. **Product Name:** Tofu Vegie Patties: Seasoned and Baked.

**Manufacturer's Name:** Tofu Shop (The).

**Manufacturer's Address:** 768 18th St., Arcata, CA 95521. Phone: 707-822-7409.

**Date of Introduction:** 1981.

**Ingredients:** Our own fresh tofu (water, organic soybeans grown according to Cal. Health Code Sect. 26569.11 and nigari), fresh vegetables (carrots, green onions, parsley), tamari (natural soy sauce made with water, soybeans, wholewheat and salt). Garlic and ginger.

**Wt/Vol., Packaging, Price:** 10 oz. vacuum packed.

**How Stored:** Refrigerated.

**New Product–Documentation:** Three Labels sent by Matthew Schmit. 2002. Sept. 9. The product was introduced in 1981. Label #1 of 1981. 4 by 2.5 inches. Self adhesive. Metallic gold, red, white, and silver on green. "Ready to eat... or reheat, naturally fresh... from our deli. A perfect snack fresh from the pack. Great in your favorite burger with all the fixins, or as a main dish. or Simple to heat in oven (350°F, 10 minutes) or frying pan. Perishable, keep refrigerated, 34-39°." Illustration in a vertical parallelogram shows a tofu shop on stilts near the ocean with a tree arching overhead.

Label #2 of 1992. "Tofu Vegie Patties: 2 Baked." 3 inches diameter. Black, yellow, and white on green. "Crafted from whole organic soybeans. Illustration shows a tofu shop on stilts near the ocean with a tree arching overhead.

Label #3 of Oct. 2002. Dark green and orange-yellow on white. 3 inches diameter. No adhesive. A handsome, impressionistic watercolor illustration shows a tofu shop on stilts on a cliff with a tree arching overhead. "Good source of protein. Low in saturated fat. Cholesterol free."

1361. **Product Name:** Vegetarian Entrees: Tamale, Burrito, Empanada, Enchilada, Pizza, Sprout & Tofu Pie.

**Manufacturer's Name:** Tumaro's Inc.

**Manufacturer's Address:** 5300 Santa Monica Blvd., Los Angeles, CA 90029.

**Date of Introduction:** 1981.

**New Product–Documentation:** Poster, back to back color. "Tumaro's Brings You This All-Natural Family of Protein-Rich Vegetarian Entrees." Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center.

1362. Wood, Brian J.B.; Hounam, Laura. 1981.

Dairy products from soy beans. In: 1981. Proceedings of Dairy Symposium at the Food Industries Exhibition, London. See p. 19-23. [16 ref]

• **Summary:** Contents: Introduction. History (of soy milk). Preparation and nature of traditional soy-milk and tofu. Practical aspects of soy milk and tofu. Products derived from tofu (salted tofu, smoked tofu, spiced and flavored tofu, tofu burgers, Sufu {resembling Camembert cheese}). Economic considerations. Address: 1. Dep. of Applied Microbiology; 2. Centre for Industrial Innovation. Both: Univ. of Strathclyde, Glasgow, Scotland.

1363. **Product Name:** Dixie Dogs (Meatless Hot Dogs in Batter) [Regular, or Institutional].

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1981.

**Ingredients:** Regular: Batter: Water, wheat flour, yellow corn meal, sugar, partially hydrogenated soybean oil, modified corn starch, soy flour, egg yolk, nonfat dry milk solids, baking powder, sodium caseinate, salt, wheat starch, lecithin, potato flour. Textured vegetable protein (soy protein concentrate and isolate, wheat gluten and flour), egg whites, soybean and/or corn oil, sodium caseinate, water, partially hydrogenated soybean and cottonseed oil, flavorings (artificial flavors, monosodium glutamate, onion and garlic powder, spices, disodium guanylate, disodium inosinate), salt, corn syrup solids, dextrose, sodium phosphates (tripolyphosphate, pyrophosphate, hexametaphosphate, monophosphate), artificial colors, calcium chloride, niacinimide [niacinamide], iron (as ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12.

**How Stored:** Frozen.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27. The food chemists went berserk on the ingredients for this one, treating it as a PhD exam for every long-named ingredient in the book.

1364. Cottrell, Edyth Young. 1981. Mrs. Cottrell's stretching-the-food-dollar cookbook. Santa Barbara, California: Woodbridge Press. 127 p. Recipe index. 22 cm.

• **Summary:** A natural foods, vegetarian cookbook. Incorporates *Stretching the Food Dollar* and *Supplement to Stretching the Food Dollar*. A color photo on the cover shows the author.

Page 15 discusses soy milk, soy milk powder, soy flour, and nut milk. Many recipes (especially recipes for breads and other baked goods) call for the use of these products. Soy-related recipes include: Basic wheat-soy bread I & II (with soy flour, p. 21-22). Golden triple-rich bread (with soy

flour and soy milk, p. 23). Rice-soy bread (with soy flour p. 27). Soy-nut bread (with soy flour and ground cooked soy beans, p. 30). Soy mayonnaise (with soy milk powder, p. 71). Savory soy loaf or patties (with soy sprouts, p. 80). How to sprout soybeans (p. 89). Soy sauce (p. 90). Address: Formerly, Research Nutritionist, Loma Linda Univ., Loma Linda, California; As of March 1993, living in Spokane, Washington.

1365. Ford, Richard. 1981. Soy foodery cookbook: Tofu, tempeh, miso, sea vegetable recipes and resources. Santa Barbara, California: Published by the author. ii + 78 p. Illust. No index. 22 cm. Spiral bound. [20+ ref]

• **Summary:** Contents: Introduction: Creative balance. Soyfoods: Foods for the future. Soyfoods resources. Tofu: A soy product catching on. Tempeh: The super soy. Soysage. Sea vegetables: The tide is rising. Miso: A food doing it with culture. Soyfood travelers guide. Contains many recipes using tofu, tempeh, sea vegetables, and miso. At the end of each chapter is a bibliography. Address: Santa Barbara, California.

1366. Jaffrey, Madhur. 1981. Madhur Jaffrey's World-of-the-East vegetarian cookery. New York, NY: Alfred A. Knopf, Inc. 461 p. Illust. by Susan Gaber. Index. 20 x 20 cm. A second edition was published in 1983 in London by J. Cape.

• **Summary:** The Indian woman author of this creative book presents 21 recipes for bean curd (tofu), 7 for tempeh, and some for yuba and miso. Green soy beans with sauce (p. 7). Cabbage with miso (p. 15). Eggplant slices with white miso (p. 22-23). Fresh soy beans, steamed (p. 57). Spinach with fermented bean curd (p. 59). Stuffed yellow squash (with yuba, p. 62-64). Pecel (Vegetable salad with spicy peanut sauce, plus tofu and tempeh; p. 73-74). Tempura (with tofu; p. 75-77). Soy bean sprouts (how to grow; p. 100). Soy-bean and mung-bean sprouts seasoned with sesame oil (p. 105). Tempeh, Fried tempeh, Fried, preseasoned tempeh, Sambal goreng tempeh kering (Sweet and sour tempeh), Tempeh cooked in coconut milk (p. 108-110). Thai fried rice (with Red Bean Curd or Nam Yee [red fermented tofu]; p. 150-51).

One chapter (p. 160-89) is titled "Soy milk, bean curd, and wheat gluten." Making your own soy milk. Making your own bean curd. Udofu (*Yudofu*, simmering bean curd with seasonings). Bean curd with watercress. Korean-style bean curd in a hot water bath. *Hiya-yakko* (Chilled bean curd). Bean curd with Chinese parsley. Bean curd with broccoli. Cabbage cooked with bean curd. Bean curd with a deliciously spicy sauce. Carrots and beans with bean curd dressing. Bean curd, mushrooms, and peanuts in hoisin sauce. Sautéed bean curd. Tofu dengaku (Toasted bean curd with a miso topping). Fried bean curd cubes, soy-bean sprouts sautéed with fried bean curd. Fried bean curd with a sweet-and-sour sauce. Fried bean curd cakes with a mustard surprise. Inari-zushi ("Bags" of fried bean curd stuffed with



sushi rice). Pressed bean curd with cabbage. Salad of pressed bean curd, mung-bean sprouts, and agar-agar. How to make fried and baked wheat gluten balls (plus 5 gluten recipes). Buddha's delight (with yuba and fried bean curd).

Chawanmushi (Steamed savory custards, with tofu; p. 192-94). Omelette with bean curd (p. 198-99). Soy sauce eggs (p. 209). Paneer (milk cheese; p. 237-40). Hot or cold noodles with a soy-sauce dressing (p. 248). Noodles with a hot-and-sour bean sauce (p. 250). Vegetarian mee krob (Crisp noodles with pressed bean curd and eggs, from Thailand, p. 255-56). Noodles with quail eggs, mushrooms, spinach, and yuba (Japan; p. 256-57). Hoppers (yeast pancakes from Sri Lanka). Roti (Flat whole-wheat bread). Delicious stock made with soy-bean sprouts. Clear soup with enok mushrooms, bean curd skins [yuba], and spinach (p. 297). Clear soup with soft bean curd and celery cabbage (p. 298). Miso soup with bean curd (p. 307). Miso soup with carrots and mushrooms (p. 308). Fried, munchable soy beans [soynuts] (p. 321-22). Potato and tempeh patties (p. 339). Dipping sauces (with soy sauce; p. 357-59). Kombu relish (with soy sauce, p. 374). Shoyu daikon (White radish pickled in soy sauce). Ginger quick-pickled soy sauce (p. 375). Aomidaikon (Quick pickled small white radishes, with slightly sweet yellow miso; p. 377-78). Chinese-style jellied bean-curd sweetmeat with a peanut topping (p. 399-400).

General information (p. 418-36; lots on soyfoods, see: bean curd [regular, fried, fermented (Nam Yee), pressed, pressed seasoned], kochu chang [jang], miso, soy-, tempeh, yuba). Sources (of ingredients; p. 437-40). Address: New York City, NY.

1367. Kloss, Jethro. 1981. *Back to Eden: A human interest story of health and restoration to be found in herb, root, and bark.* Loma Linda, California: Back to Eden Books. xxxii + 684 p. Illust. Index. 18 cm. Kloss Family Heirloom Edition. • **Summary:** One of the most creative and original sources of early soyfoods recipes, which include "Soybean Cream" and "Soybean Ice Cream." This revised edition contains the complete original text of this classic work on healing herbs, home remedies, diet, and health—plus 16 pages of new family recollections by Jethro Kloss' daughter, son, and granddaughter at the beginning of the book, and 16 pages of previously unpublished photographs in the middle of the book. This edition was first copyrighted in 1972. The book has been published continuously by the Kloss family since 1946. A blurb on the cover of the 1981 printing (which retails for \$2.95) states: "Two million copy bestseller. The complete original text [with the same page numbers]. New family additions!" A color illustration by Harry Anderson shows a man and woman seated by an idyllic river, surrounded by birds and animals, in the Garden of Eden. The rear cover states that this is "The heirloom authorized Kloss family edition."

The contents of the book, except for the new sections

mentioned above, are identical to the original 1939 edition. But the recollections of Jethro Kloss by his children and granddaughter contain a wealth of new and interesting information. The recollections by his daughter Promise Kloss Moffett note: "My father was born on a large farm near Manitowac, Wisconsin, on April 27, 1863. The ninth of eleven children born to his pioneering parents lived a healthy and happy life in that primitive Indian country..."

"When he was about twenty, he went to Florida and worked in the orange groves, finally owning a large grove at Deland. Later he attended school in Nebraska and then in Battle Creek, Michigan. While in Battle Creek he worked closely with the then revolutionary medical leadership of the world-renowned Battle Creek Sanitarium. He saw clearly the disastrous results of the use of dangerous drugs then prevalent in caring for the sick. He developed further his own philosophy and understanding of the laws of nature..."

"He was married March 5, 1900 to Miss Carrie Stilson, who had trained as a Bible worker and teacher and had labored in a mission in Madison, Wisconsin and taught several terms of grade school. At that time he was a licensed minister in Wisconsin and they established their home at Rose Lawn. Two children were born to this union, Promise Joy and Paul, who died when only four weeks old of whooping cough. During these years, besides my father's ministerial work, my parent's operated a branch of the Battle Creek Sanitarium and also sold Battle Creek Sanitarium health foods. My mother died in July of 1905.

"In March, 1907, my father married Mrs. Amy Ponwith, a widow with a small daughter, Mabel. My father and step-mother owned and operated an attractive sanitarium in pleasant surroundings in St. Peter, Minnesota, which they named *The Home Sanitarium*... Their daughter Lucile was born here in St. Peter in 1908 and their son, Eden, in 1910.

"Next the Kloss's became interested in the self-supporting work being conducted in the south and visited some of the schools in North Carolina and Tennessee. About 1911 they sold the sanitarium in Minnesota and moved to Fountain Head, Tennessee, where their youngest daughter, Naomi, was born in 1913. Here they bought a 250 acre farm, built a large house and barn, and raised many kinds of fruits and vegetables..."

"A later development in good health was his creation of a significant health food manufacturing operation in Amqui, Tennessee after receiving a call from them to take charge of their food factory..."

"Before this factory was sold to the Nashville Agricultural Normal Institute he was shipping health foods all over the United States and Canada. It was during this time at this place that he originated many new health food recipes. This establishment later became a part of what has since become the well-known Madison College near Nashville, Tennessee.

"Our next move was to Brooke, Virginia where [in

1921] papa established a health food factory and retail market. Each of us children was pressed into service in one way or another with this family enterprise. At times we would be helping with some food experiment, or perhaps in typing and retyping the material that later became *Back to Eden*, which was many years in preparation. Jethro Kloss's son Eden was for many years his right hand helper. Whatever my father did in spreading the gospel of health and natural living, he did with all his might and trained his children in that same pattern of living...

"One of my favorite memories as a family is the daily worship hour when Father would gather his family of seven about him and we would sing hymns, read Bible verses around the circle, and pray together. He was a gentle but firm family leader.

"Although a strict disciplinarian, my father was warm-hearted and affectionate—devoted to his family. When he was away from home, we invariably received a letter from 'papa' every day...

"Eventually this health food factory at Brooke, Virginia was taken over by my step-sister, Mabel and her husband.

"The Kloss's then moved to Washington, D.C. and carried on his work of treating the sick, lecturing on health and a more intensive study of herbs and preparation of his book, *Back to Eden*. I still have in my possession an attractive menu... for a Demonstration Dinner he gave March 27, 1933, at the Dodge Hotel in Washington, D.C. The menu was completely vegetarian and included 'Sweetbreads a la Kloss.' The pumpkin pie and strawberry sundae were made with soy milk...

"*Back to Eden* was at last published in 1939, the fruition of much toil and sacrifice for many years by the entire Kloss family... [Jethro's] wife Amy [Pettis] Kloss died in 1944 at Fredericksburg, Virginia...

"In 1945 papa became acquainted with Mr. and Mrs. Deloe Robert Hiatt on a trip to Madison, Tennessee. Together they found a property at Coalmont, Tennessee, where the Hiatts took over the promotion and publication of *Back to Eden*... [Jethro] peacefully went to sleep in June of 1946, his eighty-fourth year [but he was age 83], and today rests in a little cemetery in Tennessee."

The recollections by his son, Eden, note: "I was born in St. Peter, Minnesota, on February 10, 1910, to Jethro and Amy Kloss... After the move to Tennessee, my parents developed a plant for the manufacture of a line of vegetarian meat substitutes, cereals, crackers, and other items, at Amqui, near Nashville. (Our business was called the Nashville Sanitarium Food Factory.) Many of my early memories center on that large two-story factory, where raw materials were transformed into good-tasting, healthful food products...

"My father was an untiring worker. He would be up hours before the rest of the family—building fires, starting cracker dough, and making everything ready so that the work

could go full speed ahead when the workers arrived in the morning... One day when Eden was burned while canning tomatoes, Jethro rushed him to the Madison Sanitarium for treatment. Kloss also made gluten there.

"When I was nine or ten years old, the factory was sold to the private school at Madison and transferred to that campus, and our family traveled in our pickup truck, camping en route, from Tennessee to Virginia. Here, at a town named Brooke, we found an ideal location—a plot of ground with a building in which we could make and sell health foods and teach people about healthful living...

"It was here at Brooke, Virginia, that Papa started to put in uncounted hours working on the beginnings of his book, *Back to Eden*.

"After some years, my oldest sister and her husband took over the food factory, and my parents moved to Takoma Park (on the outskirts of Washington, D.C.)...

"Papa's travels to give lectures and food demonstrations took him to places like Miami, Florida, and Houston, Texas."

There are also recollections by his granddaughter, Doris Joyce Kloss Gardiner. In about 1939-40 she used to be with her grandparents when they visited relatives in Falmouth, Virginia, just north of Fredericksburg. There she helped make soymilk: "Nor was I happy to stand at the stove stirring and stirring large kettles of soybean milk (so the milk wouldn't stick and be scorched)—a laborious and time-consuming process. But Grandpa's soybean milk was delicious, and so were the twenty or so other soy products that he originated and produced—including meat substitutes and soybean bread, butter, cheese, and ice cream..."

"Often Grandpa would prepare soybean ice cream to serve at the close of his lectures or cooking demonstrations. One of my favorite treats was to lick the paddle from the ice-cream freezer before we left home to go to the lecture..."

"Grandpa and Grandma Kloss died when I was in my mid-teens." The frontispiece (facing the title page) is a portrait photo of Jethro Kloss. An original of this photo was sent to Soyfoods Center in 1985 by Doris Kloss Gardiner of Loma Linda, California. On the 4th page of photos in the center section is an ad by "Jethro Kloss Health Food Company, Brooke, Virginia." Photos show two hand grinders, a large-scale gas-fired pressure cooker, a large stove-top pressure cooker, and a hand scaler. The text begins: "We manufacture a large line of health foods." In 1921 Kloss opened this health food factory in Brooke, VA, and it is on this site that he began writing *Back to Eden*. Address: P.O. Box 1439, Loma Linda, California 92354.

1368. Sair, R.A. 1981. Marketing plant protein in Europe. In: D.W. Stanley, E.D. Murray, and D.H. Lees, eds. 1981. Utilization of Protein Resources. Westport, CT: Food & Nutrition Press, Inc. 403 p. See p. 391-98. Chap. 22.

• **Summary:** Contents: Introduction. Unrealized expectations for vegetable proteins (due to): Social habits, health, attitudes



of food processors, attitudes of protein processors, legislation of protein products, revised marketing goals. Case history I—A commercial canned product (made by Cadbury in the UK; test marketing began in Jan. 1976). Case history II—Soy concentrates and isolates as ingredients (in meat products made by Griffith Labs). Conclusion.

“In the U.K. it was forecast that the use of vegetable proteins would increase from 1500 tons in 1972 to 60,000 tons in 1980. More recent figures (1976) suggested U.K. production of textured vegetable protein of 6,000 to 8,000 tons increasing to 30,000 tons by 1981 and a total consumption of all protein in the EEC of 23,000 to 32,000 tons with vegetable proteins representing 4,500 to 5,000 tons. New factories were built, marketing programs launched and research programs initiated; in short, the Western world mobilized its resources to cope with the expected demand for vegetable proteins. Europe generally followed the optimism concerning new proteins...

“It is now 1979 and, theoretically, the world should be in the midst of a protein revolution. Obviously, the forecasts made earlier this decade did not materialize. In retrospect, there appears to be several reasons why Europe has not met these expectations... Soy protein was perceived as imitation meat, inferior nutritionally and used only to feed school children...

“It became obvious in 1975-76 that the forecasts made previously for soy sales in Europe were not accurate. This forced a reexamination of marketing goals. Tariffs were a problem since the tariff on concentrates is higher than the tariff on isolates (20% versus 8%) and this made the competition of U.S. concentrates against isolates produced in Europe more difficult.”

On page 397, black-and-white photos show the labels of 12 products that contain soy introduced in the UK: Cadbury's Soya Choice (mince or casserole chunks). Danoxa Hot Dog Sausages or Kesp Pie Filling with Kidney (made in Holland). Clover Beef Steak & Kidney. Brooke Bond Oxo Soya Mince (in Bolognese sauce with onion, or in mild beef-curry sauce). Crosse & Blackwell Mince Savour. Sainsbury's Soya Granules. Batchelors chopped and shaped Stewed Steak & Onions (Pie Filling). Birds Eye 4 Beef Burgers (Contain at least 80% beef with onion). Findus 4 Crispy Pancakes with Minced Beef Filling. Address: Vice-President—Technical, International Operations, Griffith Laboratories, Alsip, Illinois.

1369. Sakaguchi, Koichi. 1981. Tomago no okazu, tōfu no okazu 500 sen [500 selected egg side dishes and tofu side dishes]. *Kamakura Orange Series* No. 2. 274 p. Illust. Index. 26 cm. (Kamakura Shobo, Tokyo). [Jap]

• **Summary:** Contents: Recipes—Eggs: Omelet, frying, boiling, tojiru, poaching, scrambling, steaming, raw, soups (Japanese, western, Chinese styles), sandwiches, drinks, lunch ideas, good cooking information—Do you know about

eggs? Tofu: Raw, sauteed, stir-fried, fried, cooked in sauce, steamed, salads (*aeru*), soups (Japanese, western, Chinese styles), broiled, okara, deep-fried pouches, koya-dofu, deep-fried, ganmodoki (tofu burgers), good cooking information—Do you know about tofu? Writing about my challenge in tofu making. How to make menus.

American Linda Barber is mentioned on page 242.

1370. Shandler, Michael; Shandler, Nina. 1981. The complete guide and cookbook for raising your child as a vegetarian. New York, NY: Schocken Books. xiv + 337 p. Index. 24 cm. [65 ref]

• **Summary:** On p. 22 soybeans and rice are used to illustrate protein complementarity. Fats survival plan (p. 70-71): Describes how to make clarified butter (ghee); it is superior to other fats for frying purposes and is not subject to the same polymerization as vegetable oils. “Eggs do not constitute a cholesterol risk,” but “soy milk and tofu are... excellent high-protein substitutes for eggs if your children are allergic.” Good sources of protein during pregnancy include beans, grains, tofu, gluten, dairy products, and soy products. Use complementary proteins together. Tofu can be blended into creamy salad dressings.

“Homemade soy milk is deficient in vitamin B-12, vitamin D, and calcium. Commercial soy drinks for infants [infant formulas] are fortified with these and other nutrients but often contain sugar and other detrimental additives” (p. 110).

“After approximately 1 month of eating solid foods, a second series of foods can be introduced to your infant.” These may include puréed tofu or light miso soups (p. 116-17).

Soy-related recipes include: Whole wheat soy flakes (p. 206). Tamari broth with dumplings (and soy flour, p. 216). Nondairy cream of vegetable soup (with tofu, p. 216). Summer cucumber tofu soup (p. 218). Soyburgers (with whole soybeans, p. 222-23). Barbecued tofu sandwiches (p. 226). Tofu cheesie macaroni (p. 232). Tofu noodle casserole. Fried tofu over rice. Tomato tofu lo mien (p. 233-34). Tofu and rice seaweed rolls (p. 236). Pizza (with soy flour and gluten flour, p. 236-37). Creamed spinach with tofu (p. 254). Tamari-glazed “trees” (Broccoli, p. 255). Vegan dips (p. 264-65): Avocado tofu dip. Cucumber tofu dip. Nondairy dressings (p. 271-72): Tofu dressing. Nut and soy milks (p. 311-13): Fortified soy milk. Carob soy milk. Spiced soy milk. Almond milk. Cashew milk. Coconut milk. Tahini milk. Nondairy sandwich fillers (p. 320-21): Soy sandwich “meat” (with whole soybeans and tamari soy sauce). Tofu sandwich spread.

1371. Surata Soyfoods. 1981. Okara (Brochure). 302 Blair Blvd., Eugene, Oregon. 4 p. Front and back. Each page 28 cm. Typewritten.

• **Summary:** Defines okara, gives the nutritional

composition, and gives recipes for: Okara burgers. Okara granola. Okara and vegetable saute. Tabouli. Soysage. Okara bran cookies. Okara scrambled eggs. Okara-millet burgers. Okara cornbread. Fudge brownies. Okara bars. Okara scrambled eggs. Address: Oregon.

**1372. Product Name:** Loma Linda Vitaburger, and Vitaburger Chunks (TVP-brand Textured Soy Flour).  
**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.  
**Date of Introduction:** 1981?

**1373. Product Name:** Loma Linda Chili Beans with Vita-Burger.  
**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.  
**Date of Introduction:** 1981?

**1374. Product Name:** [Nutana Fricassee].  
**Foreign Name:** Nutana Frikasse.  
**Manufacturer's Name:** Nutana Helsekost.  
**Manufacturer's Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.  
**Date of Introduction:** 1981?  
**Ingredients:** Peas, SoyaPro with Calf-Like Flavour, water, carrots, vegetable margarine, wheat flour, spices, maize starch, parsley, vegetable aroma, caramel color (not ammonized).  
**Wt/Vol., Packaging, Price:** 425 gm can.  
**How Stored:** Shelf-stable.  
**Nutrition:** Per 100 gm: Calories 130, protein 6 gm, fat 8 gm, carbohydrate 7 gm.  
**New Product–Documentation:** Manufacturer's catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. "Use for dinner or to fill tartlet cases." It is "ready to serve. Just heat in a saucepan. Serve with boiled or mashed potatoes, and you will have an easy and delightful dish." Labels in Danish, Dutch, and Finnish.

**1375. Product Name:** [Nutana Goulash].  
**Foreign Name:** Nutana Gullasch.  
**Manufacturer's Name:** Nutana Helsekost.  
**Manufacturer's Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.  
**Date of Introduction:** 1981?  
**Ingredients:** Carrots, celery, oil, textured soya protein, onions, maize starch, tomato puree, vegetable margarine, spices, water.  
**Wt/Vol., Packaging, Price:** 415 gm can.  
**How Stored:** Shelf-stable.  
**Nutrition:** Per 100 gm: Calories 60, protein 4 gm, fat 2 gm,

carbohydrate 7 gm.

**New Product–Documentation:** Manufacturer's catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. "For dinner, heat in a pot and serve e.g. with mashed potatoes and green salad."

**1376. Product Name:** [Nutana Dinner Balls].  
**Foreign Name:** Nutana Maddagsboller.  
**Manufacturer's Name:** Nutana Helsekost.  
**Manufacturer's Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.  
**Date of Introduction:** 1981?

**Ingredients:** Water, gluten, textured soya protein, soya oil, bread crumbs, egg white powder, yeast extract, defatted soya flour, onions, grape sugar, spices, sea salt, vegetable flavouring. Gravy: Water, soya oil, wheat flour, spices, sea salt.

**Wt/Vol., Packaging, Price:** 400 gm can, of which about 180 gm are Dinner Balls.

**How Stored:** Shelf stable.

**New Product–Documentation:** Manufacturer's catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. "May be served in curry-sauce prepared by adding a level teaspoon of curry to the gravy in the tin. To be served with cooked rice and grated raw vegetables." Labels in Danish, Dutch, and Finnish.

**1377. Product Name:** [Nutana PRO with Beef-Like Flavor (Granulated, or Diced), or PRO with Neutral Taste (Granulated, TVP Vegetable Protein)].  
**Foreign Name:** Nutana PRO med boefkrydderi (Granuleret, terninger, or Diced), or PRO med neutral smag (granuleret), TVP.

**Manufacturer's Name:** Nutana Helsekost.  
**Manufacturer's Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.

**Date of Introduction:** 1981?

**Ingredients:** Defatted soy flour, salt, vegetable spices.

**Wt/Vol., Packaging, Price:** 250 gm box. Becomes 750 gm after soaking.

**How Stored:** Shelf-stable.

**Nutrition:** Per 100 gm: Calories 350, protein 52 gm, fat 0-1 gm, carbohydrate 32 gm.

**New Product–Documentation:** Manufacturer's catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product.

**1378. Product Name:** [Nutana Frikalett/Rissole].  
**Foreign Name:** Nutana Rissole.  
**Manufacturer's Name:** Nutana Helsekost.  
**Manufacturer's Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.  
**Date of Introduction:** 1981?



**Ingredients:** Soya protein, egg white powder, spices, water. Gravy: Wheat flour, soya sauce, vegetable bouillon, onions.  
**Wt/Vol., Packaging, Price:** 450 gm can.  
**How Stored:** Shelf stable.  
**New Product–Documentation:** Manufacturer’s catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. “Ready to serve. Just heat in saucepan. To be served with boiled or mashed potatoes and vegetables.” Labels in Danish, Dutch, and Finnish.

1379. **Product Name:** [Nutana Soya Goulash].  
**Foreign Name:** Nutana Soja-gullasch.  
**Manufacturer’s Name:** Nutana Helsekost.  
**Manufacturer’s Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.  
**Date of Introduction:** 1981?  
**Ingredients:** Water, Soya Pro with Beef-Like Flavour, carrots, celery, onions, wheat flour, sunflower oil, tomato puree, yeast extract, sea salt, spices, vegetable aroma, colour (caramel, not ammonized).  
**Wt/Vol., Packaging, Price:** 425 gm can.  
**How Stored:** Shelf-stable.  
**Nutrition:** Per 100 gm: Calories 110, protein 6 gm, fat 6 gm, carbohydrate 7 gm.  
**New Product–Documentation:** Manufacturer’s catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. “For dinner or lunch. Ready to serve. Heat in a saucepan and serve with mashed potatoes, fresh grated vegetables, and beet roots.” Labels in Danish, Dutch, and Finnish.

1380. **Product Name:** [Nutana Soya Sausages].  
**Foreign Name:** Nutana Soja-poelser.  
**Manufacturer’s Name:** Nutana Helsekost.  
**Manufacturer’s Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.  
**Date of Introduction:** 1981?  
**Ingredients:** Water, sunflower oil, textured soya protein, gluten, grape sugar, sea salt, egg white powder, oat flakes, soya sauce, vegetable consistency, spices, vegetable flavouring, smoke flavour, colour (caramel, not ammonized). Water: water, vegetable bouillon.  
**Wt/Vol., Packaging, Price:** 385 gm can, of which 230 gm is sausages.  
**How Stored:** Shelf-stable.  
**Nutrition:** Per 100 gm: Calories 200, protein 13 gm, fat 15 gm, carbohydrate 4 gm.  
**New Product–Documentation:** Manufacturer’s catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. “For dinner or lunch. Ready to serve. Heat or fry. Serve with bread, potato salad, or mashed potatoes.” Labels in Danish, Dutch, and Finnish.

1381. **Product Name:** [Nutana Soya Pro (With Beef-Like Flavor, or with Chicken-Like Flavor)].  
**Foreign Name:** Nutana Soya Pro (Soja-Oxlett, or Soja-Kylett).  
**Manufacturer’s Name:** Nutana Helsekost.  
**Manufacturer’s Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.  
**Date of Introduction:** 1981?  
**Ingredients:** Beef-Like: Water, textured soya protein, sunflower oil, wheat flour, egg white powder, yeast extract, soya sauce, grape sugar, sea salt, spices, vegetable aroma.  
**Wt/Vol., Packaging, Price:** 400 gm can, of which 170 gm is Soya Pro. The rest is sauce.  
**How Stored:** Shelf-stable.  
**Nutrition:** Beef-Like: Per 100 gm: Calories 130, protein 12 gm, fat 7 gm, carbohydrate 4 gm.  
**New Product–Documentation:** Manufacturer’s catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. “For dinner. Ready to serve, just heat in a saucepan. Serve with potatoes and vegetables. The sauce may be varied with fried onions, tomatoes, chopped parsley, and mushrooms. Soya Pro can also be dipped in egg and bread-crumbs and fried. Shurtleff. 1981. Overseas Adventist Food Companies. p. 6. “In 1981 Nutana was doing the most advanced work with soy of any Adventist food company outside the U.S. They started in the early 1960s importing spun protein fibers (SPF) from the U.S. Now they import soy fibers spun by DE-VAU-GE in Germany and use them to make a range of meat analogs. Labels in Danish, Dutch, and Finnish.

Alfa-Laval. 1988, June. Soyfoods: Old traditions with new potentials. p. 9. Shows a color photo of the front of the can. The product is now named Nutana Soja-Kylett. On the label is a photo of several round deep-fried cutlets, one cut in half, on a bed of rice.

1382. **Product Name:** [Nutana Spaghetti Sauce].  
**Foreign Name:** Nutana Spaghettilsovs.  
**Manufacturer’s Name:** Nutana Helsekost.  
**Manufacturer’s Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.  
**Date of Introduction:** 1981?  
**Ingredients:** Gluten, red paprika, onions, tomato puree, maize starch, sunflower oil, textured soya protein, wheat flour, colour (caramel, not ammonized), spices, water.  
**Wt/Vol., Packaging, Price:** 430 gm can.  
**How Stored:** Shelf-stable.  
**Nutrition:** Per 100 gm: Calories 70, protein 5 gm, fat 3 gm, carbohydrate 6 gm.  
**New Product–Documentation:** Manufacturer’s catalog. 1981. Nutana Helsekost. 19 p. Contains a photo of and detailed information about every product. “For lunch or dinner, and in pizzas, heat in a pot and serve with mashed

potatoes or rice.”

1383. *Toyo Shinpo (Soyfoods News)*. 1982. [Japanese national tofu statistics for 1981]. Jan. 1. [Jap]

• **Summary:** In 1981 in Japan, the average amount of money spent on tofu per family was 6,274 yen, which bought about 87 cakes of tofu. The amount spent on aburage [deep-fried tofu pouches] per family was 3,534 yen, which bought about 93 pieces.

In 1980 the amount of soybeans used nationwide was 319,568 tonnes (metric tons) for tofu and 112,108 tonnes for deep-fried tofu pouches and tofu burgers (aburage and ganmodoki).

In 1981 the amount of soybeans used nationwide was 328,557 tonnes for tofu and 115,157 tonnes for deep-fried tofu pouches and tofu burgers (aburage and ganmodoki).

1384. Sass, Lorna J. 1982. Budget-conscious Americans are hitting the soy—its not just sauce. *Chicago Tribune*. Jan. 21. p. S\_A151.

• **Summary:** This article first appeared as: Sass, Lorna J. 1981. “Soy foods: Versatile, cheap and on the rise.” *New York Times*. Aug. 12. p. C1, C6. It first appeared in the *Chicago Tribune* on 29 Oct. 1981 (p. N\_B19).

1385. *Beanfield Newsletter (The) (SANA, Colrain, Massachusetts)*. 1982. Tempeh sales. 2(4):1. Jan.

• **Summary:** “The *Beanfield* recently contacted 15 tempeh companies around the U.S. to determine industry production figures and general prospects for tempeh sales. While overall poundage remains light except in Massachusetts and California most producers foresee a bright future and expanding sales.” Lists weekly tempeh production figures (in pounds) for each manufacturer.

The largest are: Soyfoods Unlimited (San Leandro, California; 5,900, including 3,200 lb of soy tempeh, 400 lb of five grain tempeh, and 400 lb of soy/rice, and 1,000 lb of packaged tempeh burgers every week. In addition they ship some 6,000 lb of tempeh burgers once a month to New England Soy Dairy in Massachusetts for East Coast distribution. Promotion to the local Indonesian market netted a 33% sales increase in one month).

The Tempeh Works (Greenfield, Massachusetts; 4,500), and Pacific Tempeh (Emeryville, California; 2,500). White Wave (Boulder, Colorado; 700). Cricklewood Soyfoods (Mertztown, Pennsylvania; 500). Northern Soy (Rochester, New York; 500).

1386. **Product Name:** Tempeh Burger.

**Manufacturer’s Name:** Cauldron Express.

**Manufacturer’s Address:** 123 Bolinas Rd., Fairfax, CA 94930. Phone: 415-453-2360.

**Date of Introduction:** 1982 January.

**Ingredients:** Pacific Tempeh Deep-Fried Tempeh Burger on a round whole-wheat hamburger bun with lettuce, relish, and tomato.

**Wt/Vol., Packaging, Price:** 9 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Paul Duchesne. 1989. Aug. 26. This was one of two products that he made in addition to products he distributed. It sold well.

1387. **Product Name:** Tofu, and Soysage.

**Manufacturer’s Name:** Rising Sun Soy Farms.

**Manufacturer’s Address:** 2810 Banwick, Columbus, OH 43227. Phone: 614-231-4073.

**Date of Introduction:** 1982 January.

**New Product–Documentation:** Leviton. 1982. Trip notes. They opened in January 1982. Form filled out by Tim Nusser and C.H. Burnett, in charge of Risingsun Soy Farms. They opened on 1 Jan. 1982. Gives address.

1388. **Product Name:** Upcountry Seitan.

**Manufacturer’s Name:** Upcountry.

**Manufacturer’s Address:** Huntington Rd. (P.O. Box 14x), Worthington, MA 01098. Phone: 413-238-5341.

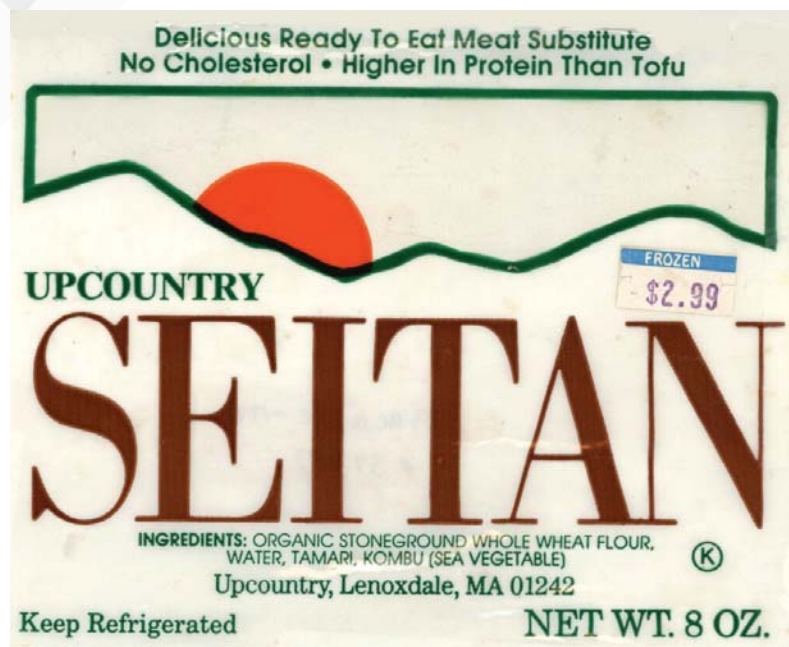
**Date of Introduction:** 1982 January.

**Ingredients:** Organic whole wheat flour, water, tamari, cooked with kombu (sea vegetable).

**Wt/Vol., Packaging, Price:** 1 lb packed in water in molded plastic tray with heat-sealed, peel-off plastic film lid.

**How Stored:** Refrigerated.

**Nutrition:** Per 4 oz.: Calories 70, protein 15 gm, fat 1 gm. Plus 6% of the RDA for vitamin C, 8% for riboflavin, thiamine, and niacin, and 10% for iron.





**New Product–Documentation:** Label printed in booklet titled “Cooking with Seitan.” 1982. Joan Donovan states that the color was deep red and gold with brown printing. “A high protein natural food. Delicious served as a sandwich or cut for a stew or casserole.”

Leaflet (6 panels), about 1982, with a description of seitan and recipes for sandwiches, baked squash with seitan, staple seitan, and seitan with pasta.

R. Leviton. 1983. *Vegetarian Times*. Jan. p. 32-37. Mochi, amazake and seitan: Introducing three new foods from the Orient. “Seitan has found a new home in the U.S. and for Winston and Joan Donovan it has proved to be both a life-sustaining and livelihood providing wholesome food. The Donovans launched their Upcountry Seitan business from their Worthington, Massachusetts, farmhouse in January 1982, largely because Winston had been diagnosed as having an incurable kidney disease which even dialysis couldn’t halt. After a consultation at Boston’s East/West Center, he adopted a macrobiotic diet featuring seitan and, in the past year, has regained his health and resolved his kidney ailment. For Winston, who drastically changed his diet in his forties, seitan’s chief attraction is that it resembles meat enough in taste and texture to satisfy most longings for beef and veal. The entire family is now vegetarian.” Describes how the Donovans use high-gluten hard red spring wheat to make 300 lb of seitan strips each 6-day week in their tidy 400 square foot shop. After kneading with water, the elastic gluten is called *kofu*. “The Donovans serve seitan in a variety of ways: deep-fried, fresh in slices, spiced with garlic and fennel, finely chopped and mixed with hummus, or in pita bread accompanied by sauerkraut and mustard.” A photo (p. 35) shows Winston and Joan Donovan in their seitan shop with their seitan, both packaged (in the same type of plastic tray or tub used to sell tofu) and on a plate.

Barbara and Leonard Jacobs. 1985. *East West Journal*. Oct. p. 38-39. “Flour power! Cooking with seitan, the delicious natural food from grain.” “Upcountry Seitan, begun three and a half years ago [i.e., early 1982] by Win Donovan, is now owned and operated by Sandy Chianfoni. Sales have increased by 200% over the past two years and Chianfoni is currently making 600 pounds of seitan each week. The kneading and rinsing processes are automated, but the remaining steps are done by hand. Chianfoni has been experimenting with several desserts which use the starch water from the washing process. This starch has the same thickening properties as cornstarch and can be used to prepare custards and puddings... Upcountry Seitan in Lenox, Massachusetts, is the largest manufacturer we located in a recent survey of the industry. It makes 600 pounds each week and distributes through six states.” Page 39 shows 3 photos of Upcountry’s seitan-making operation.

Barbara and Leonard Jacobs. 1987. *Cooking with Seitan: Delicious Natural Foods from Whole Grains*. Current U.S. seitan manufacturers include Upcountry Seitan in Lenox,

Massachusetts, the largest known producer in America. The company is now owned and operated by Wendy Rowe and Sandy Chianfoni. They get a yield of 1.33 (i.e. 90 pounds of flour result in 120 pounds of seitan).

Talk with Sandy Chianfoni of Upcountry Seitan. 1991. Nov. 16. She moved to Boston in 1978 and in about Aug. 1983 she bought Upcountry Seitan from Win Donovan. She started production on 23 Oct. 1983. Win wanted to sell the business because it was growing and he did not want to take it to the next level. He was in good health and he did not yet know that he had cancer. He was in the process of selling his home and moving to Becket, with the Kushi Institute in western Massachusetts. He was planning to take over supervision of the property. He liked starting the business but he did not enjoy the ongoing process of running it. Upcountry was very small at the time Win sold it. Mark Betinis, who worked for him, drove the product to Boston (mostly to Bread & Circus) once a week, then Charley Kendall was distributing it with his own products to the major natural food stores in New York City. He may also have sold a little by UPS. They sold about 36 cases a week on average. He had no walk-in cooler or distributor. In June of this year she moved to a larger factory (P.O. Box 76, Lenox Dale, MA 01242), increasing to 4,700 square feet from 1,000. She wants to increase her volume because she knows the demand is there. Since the starch from her gluten process was clogging up local sewage pipes, she now has to settle out the solids and then have them pumped out. She used to make a pudding with her wheat starch. Launched in 1985, it was named “Cup o’ Puddin’” in Maple-Walnut and Almond flavors. It was delicious, but she great difficulty bringing it to a mass-production scale. Now she would like to try to make a drink with it. That is one of the main reasons there are not more gluten makers in existence. There are three countries that export a lot of gluten: Australia, Germany, and the USA.

Talk with Joan Donovan, formerly of Upcountry Seitan. 1991. Nov. 17. Their company had only one commercial product—the basic seitan. They experimented with a ginger and shiitake mushroom flavor but never really launched it. Upcountry was the first company on the East Coast to package seitan. They got the idea of using tofu tubs from New England Soy Dairy. It was packaged partly immersed in some of the tamari broth to help preserve it and keep it from molding. Initially it was sold as a ½-pound loaf in the package; later it was sold sliced. It was sold refrigerated and a shelf life of about 5 days. Worthington is a very small town. Winston, who was a carpenter, built the home on Huntington Road; they made the seitan in a shop adjoining their home. Charles Kendall now lives in that house. She learned how to make seitan at an informal macrobiotic cooking session, either from Ann Burns or a man named Jim. Her husband had eaten meat and potatoes all his life, so he wanted to tell others that there were alternatives. He died of

cancer in 1986. Talk with Joan Donovan. 1991. Dec. 7. She cannot find a copy of the original label.

Label purchased at Berkeley Natural Grocery Co., California 1991. Nov. 5.5 by 4.5 inches. 8 oz molded plastic (high-density polyethylene) tray with heat-sealed, peel-off plastic film lid. Brown, green, and orange on white. Illustration of an orange sun rising over green mountains. See-through area above mountains. "Delicious ready to eat meat substitute. No cholesterol. Higher in protein than tofu. Frozen. Retail for \$2.99. Ingredients: Organic stoneground whole wheat flour, water, tamari, kombu (sea vegetable). Upcountry, Lenoxdale, MA 01242." Circle K kosher symbol.

Talk with a person in Massachusetts who is very knowledgeable about seitan. 1992. July 2. In recent years, Upcountry has given seitan a bad image. Their seitan tastes like a wet sponge. They don't develop the gluten well enough.

**1389. Product Name:** Country Stew (Vegetarian): With hearty chunks of vegetable protein.

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1982 January.

**Ingredients:** Water, textured vegetable protein (soy protein concentrate, wheat gluten, wheat flour), carrots, potatoes, peas, celery, soybean oil, flavorings (hydrolyzed vegetable protein, monosodium glutamate, onion and garlic powder,

artificial flavor, lemon juice, spices, disodium guanylate, disodium inosinate), sodium caseinate, onions, tomato paste, yeast extract, salt, caramel color, mono- and diglycerides, niacinamide, etc.

**Wt/Vol., Packaging, Price:** 19 oz can. Retail for \$1.95 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product-Documentation:** Food Report (Lehmann). 1982. Jan. Fully prepared; just heat and serve.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. 19 oz. can. Ingredients are the same as those shown above. Label copyright 1983.

**1390. Product Name:** Beef Vegetable Soups (Meatless).

**Manufacturer's Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1982 January.

**Wt/Vol., Packaging, Price:** 19 oz cans.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product-Documentation:** Food Report (Lehmann). 1982. Jan. Fully prepared; just heat and serve.

**1391. Product Name:** Chicken Noodles (Meatless).

**Manufacturer's Name:**

Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1982 January.

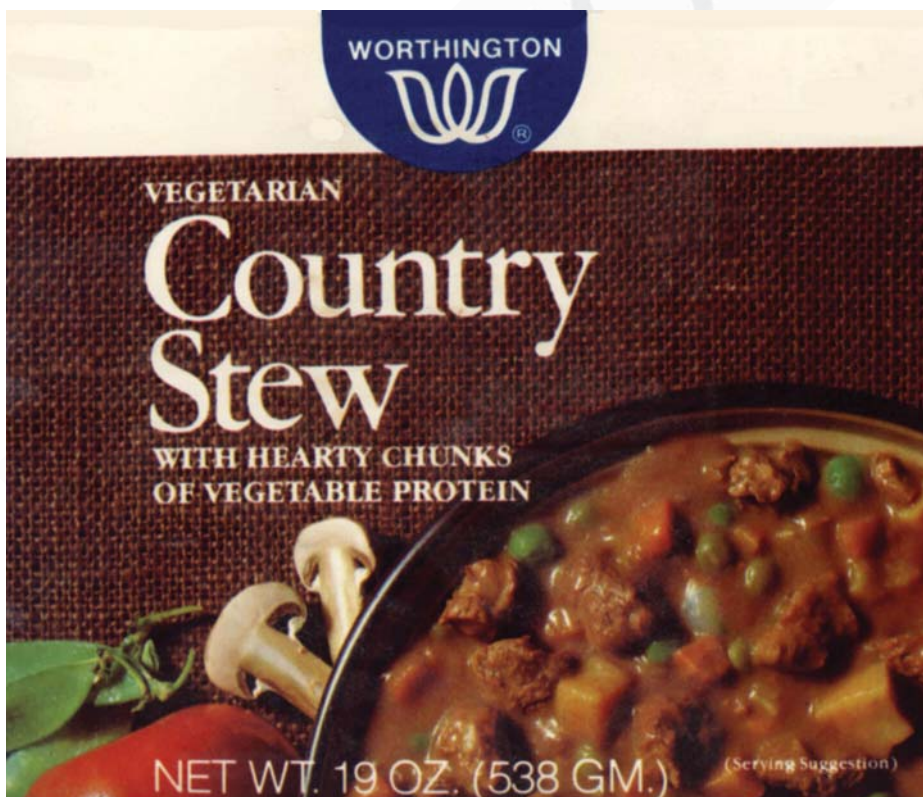
**Wt/Vol., Packaging, Price:** 19 oz cans.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product-Documentation:** Food Report (Lehmann). 1982. Jan. Fully prepared; just heat and serve.

**1392. Wollner, Joel. 1982. History of Erewhon, macrobiotics, and soyfoods in America (Interview). Conducted by William Shurtleff of Soyfoods Center, Feb. 2. 2 p. transcript.**

• **Summary:** Evan Root was the first attendant at the Erewhon retail store, below street level at 303-B Newbury Street. He lacquered the walls with Michio. Evan is a great storyteller,





very intelligent. The initial store was just one room, about 10 by 20 feet. Very few people came in to buy food, so it was more like a stock room than a store. Some evenings there were lectures there. Redwing Books now occupies that space. Most of the food (a tin of miso, a keg of tamari) was just being sent by the Kushis' friends from Japan as gifts; it didn't go through customs.

The Kushis got nigari and made tofu at home. It was not for sale, but for dinner guests and cooking classes. Joel made some tofu using lemon juice when nigari was not available.

As tofu started to become more popular, Erewhon started to buy it from a tofu maker in Boston's Chinatown. First they just bought and sold that tofu, but before long (in about 1973-74) they convinced him to start making nigari tofu for them. They guaranteed to buy what he made, and they sold him the nigari at cost. This might have been the first nigari tofu made in USA. A lot of nigari tofu is still made in Boston's Chinatown. Joel thinks the tofu maker was located on Tyler, Street, perhaps Yah Kee. Nigari came in 66 pound sacks from Japan. Erewhon also sold small quantities of nigari in the retail store. Chinatown was Erewhon's main source of tofu until Laughing Grasshopper appeared.

What was the macrobiotic movement's contribution to the history of soyfoods in the United States? Macrobiotic teachers and students talked and wrote about them, ate them, and sold them. They felt soyfoods were an important part of a good diet. They educated people and developed a market for soyfoods. Few Americans had eaten miso and tofu at home before 1966—the year Erewhon started. Macrobiotics were the first Caucasian Americans to really use soyfoods regularly. Before that, soyfoods (except perhaps soy sauce) were just interesting oddities. One could say that the macrobiotic movement introduced soyfoods to America.

As for tofu, Joel thinks that Michio Kushi's students misinterpreted his remarks about tofu being yin. Macrobiotics now eat tofu regularly, 3-4 times a week. There are endless ways to prepare it. It's been years since Joel has heard that tofu is "too yin."

What did *The Book of Tofu* (published in Dec. 1975) do for tofu? It expanded its relevance for the Western diet. Before that book, most of the tofu in the United States was consumed by people of East Asian ancestry.

Charles Kendall played a key role in making and introducing natto, mochi, and amazake to Caucasian Americans. He made these foods in his home and sold them locally. Initially, it was not a formal / legal business. But today his business, Kendall Foods, sells \$500 a week of these three foods. He has been making natto for 4-5 years. He was America's first Caucasian natto maker. Natto was served in macrobiotic restaurants in Boston.

The latest soyfood to hit Boston has been tempeh. It's been a phenomenal success. Macrobiotics are going crazy over it. Thom Leonard has been giving lots of tempeh classes for the past 1½ years. For more than a year, lots of sandwich

makers in Boston have been making and selling tempeh sandwiches. Tempeh is made into cutlets, burgers, tempeh mock-tuna salad. Why is it so popular? Because it is rich and meaty in texture and flavor—the opposite of rice. Most macrobiotics crave rich, meaty foods.

Ron Kotzsch is very close to the Kushis. A very unpretentious person with a wonderful sense of humor, he is now teaching in North Carolina. He is friends with Helen and Scott Nearing. He toured China and Japan with John Denver, the singer and songwriter—who did a benefit for Michio's new college.

How does Joel see the future of Erewhon? He thinks the company will focus on manufacturing only. Now is the critical time. He'd give Erewhon a 30-70% chance of survival. Address: Boston, Massachusetts.

1393. **Product Name:** Vegetable Protein Entrees [Uncle Archie's Chicken Almondine, Sweet 'N Sour Pork Style, Pepper Steak, or Hearty Stew Style].

**Manufacturer's Name:** Archer Daniel Midland Co.

**Manufacturer's Address:** Decatur, Illinois.

**Date of Introduction:** 1982 February.

**Ingredients:** Sweet 'N Sour Pork: TVP (soy flour), sugar, cornstarch, bell peppers, natural flavorings, vinegar solids, onion, tomato paste, garlic, sherry wine solids, monosodium glutamate (flavor enhancer), salt, spice, disodium inosinate and disodium guanylate (flavor enhancers), artificial flavor and colorings, citric acid.

**Wt/Vol., Packaging, Price:** 5.8 oz paperboard box.

**How Stored:** Shelf stable.

**Nutrition:** A 2/3 cup serving contains 10% of the U.S. RDA for protein, 138 calories, and less than 1 gm fat.

**New Product–Documentation:** Spot in Soyfoods. 1982.

Winter. p. 57. The product line is billed "An Oriental style entree based on textured vegetable protein and a delightful blend of vegetables served in a sauce designed to enhance their flavors." The product is dehydrated.

1394. Aros Sojaprodukter. 1982. Prislsta februari 1982

[Price list. February 1982]. Bergsvagen 1, S-190 63

Orsundsbro, Sweden. 2 p. [Swe]

• **Summary:** Lists 27 products, including books. Foods include tofu, tofu burgers, nigari, mung- and alfalfa sprouts. Address: Orsundsbro, Sweden. Phone: 0171-604 56.

1395. **Product Name:** Tempeh Salad (A Tuna-Fish-Style Crunchy & Creamy Salad or Sandwich Spread).

**Manufacturer's Name:** Cricklewood Soyfoods.

**Manufacturer's Address:** R.D. #1, Box 161, Mertztown, PA 19539.

**Date of Introduction:** 1982 February.

**New Product–Documentation:** Leviton. 1982. Soyfoods. Summer. p. 33. Packed in 8 oz. tubs with a 2 week shelf life. Ad in CRC Reports. 1982.

1396. **Product Name:** Tempting Tempeh Burger, Barbecued Tempeh Burger, and Mock Chicken Salad.

**Manufacturer's Name:** Fresh Foods.

**Manufacturer's Address:** Boulder, Colorado.

**Date of Introduction:** 1982 February.

**New Product–Documentation:** Talk with Gloria Gilbert.

1989. Sept. 11. She got the idea of a tempeh burger sandwich from Marty Roth and Barbara Svenning in late 1981. It was a gift from them at the time Gloria bought their sandwich business. Gloria introduced the Tempting Tempeh Burger in late Feb. or early March 1982. She bought the basic seasoned tempeh burger from Steve Demos, then sold it between buns with all the trimmings, in a plastic wrap, to the same outlets as her amasake, to markets in the Boulder, Denver, Ft. Collins, and maybe northern New Mexico. In April 1982 she launched a Mock Tempeh Salad made with plain soy tempeh from White Wave. Then in about June 1982 she introduced Barbecued Tempeh Burgers, a variation on the original burger but with barbecue sauce. At the peak, she was making about 300 of the two tempeh burgers each week. Years later she made a Quinoa Salad without soy.

1397. Leviton, Richard; Shurtleff, William. 1982. The coming tempeh boom. *Soyfoods*. Winter. p. 26-34, 38-40. Cover story. [13 ref]

• **Summary:** Company profiles of Soyfoods Unlimited (San Leandro, California) and Pacific Tempeh (Emeryville, California). “On February 15, 1981, Valerie, John, and Gary Robertson began tempeh production in their state of the American art \$100,000 plant in San Leandro, California.” The 1,000 square foot plant has a capacity of 10,000 lb/week of tempeh. “While the three Robertsons are each principals, Valerie is the chief dynamo, tempeh-maker, and sales-stormer, staging three in-store product demonstrations (called ‘Tempeh Tastings’) every week while managing their line of three tempehs and tempeh burgers.” “Soyfoods Unlimited produces 1,000 pounds of tempeh weekly and 1,000 pounds of marinated, steamed tempeh burgers. The tempeh intended for distributors is frozen immediately, then thawed and predated 16 days ahead of the day of delivery. Fresh tempeh is steamed then refrigerated until delivery. The Robertsons refrain from vacuum packing their tempeh in order to preserve the firm, white cake; the vacuum compression tends to darken and crush the fragile white mycelium. Although their tempeh was presented initially as a frozen food, the lack of product shelf visibility prompted the Robertsons to supply a refrigerated tempeh as well. The tempeh burgers, which are vacuum packed in six ounce plastic bags (with two burgers) are marinated in a steam kettle, then steamed... Their Brown Rice Soy Tempeh is fast becoming popular while the burgers are available in both round and square shapes (called ‘Tempeh Cutlets / Burgers’).”

“The energetic Valerie continually drives around the Bay

Area to conduct new Tempeh Tastings in the high volume stores among the region’s natural foods outlets. At a typical demonstration she offers samples of Tempeh with Herb Tomato Sauce, Sweet and Sour Tempeh, Mock Chicken Tempeh Salad, and Tempeh Burgers. To complement the demonstrations, the Robertsons have launched a cautious advertising campaign targeted for both the Bay area and selected national natural foods publications.”

The plant has a powerful sanitation system, which is described in detail.

Pacific tempeh was launched in Aug. 1980 on a \$40,000 investment that secured a 1,000 square foot facility in Emeryville, California. “The plant has a per week capacity of 5,500 pounds while current weekly tempeh production is 2,400 pounds.”

Photos show: (Cover) Valerie Robertson standing behind a table of tempeh dishes and promotional materials. (1) Valerie Robertson pulling a tray of finished tempeh in perforated plastic bags from a rolling rack. (2) Inside of the Soyfoods Unlimited plant. (2) Travis Burgeson holding a tray of finished tempeh. (4) A person vacuum packing tempeh burgers. (5) Travis Burgeson standing by a rolling rack. Address: 1. 100 Heath Rd., Colrain, Massachusetts 01340; 2. Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 413-624-5591.

1398. Leviton, Richard. 1982. Soy delis: Fast, natural, and growing. *Soyfoods*. Winter. p. 35-37.

• **Summary:** Discusses the Well Bean Deli in Santa Cruz (with a photo of Kevin Van Slooten); Real Food Tofu Cafe in Redwood Valley; and The Tofu Shop in Arcata. All in California. 2-3 photos show each location.

Concerning The Tofu Shop (768 18th St., Arcata, CA 95521): It “combines retail take-out with small scale tofu production and bakery products in a wood-lined airy storefront. Owner Matthew Schmit (who earlier managed a soy deli in Telluride, Colorado) has filled his 1,000 square feet with a small commercial cauldron-style tofu shop, small bakery, and 200 square foot retail front, all of which he launched on \$11,000 investment on December 15, 1980. The cozy retail space features racks of soy cookbooks and crackers, teas, packaged miso, tofu and tempeh kits, noodles, seaweed, and a handsome reach-in cooler where the tofu herb burgers, tofu spinach pies, vegetable tofu sushi rolls, tofu tahini salad, tofu herb dip, tofu cream pies, and bottled soymilk are displayed. Monthly sales average \$3,500 with some outside distribution of tofu, soymilk, and burgers. The deli attracts walk-in customers from the nearby Humboldt branch of the University of California while tofu burgers and tofu spinach turnovers are probably the most popular products at the deli.” Photos show: (1) Matthew Schmit standing at the wood-lined counter. (2) Matthew and Susan [Suzanne] Schmit with their shop’s specialties.

Concerning the Real Food Tofu Cafe (8473 East Rd.,



Redwood Valley, California): The Tofu Cafe is “in the tiny inland town of Redwood Valley (population: 400). Real Food (billed as ‘Vegetarian whole foods, specializing in delights from the humble soybean’) opened its 900 square foot facility (which includes in-house tofu production and secondary tofu products) in November 1980. The cafe is open for leisurely lunches, from noon until four and the customer often feels as if he is dining in someone’s large, lovely living room. The deli is outfitted with wall-to-wall carpeting, an authentic rock wall, hefty wooden tables, plants. The decor, in fact, in most soy delis is typically tasteful, low key, earthy, and exudes a subdued sense of quality. ‘Anyone who runs a soy deli,’ Dik Rose remarks ‘should make secondaries because of their promotional value for the deli name.’ Rose’s cafe, which is the retail branch of his Brightsong Tofu Company, produces Missing Egg Tofu Salad, Tofummus, Almond Tofu Creamie, and Strawberry Tofu Creamie, packaged in 8 ounce plastic tubs, and shipped frozen (with a 17 day refrigerated shelf life) around the San Francisco market. Missing Egg Tofu Salad sandwich and banana carob soymilk shakes are the deli best sellers, the average ticket is \$3.50, and take-out and sit-down each draw 50 percent.” Photos show: (3) The inside of the deli. (2) Dik and Sharon Rose behind the counter, with their large menu on the wall behind them. Address: 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

**1399. Product Name:** Loma Linda Corn Dogs (Meatless).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1982 February.

**Ingredients:** Meatless wiener: Wheat gluten, corn oil, water, dried yeast, soy protein concentrate, artificial and natural (vegetable) flavors, wheat germ, soy flour, onion, vegetable mono- and di-glycerides, garlic powder, salt, soy lecithin, caramel color, L-lysine, paprika, artificial color, spice, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin). Batter: Enriched flour, corn flour, enriched corn meal, sugar, salt, soy flour, soy oil, whey, egg yolks, dried honey, sodium acid pyrophosphate, sodium bicarbonate, monocalcium phosphate, artificial and natural (vegetable) flavors.

**Wt/Vol., Packaging, Price:** 10 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 1 corn dog (2.5 oz–71 gm): Calories 250, protein 12 gm, carbohydrate 7 gm, fat 19 gm, cholesterol 0 mg, sodium 300 mg, potassium 120 mg.

**New Product–Documentation:** Food Report (Lehmann). 1982. Aug. The frozen corn dogs are meatless wieners

dipped in corn batter.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1982.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

**1400. Product Name:** Living Lightly Ready to Eat Tofu Cutlet (Deep-fried Cake of Tofu).

**Manufacturer’s Name:** Pacific Trading Co. Distributed by Living Lightly.

**Manufacturer’s Address:** P.O. Box 40429, San Francisco, CA 94110.

**Date of Introduction:** 1982 February.

**Ingredients:** Water, soybeans (organically grown in accordance with Section 26569.11 of the California Health & Safety Code), soy oil, curded with natural calcium sulfate.

**Wt/Vol., Packaging, Price:** 6.5 oz.

**How Stored:** Refrigerated.



**New Product–Documentation:** Label. 1982, undated. 4 by 2.75 inches. Self adhesive. Blue, brown, green and white.

Film label (see next page). 1983. 7.5 by 4.5 inches. Blue and green on white. “Organic soybeans. Use like meat or cheese.” “Serving Suggestions: Tofu Cutlets are ready to eat. Serve like cheese, ham, or bacon; sliced in sandwiches or with fried eggs; diced in salads, soups, casseroles, stews, or scrambled eggs. Or reheat in a toaster, oven or barbecue, and serve with a little soy sauce, and garlic or grated ginger.”

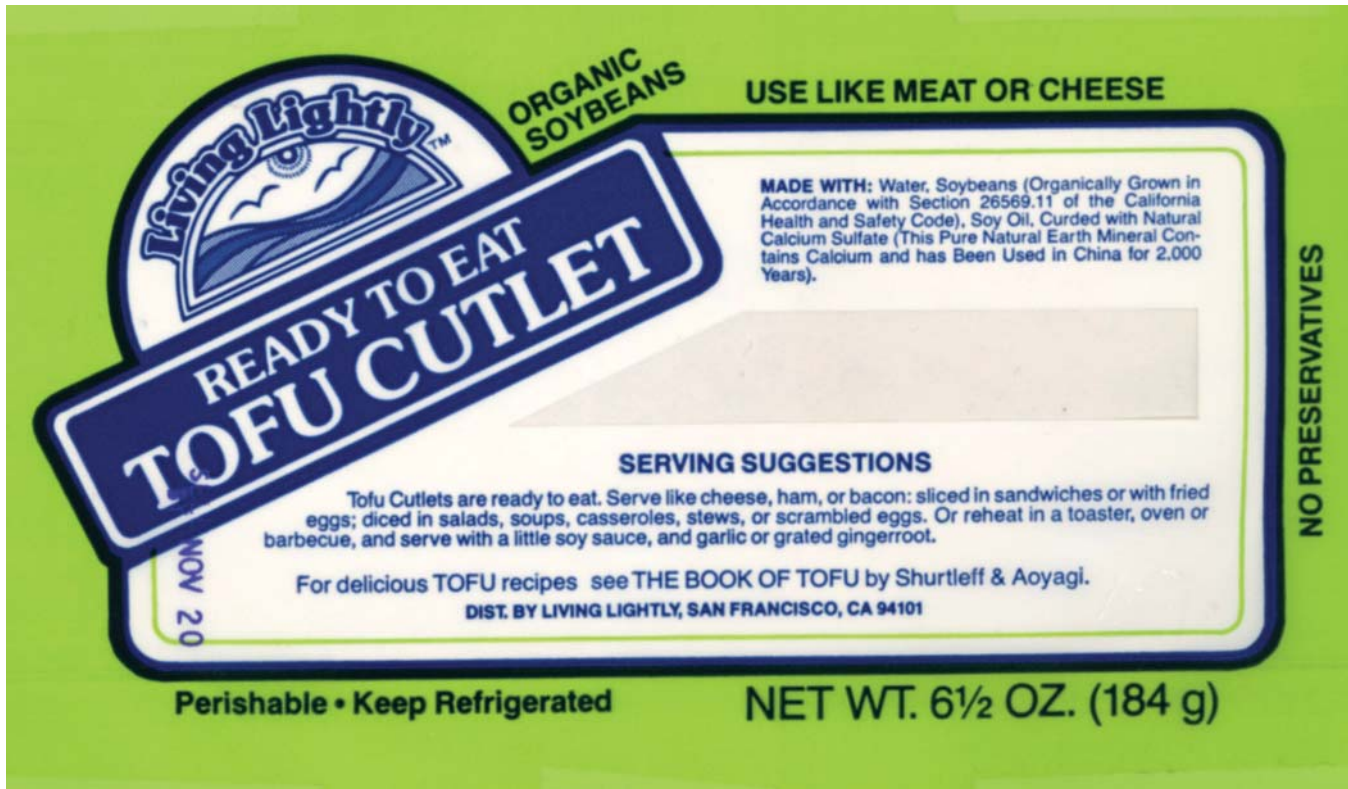
**1401. Product Name:** Living Lightly Tempehroni Pizza.

**Manufacturer’s Name:** Pacific Trading Co.

**Manufacturer’s Address:** P.O. Box 40429, San Francisco, CA 94110.

**Date of Introduction:** 1982 February.

**Ingredients:** Crust: Whole wheat flour, water, yeast, sesame seeds, salt. Sauce: Tomatoes, onions, carrots, parsley, soy oil, garlic, green pepper, spices. Rennetless mozzarella cheese,



Tempehroni (Soybeans, brown rice, water, tempeh culture), shoyu soy sauce, herbs, spices.

**Wt/Vol., Packaging, Price:** 8 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Label. “No Preservatives.”

1402. **Product Name:** Living Lightly Tofu Lasagna.

**Manufacturer’s Name:** Pacific Trading Co.

**Manufacturer’s Address:** San Francisco, California.

**Date of Introduction:** 1982 February.

**Ingredients:** Rennetless ricotta cheese, tofu, tomatoes, rennetless mozzarella and Romano cheese, whole wheat flour, green onions, carrots, eggplant, soy oil, garlic, herbs and spices.

**Wt/Vol., Packaging, Price:** 18 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1982. 4 by 2.75 inches. Self adhesive. Green and red on white. “Tofu with pastabilities... For more about tofu see *The Book of Tofu...*” Spot in Soyfoods. 1982. Winter. p. 57. 18 oz.

1403. **Product Name:** Living Lightly Tempeh Patties (Meatless Burgers: Vacuum Packed).

**Manufacturer’s Name:** Pacific Trading Co.

**Manufacturer’s Address:** P.O. Box 40429, San Francisco, CA 94110.

**Date of Introduction:** 1982 February.

**Ingredients:** Soy tempeh (made from organic soybeans), natural soy sauce, herbs, spices.

**Wt/Vol., Packaging, Price:** 6 oz vacuum packed.

**How Stored:** Frozen or refrigerated.

**Nutrition:** Per 3 oz.: calories 120, protein 12 gm, sodium 443 mg, carbohydrates 8 gm, fat 4 gm.

**New Product–Documentation:** Label. Undated. 3.5 inch diameter. Red and blue on white. “Meatless, Ready to eat. Not fried! No cholesterol. Shelf life at 40°F is up to 28 days.”

1404. **Product Name:** Living Lightly Chili Con Tempeh (Meatless Chili).

**Manufacturer’s Name:** Pacific Trading Co.

**Manufacturer’s Address:** San Francisco, California.

**Date of Introduction:** 1982 February.

**Ingredients:** Pinto beans, soy & rice tempeh, tomato sauce, onions, water, jalapeno peppers, serrano peppers, soy oil, chili powder, spices, sea salt, shoyu soy sauce, garlic powder.

**Wt/Vol., Packaging, Price:** 12 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Label. “Ready to Eat. For delicious tempeh recipes see *The Book of Tempeh* by Shurtleff & Aoyagi.”

1405. Percival, Bob. 1982. Easy to do tofu. *Vegetarian Times* No. 54. Feb. p. 61-64.

• **Summary:** How to make tofu at home, plus recipes for Tofu Guacamole and Soysage. A photo shows the utensils necessary for making tofu (found in most kitchens).

1406. Shurtleff, William; Aoyagi, Akiko. 1982. Tofu &



soymilk production: A craft and technical manual. Lafayette, California: Soyfoods Center. 336 p. Illust. by Akiko Aoyagi Shurtleff. Index. Feb. 28 cm. [223 ref]

• **Summary:** The contents is identical to that of the original Aug. 1979 edition, but the publisher's name has changed to Soyfoods Center from New-Age Foods Study Center. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1407. **Product Name:** Furama Bean Curd (Yuba) [Fresh Frozen Sheets, or Dried Sticks].

**Manufacturer's Name:** Soyfoods of America.

**Manufacturer's Address:** 1091 E. Hamilton Rd., Duarte, CA 91010. Phone: 213-223-4473. Later: 213-681-5393.

**Date of Introduction:** 1982 February.

**Ingredients:** Soybeans, water.

**Wt/Vol., Packaging, Price:** 8 oz.

**New Product–Documentation:** Soyfoods Center. 1980. Sept. Tofu shops and soy dairies in the West (2 pages, typeset). Gives the company's name, address, and phone number (213-223-4473). The owner is Mr. Ken Lee. "A yuba factory." Another listing at Los Angeles says: "Lee Way Industries, 658 N. Broadway, 90012. Phone: 213-223-4473 (Ken Lee, a yuba factory)."

Leviton, R. 1982. "Soyfoods of America." *Soyfoods*. Summer [July]. p. 30-31. Ken Lee's tofu plant opened in Sept. 1981, with nearly a million dollars in startup capital. Ken took several trips to Japan and Hong Kong to study process and machinery. Yuba production is currently 1,000 lb/week, working 5 days a week with 3 workers. It is sold in dry rolls and semi-moist frozen form. Lawrence Wu was hired to supervise yuba production and new product development. He plans to make "Yubaloney" (Buddha's Chicken) from marinated yuba sticks, wrapped in tight cloth bundles and steamed under pressure for 40 minutes until the yuba has congealed into a sausage-like roll.

Ad in *Soyfoods*. 1984. Summer. p. 3. The dried yuba comes in 8-oz. brittle sticks with 6-months unrefrigerated shelf life. The fresh yuba has 5 soft sheets per package with a 6-month frozen shelf life.

Talk with Ken Lee. 1988. Aug. 29. His company started production in Nov. 1981, making yuba, soymilk, and tofu. Of the yuba, 90% is fresh frozen sheets and 10% is dry sticks. See 1988 interview. Mrs. Lee recalls the introduction date to be Aug. 1981.

Labels. 1988. 7 by 2 inches. Paper. Letter from Ken Lee. 1988. Oct. 10. Now states he started marketing the yuba in Feb. 1982, before Chinese New Year. So the starting date is somewhere between Nov. 1981 and Feb. 1982.

1408. *Soyfoods*. 1982. Soyfoods marketer. Winter. p. 57.

• **Summary:** "Mark Brawerman's Pacific Trading Co. distributes a diverse line of frozen and refrigerated soyfoods around the greater San Francisco area. Besides his stock

of yogurt, cheeses, juices, eggless honey dairy ice cream, and middle eastern specialty foods, Brawerman distributes soyfoods from three West coast producers including Island Spring (Smoked Soyloaf, Steamed Tofu), Redwood Valley (Almond Creamie, Berry Creamie, Soysage, Tofumous, Missing Egg), and Soyfoods Unlimited (Tempeh, Tempeh Burger). Brawerman also handles two brand name lines of his own, Jolly Licks Non-Dairy Frozen Desserts and Living Lightly. The Jolly Licks line of soymilk ice creams was introduced in July 1980 and includes these flavors: Toasted Almond, Strawberry, Coffee, Carob, Orange, Carob Mint, Vanilla, Chocolate, (in pints and 5 oz cups). The Living Lightly line includes soft and firm tofu (water-packed and vacuum packed), tofu cutlets, SoyMoo beverage (plain, vanilla-cinnamon, in pints and quarts), two flavors of Tofu No-Cheese Cake (Hawaiian, Strawberry, at 12 oz), and six frozen tofu entrees, (Tofu Tamale, 7 and 12 oz; Tofu Enchilada, 12 oz; Tofu Lasagna, 18 oz; Tofu Ravioli, 14 oz; Tofu Italian Salad, 8 oz; and Tofu No Egg Salad, 8 oz)."

1409. *Soyfoods*. 1982. Welcome to the all tempeh restaurant. Winter. p. 29.

• **Summary:** About Java Murni Indonesian Ricetable (4509 Adams St., Carlsbad, California 92008). Lists all the tempeh dishes on the menu. Java Murni also produces a tempeh burger.

1410. Stephensen, Susie; Frumkin, Paul. 1982. Budget stretching entrees: The economy and you. *Food Management*. Feb. p. 47-53.

• **Summary:** "One budget stretcher that is increasing in popularity all over the country is tofu." At Bryn Mawr College in Pennsylvania, foodservice director Gail Finan serves chopped tofu on the salad bar, plus a tofu parmigiana and a tofu served in marinara sauce. These have proved "quite successful among students and faculty."

Other tofu recipes described are: Marinated orange tofu salad (Boston College). Tofu with taco. Tofu burger on a sesame bun. Tofu cutlet with cheese (the tofu is deep fried). Tofu tempura. Address: 1. Senior editor; 2. Contributing editor.

1411. Tibbott, Seth. 1982. Turtle Island Tempeh, Oregon. *Soyfoods*. Winter. p. 31.

• **Summary:** "Turtle Island Soy Dairy is a small tempeh shop in Forest Grove, Oregon. Three of us make tempeh four nights a week in an old creamery building and we make three tempeh products: plain old soy tempeh, Five Grain, and Tempehroni (the soy tempeh with herbs)... We make our Five Grain style from soybeans, millet, rice, sunflower and sesame seeds... Since pizza was always one of our favorite ways to eat tempeh, we designed Tempehroni to be sliced into attractive two-inch rounds similar to its more well-known cousin, pepperoni. After much experimentation we settled

on marjoram, basil, oregano, thyme, and summer savory [as Tempehroni seasonings]. Tempehroni's relatively high price (\$1.28 for 8 oz) reflects the high labor costs involved, chiefly funneling all those beans down a thin chute into a specially made bag."

A photo shows 3 Turtle Island tempeh products. An illustration shows the Turtle Island Soy Dairy logo. Address: Owner, Turtle Island Soy Dairy, Forest Grove, Oregon.

**1412. Product Name:** [Tofu Burger (Ready-to-Eat in Buns, or 3 Pieces in Vacuum Pack)].

**Foreign Name:** Tofu Burger.

**Manufacturer's Name:** Auenland Tofu und Soja Produkte.

**Manufacturer's Address:** Hub 2, D-8210 Prien-Chiemsee, West Germany.

**Date of Introduction:** 1982 March.

**Wt/Vol., Packaging, Price:** Vacuum packed.

**New Product–Documentation:** Talk with Peter Wiegand. 1987. Nov. 11. He introduced 7 tofu products on the day he started. The Tofu Burgers were the most successful of his products, followed by the Tofu Cakes. He was in business for two and a half years, closing in Oct. 1986. He was very evangelical during that time.

**1413. Product Name:** [Tofunafish Salad or Tofu Salad].

**Foreign Name:** Tofunafish Salad.

**Manufacturer's Name:** Auenland Tofu und Soja Produkte.

**Manufacturer's Address:** Hub 2, D-8210 Prien-Chiemsee, West Germany.

**Date of Introduction:** 1982 March.

**Wt/Vol., Packaging, Price:** Round plastic deli tubs.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Peter Wiegand. 1982. June 22. Followed by phone talk. Talk with Peter Wiegand. 1987. Nov. 11. He introduced 7 tofu products on the day he started.

Talk with Michael Pierce (Graphic artist, Macon, Georgia). 1989. Oct. 30. He recalls that the Tofunafish Salad was sold in round plastic deli tubs.

**1414. Product Name:** Tofu Burger.

**Manufacturer's Name:** Bud, Inc.

**Manufacturer's Address:** 1100 Wicomico St., Baltimore, MD 21230.

**Date of Introduction:** 1982 March.

**Ingredients:** Natural nigari tofu, carrots, cabbage, onion, celery, okara, soymilk, sesame seeds, sunflower seeds, soybean oil, sea salt, spices.

**Wt/Vol., Packaging, Price:** 7 oz vacuum pack.

**How Stored:** Refrigerated or frozen.

**Nutrition:** Per 3.5 oz.: Calories 190, calories 12 gm, carbohydrates 11 gm, fat 12 gm, sodium 250 mg (250 mg/100 gm).

**New Product–Documentation:** Label. 1982. March

(dated). 4.5 inches square. Black and white on yellow. "Keep frozen. Completely vegetarian. All natural. No preservatives." Logo reads: "Soyfoods for a healthy world"; This company is run by a Taiwanese family.

This product is still being sold with the same label in July 1992.

1415. Leviton, Richard. 1982. *The American soy deli: A collection of articles, interviews, artifacts, and recipes from practitioners of the new marketing innovation for retailing delicious, ready-to-eat soyfoods to the public.* 100 Heath Rd., Colrain, Massachusetts 01340. 74 p. March. Unpublished manuscript. 28 cm.

• **Summary:** An interesting collection and collage of reprints and photos, containing some original material such as: A soyfood primer and cookbook roundup by Lorna Sass. Article—"On the road for the fast food burger: A soy deli odyssey," by Richard Leviton (*Vegetarian Times*, April 1982, p. 62-65. Note: This is the longer, unedited original manuscript, 13 pages). Ad and 3-page menu from *The Southfork Tofu Cafe* (322 Fuller Ave., Helena, Montana). Menus from *Far Pavilions* (Telluride, Colorado), *The Tofu Shop* (768 18th, Arcata, California), *Brightsong–The Real Food Tofu Café* (Redwood Valley, California).

Article—"Kicking the dairy habit," by Richard Leviton (*East West Journal*, June 1980, p. 60-65). Article—"Food Showmanship," by Linda Reedy (*Foodservice Marketing*, Nov. 1981, p. 36-41). Article—"Fast food: A nutritional trap" (*New York Times*, 19 Sept. 1979). Article—"Restaurant fast foods in the grocery store? Franchises could test new income source," by Stan Merritt (April 1980, p. 18, 22). Menu—"Recipes for a versatile food" (6 tofu recipes). Shopping list (form to fill out)—*Mother Earth, natural foods*, 604 N.W. 13th Street, Gainesville, Florida 32607. Phone: (904) 378-5224. "Fresh tofu comes to Northern Cal.," by Matthew Schmit (*Sketch of The Tofu Shop in Arcata*, 13 Feb. 1981). Article—"Back to basics' approach provides answers to challenges facing product developers," by James S. Burns (Oct. 1979, p. 40, 42, 46, 58). Address: Colrain, Massachusetts. Phone: 413-624-5591.

1416. Shurtleff, William; Aoyagi, Akiko. 1982. *History of the soyfoods movement in North America.* Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 50 p. March. Unpublished typescript. Available online at [www.soyinfocenter.com](http://www.soyinfocenter.com).

• **Summary:** A comprehensive history of the subject. Contents: New image of soyfoods and causes of interest: Good health, nutrition and fatness, weight loss diets, low-cost protein, meatless and vegetarian diets, world hunger, appropriate technology and right livelihood, voluntary simplicity, ecology and conservation, interest in East Asian cultures, spiritual practices, and cuisines.

Allied movements: Macrobiotics, natural foods, Rodale



Press, vegetarianism.

Characteristics of the soyfoods movement: Major foods and types of products, comparison of soy protein industry (high tech) and soyfoods industry (low tech), appropriate technology, relevance to the Third World, conclusion.

The Farm in Tennessee. *The Book of Tofu* and Soyfoods Center. Early soyfoods manufacturers. Soyfoods delis and restaurants. Second-generation soyfoods manufacturers and distributors (e.g. Swan Foods in Florida). Tofu kits and equipment. Soyfoods terminology. Founding of the Soycrafters/Soyfoods Association of North America: Richard Leviton. Growth of the Soyfoods Association: First conference, Soyfoods magazine, subsequent conferences, SANA problems, The New Soyfoods Association—Gary Barat and Michael Austin of New York City.

Soyfoods books and booklets. Media coverage. Growth of the soyfoods industry, including the Soycrafters Apprenticeship Program. Soyfoods Marketer/Distributors: Yellow Bean Trading Co., Garden of Eatin', Jolly Licks. Soyfoods in foodservice institutions. Influence and activities abroad. The future.

Note: This is the earliest document seen (Oct. 2008) that uses the term “Second-generation” in connection with soyfoods to refer to a soyfood product which uses a basic soyfood as its major ingredient. Thus, Tofu Cheesecake, Tempeh Lasagna, and Instant Miso Soup are all commercial “second-generation soyfood products.” If made at home for home use, they would be “second-generation soyfoods.” For some products, the line between basic and second-generation soyfood products is blurred, since some second-generation products that have a long history have come to be thought of as basic. For example: Deep-fried tofu burgers (*ganmodoki*), teriyaki sauce, etc. Address: Lafayette, California. Phone: 415-283-2991.

1417. Soy Plant Co-op Inc. (The). 1982. Price list effective 3/22/82 [22 March 1982]. Ann Arbor, Michigan. 1 p. 28 cm.  
 • **Summary:** This typewritten sheet contains three columns: Supplier, product, and price. The Soy Plant is supplier of (packaged or in bulk): Tofu (1 lb tub), plain soy milk and flavored soy milk (quarts), tempeh (8 oz), soysage (8 oz), miso garlic dressing (16 oz), Soyanaise (soy mayo, 16 oz), carob tofu pies, missing egg salad, tofu spinach quiche, gomaseao [gomashio]. Other suppliers are Micro Farms (alfalfa- or mung bean sprouts), Westbrae Foods (miso—3 types), The Grocery (The Tofu Cookbooklet), and Learning Tree (tofu kit, \$13.50 each).

New products available soon: Tempeh salad. Tofu tahini spread. Address: 711 Airport Blvd., Suite #1, Ann Arbor, Michigan 48104. Phone: (313) 663-8638.

1418. **Product Name:** Meatless Frozen Entrees with Soy Pepperoni [Ranch Barbecue, Texas Tamale, Texas Burrito, or Pizza Royale].

**Manufacturer's Name:** Tumaro's Inc.

**Manufacturer's Address:** Los Angeles, California.

**Date of Introduction:** 1982 March.

**Ingredients:** Textured soy protein. Sauce: Tomato paste, honey, apple cider vinegar, water, tamari, arrowroot starch, spices, natural distilled wood smoke.

**New Product—Documentation:** Food Report (Lehmann). 1982. March. Spot in Soyfoods. 1982. Summer. p. 56. “Hottest Meal on the Range.” Frozen entrees using tender, beeflike textured soy protein strips, smothered in a tangy Texas-style sauce.

1419. *Whole Foods (Berkeley, California)*. 1982. New England Soy Dairy [distributing tempeh products]. March. p. 51.

• **Summary:** New England Soy Dairy has entered into an exclusive distribution agreement to distribute Soyfoods Unlimited Tempeh Burgers and Cutlets and the Pacific Tempeh Burger.

1420. Welters, Sjon. 1982. Re: Recent developments with soyfoods in Europe, and ties with macrobiotics. Letter to William Shurtleff at Soyfoods Center, April 16. 6 p. Typed, with signature on letterhead (photocopy).

• **Summary:** This letter, whose letterhead reads “Manna Natuurlijke Levensmiddelen,” contains names and addresses of many new soyfoods companies, many of them started by people interested in macrobiotics. Names and addresses of the following companies are given: Tofu Denmark (in Valby, run by Per Fruergaard, a macrobiotic), Bernard Storup, Ab & Paulien Schaft (Dutch, setting up a small shop in Baillestavy, France, to make miso, shoyu, natto, and koji), Traditions du Grain (Jean Luc Alonso is setting up a macrobiotic tempeh shop in Ivry France; they will start this summer), Paul Jones (Tofu shop in London), Saskia de Jong (may make miso in Ireland), de Brandnetel (tofu shop in Antwerp, Belgium), Jonathan (makes tofu, ganmo, seitan, mochi in Ekeren, Belgium. Run by J. v. Ponselee), Seven Arrows (Leuven, Belgium; making tofu), Lima Foods (now sell miso made at their plant and farm in France), Witte Wonder (Den Haag, Netherlands), De Morgenstond (Bakkeveen, Netherlands), Jakso (Heerwaarden, Netherlands. Run by Peter Dekker. The first and only shop making tempeh from organic soybeans), Firma Lembekker (Amsterdam), Unimave (Lisbon, Portugal), Jose Parracho (Setubal, Portugal), Swame [sic, Swami] Anand Svadesha (Furth im Wald, West Germany), Bittersuess (Cologne, West Germany. Attn: Thomas Kasas/Karas). Three distributors of soyfoods and natural foods in Germany are YinYang (Berlin), Rapunzel (Heimraadshofe), and Mutter Erde (Werbelen). In Finland: Luonnonruokakauppa AUMA (Helsinki). In Switzerland: Verena Krieger of Sojalade (Engelberg, tofu shop), Hans Rudolph Opplinger (Cham, tofu shop), Marty Halsley (Nyon, tofu & tempeh), Restaurant Sesam (Bern). P. Ton van Oers

is a Dutch priest who works in Kananga, Zaire. The natives have grown soy for 10 years and he is thinking of making tofu and soymilk from them.

“In Great Britain the East West Centre is very active in promoting soyfoods. As a part of the Kushi Institute program they have home-scale processing, in which tofu, tempeh, and miso-making are taught by Jon Sandler [Sandifer?]. He is the tempehmaker of the EWC too at Community Health Foundation, 188 Old St., London EC1. In the Netherlands, a great deal of soyfoods promotion is done by the East West Center and Manna. As you probably know, Manna was the first to introduce miso, tamari, shoyu, tempeh, tofu and koji to the larger public and we are still the main promoters of soyfoods as part of a more natural, vegetarian, and economic diet. Manna has been followed by a lot of other distributors of natural and health foods. We have two competitors in the tofu business: Witte Wonder and De Morgenstond.

“At the moment I’m the only teacher giving lectures on homescale miso-, tofu-, tempeh-, shoyu-, tamari-, natto-, and koji-making in the Netherlands. Mainly at the East West Centre and sometimes at different places in the country. People are starting to get interested.”

Note: This is the earliest document seen (Jan. 2003) concerning the work of Swami Anand Svadesha of West Germany, and of Thomas Karas of Bittersuess (Cologne, West Germany). Address: Stichting Natuurvoeding Amsterdam, Meeuwenlaan 70, 1021 JK Amsterdam-N, Netherlands. Phone: 020-323977.

1421. MacCormack, Harry. 1982. Re: Okara and Sayuri Furukawa. Letter to William and Akiko Shurtleff at Soyfoods Center, April 21. 3 p. Typed, with signature on letterhead.

• **Summary:** “We can’t find the *Well Being* article [about okara] although I remember it as being poorly written.”

“Your question about Burgers is I hope answered with the labels. Sayuri Furukawa was visiting with us from Japan last week. She will be contacting you both in the next couple of weeks as she plans to spend 6 weeks at Green Gulch. She is a wonderful woman, her father a Zen monk, she trained in an ‘old way’ tofu shop. She was teaching us how to make miso and shoyu.” They taught her how to make okara burgers.

Attached are labels for the following Sunbow Farms Products: Country Style Tofu, Soy Sausage, All-American Burgers [meatless, made with okara and soymilque], Gentle Felafer, Soymilque, Mexi-Burger. Address: Sunbow Farm Products, Route 2 Box 46, Corvallis, Oregon 97330. Phone: 503-929-5782.

1422. **Product Name:** [Ganmo {Tofu Burger}].

**Foreign Name:** Ganmo.

**Manufacturer’s Name:** Jonathan P.V.B.A.

**Manufacturer’s Address:** Antwerpsesteenweg 336, B-2080 Kapellen, Belgium. Phone: 03/664 58 48.

**Date of Introduction:** 1982 April.

**Ingredients:** Crushed tofu, sesame seeds, vegetables, tamari, fresh herbs and spices, wheat flour.

**Wt/Vol., Packaging, Price:** Vacuum packed.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Sjon Welters. 1982. April 16. “Jonathan is a macrobiotic food company. They produce a wide assortment of macrobiotic products, such as tofu (3,000 lb/week), ganmo, etc.

Jonathan catalog. 1988. A full-page color plate shows all these products. These are deep-fried tofu burgers. Ingredients are listed (see above).

1423. Leviton, Richard. 1982. On the road for the fast food burger: A soy deli odyssey. *Vegetarian Times* No. 56. April. p. 62-65.

• **Summary:** Includes visits to and detailed descriptions of the ambience and menu at: The Well Bean Deli in Santa Cruz, California (Kevin Van Slooten), Real Food Tofu Cafe in Redwood Valley, California (Dik & Sharon Rose), The Tofu Shop in Arcata, California (Matthew & Susanne Schmit), South Fork Tofu Cafe in Helena, Montana (Bruce Anfinson, Vicki Keller, and Richard Saravalli), The Good Nature Deli in Oak Park, Illinois (Kevin O’Brien and Mary Ellen Sackett), The Soy Plant Deli in Ann Arbor, Michigan (a co-op), Hip Pocket Tofu Deli in Columbus, Ohio (Bill Lutz), Nature’s Grace in Honesdale, Pennsylvania (Jamie and Nancy Stunkard), Lotos Cafe in Rochester, New York (Greg Weaver), Soyateria in Toronto, Ontario (owned by Soy City Foods), Mintz’s Buffet in New York City (David Mintz), and Everybody’s Vegetarian Restaurant in Nashville, Tennessee (run by The Farm).

At Mintz’s Buffet (1040 Third Ave., 10021) “David Mintz would like to stuff the Big Apple with savory tofu, judging by the enthusiasm with which he embraced tofu a year ago in his traditional Jewish kosher deli and catering company. Mintz added tofu to his line of ‘soup to nuts, old time foods like Grandma used to make, a big menu,’ and placed tofu vegetable pies and tofu ice cream proudly next to the gefilte fish, chopped livers and matzoh balls. Located on New York’s upper east side near Bloomingdale’s, Mintz’s (which seats 15) receives celebrities and ordinary folk alike, people who are drawn to its special ‘Mintz’s Tofu Buffet of Vegetable Quiches,’ Tofu Vegetable Pies, Tofu Vegetable Salads (for instance, steamed broccoli with tofu mustard sauce), Tofu Egg Rolls, Tofu Blintzes, Tofu Bran Muffins (strawberry-rhubarb, apple-walnut, blueberry-bran, carrot-apple, pecan, lemon-granola, pineapple-coconut and cherry-granola), Soy Burgers and Soy Pizza. Before we glide out of Mintz’s soy emporium on a cloud of soybeans, we must sample his renowned Tofu Ice Cream (also called *Tofutti*) made from tofu, soymilk, fresh fruit, essences of apples, figs and raisins, honey, egg whites, soy oil—‘creamy and delicious, it’s beyond cream.’” Address: 100 Heath Rd.,



Colrain, Massachusetts 01340. Phone: 413-624-5591.

1424. **Product Name:** Vegetarian Steak Mix.  
**Manufacturer's Name:** Natural Way Mills.  
**Manufacturer's Address:** Middle River, Minnesota.  
**Date of Introduction:** 1982 April.  
**Ingredients:** Incl. stone ground wheat, corn, oats, barley, and soybeans.  
**New Product–Documentation:** Food Report (Lehmann). 1982. April. Water is added to the mix, which is then formed into a roll, chilled, and boiled in broth.

1425. **Product Name:** Deli Salad (A Tuna-Fish-Style Crunchy & Creamy Tempeh Salad or Sandwich Spread).  
**Manufacturer's Name:** Pacific Tempeh.  
**Manufacturer's Address:** 1508 62nd St., Emeryville, CA 94608.  
**Date of Introduction:** 1982 April.  
**New Product–Documentation:** Shurtleff & Aoyagi. 1985. History of Tempeh. p. 52. America's first product of this type.

1426. Wagner, Martha. 1982. Cooking with okara. *Vegetarian Times* No. 56. April. p. 46-48.  
 • **Summary:** The subtitle continues: Okara, high in protein and fiber, is a by-product of tofu which lends itself to a variety of cooking methods." Gives an introduction to okara with 8 recipes: Okara-millet burgers. Okara dumplings. Okara cornbread. Marlene's soysage. Fudge brownies. Sweet pie shell. Okara crackers. Okara waffles.

Fiber is now making a comeback in America—and none too soon. The average American intake of dietary fiber today is about 20% of what it was 100 years ago.

1427. *Whole Foods (Berkeley, California)*. 1982. Convenience soyfoods. April. p. 60.  
 • **Summary:** "Brightsong Tofu announces their line of quality convenience soyfoods: Premium handmade Brightsong tofu is the base for Missing-Egg and Cottage (with soy yogurt) tofu salads, Strawberry and Almond tofu creameries [sic, creamies] (two desserts), and Tofummus (a tofu hummus).

"Brightsong's Soysage is a vegetarian paté that contains mostly okara, the soy fiber from tofu-making. Hummous is a California-style sesame-bean spread. All products are organic, natural, dairy-less and contain no sugar or artificial anything. They are sold in eight and 15-ounce sizes with a four-color printed lid.

"Circle No. 69 on Reader Service Card."

A black-and-white photo shows seven Brightsong products.

1428. **Product Name:** Whole Earth VegeBurger (Dry Mix) [Herb & Vegetable, Chili, No-Salt (Aug.)].  
**Manufacturer's Name:** Yin Yang Ltd. [Whole Earth].

Renamed The Realeat Company in June 1982.  
**Manufacturer's Address:** London NW10, England.

**Date of Introduction:** 1982 April.

**Ingredients:** Sesame seeds, rolled oats, wheat gluten, textured soya flour, wholewheat rusk, dehydrated onion, dried mixed vegetables, yeast extract (Seasoning and seasalt vary between the 3 varieties).

**Wt/Vol., Packaging, Price:** 125 gm foil sachet, makes 4 x 70 gm burgers. Retails for 59 pence.

**How Stored:** Shelf stable.

**Nutrition:** Contains more protein, half the fat, and less calories than an average beefburger. Cooked product: Protein 19%, carbohydrate 17%, vegetable fat 6%, dietary fibre 5%, calories 190/100 gm when fried.

**New Product–Documentation:** Low, Robert. 1983. "And here comes... the VegeBurger." *Observer (The)* (London). Feb. 27. p. 4. Sunday. This meatless burger, which was created by Gregory Sams, was launched nationally last week.

Leaflet. 1986. VegeBurger. "Realeat made the VegeBurger famous in 1982..." But in other Realeat publications the year of introduction is given as 1983. Note: It was sold locally in 1982, then launched nationally in Feb. 1983. "You just mix it with water and egg (optional), wait for 15 minutes, and shape into burgers for frying."

Ad in *The Vegetarian*. 1984. May/June. p. 12. "Vege Burger by Realeat. The alternative that works. From health and natural food stores everywhere."

Letter from Gregory Sams. 1988. March 30. Says the product was introduced in 1982. Leaflet, undated. "A Recipe for success." Gives detailed product information. "Realeat made the VegeBurger famous in 1982 with the launch of the first all-natural meat alternative that tasted better, cost less, and did you good—with convenience. It proved a powerful combination and paved the way to a new market in meatless foods."

Talk with Philip Marshall of Cauldron Foods Ltd. 1990. July 9. This is probably the Haldane Food Group's best-selling soy product. Greg and Craig Sams are brothers, and both American. Philip does not know if they still work with Haldane or if they are retained as consultants. Both are very talented guys, excellent at marketing, and probably made their money quite nicely. One is in a wheelchair, paralyzed from the waist down. In the early days, both were involved with Whole Earth and the early events at Portobello Road. Whole Earth became Harmony Foods, a large health food wholesaling company.

Color photo of package in *Linda McCartney's Home Cooking*. 1990. p. 18. "Realeat Vege Burger Mix. Herb & Vegetable Style." The package is orange, yellow, and brown. "All natural—All vegetable." A large color illustration shows a burger between buns.

Letter (e-mail) from Greg Sams, originator of the VegeBurger—in response to questions from William Shurtleff. 2007. Feb. 8 and 12. "The initial VegeBurger was launched

as a Whole Earth branded product when I was still running Whole Earth, located in London at NW10. That was in April 1982. The VegeBurger was launched in two flavours: Herb & Vegetable, and Chili. A No Salt variety came out in Aug. 1982. The *Official* name of the company was still Yin Yang Ltd. VegeBurger and I went solo as The Realeat Company in June 1982. Whole Earth was in deep financial trouble and our investors and bankers had no faith in the product which I'd created to help save us. I had faith and was happy to pass the reins over to my brother Craig and to go off and work from home (at 2 Trevelyan Gardens, London, NW10 3JY—where I had been living since Feb. 1980) with my new baby [VegeBurger]. It was our joint rescue plan, and the backers and bankers bought it. It worked for both of us. By early 1983, VegeBurger was a best seller in health food shops throughout the country. The article by Low on the VegeBurger in *The Observer* (London; Feb. 27. p. 4. Sunday) was prompted by my press release, which tied into the launching of the frozen VegeBurger in Feb. 1983. In 1988 The Realeat Company moved from my home to a serviced location at Acorn House in Nearby Acton for six months prior to my sale of the company."

1429. **Product Name:** [Seitan].

**Foreign Name:** Seitan.

**Manufacturer's Name:** Zuaitzo.

**Manufacturer's Address:** Calle Diputacion 5\* Piso, Calle Correria 39 Bajo, 01001 Vitoria-Gasteiz, Spain. Phone: 945/28 86 30.

**Date of Introduction:** 1982 April.

**New Product–Documentation:** Dear clients. 1985. May 1. Letter from Zuaitzo to clients introducing tofu and seitan. Letter from Javier Arocena on letterhead. 1986. Sept. 10. "I've been working in the last four years making tofu, seitan, and tempeh, in a craftsman way, in the north of Spain, in the Basque country."

Letter from Javier Arocena. "I started to work with soy in 1982 on a family scale and in 1984 on an industrial level. I started to sell tofu and seitan in March 1984."

1430. Holt, John. 1982. Re: New developments at The Regular Tofu Co. Letter to William Shurtleff at Soyfoods Center, May 1. 1 p. Handwritten, with signature on letterhead.

• **Summary:** "Having used your book to learn how to make tofu, we now have a small business here making about 700 lb/week of tofu and about 2,500 tofu burgers per week. We give our okara to a pig farmer... We sell the tofu vacuum packaged. As yet we don't have a means of packaging soya milk. It is sold over here in Tetra Briks and is very expensive. We want to expand the business to make larger quantities of tofu (regular and silken if possible) and to sell soymilk more cheaply... At present, our equipment is very similar, I should imagine, to a small Japanese tofu shop. We use nigari.

An accompanying form states that this company started business in Dec. 1981 and now uses 50-100 lb/day of dry soybeans. Address: 75 Chandos St., Leicestershire LE2 1BU, England. Phone: (0533) 549839.

1431. Burros, Marian. 1982. Food notes: How about tofuburgers? *New York Times*. May 5. p. C9.

• **Summary:** "When the students at P.S. [Public School] 128, on West 169th Street in Manhattan [New York], were introduced to tofuburgers last week, some ate them and some didn't; some liked them and some didn't."

"Two years ago the city received permission from the United States Department of Agriculture for a pilot program to serve meatless meals as part of the approved school-lunch program. The first year 17 schools participated; this year there are 40. The meatless meals include peanut butter made with tofu; beans and rice; vegetarian chili, and now, for the first time, tofuburgers.

"But Barbara Friedlander, nutrition education coordinator for the city schools, is returning to the stove. Next time she is going to have the cooks add soy sauce to the tofu mixture 'so it will look brown instead of white,' and she will have them make hamburgers of a mixture of tofu and ground beef." Address: New York.

1432. Sheraton, Mimi. 1982. Restaurants: Rumania to China on the East Side [of Manhattan]. *New York Times*. May 21. p. C20.

• **Summary:** This is a review of the Chinese restaurant Sichuan Pavilion (322 East 44th St., between First and Second Avenues, Manhattan, New York City).

Among the best main courses are: "Crispy shrimp packets—pounded shrimp deep-fried in wrappings of golden, crackling bean curd sheet."

Also tasty were "bean curd slices with ground pork that were properly dosed with chili oil. Perhaps the biggest disappointment on two recent visits was Buddha's duck," formerly tender and aromatic, now fatty, stale and bland.

Note: This "bean curd sheet" is what we call a "pressed tofu sheet."

1433. Wiegand, Peter. 1982. Re: Starting Auenland Tofu in Germany. Letter to William Shurtleff at Soyfoods Center, June 22. 1 p. Typed, with signature on letterhead. [Eng]

• **Summary:** This letter is written on a colorful letterhead showing a rayed reddish-orange sun setting over a village. "I learned to make tofu in Fairfax, California, at Wildwood Natural Foods, working with Paul Duchesne for about 6 months. In the autumn of last year my family and I returned to Germany and opened a tofu kitchen in the spring of this year [March 1982]. At the beginning we named our kitchen the same as in California (Wildwood Natural Foods), but we soon decided to give it a German name. Tofu is getting a bigger market more and more. Our small kitchen is now



able to produce about 200 kg/day of tofu. Since we started I have met a lot of people who are really interested in tofu and Sojaproducts, and they want information. We are right at the beginning and tofu needs a lot of promotion because it is unknown. The health department gives us a lot of trouble about using nigari, the shelf life, packaging, using another name than tofu, etc.

Follow-up phone talk: Since the beginning we have made tofu burgers, tofu salad, tofu pizza, and Tofu Apfelkuchen (Apple Tart, using tofu instead of quark). There was a big party when the company started. Address: Auenland Tofu & Sojaproducte, Hub 4, D-8210 Prien/Chiemsee, West Germany.

1434. Yamauchi, Shoan. 1982. History of Matsuda-Hinode Tofu Co. (Interview). *SoyaScan Notes*. June 29 and Aug. 11. Conducted by William Shurtleff of Soyfoods Center. Then two follow-up interviews in Oct. 1988.

• **Summary:** The company traces its roots back to Hawaii to the Uyeda/Ueda Tofu Co., which may have started at an earlier date. In 1939 Mr. and Mrs. Shokin Yamauchi, who had 6 (8?) children and very little money (the effects of the Depression were still being felt), bought Uyeda/Ueda Tofu Co. on Aala Street from Mr. and Mrs. Uyeda/Ueda, who had bought it 2-3 years earlier from someone else. It was a very small mom and pop operation. Two friends of the family, one an uncle, helped the Yamauchi family to buy the company. Either shortly before or shortly after the Yamauchi family bought the business, it was renamed Aala Tofu Co. It was never named Shoan Yamauchi Tofu, the name that appears in a 1942 Honolulu City Directory. Mrs. Yamauchi and her two sons, Shoan (the #2 son, who had previously baked cakes in a bakery) and Shojin (the #3 son, who was still in high school), ran the family business successfully. Shoan, who learned how to make tofu from Mr. Ueda, the eldest son did most of the work. He recalls: "I worked like a dog, 15-16 hours a day, 7 days a week, for no pay and with almost no help from machines." Shoan's father did other work in the shipyards. In 1942 Shoan married Shizuko (?), who also lived in Hawaii. She joined him working at the tofu shop.

After World War II, in 1946, on his younger brother's recommendation, Shoan went to Los Angeles. The Japanese were just coming out of the wartime intern camps, many having lost everything. First he talked to the five partners at Matsuda Tofu Co., which had about 5,000 square feet versus 700 square feet for Hinode, but Matsuda didn't want to sell. So 1946, Shoan gave the family tofu shop in Hawaii to his brother, Shojin, and in September 1947 he and his wife moved to the mainland. Before buying a business [?]. The owners of the Hinode Tofu Co. in Los Angeles offered to him their company for \$4,000; it had cost them \$8,000 to set it up. Shoan decided to buy it, even though his wife didn't want to.

A little background on tofu in Los Angeles. The two

early tofu companies were Japanese-run Matsuda and Chinese-run Wing Chong Lung. Both had started in about the 1920s (or perhaps before) in Los Angeles.

Matsuda Tofu Co. was started in about 1920 by a Mr. Matsuda. During World War II the company was closed. Mr. Matsuda and his workers were sent to intern camps. After the war, 5 partners (including Ken Osaki and a Mr. Sasaki), who had very little money, obtained the Matsuda name from Mr. Matsuda and essentially started a new company. They had to move the business to a new location, probably because of zoning problems.

Shortly after the war a new company named Tomoi Tofu Co. was established in Los Angeles at First and San Pedro Streets. But they were bought out by Matsuda in 1946 for \$8,000. Thereafter, having no competition, Matsuda raised prices and there was a furor among consumers. So the former owners of Tomoe (Mr. Tomoe and probably a partner) started Hinode Tofu Co. in March 1947 at 6th St. and Towne Ave. They made 1,500 cakes of tofu a day.

Then the owner of Tomoe Tofu Co. got sick. Shoan Yamauchi's younger brother, Shojin ("Jin"), had visited Hinode in May 1946, then returned to Hawaii and told Shoan to go to Los Angeles, as described above.

In November 1947 Shoan and Shizuko began to run Hinode Tofu Co. at 6th St. and Towne Ave. They made only three products: Japanese-style soft and Chinese-style firm tofu, plus agé (deep-fried tofu pouches). The early years were tough; it was a small company with no reputation, and almost no machinery or capitalization. The tofu wholesaled for \$0.20/lb and was sold only in bulk. Again the work was hard and the hours long. In 1952-53 he moved the business to 4th St. and Towne Ave., where he bought his own building. Most of Mr. Yamauchi's customers were Chinese and Japanese, with very few Caucasians. Hinode Tofu Co. grew steadily, and in 1956 Mr. Yamauchi bought out his competitor, Matsuda Tofu Co., the only other Japanese tofu maker in the area. The new company, named Matsuda-Hinode Tofu Mfg. Co. was now the biggest on the mainland United States. In 1964 (1962) the company established three milestones: (1) It became the first company on the West Coast (and perhaps in the world) to package tofu; (2) It became the first U.S. company to get tofu into a supermarket chain (Boy's Market in Los Angeles); and (3) It became the first U.S. company to make natto.

In 1969 the company built and moved into its present location at 526 S. Stanford Ave. That same year the company introduced several new tofu products that Yamauchi had learned to make in Hawaii, which were not yet widely made on the mainland: Kinugoshi (silken) tofu, nama agé (deep-fried tofu cutlets), and yaki-dofu (grilled tofu).

In about 1976 he added ganmodoki (deep-fried tofu burgers). In 1978 the company expanded into a million-dollar automated factory, which made the first pasteurized tofu in the western world. In 1981 the company's name was

shortened to the original name, Hinode Tofu Co. That year tofu production was 81,000 pounds a week, rising to an estimated 140,000 lb/week in 1982—27% more than the next largest tofu manufacturer in the western world, Azumaya.

Mr. and Mrs. Yamauchi have three children, all adopted. John Yamauchi, the second oldest, is very involved with the tofu business. Rodney does sprouts. Address: 526 S. Stanford Ave., Los Angeles, California.

1435. Cohen, Michael. 1982. New developments at The Tempeh Works (Interview). *SoyaScan Notes*. June 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** His weekly tempeh production peaked at 6,800 lb in Sept. 1981; it stayed at this level for 3 weeks. Then in early 1982 five competitors appeared in his market area; his production dropped by 35%. He was also slow to introduce variety tempehs and second generation tempeh products. In May 1982 he introduced 3 grain and soy tempeh, and in July tempeh burgers—with more new products planned for this summer. Now sales are rebounding, having reached 4,000 to 4,500 lb/week during June 1982. In the winter of 1981-82 he expanded his incubation space by adding 650 square feet with trailers. Address: Greenfield, Massachusetts.

1436. **Product Name:** Tempeh Brothers Tempehburger. Renamed Tempeh Brothers Tempeh Burgers by early 1983.

**Manufacturer's Name:** Appropriate Foods, Inc.

**Manufacturer's Address:** 137 New Hyde Park Rd., Franklin Square, Long Island, NY 11010.

**Date of Introduction:** 1982 June.

**Ingredients:** Organic soy tempeh, shoyu, herbs & spices.

**Wt/Vol., Packaging, Price:** 7 oz.

**How Stored:** Refrigerated or frozen.

**New Product—Documentation:** Label. 1982. June 15. 3 inch diameter. Yellow, red, blue and white. Spot showing label in Soyfoods. Winter. 1983. p. 50. "The Tempeh Burger Takeover. Nationwide at least 7 brands of prepared tempeh burgers are produced." The label reads "tempeh burgers." Also in Soyfoods. 1984. Summer. p. 43. Interview with Robert Werz. 1987. Sept. 9.

1437. **Product Name:** A. Vogel's Soja Mix (Burger, Bolognese, Curry), and Soja Italian Dinners (Cannelloni, Lasagne, Ravioli).

**Manufacturer's Name:** Bioforce of America Ltd. (Importer). Made in Roggwil, Switzerland by Bioforce AG.

**Manufacturer's Address:** 21 West Mall, Plainview, NY 11803. Phone: 516-420-1600.

**Date of Introduction:** 1982 June.

**New Product—Documentation:** Ad in Whole Foods. 1982. June. p. 45, and 1983. Jan. p. 39. "A Vogel's Meat-free soy mixes and soy dinners: Simple and quick to prepare, fewer calories, nothing artificial." A black-and-white photo shows six packages. The soja mixes are available in Burger,

Bolognese, and Curry flavors. The soja Italian dinners come in Lasagne, Ravioli, and Cannelloni flavors.

Letter and color 8½ by 11 inch ad sent by manufacturer in response to enquiry. These 2 new lines of products are made by Bioforce AG, 9325 Roggwil TG, Switzerland. Bioforce of America Ltd. has the exclusive distribution rights in the U.S. and Caribbean.

Ad in Health Foods Business. 1982. Aug. p. 90. "A. Vogel's meat-free soy mixes and soy dinners."

Ad in Whole Foods. 1983. April. p. 21. Same as June 1982.

Color German-language leaflet sent in about 1985. "A. Vogel's Soja Produkte." Bioforce logo at bottom.

1438. Howe, J.M.; Hoff, J.E. 1982. Plant diversity to support humans in a CELSS ground-based demonstrator. Moffett Field, California: National Aeronautics and Space Administration (NASA). 51 p. June. 28 cm. Report No. NASA CR-166357. [49 ref]

• **Summary:** Prepared under NASA Grant NSG-2401. CELSS stands for "controlled ecological life support systems." Contents: Introduction. Human nutritional requirements in CELSS-GD: Nutrient composition of total plant [vegan] diets (energy, protein, vitamins, minerals), interaction of dietary components, stress. Bioavailability studies of minerals: Rationale (calcium, iron, zinc), experimental procedure (planning of diet, experimental animals), results, experiment IV. Summary. Bibliography of CELSS reports.

Appendix A is a 14-day total vegetarian [vegan] cycle menu. Soy products appear as follows (B = Breakfast, L = Lunch, D = Dinner): Day 1—Sandwich of soy pate (L), soy milk (L&D, 1 cup each). Day 2—Tofu (L, ¼ cup), soy milk (L). Day 3—Soy milk (D). Day 4—Soy milk (B&L). Day 5—Soy milk (B&L), soy burgers (L, 2). Days 6 and 7 = none. Day 8—Soybeans (D, 1 cup). Day 9—Soy milk (B&D), soy bean and winter squash (L, ½ cup each), soy sauce with cooked veggies & brown rice. Day 10—Soy milk (B). Day 11—Soy milk (L). Day 12—Soy meat analogue (D, 3 oz). Address: 1. Dep. of Food and Nutrition; 2. Dep. of Horticulture. Both: Purdue Univ., West Lafayette, Indiana 47907.

1439. Lotus Cafe (The). 1982. Menu. Rochester, New York. June.

• **Summary:** This original menu, dated June 1982 and typed on beige paper, is divided into: Soups. Salads (incl. Hummus, Devilled tofu, Tempeh salad). Sandwiches (all with the Lotus Cafe's original tofu mayonnaise): Tofuburger, Tempehburger, Not dog, Tempeh Reuben, Pita sandwiches in Syrian pocket bread (incl. Tofulafel, Temptation). Entrees: Incl. Tofu spinach pie, Tofu ravioli, Tofu and sauce with brown rice and marinated tofu. Side dishes. Beverages: Incl. Shakes with fresh soymilk (Banilla, Carobanana, Banana



colada), freshly made juices, sparklings, glass of soymilk or carob soymilk. Desserts: Incl. Almond cream cheese tart, Maple walnut pudding, carob brownie, ice cream (Ice Bean).

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Tempehburger” (or “Tempehburgers”). Address: 686 Monroe Ave., Rochester, New York 14607.

1440. Shurtleff, William; Aoyagi, Akiko. 1982. Soyfoods industry: directory and databook. 2nd ed. Lafayette, California: Soyfoods Center. 56 p. June. 28 cm. [24 ref]

• **Summary:** A detailed study of the rapidly emerging soyfoods industry and market. Contains original statistics compiled by the Soyfoods Center through interviews with companies. Contents: 1. Terminology: The many types of soyfoods. I. Traditional low-technology soyfoods. 1A– Nonfermented soyfoods: Fresh green soybeans, whole dry soybeans, soynuts and soynut butter, soy sprouts, whole soy flour & grits, roasted soy flour [kinako] & soy coffee, soymilk and dairylike soymilk products, tofu (eight types), okara or soy pulp, yuba.

1B–Fermented soyfoods: Tempeh, miso, soy sauce, shoyu & tamari, natto & thua-nao, fermented tofu & soymilk, soy nuggets [fermented black soybeans] (Hamanatto & tou-ch’ih).

II. Modern soy protein foods: Defatted soy flour, grits & flakes, soy protein concentrates, textured soy protein products, soy protein isolates.

III. Soy oil products: Soy salad oil & cooking oil, soy oil margarine & shortening, soy lecithin.

2. Soyfoods industry directory: Names and addresses of over 850 soyfoods manufacturers in the Western world, plus major soymilk, miso, shoyu, and yuba manufacturers in East Asia. 3. Analysis of the soyfoods industry in the U.S.

4. Trends in U.S. and world soybean production: Graph of world soybean production (1922-1979) including graphs for the world total, USA, Asia total, and Latin America. Graph of U.S. soybean production, yields, and exports (1924-1979).

5. Analysis of the tofu industry in the West: The U.S. tofu market: overview and outlook. Graph of the number of tofu (and tempeh) manufacturers in the West from 1975 to 1982. Four-year analysis of the tofu industry in the West. Listing of North America’s largest tofu manufacturers and their weekly tofu output. Japan’s largest tofu manufacturers and their daily output. Favorite tofu, soymilk, and tempeh recipes as served at U.S. soyfoods, delis, cafes, and restaurants, or marketed as ready-to-serve products. Books on tofu published in America.

6. Analysis of the tempeh industry in the West: Graph of number of tempeh manufacturers. Recipes. Listing of North America’s largest tempeh manufacturers and their weekly output.

7. Analysis of the worldwide soymilk industry: Analysis

of the soymilk industry in the United States. Analysis of the soymilk industry in Japan. Major Japanese soymilk companies and their products.

8. Analysis of the soy sauce / shoyu and miso industries worldwide. Statistics on fermented soyfoods in East Asia. The soy sauce market in the United States (1981). U.S. imports of soy sauce. Graph (1947-1981. Source: U.S. General Imports, Schedule A. Commodity by Country. U.S. Dept. of Commerce, Bureau of Census). U.S. imports of soy sauce. Table (1947-1981. Source: U.S. General Imports, etc. See above). The shoyu / soy sauce market in Japan. Graph. (1886-1980. Includes: Number of manufacturers. Per capita consumption. Shoyu production. Kikkoman’s market share (%)). The miso market in Japan. Graph. (1930-1980. Includes: Per capita consumption. Total miso production. Factory production. Number of manufacturers. Home production. Amount of soybeans used). Overview of the miso market in the United States. Miso exports from Japan (1981). Japan’s ten largest miso manufacturers and their output.

9. Other: Analysis of the soynuts industry in the U.S. North America’s larger soyfoods delis, cafes & restaurants. The soybean crushing industry; overview.

10. Soyfoods terminology and standards (Glossary of soyfoods terms): I. Traditional nonfermented soyfoods: Fresh green soybeans, okara, roasted soy flour (soy coffee, soy chocolate), soybeans, soymilk (soymilk ice cream, soymilk soft serve, frozen soymilk yogurt, soymilk mayonnaise, soy shakes, soy nog, soymilk whipped cream), soynuts, soy sprouts, tofu (regular tofu, deep-fried tofu {deep-fried tofu cutlets called nama-age or atsu-age in Japan, deep-fried tofu burgers or burger balls, called ganmodoki or hiryozu in Japan, deep fried tofu pouches (called aburage in Japan; the words “deep-fried” may be dropped from the names after the initial usage, and in recipes or on package labels, if desired}), silken tofu {made without separation of curds and whey, called kinugoshi in Japan; modern types, all made with glucono delta-lactone as coagulant, and all known in Japanese as juten-dofu, are packaged lactone silken tofu, bagged lactone silken tofu (fukuro-dofu), sealed lactone silken tofu (buro-dofu), and Ever-Fresh Lactone Silken Tofu (in Tetra-Pak)}, grilled tofu, frozen and dried-frozen tofu. (Note 1. It is illegal to describe the latter product as “freeze-dried tofu,” since freeze-drying is a completely different process), terms associated with making tofu {fresh soy puree, a coagulant or curdling agent, forming box, filter bag or pressing sack, tofu comes in cakes, not blocks}), whole soy flour, flakes and grits, yuba.

II. Traditional fermented soyfoods: Fermented soymilk products (soymilk yogurt {Soy Yogurt, Soyogurt, Soygurt}, acidophilus soymilk, soymilk kefir, viili, piima, buttermilk {Soy Kefir, etc.}), fermented tofu (wine-fermented tofu, brine-fermented tofu), miso (rice miso, barley miso, soybean miso, Chinese soybean chiang), natto (thua-nao

from Thailand and kinema from Nepal; all are non-salted), fermented black soybeans [fermented black soybeans] (Chinese fermented black soybeans know as shih, tou-ch'ih, tou-shih, or dow-si; savory fermented black soybeans called Hamanatto in Japan, Daitokuji fermented black soybeans called Daitokuji natto in Japan, Philippine fermented black soybeans called tausi or tao-si in the Philippines, Indonesian soy nugget paste called tauco, formerly spelled tao-tjo, Malaysian soy nugget sauce called tao-si), soy sauce (shoyu). The five basic types of Japanese shoyu are: regular shoyu called koikuchi shoyu in Japanese, light-colored shoyu called usukuchi shoyu, tamari shoyu, clear shoyu called shiro shoyu, and rich shoyu called saishikomi shoyu), tempeh, other fermented soyfoods.

Note 2. This is the earliest document seen (Sept. 2012) that uses the word "Soygurt" to refer to soy yogurt.

III. Soy oil and modern soy protein foods: soy oil, defatted soy flour, flakes and grits, soy protein concentrate, soy protein isolate, textured soy protein products (TSP, TVP is a registered trademark of the Archer Daniels Midland Company and cannot be used as a generic name for this product), meat analogs (foods typically made from spun soy protein fibers to resemble meat, fish, or poultry products).

11. Names of soyfoods around the world: Names of 40 products. Brazilian / Portuguese names. British English names. Chinese names (fermented tofu is Toufu-ju or Sufu). French names. German names. Japanese names. Spanish names.

12. Key institutions working with soyfoods in the West: The Soyfoods Center, Soyfoods Association of North America, INTSOY, American Soybean Association, Bean Machines, Inc., Soycrafters Apprenticeship Program, USDA Northern Regional Research Center, Sojaquelle.

About The Soyfoods Center.

Note 3. This is the 2nd market study published by Shurtleff. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1441. **Product Name:** Tempeh (Soya Karawala) [Dried, or Fresh].

**Manufacturer's Name:** Soya Foods Research Centre. Sri Lanka Dept. of Agriculture.

**Manufacturer's Address:** P.O. Box 53, Peradeniya, Sri Lanka.

**Date of Introduction:** 1982 June.

**Ingredients:** Split soya beans, tempeh culture, rice flour (aids culture growth and binding).

**Wt/Vol., Packaging, Price:** Fresh: 300 gm bag retails for Rs. 4/50. Dried: 100 gm bag with label and recipe retails for Rs 4/-.

**Nutrition:** Fresh: 19.5% protein. Dried: 50.6% protein.

**New Product–Documentation:** Label. 1988. 5 by 3.5 inches. Purple on white paper. "Tempeh (Soya Karawala [Karawala means 'dried fish']) (High Protein)." In English

and Sinhala. Form filled out by Jane Gleason. On 23 March 1988 she met with Mr. H.G. Jayatissa, Project Manager, at Plenty Soya Food Centre. Plenty has marketed SFRC (Soya Foods Research Center) products since Oct. 1987. In addition, they are available at the SFRC retail outlet in Gannoruwa, as they have been since each product was introduced. Plenty is currently assisting an entrepreneur, Mr. Ratnayeke of Welligama, near Gampola, in starting production of dried tempeh at his rice mill. On 25 April 1988 Gleason met with Mrs. K.G.S. Ariyaratne, Agriculture Instructor. At the SFRC shop dried tempeh is sold in a 100 gm unlabeled bag for Rs. 3/- and fresh tempeh in a 250 gm bag for the same price.

1442. Tofu Shop (The). 1982. Take-out deli (Menu). 768 18th St., Arcata, CA 95521. 3 panels each side. Each panel: 22 x 9 cm. Undated.

• **Summary:** This 6-panel leaflet and menu is mostly handwritten but partly printed. On the front cover is the logo of a dragon in a circle. "9-6 Monday–Saturday. Hot food served 12-6 daily. In a hurry? Call ahead: 822-7409. Your local soyfoods producer." One panel, titled "Welcome to the tofu shop," states that this is "one of only a handful of traditional-style tofu shops in the Western Hemisphere."

Another titled "Inside our sandwiches" lists the ingredients in each sandwich. Soy-related menu items include: Sandwiches: Tofuburger. Dragonburger. Tofucadoburger. Spinach turnover (with tofu filling). Sesame tofu pocket. Mexican pastry (a mini-burrito filled with spicy tofu). Fuji roll (with rice, [mung] bean sprouts, tofu, and miso). Sushi roll (with nattoh miso filling). Tofu burrito. Salads: Potato-tofu. Tahini-tofu. Desserts. Beverages: Soymilk. Sides: Tamari, olive and lemon. Sesame tofu dressing. Miso onion sauce. Tofu veggie patty. Baked tofu cutlet. Specialty groceries: Tofu, miso, condiments, crackers, recipes, supplies for tofu and miso making. Address: Arcata, California. Phone: 707-822-7409.

1443. Pautz, Jane Abe Cadwell. 1982. Re: Brazilian names for soyfoods. Letters to William Shurtleff at Soyfoods Center, July 15 and Aug. 22. 3 p. Typed.

• **Summary:** Portuguese names for the following foods are given: Green vegetable soybeans, whole dry soybeans, fresh soy puree, soynuts, soynut butter, deep-fried tofu cutlets, tofu burgers, tofu pouches, fermented black soybeans; isolated soy protein, textured soy protein products, textured soy flour.

Jane's book is the first book published in Brazil that is exclusively on soyfoods. Address: Sao Paulo, Brazil.

1444. Sheraton, Mimi. 1982. Restaurants: West Side duck, swinging brasserie. *New York Times*. July 23. p. C18.

• **Summary:** This is a review of the Chinese restaurant Peking Duck West (199 Amsterdam Ave. at 69th St., Manhattan, New York City).





“But greasiness marred such appetizers as... vegetarian duck, which is formed of bean-curd sheets.”

Note: These “bean curd sheets” are what we call “pressed tofu sheets.”

1445. Itona Products Ltd. 1982. Dairy replacement foods (Ad). *Here's Health*. July. p. 94.

• **Summary:** This full-page black-and-white ad also appeared in *The Vegetarian*. 1984. May. p. 2. “These are important and very special health foods. Foods sold under the Granny Ann and Golden Archer brands all have one thing in common—they don’t contain cow’s milk or any other animal ingredient. This is important for a variety of reasons. Many people are allergic to dairy milk whilst others are rightly concerned about the ethical, medical, and social considerations.

“The ‘Milk’ and ‘Milk-Base’ ingredients in Granny Ann and Golden Archer foods are derived from the soya bean. Not from cows.

“These Dairy Replacement Foods also have further, decided advantages. The flavours are quite excellent and the nutritional values are very high. They are exceptionally good foods which you really should try—whatever reason you may have.”

Photos show 11 of the company’s products: Itona TVP (chunks, ham flavor). Itona TVP food mix: Itonaburga (burger style). Itona Tonabana: Sausage Style. Granny Ann Noots. Granny Ann Grannymels: Caramels. Granny Ann Noot Bar (with “Roasted, salted beans. Handy packets”). Granny Ann Beanmilk Chunky Bar (“A thick Beanmilk bar but without the Noots”). Golden Archer Soya Beanmilk (“From soya not cows”). Golden Archer Brown Rice Pudding (“Whole brown rice with Beanmilk and unrefined

sugar”). Golden Archer Custard (“Made entirely from non-animal ingredients”). Golden Archer Beancream (“A wonderfully rich cream made from Beanmilk”). Granny Ann High Fibre Biscuits (“A convenient and tasty way to take your daily fibre. Made with soya fibre—better than bran”).

Note: It is unclear whether this “soya fibre” is okara or soy bran (ground soybean hulls). Since Itona is also selling soymilk, of which okara is a byproduct, okara seems more likely.

“‘Granny Ann,’ ‘Golden Archer’ and ‘Itona’ foods are made by Itona Products Limited, Leyland Mill Lane, Wigan. Send large SASE for leaflet.”

1446. Leviton, Richard. 1982. Multimarket targeting: Where is the soyfoods market? *Soyfoods*. Summer. p. 61-68.

• **Summary:** Discusses Pacific Tempeh, White Wave, Quong Hop Tofu Cutlets Marinara, Burgers, Cannoli. Photos show: Jim Miller and his wife Emily of Quong Hop, with the New Leaf products. Steve Demos at Pat Calhoun in the White Wave booth at the Natural Foods Expo, 1982, Anaheim, California. Address: 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

1447. **Product Name:** Vegi-Patties (Meatless Burgers).

**Manufacturer’s Name:** Lifestream Natural Foods Ltd.

**Manufacturer’s Address:** Richmond, BC, Canada V6V 1J7.

**Date of Introduction:** 1982 July.

**Ingredients:** Textured soya flour, wheat gluten, safflower oil, whole wheat bread crumbs, tomato paste, dried vegetables, oat flour, pea flour, tamari, sunflower seeds, sesame seeds, nutritional yeast.

**Wt/Vol., Packaging, Price:** Four 3-ounce burgers per box.

**How Stored:** Frozen.

**Nutrition:** Per 3-oz. burger: 230 calories, 15 gm protein, 17 gm carbohydrate, 13 gm fat, 485 mg sodium.

**New Product–Documentation:** Spot in Soyfoods. 1982. Summer. p. 55. “All vegetable meat substitute.” Spot in Adweek East. 1987. April 6. All vegetable meat substitute. Label. 1987 (undated). Box 8.5 by 4.5 by 1 inch. Color illustration of burger on lettuce and tomatoes. “All vegetable meat substitute made with textured soy flour. An exciting new way to cook. Look for recipe ideas on back.” Cheese and Spinach Casserole. Spaghetti Sauce with Vegi-Balls.

1448. **Product Name:** Light Links (Meatless Tofu Hot Dogs with Egg Whites). Renamed Tofu Light Links by 1987.

**Manufacturer’s Name:** Light Foods Inc.

**Manufacturer’s Address:** 6144 Bartmer, St. Louis, MO 63133. Phone: 314-721-3960.

**Date of Introduction:** 1982 July.

**Ingredients:** Tofu, soy oil, okara, dried egg white, textured soy protein, salt, barley flour, honey, shoyu, locust bean gum, natural spices.

**Wt/Vol., Packaging, Price:** 16 oz vacuum pack. Ten links per pack.

**How Stored:** Frozen.

**Nutrition:** Per 1.6-oz. link: 105 calories, 6.36 gm protein, 7.04 gm fat, 0.59 mg cholesterol.

**New Product–Documentation:** This pioneering and creative

product was introduced by Robert Davis at the NNFA convention in New Orleans, Louisiana, July 1982. Food Report (Lehmann). 1982. Aug. The product “Has absolutely no meat, no nitrites, no additives, no preservatives, no artificial coloring and no sugar.” Spot in Soyfoods. 1983. Winter. p. 49. “Tofu Dogs. Possibly the most maturely conceived, expertly produced, and appropriately packaged prepared convenience soyfood on the market.”

Label (orange, brown, and yellow on white) reads: “Meatless. A vegetable based product. A food for thought. 99% cholesterol free. Low calories.” Spot in Whole Foods. 1983. Jan. p. 39. “New Tofu Line. Light Foods, Inc. presents a new dimension to soyfoods: Light Links, Light Tofulogna and Light Soysage.

Leaflet. 1983. “Light Foods Inc. presents Light Links: A tofu-based hot dog developed for the healthy child in us all.” 1 p. Single sided. 28 cm. Brown ink on beige paper. “This product has absolutely: No meat. No nitrites. No additives. No preservatives. No artificial coloring. No sugar... and are 99% cholesterol free.”

Spot in Soyfoods. 1984. Summer. p. 42. Label. 1988, received. Tofu Light Links. 5.5 inches square. Light and dark purple, beige, and white. Logo of smiling sun in upper left. “A meatless vegetable based product. No cholesterol. Low calories.” Ingredients are now: Tofu, soy oil, water, dried egg white, textured soy protein (made from soy flour), salt, barley flour, honey, tamari (a natural soy sauce), beet juice, spices, natural extractives of paprika, natural spice oils. Now contains only 76 calories and 6.0 gm of fat per 1.2 oz serving.

1449. Mandoe, Bonnie. 1982. Soy power. Part III. Soybeans, soy grits, and TVP. *Bestways*. July. p. 96, 98.

• **Summary:** Discusses and gives recipes for whole soybeans, soyburgers, soy sandwich spread, soynut butter, soy-grit wheat bread, TVP moussaka, and TVP stuffing (for tomatoes, green peppers, or zucchini). “The more I study and use soybeans the more impressed I am with these versatile, high-protein legumes. It’s no exaggeration to say that there are hundreds of ways to use them.”

1450. **Product Name:** California Meatless Chili.

**Manufacturer’s Name:** Meatless Foods, Inc.

**Manufacturer’s Address:** Hollywood, California.

**Date of Introduction:** 1982 July.

**Ingredients:** Red kidney beans, textured vegetable protein [soy flour], onions, tomatoes, herbs, shoyu, honey.







## LIGHT FOODS INC. PRESENTS: LIGHT LINKS

A Tofu based Hot Dog developed for the healthy child in us all.

This product has absolutely,

- No meat
- No nitrites
- No additives
- No preservatives
- No artificial coloring
- No sugar

Light Links are also low in calories and are 99% cholesterol free.

Delicious when broiled, browned, or bar-b-qued.

In Joy!

Consciously crafted by Light Foods Inc.  
6144 Bartmer / St. Louis, MO 63133

**Wt/Vol., Packaging, Price:** 1.5 lb in plastic tub with preprinted film lid.

**How Stored:** Frozen.

**Nutrition:** 8 oz. contains 417 calories and 30% of the protein RDA.

**New Product–Documentation:** Spot in Soyfoods. 1982. Summer. p. 56. “Vegetarian Chili with TVP.”

1451. **Product Name:** Hera Meatless [Hamburgers, Croquettes, Goulash Mix, Chili Mix, Stroganoff Mix, Goulash, Tomato Soup, Vegetable Soup].

**Manufacturer’s Name:** Pharma Food (Distributor). Made in England by Haldane Foods Ltd.

**Manufacturer’s Address:** Netherlands.

**Date of Introduction:** 1982 July.

**New Product–Documentation:** Food Report (Lehmann). 1982. July. The hamburgers and croquettes in 200 gm cartons retail for Hfl. 5.95. The goulash mix, chili, and stroganoff also in 200 gm boxes for Hfl. 2.95. The goulash, tomato and farmers vegetable soup in 125 gm packs, sufficient for making 1 liter of soup, at Hfl. 2.85.

1452. **Product Name:** Vegetarian Tofu Pizza.

**Manufacturer’s Name:** Pizza Naturally.

**Manufacturer’s Address:** Blenheim, New Jersey.

**Date of Introduction:** 1982 July.

**Ingredients:** Stone ground whole wheat flour, tomatoes, SoyDairy tofu, mushrooms, peppers, shoyu, honey, yeast onion, garlic, oregano, basil, pepper.

**Wt/Vol., Packaging, Price:** 9-inch pizza weighing 16 oz. Retail for \$2.39.

**How Stored:** Frozen.

**New Product–Documentation:** Spot in Soyfoods. 1982. Summer. p. 55. “Frozen Tofu Pizza Introduced.”

1453. **Product Name:** The Soy Deli Starter Kit: Tofu Cutlets Marinara, Tofu Eggplant Marinara, Tofu Cacciatore, Tofu Quiche, Tofu Ravioli, Tofu Burgers-in-a-Bun, Tofu Wholly Cannoli.

**Manufacturer’s Name:** Quong Hop & Co.

**Manufacturer’s Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1982 July.

**New Product–Documentation:** 2-page leaflet. 1982. Each of these is a separate commercial soy product. Each label is 4 by 2.75 inches.

1454. **Product Name:** Vegetable Jerky.

**Manufacturer’s Name:** Soy Power Company, Inc. (Marketer-Distributor). Made in Los Angeles by Maple Meadows.

**Manufacturer’s Address:** 2811-A Ocean Park Blvd., Santa Monica, CA 90405.

**Date of Introduction:** 1982 July.



**New Product–Documentation:** Spot in Soyfoods. 1982. Summer. p. 56. “Everyone Needs Soy Power.” They also market tofu, tempeh, soymilk, savory baked tofu, tofu burger, and salads. Talk with Kevin Cross. 1988. Sept. 22. Maple Meadows was the real brand of this product. The manufacturer was in Los Angeles. It was a double extruded product. Al Jacobson also distributed it. The product sold



like crazy, but the man who made it either died or was very sick. They stopped making it. There were so many names associated with the product. It was sort of strange. Howard Pollack of Rainbow Acres in Los Angeles would know the story.

**1455. Product Name:** Mild Italian Soysage (Meatless Okara-based Sausage).

**Manufacturer's Name:** Swan Gardens.

**Manufacturer's Address:** 940 17th St., Miami Beach, FL 33139. Phone: 305-324-8910.

**Date of Introduction:** 1982 July.

**Ingredients:** Soy press cake, whole wheat flour, nutritional yeast, soy oil, soy milk, salt, seasonings, spices.

**Wt/Vol., Packaging, Price:** 8 oz. Retail for \$1.79.

**How Stored:** Refrigerated.



**New Product–Documentation:** Find/SVP. 1981. May. The Tofu Market. Gives Miami Beach address. Spot in Soyfoods. 1982. Summer. p. 55. “Vacuum Packed Soysage.” 250 lb are produced weekly.

Soyfoods. 1983. Summer. p. 43. They make a “spicy Soysage.”

Label. 1985, undated. 3.25 inch diameter. Self adhesive. Blue and red on shiny gold. An illustration shows a swan on lotus. “Ready to eat!” Made by Swan Gardens, Inc. Miami, Florida 33127.

**1456. Product Name:** New England Tempeh Burgers (By 1984 renamed Lightlife Meatless Tempeh Burgers).

**Manufacturer's Name:** Tempeh Works (The).

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302.

**Date of Introduction:** 1982 July.

**Ingredients:** Organic soy tempeh, soy sauce, spices.

**Wt/Vol., Packaging, Price:** 7 oz 2 x 3.5 oz burgers per package.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Label. 1983, undated. 3.5 inches square. Brown, yellow and white. Spot in Soyfoods. 1983. Winter. p. 50. “The Tempeh Burger Takeover. Nationwide at least 7 brands of prepared tempeh burgers are produced.” Also 1984. Summer. p. 43. Product list. 1984. “Now you can have a tempeh burger made right here in New England.” Shurtleff & Aoyagi. 1985. History of Tempeh. p. 52.

**1457. Product Name:** Tumaro's Beef-like Soy Strip.

**Manufacturer's Name:** Tumaro's Natural Foods.

**Manufacturer's Address:** Los Angeles, California.

**Date of Introduction:** 1982 July.

**How Stored:** Shelf stable.

**Nutrition:** Per 100 gm.: 395 calories, 34.3 gm protein, 22 gm fat, 1.5 gm fiber, 3.95 gm ash, 175 mg calcium, 775 mg sodium.

**New Product–Documentation:** Leaflet.

1458. Gall, N. 1982. Those who can... don't. *Forbes* 118:122. Aug. 30.

• **Summary:** This is a sidebar to a larger article by the same author in this issue titled “The Brazilian connection.” “In 1959 General Mills began spending around \$3 million a year to turn soybeans into imitation beef, ham, sausage, bacon and other favorites for American kitchens. Ten years and nearly \$30 million later, it plunked down another \$10 million to put a new plant on a green field in Cedar Rapids [Iowa]. Dr. Art Odell, General Mills' top soybean production expert at the time, wistfully recalls his company's project as ‘our chance to make clean, cholesterol-free food.’ The company developed around 30 soya-based products under the Bontrae label: crab meat, beef, ham and chicken in various forms. Sausos (sausage-flavored bits) and Pepros (pepperoni-flavored) were marketed but failed to sell well. Only Bacos (bacon-flavored) have survived. Seventeen years and another \$60 million later, General Mills ended its affair with the Bontrae line. Says General Mills' vice president of marketing Cy Ducharme: ‘The returns just weren't there...’

“Dr. Joe Rakosky, a former research scientist at Central Soya and now a consultant to the American Soybean Association, thinks he knows where soya marketers have been going wrong. ‘It should have been marketed as being a lot *more* expensive than real food, not a little less,’ he says. ‘You can't make a poor people's food and expect to sell it.’ Romeo Kihhl, a plant breeder at the National Soybean Research Center in Brazil, made the same point to *Forbes* somewhat more elegantly. ‘Soya as a protein source has not found its place in the world yet,’ he says, ‘because those who need more protein are poor and cannot afford to pay for it,

while those who can pay for it can afford to eat beef.”

**1459. Product Name:** Tofu Sausage Patties: Seasoned and Baked.

**Manufacturer's Name:** Tofu Shop (The).

**Manufacturer's Address:** 768 18th St., Arcata, CA 95521. Phone: 707-822-7409.

**Date of Introduction:** 1982 August.

**Ingredients:** Tofu (water, organic soybeans grown according to Cal. Health Code Sect. 26569.11 and nigari). Marinated in a sauce of Tamari (a natural soy sauce made with water, soybeans, wholewheat and salt). Unrefined coldpressed Safflower oil, and a blend of eight herbs and spices.

**Wt/Vol., Packaging, Price:** 8 oz. vacuum packed.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. Received 1988. 4 by 2.5 inches. Self adhesive. Metallic red, blue, gold, and white. “Ready to eat... or reheat, naturally fresh... from our deli. A perfect snack fresh from the pack. Great for breakfast, in a burger, or in your favorite pizza or spaghetti sauce. Simple to heat in oven (350°F, 10 minutes) or frying pan. Perishable, keep refrigerated, 34-39°.” Matthew Schmit says (March 2009) that the metallic label was first used in 1985.

Two Labels sent by Matthew Schmit. 2002. Sept. 9. The product was introduced in 1985. Label #1 of 1992. “Tofu Sausage Patties: 4 Seasoned & Baked. 3 inches square. Self adhesive. Black and yellow on red. Illustration shows a tofu shop on stilts near the ocean with a tree arching overhead. Ingredients similar to above, but more organic. \* = Grown according to California Natural Foods Act of 1990. “With whole, organic, GMO-free soybeans.” Ready to eat or heat. A Perfect snack fresh from the pack.”

Label #2 of Oct. 2002. No adhesive. Red and orange-yellow on white. A handsome, impressionistic watercolor illustration shows a tofu shop on stilts on a cliff with a tree arching overhead. “Good source of protein. Low in saturated fat. Cholesterol free.”

Talk with Linda Redfield. 2002. Sept. 23. Linda arrived in Arcata in May 1982 and introduced this recipe to The Tofu Shop; as far as she knows, she developed it. It was probably first sold commercially at The Tofu Shop in about Aug. 1982; there was only one flavor.

1460. Marshall, Philip. 1982. Re: The establishment of Cauldron Foods Ltd. Letter to William Shurtleff at Soyfoods Center, Sept. 8. 3 p. Handwritten.

• **Summary:** Cauldron Foods was formed in Nov. 1981 as a partnership between Philip Marshall and Mr. Peter Fagan. They began tofu production in March 1982. They now have a “cauldron shop” type tofu plant presently producing 200 lb. of firm tofu (9.3% protein) 3 to 4 times weekly. “Sales of tofu itself may not have risen very dramatically, but public awareness concerning tofu and related products is growing

steadily. A local television station filmed the process of tofu being made at our plant, to be included in a program on nutrition later this year... We have had more success perhaps with our burger containing tofu and grains, vacuum packed giving it a shelf-life of 3 weeks. Our turnover is rising at a good pace, and we are introducing new products to our range as we improve production methods. We would like to move into sterilized tofu creams and spreads... We would like to keep informed of new developments in the industry in America...” and to establish contact with similar American businesses.

Note: This is the earliest document seen (April 2001) that mentions Cauldron Foods. Address: Chapel Lane, Sunnybank, Fishponds, Bristol 16, England.

1461. Winter, Christine. 1982. News for you: Good ‘n’ healthy. *Chicago Tribune*. Sept. 15. p. E2.

• **Summary:** “Health foods are becoming increasingly popular, and even mainstream foods are taking on a healthy glow...” New Product News is filled with page after page of new health food products including tofu hot dogs (Light Links, from Light Foods) and soy ravioli (New Leaf Soyfoods).

1462. Corn Country Whole Foods, Inc. 1982. Fall-winter 1982: New & improved (Catalog). 132 South Market St., Champaign, IL 61820. iv + 26 p. No index. 28 cm.

• **Summary:** The cover of this natural foods, vegetarian catalog is printed on orange paper with brown ink. Corn Country has increased the number of products it distributes, both those under its own Market Street brand and those made by many other companies. Corn Country trucks deliver throughout the Midwest: Freight is free with a minimum order of \$400. Product categories: Refrigerated products. Bulk foods. Packaged foods. Snacks. Other.

Interesting products: (1) Tofu: Packaged (\$0.82/lb) or bulk (\$80/lb). (2) Market Street bread: Cinnamon raisin and Whole wheat both contain “whole soy flour.” (3) Stoneground flours: Soy flour-full fat (OG = Organically Grown) (\$0.42/lb). Corn Country uses old fashioned granite stone mills to keep the temperature low, which “preserves the nutritional value and flavor of the whole grain... Whole soy flour is milled from soybeans which have been heated first to destroy an enzyme which interferes with protein digestion. It is milder tasting compared to the defatted soy flour typically sold commercially.” (4) Market Street granolas: Of the 7 varieties, 6 contain small amounts of “soy flour.” (5) Beans, peas, and lentils: Soybeans OG (\$0.28/lb). Azuki beans. Chickpeas (Garbanzos). Lentils (green or red). Mung beans. (6) Market Street meals (vegetarian): Nutburger (incl. soy flour). Soyburger (soy flour is main ingredient). (7) Sea vegetables (9 types). (8) Westbrae miso (6 types). (9) Market Street nut butters: Peanut butter (“coarsely ground to retard oil separation”). Almond butter.



Sesame tahini. (10) Natural oils: Sesame oil. Safflower oil. (11) Condiments. Nigari (bulk or 5 lb). Umeboshi plums. Shoyu (pints to 4.75 gal tin). Tamari (with dispenser to quarts). (12) Seeds: Alfalfa seeds. Sesame seeds whole brown. Sesame seeds hulled white. Sunflower seeds. Pepitas. (13) Market Street snack nuts: Shoyu almonds. Shoyu suns (sunflower), Shoyu cashew pieces. (14) Soy & corn snacks: Soy nuts salted. Soy nuts unsalted. (15) Market street mixes (unsulfured dried fruits, nuts and seeds): Sweet & shoyu mix (ingreds: Raisins, date pieces, dried bananas, shoyu almonds, shoyu cashews, shoyu sunflower seeds). Flatland mix (incl. unsalted “soynuts” {soybeans, vegetable oil}, fancy cashew pieces, and pumpkin seeds). (16) Health and beauty aids: Dr. Bronner soap (14 types). (17) Literature: 25 Talking Foods pads. (18) Traditional medicinal herb teas (27 types). (19) Celestial Seasonings teas (38 types); (20) Packaging supplies and kitchen help: Tofu kit (\$12.56). Address: Champaign, Illinois. Phone: 217-359-8843.

1463. Dimock, Janet. 1982. East meets west in seitan. *Daily Hampshire Gazette (Northampton, Massachusetts)*. Oct. 8.  
 • **Summary:** Winston and Joan Donovan have started a company named Upcountry in a building adjoining their home on Huntingdon Road in Worthington, Massachusetts. There they make seitan, a product introduced to America from Japan, from the gluten in wheat. A description of their process is given. Five pounds of flour yields 4.2 pounds of seitan. Each batch takes about 8 hours to make. On average, they make 400 lb/week of seitan, but sometimes as much as 600 lb. All of the work is done by the Donovans, with help from their son, Michael, age 15. Seitan originated in China as a “travel food,” meant to keep for long periods. “Seitan is a near-cousin to the more familiar ‘wheat meat’ often sold in vegetarian restaurants, shaped as burgers and other cuts of meat. The ‘wheat meat’ is also sold canned or frozen...”

“This is the first commercial seitan enterprise in this area, but it’s been done for a long time regionally, Donovan said. He was introduced to this vegetarian dish while studying at the Kushi Institute, a macrobiotic center in the Boston area. Seitan was used there as a specialty dish for certain occasions such as holidays, mainly because of the food’s long processing time.

“Donovan recalls enjoying barbecued seitan one Fourth of July, an example of American tradition meeting Eastern philosophy...”

“They began commercial production earlier this year and now sell seitan north to Brattleboro, Vermont, and Keene, New Hampshire, west to Pittsfield and through a distributor to a ready market in Philadelphia [Pennsylvania]. They also make delivery runs to Boston every two weeks.

“Locally seitan is sold at the Whole Wheat Trading Company on North Pleasant Street in Amherst and at Cornucopia and The Granery, both on Main Street in Northampton.” Recipes are given for Upcountry Chili and

Seitan Kabobs. A photo shows Winston pouring broth over seitan in plastic trays just before they are sealed.

1464. Leviton, Richard. 1982. The Perriers of soy foods: With large initial capital investments and national marketing plans, these companies are positioned for rapid growth. *In Business*. Sept/Oct. p. 53-56.

• **Summary:** Discusses three soyfoods companies: Legume, Soyfoods Unlimited, and American Miso Co. “While most companies in the industry operate on local or regional levels at best, these three progressive firms uphold nationwide market goals, have tied up large amounts of capital, and nurture vigorous plans to capture the American mainstream market. Legume, located in Caldwell, New Jersey, and run by Gary and Chandri Barat, and Robert Shapiro, “distributes an impressive line of tastefully packaged, prepared convenience soyfoods in 40 states. Legume practically invented the product category, which includes tofu pizza, lasagna, ravioli, egg-plant Parmesan, tofu-vegetable pot pies, muffins, cakes, and tofu cheese-cakes. Currently the company, with weekly sales of \$8,000, contracts out all its food production, thereby allowing its lean staff of three to concentrate on sales and marketing. The Barats expect 1982 sales to top \$1 million with three employees, and \$3 million by 1983 with only five workers.” A good history of Legume begins: “Gary and Chandri Barat first caught wind of the swelling enthusiasm for soy products in July, 1979 at the Second Soycrafters Conference in Amherst, Massachusetts. They gathered over 500 pages of industry documentation and while uncertain of a specific product line, they were convinced that soyfoods, particularly prepared convenience offerings, were to be *the growth* area of the general food industry. Yet in their search for venture capital, holding only their prospectus as bait, they experienced difficulty... ‘Let’s taste the product,’ potential investors demanded.

“The Barats lacked a track record in the food industry,... But today, investment money firmly in hand, Gary reflects: ‘When raising money, make it a learning experience.’ Ask a lot of questions. Find out why people say no, listen carefully, study their answers, then make adjustments to address their concerns. Then ask again. Never take the rejections personally. Developing a business plan is an ongoing venture; it never stops and never ends. In the summer of 1980 the Barats took their fledgling concept to the streets of New York City, where they served their new line of prepared tofu products to a series of street fairs. “They served over 10,00 meals of tempeh chili, tofu chocolate mousse, and tofu cutlets, and studied faces carefully for reactions. Buoyed by the positive response,” they added tofu muffins, then vegetarian quiche to their line. The “R&D Taste Testing” at the street fairs eventually secured them \$50,000 in capital and \$100,00 in loans. They still managed to hang on to 51% ownership in their new company. They did careful market research using the influential SAMI (Standard

Area Marketing Index) data, read reports, and interviewed industry leaders. They began to promote frozen tofu entrees but the profit margins were too slim. Their latest 1982 plan “calls for introducing six or eight boxed, frozen tofu entrees for national distribution.”

Valerie, John and Gary Robertson launched Soyfoods Unlimited in San Leandro, California in Feb. 1981. They focus on making and marketing selling. A big break came when New England Soy Dairy in Massachusetts bid to distribute 2,700 lb/month of their tempeh burgers. Once a week Valerie delivers the cases of frozen tempeh to the San Francisco airport.

John and Jan Belleme started the American Miso Co. in Aug. 1981 in Rutherfordton, North Carolina, after a \$300,000 investment in plant and equipment. They hope to produce 500,000 lb/year of miso. They did an 8-month apprenticeship in Japan with a master misomaker.

Photos (by Richard Leviton) show: (1) Valerie Robertson of Soyfoods Unlimited with a tray of freshly-made tempeh. (2) John, Valerie, and Gary Robertson; the two men are wearing masks. (3) John Belleme of American Miso Co. empties hot, steaming soybeans. Address: Colrain, Massachusetts.

1465. Soyfoods Unlimited. 1982. All the sizzle... None of the steak (Ad). *Vegetarian Times*. Oct.

• **Summary:** See next page. A full-page ad for tempeh burgers. “Mmmm... go ahead, bite into this thick and juicy ‘All American’ Tempeh Burger from Soyfoods Unlimited. It’s a real taste sensation that is wholesome and full of hearty flavor.”

1466. **Product Name:** Tofu, Soymilk, Soysage, Seasoned Tofu, Falafel Made with Okara, Granola with Okara.

**Manufacturer’s Name:** Springfield Community Foods.

**Manufacturer’s Address:** 300 N. Waverly, Springfield, MO 65802. Phone: 417-866-1337.

**Date of Introduction:** 1982 October.

**New Product–Documentation:** Letter from Jim Hawkins. 1982. Oct. 12. Nice letterhead. “Home Town Tempeh is one of several businesses operating under one roof as Springfield Community Foods. The tofu shop in association with Springfield Community Foods makes tofu, soymilk, soysage & seasoned tofu. Other products available at the store include falafel made with okara, granola with okara, tempeh & tofu sandwiches (in pocket bread made by our in-house baker). The deli section is evolving, and other soy products are in the works, including a tofu dressing/dip and tempeh salad.”

Soyfoods Center Computerized Mailing List. 1983. June 20. Muckfoot Farms and Springfield Community Tofu are both listed as tofu manufacturers at 300 N. Waverly, Springfield, Missouri 65802. Phone: 417-866-1337. Owner of Muckfield is Paul Day.

1467. *Sunset (Menlo Park, California)*. 1982. It’s a tofu burger open-faced. 169:180. Oct.

• **Summary:** The recipe, which is accompanied by a photo, was submitted by R.K. of Soquel, California.

1468. Parker, Paula. 1982. San Diego vegetarians celebrate the Soy of Cooking with the unturkey. *Los Angeles Times*. Nov. 25. p. SD\_A1.

• **Summary:** The Prophet International Vegetarian Restaurant, on University Ave. in San Diego is offering a “living Thanksgiving” today, with a choice of three meatless entrees, says owner Marianne (Makeda) Cheatom. One features a “soy turkey,” with cornbread dressing and cranberry relish. Another is built around Wham (a meatless ham made of soy), covered with pineapple glaze and served with raisin sauce. Cheatom (who insists people can’t tell the difference between her soybean turkey and the real thing) wonders why should have to kill to express thankfulness. “Everything’s centered around this dead thing,” she says.

The Thanksgiving favorite of Sandy Katz, a waitress at Kung Food vegetarian restaurant in Hillcrest, is “tofu turkey,” a blend of soybean curd, nuts, vegetables, and breadcrumbs.”

1469. Barber, Linda. 1982. Tofu sampler. Menomonie, Wisconsin: University of Wisconsin-Stout Print Shop. 24 p. Nov. 22 cm. [7 ref]

• **Summary:** A saddle-stitched (stapled) booklet of creative American-style tofu recipes with an orange cover and black lettering. Contents: What is this thing called tofu? Tofu mayonnaise. Deviled tofu salad. Tofu mayo dip. Tofu cheese rolls. Tofu burgers. Chinese steamed buns with tofu. Nail soup (with heart-warming story about the hobo who came for dinner). Tofu pancakes. Tofu quiche. Easy pie crust. Tofu jumbles. Tropical tea bread. Dark mystery cake. Chocolate tofu creme. Tofu ambrosia pudding. Banana cream pudding or pie filling. Tofu cheesecake. Bread crumb crust. Tofu carrot cake. Tofu nog. Tofu peach frozen dessert. One more idea [about a beautiful geisha in Japan who used tofu externally as an aid to beauty]. A sampler of soyfood books [cites 7 books].

E-mail from Linda Barber Pike in reply to questions after she sent booklet to Soyinfo Center. 2012. May 11. “The booklet was developed for a presentation I gave to the Vocational, Technical and Adult Education meeting in Wausau, Wisconsin, November 19th, 1982. The title of my workshop was ‘Creativity with Tofu... The Food of the Future,’

“The first printing was done by the print staff at the University of Wisconsin-Stout, Menomonie, Wisconsin. About 30 booklets were printed. I was a grad student earning a Masters degree in Vocational and Adult Education. I completed the degree in 1983. I used the booklet as a



# All the Sizzle... None of the Steak.

Mmmm...go ahead, bite into this thick and juicy "All American" Tempeh Burger from Soyfoods Unlimited. It's a real taste sensation that is wholesome and full of hearty flavor.

There's no need to worry about fat and cholesterol while you're enjoying this burger. Made from cultured organic soybeans, natural soy sauce and a unique blend of seasonings this new burger alternative is a complete protein containing *no animal products*, *no oil*, and *no cholesterol*. And there are only 120 calories per burger. The Tempeh Burger from Soyfoods Unlimited is *pre-cooked* so it's ready to eat. Add it to casseroles, pizzas, tacos or one of your favorite recipes.

*Enjoy the best of both worlds; meaty flavor, high protein, plenty of B vitamins and lots of sizzle...but none of the steak.*



Available in popular square and round shapes.

Like our other delicious soy products from Soyfoods Unlimited: Soy Tempeh • Soy and Five Grain Tempeh • Soy and Rice Tempeh • Available in the refrigerator or freezer case wherever you buy natural foods.



## The Tempeh Burger from Soyfoods Unlimited

Soyfoods Unlimited, Inc., 14670 Doolittle Dr., San Leandro CA 94577

take home for the participants. There were about 30 home economics teachers there.

The second printing was done about 16 years later; I was married and a teacher. I used it for my students who were enrolled in the foreign foods class, Family Consumer Science Department, Carmel High School, Carmel, Indiana, 1998. The reason the pages are out of order in this booklet, second printing (1998) is that the student print shop at Carmel High School messed up... I had about 35 students enrolled in this class. About 40 booklets were printed in second printing. This booklet is very typical of what we used to make for our students for classroom use and hopefully, the participants in both situations would take the booklet home and use the recipes! Address: Menomonie, Wisconsin.

1470. Cohen, Michele. 1982. Local bean makes good: A look at Wildwood Natural Foods. *T&T Natural News (San Rafael, California)*. Oct/Nov.

• **Summary:** When the author visited Wildwood, “Marin’s local tofu-making factory in Fairfax, she was given a guided tour by Paul Orbuch, one of the company’s four owners. The place was “a flurry of impressively organized activity in an area of less than 1,000 square feet. Paul explained that each morning at 5 A.M. 8 workers arrive and begin the day’s preparation of sandwiches, which have become standard favorites of many. The selection includes a brown rice and tofu sandwich, Tofunofish, Avotofu, Tofu-Steak and a Supreme-Bean Tempeh Burger. The Deli line offers hummus, potato salad, tofu-dill salad, tobouli [sic, tabouli, tabbouleh] and tofu-vegetable salad.”

“Bill Bramblett, another partner who popped into the office added that the clear structure, right personnel and smooth system are what keep those soybeans cooking.”

The author then describes how “20 pounds of organic Midwestern soybeans are alchemically transformed into 40 pounds of tender tofu... The capacity of Wildwood’s facilities allows them to manufacture a maximum of 330-340 pounds of tofu per day.”

Photos show: Eleven Wildwood employees, around a table with their products. Tom Meyer stirring tofu curds in a large stainless steel barrel. Soybeans soaking and a press.

Note: *T&T Natural News* is published by a two-chain food store in San Rafael, California. The T&T stands for Throckmorton and Thunderstrand.

1471. **Product Name:** [Soy-Based Cream Spreads (Herb, Olive, Mushroom), Steaklets, Pasta Chuta, Sausages, Gulasch].

**Manufacturer’s Name:** Husen (H.J.).

**Manufacturer’s Address:** West Germany.

**Date of Introduction:** 1982 November.

**New Product–Documentation:** Food Report (Lehmann). 1982. Nov. The cream spreads are in 200 gm packs priced between DM 3.90 and DM 4.40. The four ready meals are in

500 gm packs at prices up to DM 6.50. They may be canned.

1472. *SoyaScan Notes*. 1982. Chronology of soybeans, soyfoods and natural foods in the United States 1982 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. White Wave in Colorado is the first company to get its tofu placed in the yogurt / dairy case in supermarkets.

Jan. Legume, Inc. launches Tofu Lasagna, frozen in a box. It is soon followed by Tofu Ravioli.

Jan. *The Incredible Tofu Cookbook, California Style*, by Immegart and Dansby self published.

Jan. New England Soy Dairy launches “Year of the Dog” Chinese New Year tofu promotion and nets 47% immediate sales increase.

Jan. Island Spring survives industry’s first publicized tofu recall and the discovery of new tofu spoilage microorganism, *Yersinia enterocolitica*.

Jan. ADM becomes sponsor of “This Week with David Brinkley” on Sunday ABC TV, with 4.4 million viewers.

Jan. Soyfoods Unlimited in California introduces tempeh burgers and ships them air freight to East Coast markets; Pacific Tempeh in California follows suit.

Feb. Yuba is first produced and sold commercially in the Western world by Ken Lee of Soyfoods of America, in Duarte, southern California. Trial production had begun in Nov. 1981.

Feb. *Soyfoods* magazine No. 6 (yellow cover) published.

Feb. Many large ads run by San-J (tamari), New England Soy Dairy, and Legume in major national trade journals.

Feb. Unicorn Restaurant in Miami has \$15,000 gourmet, soy / natural foods banquet to welcome chef Ron Pikarski, who makes elegant tofu dishes and carves a swan from soy butter.

Feb. Nasoya buys \$50,000 Kutter vacuum-packaging machine, which helps to popularize this packaging style for tofu.

March. *Tofu Fantasies*, by Juel Andersen published by Creative Arts.

March. USDA issues new school lunch regulations, fails to approve tofu for use.

March. Inaccurate, damaging article on iron binding by soy proteins appears in San Francisco Chronicle and Los Angeles Times.

March. Fifteen soyfoods companies exhibit at Natural Foods Expo, Anaheim, CA. Richard Leviton gives key speech. 5,000 visitors see expo. Pacific Tempeh unveils new full-color tempeh burger poster.

March. Big increase in European soyfoods companies; there are now 11.

March. Name of *The Beanfield* newsletter changed to *Soyfoods Monthly*.



March. Great Eastern Sun trading company founded in North Carolina by Barry Evans.

April. At New York's International Food Show, Quong Hop, Yeo's, and President brand soymilks, and Veda's Bayou Delights (tofu / tempeh pot pies) exhibit. ADM serves soy isolate ice cream and soymilk.

April. Quong Hop unveils its new Soy Deli marketing concept for retail using posters and tofu entrees sold frozen.

April. Jack's Beanstalk in Utah does creative work at introducing tofu to institutions. Develops 30 bulk recipe cards scaled to 100 servings.

April. ADM unveils work with glucono delta-lactone (GDL) and soy isolates in making tofu.

April. *Toyo Shimpo*, Japan's tofu newspaper, gives extensive coverage to upcoming Soyfoods Come West conference in Seattle.

May. Island Spring releases two 5-minute color video tapes demonstrating tofu cooking for showing in supermarkets.

May. Public schools in Hawaii are granted permission to use tofu in meals.

May. *Soyfoods Directory and Databook*, by Shurtleff and Aoyagi published by Soyfoods Center, the first book of its type listing all soyfoods companies and industry and market statistics, 21 pages. Second edition published in June as *Soyfoods Industry: Directory and Databook*, 52 p.

May. William Shurtleff and Mark Fruin receive a grant from Kikkoman to write a book on soy sauce.

May. *Cook with Tofu*, by Christina Clarke is 2nd runner-up in R.T. French's Tastemaker awards for cookbooks.

May. Clearway Tofu sponsors the first Mother's Day Tofu Fair in Santa Cruz, California, with tofu recipe competition, music, and prizes.

June. Vitasoy USA runs color display ads for soymilk on San Francisco buses.

June. Kibun of Japan exhibits four flavors of soymilk in Tetra Pak cartons at National Restaurant Show in Chicago.

June 16. *The New York Times* runs an article on Dieter Hannig, Director of Food Research for Hilton Hotels. His many tofu recipes on microfiche are sent to 86 Hiltons worldwide.

June. Bestways magazine begins 3-part series on soyfoods by Bonnie Mandoe.

June. *The Soy Dairy: A Way to Save the Small Farm*, by MacCormack published by Sunbow Farm.

June. *The Book of Nigari Technique* (in English) published by Yoshikawa Kagaku in Japan.

June. Metta Tofu Products in Denman Island, B.C., Canada, introduces Frozen Buddha soymilk ice cream.

June. Haarmann & Reimer debuts flavors for tofu and okara at IFT convention in Las Vegas.

June. Royal American Foods is launched in Kansas City with \$1 million startup capital to sell TVP entrees, tofu-like products via multi-level marketing system.

June. Granny Goose Potato Chips does extensive radio advertising in California for a new potato chip. Ad makes frequent, positive reference to tofu. First national radio ads mentioning tofu.

June. Farm Foods presents Ice Bean at American Booksellers Convention at Anaheim, California, along with previews of their new tofu cookbook.

July. "Discover Tofu" published by *Cosmopolitan* magazine.

July. Farm Foods receives a U.S. trademark for "Ice Bean" as a soy ice cream.

July. Light Foods excites NNFA convention in New Orleans with debut of Light Links, the world's first tofu hot dogs.

July. Eden's Orchard tofu / soymilk ice cream introduced in New York by Heller Enterprises.

July. Richard Jennings announces a new formula for okara / barley tempeh; later purchases Southwest Soyfoods, relocates company in Santa Fe, New Mexico. Continued.

1473. *SoyaScan Notes*. 1982. Chronology of soybeans, soyfoods and natural foods in the United States 1982 (Continued) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued. July. Turtle Island releases liquid tempeh starter to industry.

July. *Soyfoods* magazine No. 7 published by Richard Leviton, with 4-color cover (brown border) and glossy paper.

July. Bean Machines introduces its new Continuous Pressurized Slurry Cooker. July. *Tofu: Einladung ins Schlaraffenland* (Tofu: Introduction to the Land of Milk and Honey), by Walter Daenzer published by Verlag Bewusstes Dasein in Zurich, Switzerland (in German). Europe's third tofu book.

July. *Using Tofu, Tempeh & Other Soyfoods in Restaurants, Delis & Cafeterias*, by Shurtleff and Aoyagi published by The Soyfoods Center.

July. Soyfoods Come West, the Fifth Annual Soyfoods Convention and Expo, in Seattle draws 250 people from 12 nations and makes a profit. Plans are made for a new tofu trade group to represent the larger manufacturers. Gary Barat of Legume and Steve Snyder lead this effort to break away from SANA.

July. *Diet for a Small Planet*, by Frances Moore Lappe, a completely revised edition, published by Ballantine Books. Over 2 million copies of the book have been sold since 1971. The new edition contains many new soyfoods recipes, including 8 tofu and tempeh recipes submitted by Shurtleff and Aoyagi as part of a recipe contest.

Aug. The BBC of London, England, runs a 30-minute program on the U.S. tofu industry and market.

Aug. "Why Are Soyfoods Catching On?" by Judy Brown published in *Whole Life Times*.

Aug. Soy Protein Council in Washington, D.C. releases

filmstrip on soy proteins.

Aug. *Tofu, Tempeh, Miso & Other Soyfoods*, by Richard Leviton published by Keats. 32 p., 15,000 copies printed.

Aug. Mexico announces that it can no longer meet its foreign debt repayment obligations. The first major debtor nation to do so.

Sept. New England Soy Dairy launches herb and spice preflavored tofu in colorful boxes. This is an important innovation in tofu packaging.

Sept. Miyako / Cold Mountain Miso in Los Angeles moves into new plant, has \$15,000 reopening party.

Sept. Dr. C.W. Hesseltine, at USDA Northern Regional Research Lab., receives \$50,000 research grant to study shelf life of tofu, tempeh, miso.

Sept. *Soyfoods Labels, Posters, and Other Graphics*, compiled and edited by Shurtleff and Aoyagi, published by Soyfoods Center. 185 p.

Sept. Soyfoods Unlimited runs full-page color ads for tempeh burgers in national magazines: *Vegetarian Times* and *New Age*.

Sept. Richard Leviton plans to move to Ann Arbor. Steve Fiering offers to recapitalize Soyfoods magazine and buy typesetting equipment. Plan dropped by Fiering in October.

Oct. Legume Inc. has its first of many public stock offerings; raises \$100,000 from sale of stock plus \$100,000 from a loan. Legume thus becomes the first of the new wave of soyfoods companies to be publicly owned. In Nov. 1983 Legume raised \$600,000 more, two-thirds from sale of stock and one-third from debt.

Oct. Richard Leviton does "Soyfoods in the Heartland" nationwide tour with 13 programs, 11,000 miles. Net loss of \$300 but lots of fun.

Oct. *Tofu Cookery*, by Louise Hagler published by The Farm's Book Publishing Co.

Oct. *Tofu Cookery* by Fusako Holthaus published by Kodansha, New York. Japan's first tofu book aimed at the American market. Both this and the Farm's tofu book are America's first tofu books with color plates.

Oct. Beatrice Wittels' CSC sponsors World Food Day in Philadelphia, with speech by Richard Leviton and soyfoods banquet. 200 people, including a Pennsylvania senator, attend.

Oct. South River Farm Miso Co. opens in Massachusetts as the nation's second Caucasian-run miso manufacturer. It was formerly Ohio Miso Co.

Oct. "The Hilton Hotel's Gourmet Tofu Dishes" by Clare Barrett published by *Vegetarian Times*. Dishes made from Dieter Hannig's tofu recipes are shown in full color.

Nov. Unicorn Restaurant in Miami prepares three tofu turkeys for Thanksgiving Day.

Nov. Restaurant Business magazine praises Legume products as "tasty, superb."

Nov. Whole Life Expo held in New York. Farm Foods

gives speech on soyfoods.

Nov. "Mainstreaming Soyfoods" by Richard Leviton published by *Vegetarian Times*.

Nov. Campbell Soup makes offer to buy Legume stock. Quaker Oats is reported to make tender to buy any of America's largest tofu makers. But nothing happens.

Nov. Pacific Tempeh introduces nitrogen-flush vacuum packaging for tempeh.

Nov. Well Bean Soy Deli in Santa Cruz changes its image to "Fast Natural Foods" after soy deli sales sag.

Nov. *East West Journal* publishes article on The Bridge tofu company in Connecticut.

Nov. Lane County Natural Foods Assoc. sponsors large, Natural Horizons Expo in Eugene, Oregon. Richard Leviton gives speech. Surata Soyfoods and Devi's Country Soy Sausages have exhibits.

Nov. *Quick & Easy Tofu Cookbook*, by Yukiko Moriyama published by Joie in Japan. Aimed at American market; over 400 full-color photos but poor English translation.

Nov. *La Magie du Tofu* (The Magic of Tofu), by Tremblay and Boyte published by Stanke in Montreal. Canada's first original tofu cookbook. It becomes a best-seller.

Nov. *Le Plaisir de la Cuisine au Tofu* by Marie Poirier published by Unisoya in Quebec, Canada.

Nov. *Cooking with Tempeh*, by Claire Seguin published by Higher Ground Press. America's second tempeh cookbook.

Dec. Robert Davis of Light Foods helps establish a soup kitchen in St. Louis; will provide okara and tofu scraps free of charge to the city's indigent.

Dec. Nasoya restyles their tofu dips as "Vegi-Dips" in new containers.

Dec. Soyfoods of America runs \$2,800 large display ad in Los Angeles Times (circ. 1 million) with tofu recipes.

Dec. *Washington Post*, in the Style section, says frozen yogurt is "Out" and frozen tofu desserts are "In."

Dec. Swan Gardens, Miami, after 3 years of R&D, announces informally that it has three flavors of "meltable" cheeselike tofu. It is introduced as Soya Kaas in Feb. 1986.

Dec. *Le Tofu dans le Cuisine Macrobiotique*, by Eddie H. Hara published in France by Editions de la Maisnie.

Dec. Since 1974, 25 books on tofu have been published in the U.S. In 1981 and 1982 publication of books on tofu in North America and Europe reaches its peak, with 12 published each year.

Dec. There are seven brands of tempeh burgers on the market; four brands of frozen tofu ravioli; 8 brands of soy ice creams.

1474. **Product Name:** Soyettes (Meatless Okara Patties / Burgers). Renamed Veggie Burger in Feb. 1992.

**Manufacturer's Name:** Soy City Foods.



**Manufacturer's Address:** 2847 Dundas St. West, Toronto, ONT, M6P 1Y6, Canada. Phone: 416-762-1257.

**Date of Introduction:** 1982 December.

**Ingredients:** Soybean pulp [okara], durum flour, cornmeal, water, vegetable oil, onion flakes, vegetable flakes, lecithin, sunflower seeds, herbs, spices, sea salt.

**Wt/Vol., Packaging, Price:** Four 64.2 gm patties in a bright red box with a color photograph.

**How Stored:** Frozen.

**New Product–Documentation:** See next page. Spot in Soyfoods. 1983. Winter. p. 48. "Give Okara a Pat."

Interview with Jon Cloud. 1985. Aug. Label sent by Jon Cloud. 1989. May 5. Product was introduced in 1982.

Talk with Lorraine Guardino of Soy City Foods. 1992. Feb. 18. The Soyettes are now called the Veggie Burger. The ingredients are different; it has no cholesterol and is low in fat. The packages will be ready in about 3 weeks, and should be available at retail stores within 1 month. The product is now sold only to the food service industry; it first became available in early Feb. 1992 [sic, 1983 or 1982].

1475. **Product Name:** Tofu.

**Manufacturer's Name:** Bean Machine.

**Manufacturer's Address:** 45 Maes Inqli, Newport, Pembrokeshire Coast National Park, Wales, UK. Phone: 820-896.

**Date of Introduction:** 1982.

**New Product–Documentation:** Soyfoods Center Computerized Mailing List. 1983. June 20. Owner: Zorah Groom. Richard Leviton. 1983. Trip to Europe with American Soybean Assoc. Oct/Nov. Unpublished manuscript. p. 29. Bean Machine is a 12-member co-op in Wales using someone's kitchen. Their best-seller is soysage. Cauldron Foods in Bristol invited them to move to Bristol and consolidate. Jon and Zorah Groom. 1985. La Lettre de L'ARTS. No. 3. p. 8. "Bean Machine story."

Carolyn Rees. 1987. April. Soyfoods (ESFA). "The Bean Machine story" The tofu is made largely by hand at the rate of 60 lb every 2 hours. The soymilk is curded with calcium sulfate. The company presently makes a range of three flavors of tofu, plain, chives, and garlic. The tofu is put into round presses and cut into two sizes, 227 gm and 454 gm, then vacuum packed in bags.

Letter from Simon Bailey. 1988. Oct. 10. Ceased trading.

1476. **Product Name:** Soysage [Regular, Tomato, or Spicy].

**Manufacturer's Name:** Bean Machine.

**Manufacturer's Address:** 45 Maes Inqli, Newport, Pembrokeshire Coast National Park, Wales, UK. Phone: 820-896.

**Date of Introduction:** 1982.

**Ingredients:** Incl. okara, tofu, spices, and flavors.

**Wt/Vol., Packaging, Price:** 213 gm or 426 gm sausage

shaped casing.

**How Stored:** Refrigerated.

**New Product–Documentation:** Soyfoods Center Computerized Mailing List. 1983. June 20. Owner: Zorah Groom.

Jon and Zorah Groom. 1985. La Lettre de L'ARTS. No. 3. p. 8. "Bean Machine story."

Carolyn Rees. 1987. April. Soyfoods (ESFA). "The Bean Machine story." Soysage is made with okara, a by-product of tofu. Flavors and spices are added. Tofu is also a main ingredient. They now make a range of 3 flavors: regular, tomato (with added tomato puree), and spices (with added spices and chili). They are sold in 213 gm and 426 gm packages. The packages are sausage shaped.

Letter from Simon Bailey. 1988. Oct. 10. Ceased trading.

1477. **Product Name:** The Bristol Vegetable Burger (Meatless Tofu Burger).

**Manufacturer's Name:** Cauldron Foods Ltd.

**Manufacturer's Address:** Sunny Bank, Chapel Lane, Fish Ponds, Bristol 16, England. Phone: (0272) 554780.

**Date of Introduction:** 1982.

**Ingredients:** Tofu, brown rice, textured soy flour, tomatoes, shoyu (soybeans, wheat, water, salt), soy, oil, herbs and spices, salt, yeast extract, onion extract, garlic.

**Wt/Vol., Packaging, Price:** 85 and 100 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1983. 5.5 by 7 inches and 5.5 by 8.5 inches. Plastic. Green, brown, tan and white. "Pre-cooked–Eat cold, or warm under grill. Low calorie: 172 calories per 100 gm." Poster. 1983, undated. 6 by 8 inches. Red and blue on white. "The Bristol Burger range of natural convenience foods are now available in 3 varieties. Ready cooked. Can be eaten cold or hot. Low calorie and high protein." Richard Leviton. 1983. Trip to Europe with American Soybean Assoc. Oct/Nov. Unpublished manuscript. p. 26-27. Spot in The Vegan. 1988. Summer. p. 17. "There is a new Vegetable & Tofu Burger from Cauldron Foods."

1478. **Product Name:** The Bristol Chilli Burger (Meatless Tofu Burger).

**Manufacturer's Name:** Cauldron Foods Ltd.

**Manufacturer's Address:** Sunny Bank, Chapel Lane, Fish Ponds, Bristol 16, England. Phone: (0272) 554780.

**Date of Introduction:** 1982.

**Ingredients:** Tofu, brown rice, textured soy flour, tomatoes, shoyu (soybeans, wheat, salt), soy oil, herbs, chilli spices, salt, yeast extract, onion extract, garlic.

**Wt/Vol., Packaging, Price:** 85 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1983. 5.5 by 8 inches. Plastic. Brown, red, yellow and white. "Low

"La santé est votre bien le plus précieux; conservez-la avec une bonne nutrition."

SOYETTIES

# SOYETTIES

PAREVE

2847 DUNDAS STREET WEST, TORONTO, ONTARIO M6P 1Y6  
**soy city foods**

Delicious Soybean Patties  
Délicieux Pâtés de Fèves Soya



HEAT & SERVE  
CHAUFFER & SERVIR  
GREAT FOR SANDWICHES, DINNERS, SNACKS  
EXCELLENT POUR SANDWICHES, REPAS, GOUTERS  
*Contains no meat*  
*Ne contient pas de viande*

350 g    KEEP FROZEN    GARDER AU CONGELATEUR    4 - 87.25 g portions

**SOYETTIES**    "Health is the most precious thing you have; sustain it by eating good food".

**Ingredients:** SOY MASH, RICE, MILLET, TAHINI, TAMARI, CORNMEAL, VEGETABLE OIL, SUNFLOWER SEEDS, HERBS, SPICES, SEASONINGS.

**SOYETTIES**  
DELICIOUS SOYBEAN PATTIES  
DELICIEUX PATES DE FEVES SOYA

*Contains no meat*

*soyettes*—EASY TO PREPARE

**BAKING** - Bake uncovered at 175°C (350°F) for approximately 20 minutes on lightly oiled surface.

**CUISSON** - Cuire à découvert à 175°C (350°F) environ 20 minutes sur une surface légèrement huilée.

**FRYING** - Fry on lightly oiled skillet for approximately 8 minutes. Turn.

**FRIRE** - Frir dans une poêle légèrement huilée environ 8 minutes. Puis tourner.

**MICROWAVE** - Place in microwave frozen. Set dial to "COOK" and cook for 2.0 minutes.

**MICRO-ONDE** - Placer congelé au micro-onde. Régler à "Cuisson" et cuire 2.0 minutes.

*Ne contient pas de viande*

*soyettes*—FACILE A PREPARER





calorie–172 Kcal per 100 gram.” Poster. 1983, undated. 6 by 8 inches. Red and blue on white. “The Bristol Burger Range of Natural Convenience Foods are now available in 3 Varieties. Ready Cooked. Can be eaten Cold or Hot. Low Calorie and High Protein.” Richard Leviton. 1983. Trip to Europe with American Soybean Assoc. Oct/Nov. Unpublished manuscript. p. 26-27.

**1479. Product Name:** The Bristol Nut Burger (Meatless Tofu Burger).

**Manufacturer’s Name:** Cauldron Foods Ltd.

**Manufacturer’s Address:** Sunny Bank, Chapel Lane, Fish Ponds, Bristol 16, England. Phone: (0272) 554780.

**Date of Introduction:** 1982.

**Ingredients:** Tofu, brown rice, textured soy flour, peanuts, shoyu (soybeans, wheat, water, salt), soy oil, salt, hydrolysed vegetable protein, onion extract, citric acid, garlic.

**Wt/Vol., Packaging, Price:** 85 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1983. 5.5 by 7 inches. Plastic. Dark brown, light brown and white. Poster. 1983, undated. 6 by 8 inches. Red and blue on white. “The Bristol Burger Range of Natural Convenience Foods are now available in 3 Varieties. Ready Cooked. Can be eaten Cold or Hot. Low Calorie and High Protein.” Richard Leviton. 1983. Trip to Europe with American Soybean Assoc. Oct/Nov. Unpublished manuscript. p. 26-27. This company was built on the burger, which contains TVP (purchased from British Arkady) to add chewiness.

**1480. Product Name:** Tempeh Balance Burger/Cutlet (With Soybeans & Brown Rice & Sesame Seeds).

**Manufacturer’s Name:** Cricklewood Soyfoods.

**Manufacturer’s Address:** Route 1, Mertztown, PA 19539.

**Date of Introduction:** 1982.

**Ingredients:** Incl. soybeans, brown rice, spices, oil.

**New Product–Documentation:** Ad in CRC Reports. 1982, and 1987. Fall. p. 15. 7 oz. Frozen. Talk with Karl Krummenoehl. 1988. Jan. 4. He considers this the best tempeh burger on the market, and their product with greatest potential. It is sauteed in cold pressed oil.

**1481. Product Name:** [Soja-Delikat {Vegetarian Slices for Sandwiches}].

**Foreign Name:** GranoVita Delikat.

**Manufacturer’s Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.

**Date of Introduction:** 1982.

**Ingredients:** Soya protein, corn germ oil, mushrooms, water, egg protein, onions, salt, dextrose, spices, yeast.

**Wt/Vol., Packaging, Price:** 250 gm can retails for DM

3,69.

**How Stored:** Shelf stable.

**New Product–Documentation:** Manufacturer’s catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products. “Tasty vegetarian slices to be used in various dishes, on bread or dressed and fried, in salads or stews.”

**1482. Far Pavilions.** 1982. Menu. 116 N. Oak Street (Box 69), Telluride, CO 81435.

• **Summary:** The front panel of this 8-panel menu (Green on tan paper) states: “International vegetarian cuisine. Welcome hospitality. Located below the opera house.” The menu (which gives no prices) begins: “Our recipes are traditional as well as our own creations, all using pure and natural foods.” Gives a definition of tofu and how it is made, then notes: “We make tofu in this traditional way regularly at Far Pavilions. In our kitchens, tofu is prepared in a wide variety of ways to show how this new high-protein, non-dairy food can be included in your menu. We also make regular use of the nutritious by-products of tofu-making: the soymilk and the soy fiber (okara).”

Soy-related menu items include: Soup of the day. Salad (dressings include “tamari sauce”): Mixed vegetable and sprouts with guacamole, full (or half) plate salad with tofu and guacamole. Salad specialties: Tofu and vegetable, okara salad, hummus, tabouli. Daily specials from the wok: Stir-fried tofu, rice, and vegetables, tofu and vegetables, stir-fried okara and vegetables. Stuffed pitas: Grilled tofu and vegetables, guacamole and tofu, falafels. Burgers: Soy burger, tofu burger, okara burger. Burritos: Spicy tofu and rice filling with guacamole. Extras: Fresh tofu, grilled tofu. Smoothies: Carob shake (with banana and sesame). Carob-honey soymilk. Nutritional yeast–20 cents extra. Other refreshments: Hot miso broth (cup). Soy milk. Desserts: Ask us! “For reservations, catering, or take out, call 728-4441.” Address: Telluride, Colorado. Phone: 728-4441.

**1483. Product Name:** Sotex (Textured Vegetable Protein), and Bakotex (Imitation Bacon Bits).

**Manufacturer’s Name:** General Spice Inc.

**Manufacturer’s Address:** 238 St. Nicolas Ave., P.O. Box 394, South Plainfield, NJ 07080.

**Date of Introduction:** 1982.

**New Product–Documentation:** Soya Bluebook. 1982. p. 60.

**1484. Gilman Street Gourmet: Natural Foods & Delicatessen.** 1982. Menu. Berkeley, California. 1 p.

• **Summary:** In the Deli Menu, soy related items include: Tofu miso ginger. Tofu burgers. Tofu “meat” balls. There is also a bakery menu. Hours: Monday-Friday 10-7. Sat. 10-6. Closed Sundays. Address: 1334 Gilman St., Berkeley, California 94706. Phone: 415-524-0505.

1485. **Product Name:** Happy Pig Brand Soysage.  
**Manufacturer's Name:** Island Tofu Works.  
**Manufacturer's Address:** 318 Main St., Bar Harbor, ME 04609. Phone: 207-288-4969.  
**Date of Introduction:** 1982.  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Note from Peter Golbitz. 1992. Oct. 7. His company introduced this meatlike product in 1982. It was on the market until 1984.

1486. Krieger, Verena. 1982. Hier le steak, demain le tofu ou tout ce que l'on peut faire avec une graine [Yesterday steak, tomorrow tofu, or all that can be made with a bean]. *Dragoco Report (Neuilly-sur-Seine)* 27(2):46-52. 2 photos. [Fre]\*  
**• Summary:** Tofu is made from soymilk. Discusses the nutritive value of tofu and other soyfoods. Address: Lucerne, Switzerland.

1487. **Product Name:** Loma Linda Chicken Supreme (Meatless).  
**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.  
**Date of Introduction:** 1982.  
**Ingredients:** Soy protein concentrate, egg whites, wheat gluten, natural (vegetable) flavors, artificial flavor, corn starch, onion, guar gum, monosodium glutamate, whole wheat flour, spice, cottonseed oil, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).  
**Wt/Vol., Packaging, Price:** 4.5 oz can.  
**How Stored:** Shelf stable; refrigerate after opening.  
**Nutrition:** Per ¼ cup (16 gm) dry mix: Calories 50, protein 9 gm, carbohydrate 4 gm, fat less than 1 gm, cholesterol 0 mg, sodium 450 mg, potassium 190 mg.  
**New Product–Documentation:** Ad in *Natural Foods Merchandiser*. 1984. Feb. p. 113. "A lot more than meats the eye. Loma Linda Foods taste great."

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1982.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27. Says the product is a "dry pack."

1488. **Product Name:** Loma Linda Ocean Platter (Meatless Fish Dish).  
**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.  
**Date of Introduction:** 1982.  
**Ingredients:** Soy protein concentrate, egg whites, wheat gluten, onion, artificial flavors, natural (vegetable) flavors, potato flakes, guar gum, whole wheat flour, garlic powder,

lemon juice powder (malto-dextrin and lemon juice solids), spice, monosodium glutamate, cottonseed oil, salt, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 4.5 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per ¼ cup (16 gm) dry mix: Calories 50, protein 8 gm, carbohydrate 5 gm, fat less than 1 gm, cholesterol 0 mg, sodium 260 mg, potassium 170 mg.

**New Product–Documentation:** Ad in *Natural Foods Merchandiser*. 1984. Feb. p. 113. "A lot more than meats the eye. Loma Linda Foods taste great."

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1982.

1489. **Product Name:** Loma Linda Patty Mix (Meatless).  
**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1982.

**Ingredients:** Soy protein concentrate, egg whites, wheat gluten, rolled oats, onion, natural (vegetable) flavors, artificial flavor, potato flour, guar gum, garlic powder, caramel color, whole wheat flour, monosodium glutamate, cottonseed oil, spice, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 4.5 oz (128 gm) can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per ¼ cup dry mix (16 gm): Calories 50, protein 9 gm, carbohydrate 4 gm, fat less than one gm, cholesterol 0 mg, sodium 320 mg, potassium 150 mg.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1982.

1490. Maison Tofu. 1982. New soyfoods restaurant or deli. 835 est, rue Duluth, Montréal, QUE, H2L 1B2, Canada.

**• Summary:** Menu sent by Richard Leviton. 1982. Above "Maison Tofu" is written in French: "buffet/café pour végétarien gourmet." The menu includes the following soy-related dishes: A la carte: Tofu burger. Sandwich au tofu. Chili con tofu. Choix quotidien, avec margarine de soya ou beurre. Les plats choisis: Lasagna de tofu. Tofu bourguignon. Ragoût de tofu. Chili con tofu. Grande salade verte—du tofu mariné. Desserts: Pouding de tofu aux fruits. Address: Montreal, Quebec, Canada. Phone: 522-2304.

1491. **Product Name:** Tofu Sausage Sandwich.  
**Manufacturer's Name:** New World Enterprises. Renamed New World Natural Foods in 1985.  
**Manufacturer's Address:** 226 Cypress St., Brookline, MA 02146. Phone: 617-232-5973.

**Date of Introduction:** 1982.

**Ingredients:** Incl. Weissman's Original Tofu Sausage.



**New Product–Documentation:** Talk with Emily Merghart Morse. 1992. July 16. This sandwich was introduced in 1982. The main ingredient was Weissman's Original Tofu Sausage, made by John Weissman.

1492. **Product Name:** Artificial Bacon Bits, and Binders for Meat Products.

**Manufacturer's Name:** North American Laboratory Co.  
**Manufacturer's Address:** 1717 W. 10th St., Indianapolis, IN 46222.

**Date of Introduction:** 1982.

**New Product–Documentation:** Soy Bluebook. 1982. p. 60.

1493. **Product Name:** Noble Bean Tempeh Soysage (Using Tempeh in Place of the Typical Okara).

**Manufacturer's Name:** North Coast Tempeh Co.  
**Manufacturer's Address:** 18320 Euclid Ave., Cleveland, OH 44112.

**Date of Introduction:** 1982.

**Ingredients:** Tempeh with wheat flour, soymilk, oil, tamari, garlic, barley malt, mustard, seasonings.

**Wt/Vol., Packaging, Price:** 8 oz.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Label. 1982. 4.25 inch diameter. Blue, green, yellow and red on white. Logo of Jack and the Beanstalk. "No cholesterol." Jeff Narten. 1987. "History of North Coast Tempeh and its Products." 4 p. Dec. 7.

1494. **Product Name:** The Soy Deli Tofu Burgers (Vacuum Packed).

**Manufacturer's Name:** Quong Hop & Co.  
**Manufacturer's Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1982.

**Ingredients:** Organic tofu, fresh carrots and onions, sesame seeds, sunflower seeds, currants, safflower oil, sea salt, spices.

**Wt/Vol., Packaging, Price:** 7 oz (199 gm) vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet. 1986. 8½ by 11 inches, color. "There is quality and variety after 80!" Shows all products. Label. 1987. 5 inches square. Orange and brown on white film. "Soy Deli Tofu Burgers contain the finest natural ingredients blended together and deep fried to a golden crispness. Just pop in the toaster and serve. Pop 'n serve."

1495. Real Food Tofu Cafe (The). 1982. Brightsong–Menu. 8473 East Rd., Redwood Valley, CA 95470.

• **Summary:** The circular logo shows a soybean plant. The hand-written menu begins: "Vegetarian whole foods, specializing in delights from the humble soybean. Free tastes

and recipes too. Low-cal, high protein, cholesterol-free, grease-less complete foods! Air conditioned. Smoke free. Tuesday-Friday 12:00–4:00.

Sandwiches \$2.00: Tofunofish, baked-spice tofu, missing egg salad, happy-chicken salad [meatless], hummous, tofummus, stuffed mochi, not dogs. Desserts: Creamies, cheesecake, cookies, fruit bars, Ice Bean, banana split, frozen joy. Burgers \$2.50: Tempeh, tofu, soysage. Drinks: Pure-fruit smoothies, fresh carrot juice, soy shake, apple juice, mineral water, Rush sodas, spirulina smoothies, soymilk, herb tea. Plus! Daily specials. To-go orders Fresh Brightsong tofu and other packaged soyfoods for your convenience. Address: Redwood Valley, California. Phone: (707) 485-7050.

1496. **Product Name:** [Vege Hamburg {Meatless Hamburger}].

**Foreign Name:** Beji Hanbaagu.

**Manufacturer's Name:** San-iku Foods.

**Manufacturer's Address:** 1-1 Nagaurataku, Sodegauramachi, Kimizu-gun, Chiba-ken 299-02, Japan.

**Date of Introduction:** 1982.

**New Product–Documentation:** Letter from San-iku Foods. 1990. June. This product was introduced in 1982.

1497. Southfork Tofu Cafe. 1982. Menu. 322 Fuller Ave., Helena, MT 59601.

• **Summary:** Many of the menu items contain meat. Soy-related recipes include–Lunch: Sandwiches–McFu cutlet (breaded tofu cutlet sandwich), PTB (peanut butter, bananas, and tofu sandwich). Specialties–Tofu taco, French-fu's (tofu french fries). Salads–Marinated tofu salad. Desserts–Tofu cheesecake. Breakfast: Peanut butter, tofu and banana on toast with hash browns, Soysage with eggs, hash browns and toast, Scrambled eggs, tofu & veggies with hash browns and blueberry muffin. Address: Helena, Montana. Phone: 406-443-5586.

1498. **Product Name:** Soysage.

**Manufacturer's Name:** Soy City Foods.

**Manufacturer's Address:** 2847 Dundas St. West, Toronto, ONT, M6P 1Y6, Canada. Phone: 416-762-1257.

**Date of Introduction:** 1982.

**Ingredients:** Incl. soybean pulp [okara].

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet (3 panels each side). 1982. "Soysage." On the front panel is a basic description followed by 6 recipes.

1499. **Product Name:** Tempeh Cutlet / Burger (A Rectangular Burger. Vacuum Packed. By 1986 renamed Tempeh Cutlet).

**Manufacturer's Name:** Soyfoods Unlimited, Inc.  
**Manufacturer's Address:** 14670 Doolittle Dr., San Leandro, CA 94577.

**Date of Introduction:** 1982.

**Ingredients:** Tempeh (made with soybeans organically grown in accordance with section 26569.11 of the California Health and Safety Code and brown rice), natural soy sauce, herbs, spices.

**Wt/Vol., Packaging, Price:** 7 oz (189 gm). Vacuum packed in poly pouch.

**How Stored:** Frozen or refrigerated.

**Nutrition:** Per 3 oz.: Calories 190, protein 9 gm, carbohydrates 6 gm, fat 3 gm, sodium 466 mg.

**New Product–Documentation:** See next page. Label. 1982, undated. 2.75 by 3.75 inches. Blue and red on white with rainbow border. “Not fried. No oil.” Leaflet (on cardstock). 8½ by 11 inches. 2 color. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center. Tempeh. Tempeh Cutlet/Burger: A cultured soy product. High in protein. No cholesterol. Good meat substitute.

1500. Tofu Shop (The). 1982. Take-out deli foods–Naturally (Menu). 768 18th St., Arcata, CA 95521.

• **Summary:** “In our coolers and ready to go. Ready to eat or take home to reheat.” Tofu burgers. Tofu-spinach pies. Vegetable pastries (arabian rice, hijiki, burritos). Avocado sandwiches (On 9-grain bread). Vegetable sushi rolls (brown rice, tofu, carrot, green onion, flavored with miso). Tofu-tahini salad. Tofu-herb dip (for chips, raw vegies or as salad dressing). Tofu cream pie (with real maple syrup and fresh fruit). Tofu pumpkin pie (on whole wheat crust with walnuts). Carob-soy pudding (creamy, topped with coconut & nuts). Plus more! The logo is a circular dragon by a circle. “Mon-Sat 9-6. Makers of fine tofu and other soyfoods.” Address: Arcata, California. Phone: 822-7409.

1501. **Product Name:** [Tofu, Grilled Tofu, Tea-Time Tofu (Marinated), Vegetable-Soya Patties (Okara)].

**Foreign Name:** Tofu, Grilltofu, Jausen Tofu, Getreide-Soja Laibchen.

**Manufacturer’s Name:** Tofurei Wels. Renamed Schoen Tofurei in 1987.

**Manufacturer’s Address:** Prinz Eugen Strasse 1, A-4600 Wels, Austria. Phone: 07242/834222, 78073.

**Date of Introduction:** 1982.

**New Product–Documentation:** Letters from Norbert Brunthaler of Sojvita. 1988. Jan. 4 and Feb. 2. Price List. 1988. With dates products were introduced. Tofu. 250 gm and 1000 gm. Grilled tofu, 200 gm, is basted in soy sauce and ready to grill. Jausen Tofu, 170 gm, is marinated and pre-baked for use with bread, soups, or salads. The croquettes, 200 gm, provide bulk. A letter from I.A. Gertraud, managing director, notes that Walter Schoen is the owner. In 1987 the company name was changed to Schoen Tofurei. They have created a video about tofu. Envelope reads: Tofurei. Producer of plant foods. Reformfrischdienst.

Talk with Guenter Ebner of Sojarei Ebner-Prosl. 1990.

May 28. He says this is the third largest tofu maker in Austria, after Sojarei Ebner-Prosl and SoyVita.

1502. Unicorn Village Restaurant. 1982. Menu. North Miami Beach, Florida. 1 p.

• **Summary:** The five “Sensational Sandwiches” include Tofu Reuben Sandwich. The nine Lunch Specialties include: Sweet & sour tofu stir-fry. Unicorn burgers (with tofu). Tofu vegetable tempura. Address: North Miami Beach, Florida.

1503. Well Bean Deli (The). 1982. Menu. Santa Cruz, California. 1 p.

• **Summary:** Hot sandwiches: Tofu burger. Tofu Santa Cruz. Tempeh burger. TLT. Falafel burger. Mochi burrito. Bean taco.

Cold sandwiches: Missing egg sandwich. Tempeh salad sandwich. Sushi rolls.

Soups with Ak Mak crackers: Miso. Cream of mushroom (changed daily).

Spreads: Tossed. Tofu salad. Tempeh salad. Salad of the day.

Special entree: Tofu quiche. Tofu eggplant Parmesan (changed daily).

From the deli: Tempeh salad. Missing egg salad. Tempeh chips. Garlic onion dip. Tahini dip. Burger mix. Soy yogurt. Fresh fruit salad.

Desserts: Carob mint pie. Tofu cheesecake. Fresh fruit salad.

Drinks: Carobanana shake. Shake-a-leg hi protein drink. Strawbanana shake. Soymilk–plain, carob. Herb teas (assorted). Fruit smoothie–apple plus choice of orange plus two fruits.

Note: This deli was previously located at 349 Soquel Avenue, Santa Cruz. Address: 594 Redwood Dr., Santa Cruz, California 95060. Phone: (408) 427-2586.

1504. **Product Name:** Tuno (Vegetarian Tuna).

**Manufacturer’s Name:** Worthington Foods, Inc. Div. of Miles Laboratories, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1982.

**Ingredients:** Textured soy concentrate, soybean and/or corn oil, flavorings (artificial flavors, disodium guanylate, disodium inosinate [both flavor enhancers]), modified tapioca starch, salt, citric acid, niacinamide, iron as ferrous sulfate, vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12.

**Wt/Vol., Packaging, Price:** 12 oz. Plastic chub pack.

**How Stored:** Frozen.

**New Product–Documentation:** Label. 1982, undated.

Green and blue on white. “A soy protein product. Artificial tuna flavor. Contains no tuna. No preservatives.”



Secondary Tempeh Products - Poster

1982

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for  
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**Good Meat Substitute**

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Producers of Fine Tempeh  
SOYFOODS UNLIMITED, INC.

14670 Doolittle Drive, San Leandro, CA 94577

Distributed by New England Soy Dairy (413) 772-0746



1505. Blair Island. 1982. Menu. Eugene, Oregon. 1 p. both sides. 24 x 11 cm. Black on yellow.

• **Summary:** This soy deli serves breakfast and lunch. Soy-related products in the breakfast menu include: Tofu pocket (sauteed tofu in a pita pocket). Tofu scrambles (Blair Island style tofu, sauteed onions and cheddar cheese). Tofu breakfasts: “Blair Island style tofu is pressed, then sauteed with seven herbs, spices, and shoyu. Served with sprouts, fresh-baked toast or muffin and a side of sweet and sour tomato sauce. Regular (tofu, sprouts and sauce), or Special (tofu smothered with mushrooms and onions).” Side orders: Cup of tofu. Cashew milk.

Lunch. Tofu tia (tofu with sprouts and sauce wrapped in a corn tortilla). Tofu pocket sandwich. Tempeh tia. Tia special. Buddah burger (tofu-mushroom burger). Temptation (tempeh burger). Tempeh burrito. Bean burrito with tofu sour cream. Salads with tofu sour cream dressing. Tofu cheesecake desserts with different toppings.

Note: This company was in business in Aug. 1979, located on an island between two branches of the road. Address: 325 Blair Blvd., Eugene, Oregon 97402. Phone: 683-5117.

1506. Hara, Eddie H. 1982. *Le tofu dans la cuisine macrobiotique* [Tofu in macrobiotic cuisine]. Paris: Guy Tredaniel. Éditions de la Maisnie. 85 p. Illust. No index. 25 cm. Preface by Clim Yoshimi. [Fre]

• **Summary:** This attractive book, featuring 36 recipes, starts with one for homemade tofu, and includes recipes for tofu mayonnaise, tofu omelets, salads, soups, bread, tofu hamburger, tofu steak, and desserts. Address: Japanese photographer living in France.

1507. Henderson, Bruce R. 1982. *Oakland organic: A vegan primer*. Albany, New York: Caboose Press. 200 p. Illust. 23 cm. [24 ref]

• **Summary:** This is a book about veganism which contains a few vegan recipes near the back. It focuses on the San

Francisco Bay Area and urban areas, and contains extensive information about soybeans and soyfoods, much of it inspired by *Yay Soybeans*, from The Farm in Summertown, Tennessee. As follows: Miso, and Soya-Mineral Bouillon (Dr. Bronner’s) (p. 19). Soy as an alternative protein source (p. 37-43). Soymilk (p. 53-56; Jethro Kloss). More soy (p. 57-61; soy pulp [okara] pudding, soysage, Garden of Eatin’ Soy Jerky (illustration of package), Brightsong Missing Egg Tofu Salad (illustration), soy yogurt (fermented), soy tofu—hard, baked, or fried). Sprouting (p. 67-70; incl. soybeans). Fermented foods (p. 71-74; incl. tempeh, raw tofu). Snacks &

quick foods (p. 88-96; incl. Ice Bean—soy ice cream, Ice-C-Bean). Miso and soy sauce (p. 120-21). Soy-related recipes: Baked apples with miso (p. 185-86). Tofu cheesecake (p. 188-89). Soysage (p. 193). Soy ice bean (p. 195). Note: Bruce Henderson was born in 1946. Address: Oakland, California.

1508. Re: Names of soyfoods around the world: French. 1982. Form filled out by William Shurtleff based on sources given below. 1 p. [Eng; Fre]

• **Summary:** Gives the names of the main soyfoods in French. Sources: Bernard Storup; Bau & Debry, of France.

“Soyfoods—Aliments à base de soja.

Fresh green soybeans (edamamé)—Edamamé or Soja frais.

Whole dry soybeans—(haricots de) Soja sec / secs.

Black soybeans -

Fresh soy puree—Purée de soja.

Soy sprouts—Pousses de soja. Soja germe.

Soynuts—Soja grillé. Graines de soja grillées.

Oil roasted soynuts—Graines de soja grillées (à l’huile). Soja grillé, revenu dans l’huile.

Dry roasted soynuts—Soja grillé à sec. Graines de soja grillées à sec (or sans huile). Haricots de soja, grillés à sec.

Soynut butter—Buerre de soja grillé.

Roasted soy flour—Farine de soja grillé.

Soy coffee—Café de soja.

Soy chocolate—Chocolat de soja.

Soymilk—As of Feb. 2012 only the terms “boisson au soja” or “jus de soja” or “tonyu” (the Japanese word for “soymilk”) can be used legally on commercial soymilk products in France—because of dairy lobby protests. The term “lait de soja” is generally used in cookbooks, books, articles, etc.

Soymilk ice cream—Glace au soja or glace au lait de soja.

Soymilk curds -



Tofu (regular)—Tofu or Tofou (le). Note: Many French speakers, who are also soyfoods experts, prefer “Tofou.”

Soft tofu—Tofu mou.

Firm Tofu—Tofu ferme. Extra firm tofu—Tofu très ferme.

(Deep fried) Tofu cutlets—Tranches de tofu frites.

(Deep fried) Tofu burgers—Tofuburgers frits. Burgers de tofu (frits).

(Deep fried) Tofu pouches—Poches de tofu (frites).

Silken tofu—Tofu soyeux.

Pressed silken tofu—Tofu soyeux.

Grilled tofu—Tofu grillé.

Dried frozen tofu—Tofu séché. Tofu déshydraté.

Okara or soy pulp—Okara (l’).

Yuba—Yuba (le).

Dried yuba sticks -

Sweet dried yuba -

Fermented black soybeans -

Miso or soybean jiang—Miso (le).

Soy sauce—Sauce de soja. Sauce soja. Shoyou (le).

Chinese sauces -

Tamari—Tamari (le).

Tempeh—Tempeh (le).

Fermented tofu—Tofu fermenté (au vin).

Fermented soymilk—Lait de soja fermenté.

Natto, thua-nao, kinema—Natto (le).

Soy oil—Huile de soja.

Soy lecithin—Lecithine de soja.

Soy flour—Farine de soja.

Whole (full fat) soy flour—Farine de soja entière.

Defatted soy flour—Farine de soja dégraissée.

Soy grits and flakes—Flocons et granule de soja.

Cereal-soy blends (CSM, WSB, etc.) -

Soy protein concentrate—Protéine de soja concentrée.

Soy protein isolate / Isolated soy protein—Isolat de protéines de soja. Protéine de soja isolée.

Textured soy protein products—Protéines de soja texturées (Produits à base de protéines de soja texturée).

Textured soy flour, TSF, or TSP—Farine de soja texturé.

Textured soy concentrates—Concentrat de soja texturé.

Textured soy isolate—Isolate de soja texturé.

Spun soy protein fibers. Address: Soyinfo Center, Lafayette, California 94549.

1509. Simonds, Nina. 1982. *Classic Chinese cuisine*. Boston, Massachusetts: Houghton Mifflin. xi + 353 p. Illust. Map. Index. 23 cm.

• **Summary:** This is a remarkable book by one who is part “of a new generation of American chefs and food writers.” The Pinyin system of romanization, “which was officially adopted by the People’s Republic of China in 1979, has been used for most of the Chinese words in this book” (p. vi).

A map of China (facing page 1) shows the individual provinces and the four main culinary schools: northern, western, eastern, and southern—as explained on pages 1-4.

Taiwan is considered part of the eastern school. The southern school is comprised of only two provinces: Guangdong (which includes the city of Guangzhou—formerly named Canton) and Guangxi.

Soyfoods are used and discussed liberally throughout this book. The section titled “Condiments, seasonings, and special ingredients” (p. 5-11) gives detailed discussions of hoisin sauce, oyster sauce, soy sauce (the three grades are light, medium and heavy, with light having a delicate and slightly more subtle flavor than the other varieties), sweet bean sauce (and bean pastes including brown bean paste and yellow bean paste), fermented black beans (and black bean sauce).

The next section, “Selected fresh and pickled vegetables” (p. 11-14) has an entry for bean sprouts (the two main types are sprouted from mung beans {which are green} and soybeans {which are yellow}; soybean sprouts have a stronger flavor and require longer cooking).

Soy related recipes: Beef with noodles in a pot (with “2 cakes bean curd,” p. 76). Cold spicy noodles (with “2 cakes bean curd, about 3 inches square and 1 inch thick,” p. 80).

One chapter, titled “Soybeans and bean curd” (p. 113-29) begins with a charming introduction to “stinky bean curd” (fermented tofu). As evening fell after dinner, luscious scents and fragrances filled the air. Yet there was “a putrid smell that defied classification. What was that baffling, pungent odor, present in every part of the city.” After a bit of research she soon discovered that it came from “stinky bean curd (*chou dou fu*), a favorite snack of the Chinese.” Vendors of this unusual “delicacy ran rampant all over the city with their portable deep deep-fryers. My Chinese surrogate sister and brothers, who were great fans of the stuff, used to race outside, armed with empty bowls and chopsticks, at the sound of the stinky bean curd man’s call. (The smell usually preceded him by two blocks, giving everyone plenty of notice.)” It is “made by fermenting fresh bean curd squares in a brine with assorted spices and pickled vegetables.” The resulting cakes are deep-fried... until golden and eaten with soy sauce, vinegar, mashed garlic, or chili paste.”

The soybean is used to make various Chinese seasonings including soy sauce, hoisin sauce, sweet bean sauce or paste, and hot bean paste. Fresh green soybeans are cooked and served with soy sauce and sesame oil. Whole dry soybeans are fried and eaten as a snack.

“The nutritious properties of the soybean further explain why it is so popular with the health-conscious Chinese.”

Heating soybean milk gives “bean milk sheets (*fu pi*)” [yuba]. Also mentions “bean curd sticks (*fu zu*)” [dried yuba sticks], bean curd sheets (*bai ye*),” and “bean curd noodles (*gan si*).” In terms of consistency, the three basic types of bean curd are soft, medium, and hard (*dou fu gan*).” “Bean curd is also fermented in rice wine and spices to make a popular seasoning (*dou fu ru*), which has a “slightly cheeselike flavor.”

Nina concludes the introduction: “As most nutritionists will agree, the soybean and its many by-products are the foods of the future.” Line drawings show: soybeans, bean curd, bean milk sheets, bean curd sheets, bean curd sticks, and bean curd noodles. Recipes in this soy chapter: Meatball and soybean casserole (with “4 cups dry soybeans, p. 116). Sweet soybean milk (How to make at home; the Chinese equivalent of America’s cup of coffee for breakfast, with 2 cups dry soybeans and 1 cup sugar. Typically accompanied by a sesame flat bread {*shao bing*} and a fried cruller {*you tiao*}). Stir-fried soybean sprouts with red-in-snow. Stuffed bean curd rolls (with “8 dried bean curd sheets or bean milk sheets”). Sweet-and-sour fish slices (with “10 dried bean milk sheets”). Eggplant rolls (with “6 dried bean milk sheets”). Buddha’s delight (a well-known vegetarian dish, with “2 ounces bean curd sticks”). Cold tossed bean curd and celery shreds (from Sichuan, with “8 cakes bean curd, about 3 inches square and 1 inch thick”). Red-cooked bean curd. Braised bean curd with black mushrooms in oyster sauce (from Sichuan). Stuffed bean curd (from Canton). Ma po bean curd (from Sichuan). Eight-treasure stir-fried vegetables with meat (with “3 cakes bean curd, about 3 inches square and 1 inch thick”). Northern-style bean curd (p. 129).

More soy related recipes: Steamed fish fillets in black bean sauce (with “1 tablespoon fermented black beans, rinsed, drained, and minced,” p. 183). Double-cooked pork slices (with “3 cakes bean curd,” p. 230). Steamed spareribs in black bean sauce (with “2 tablespoons fermented black beans, rinsed, drained, and coarsely chopped,” p. 234). Stuffed peppers in black bean sauce (with “1 tablespoon fermented black beans, rinsed, drained, and minced,” p. 272).

One entire chapter is titled “Vegetarian dishes” (p. 279-94). The introduction discusses the Kuantu Temple (a Buddhist-Taoist sanctuary about 1 hour drive from Taipei), and the origin of vegetarian cuisine in China in early Buddhist and Taoist monastery kitchens. Wheat gluten (*mian jin*) and related preparations such as deep-fried wheat gluten balls (*mian jin pao*), steamed wheat gluten chunks (*kao fu*), plus seasonings such as “pickled bean curd (*dou fu ru*)” are often used. Soy related: Broccoli in mock crabmeat sauce (with “1 cake bean curd,” p. 285). Vegetarian lion’s head (with “4 cakes bean curd,” p. 287). Mock goose (with “20 bean milk sheets” [yuba], p. 290-91). Vegetarian eight treasures (with “2 cakes bean curd,” p. 291). Wheat gluten (how to make at home from wheat flour, p. 292).

More soy related: Eight-treasure mixed soup pot (with 2 cakes bean curd,” p. 310-11). Hot and sour soup (with “2 cakes bean curd,” p. 316).

About the author: A photo of Nina Simonds (in Chinese clothing) appears on the inside rear dust jacket. She studied Chinese food and cooking, language and culture, in Taiwan for more than three years (she arrived there at age 19) with Chinese master chefs at the Wei-Chuan school in Taipei, while living with a Chinese family. She subsequently

received the Grand Diplôme from La Varenne École de Cuisine in Paris, where she also taught Chinese cooking. “For the past eight years (prior to 1982) she has taught in cooking schools all over the United States and Canada and her articles have appeared in *Gourmet* and *Cuisine* magazines and the *Boston Globe*” (from the inside rear dust jacket). Address: Salem, Massachusetts.

1510. Soyfoods Unlimited, Inc. 1982. Free tempeh tasting: Come & enjoy delicious tempeh recipes (Leaflet). 14668 Doolittle Dr., San Leandro, CA 94577. 1 p. 28 cm.

• **Summary:** “New meat substitute! A cultured soy product. “High in protein. No cholesterol. Low in fat and carbohydrates. Free pamphlets with recipes. Date. Time. Place. Free.” A small illustration shows a tempeh burger. Address: San Leandro, California.

1511. Time Inc. 1982. People weekly cooks. New York, NY: Time Inc. 49 p. Illust. No index. 21 cm. [1 ref]

• **Summary:** This hardcover, spiral-bound book features cooks who have appeared on the pages of *People* magazine. Each person (or people) is given a two-page spread. On the left page is a large black-and-white photo. On the right page is a favorite recipe and some information about both the recipe and the person. William Shurtleff and Akiko Aoyagi Shurtleff appear on pages 40-41. The photo shows her using chopsticks to deep-fry tofu burgers in a heavy skillet at their home at 951½ Mountain View Drive, Lafayette, California. He is holding a metal baking sheet on which are a number of unfried burger patties. The recipe is for “Tofu eggless egg salad sandwich.” The text notes: “‘I want soyfoods to be the most important source of protein in the world,’ declares William Shurtleff.” Address: New York City.

1512. Tropp, Barbara. 1982. The modern art of Chinese cooking. New York, NY: William Morrow and Co. 623 p. Illust. Index. 23 cm.

• **Summary:** One of the best and most authoritative books on Chinese food written by a Westerner, who is a Chinese scholar turned Chinese cook, and who lives in San Francisco. Contains an excellent, long “Glossary of Ingredients” (p. 529-81) with extensive information about Chinese foods (plus their names spelled phonetically in Mandarin and Cantonese) including: Hoisin sauce (Mandarin: hai-hsyen-jyang; Cantonese: hoi-seem-jyenug. The characters mean “sea-freshness sauce.” She uses a widely distributed brand, Koon Chun, that is jam-like in consistency and on the sweet side). Mock meat (Mandarin: myen-jin; Cantonese: ming-gun. incl. Companion brand Braised Dried Bean Curd, Curried Braised Gluten, Curry Vegetarian Mock Duck, and Longevity brand Curried Mock Abalone). MSG (“Originally made from dried fermented wheat gluten”). Salted black beans (Mandarin: doe-jrr; Cantonese: dao-see; fermented black soybeans. This “popular Chinese seasoning is also



known as Chinese black beans, salted beans, fermented black beans, and occasionally ginger black beans.” “Shreds of ginger or orange peel or a dash of five-spice powder occasionally added to season the beans in the final soaking stage.” Barbara prefers salted black beans that are seasoned with ginger and she avoids the kind seasoned with five-spice powder. She uses Mee Chun brand and does *not* wash salted black beans, as is common; it is a practice she has never understood).

A recipe for Hot and sour Hunan chicken (p. 142-43), in the ingredients section titled “Aromatics,” calls for “2 tablespoons Chinese salted black beans (page 561).”

Note: This is the earliest English-language document seen (Nov. 2011) that uses the term “Chinese salted black beans” or the term “ginger black beans” to refer to fermented black soybeans. This term former is also used in recipes for Garlic-stewed sparerib nuggets (p. 203) and Hunan eggplant with spicy meat sauce (p. 293).

Soyfoods: Introduction, soy sauce (Kikkoman soy sauce {Barbara’s everyday favorite}, thin soy sauce, black soy sauce, mushroom soy sauce; good Chinese brands are Superior and Koon Chun). Tofu (fermented tofu {incl. Pepper Bean Cake with hot chili flakes—[*la jiao doufu-ru*]}, fresh tofu, pressed tofu.

“Mushroom soy sauce is a flavored soy sauce, something between thin soy sauce and black soy sauce in saltiness. The brand I like best is Pearl River Bridge, which is made specifically with straw mushrooms and is classified in Chinese as black soy sauce owing to a touch of sugar that is included in the mixture,” p. 569).

Note: This is the earliest document seen (June 2011) that uses the term “ginger black beans” to refer to fermented black soybeans (*douchi*).

Ms. Tropp (see photo on inside rear dust jacket) studied Chinese language, poetry, and art history at Columbia University, Yale, Princeton, and the University of Taiwan. Her two-year sojourn in Taiwan found her living with remarkable Chinese families. On the rear cover is a nice long quotation from James Beard.

1513. Wholefood Cookery School. 1982. Homemade tofu and its uses. Wigston, Leicester: WCS. 12 p.

• **Summary:** Contents: Introduction: What is tofu? Buying and storing tofu. Making tofu at home. Recipes using tofu: Tofu tamari and ginger. Tofu burgers. Tofu ice-cream. Tofu mayonnaise. Tofu quiche. Tofu dip. Address: 16, 18 Bushloe End, Wigston, Leicester, LE8 2BA England. Phone: Leicester (0533) 883701.

1514. Yoneda, Soei; Hoshino, Koei; Schuefftan, Kim. 1982. Good food from a Japanese temple. Tokyo, New York, and San Francisco: Kodansha International. 224 p. Illust. Index. 27 cm.

• **Summary:** An outstanding, beautiful book, the best seen

# GOOD FOOD from a JAPANESE TEMPLE



Soei Yoneda  
Abbess, Sankō-in Temple



introduction by  
Robert Farrar Capon



## a 600-year tradition of simple, elegant vegetable cookery

to date on Buddhist Vegetarian Cookery (*shojin ryori*)—after you get past the poor, almost embarrassing introduction, written by Robert Farrar Capon of New York. The author, Sōei Yoneda, is a great Zen Abbess and cook, and a visit to Sankō-in, a Rinzai nunnery, is an unforgettable experience. The recipes are arranged by season: Spring, summer, autumn, winter, all seasons. For every recipe, both a Japanese and an English-language name are given. Soy-related recipes include: Soybean rice (*mame gohan*, p. 73). Unohana rice (with fried okara, p. 75). Thick-rolled sushi (with dried-frozen tofu, p. 75). Tofu rice (p. 80). Soy bean dashi (p. 82). Miso soups (p. 85-88; 14 recipes, one for each month but two for Jan. 1 and 2—White miso Ozoni and Zen temple ozoni—and one for all seasons—Saké lees soup). Pickling with miso (p. 89). Rape blossoms with miso-mustard dressing (p. 93). Bamboo shoots with vinegar-miso dressing (p. 98-99). Quick oden (with tofu, p. 107-08). Green beans with miso dressing (p. 113-14). Eggplant with miso sauce (p. 123). Zucchini with sesame-miso sauce (p. 129). Steamed zucchini with three-color miso (p. 130-31). Jade nuggets (*kizami nattō no ao-jiso age*, p. 136). Pine cones (*matsukasa*, with tofu, p. 151). Miso-pickled vinegared konbu kelp (p. 153). Crisp turnip with sesame-miso dressing (p. 158). Amazake (p. 162). Daikon with miso sauce (*daikon oden*, p. 170).

Brussels sprouts with miso sauce (p. 179-80). Dried-frozen tofu mélange (p. 181-82). Not exactly hamburger (“patties” with dried-frozen tofu and okara, p. 182). Simmered dried-frozen tofu (p. 182-83). Dried-frozen tofu tempura (p. 183). Konnyaku in miso dressing (p. 184). Fried unohana (*iri unohana*, with thin deep-fried tofu and okara, p. 187; “The mash or lees (*okara*) remaining after making tofu are inexpensive, plentiful, and nourishing—ideal everyday temple food. By itself *okara* is not interesting, but it is brought to life by the addition of a little oil and a few other ingredients”). Inari-zushi (p. 189-90). Grilled usuage (with thin deep-fried tofu, p. 190). Deep-fried usuage (p. 190-91). Golden sushi rolls (with usuage, p. 191). Rôbai (Sanko-in fresh wheat gluten, p. 192-93). Deep-fried dried yuba (p. 195). Fried and simmered dried yuba (p. 196). Sesame “tofu” (with kuzu, p. 196-99). Almond tofu (p. 202). Salt-grilled tofu (from old Naniwa, today’s Osaka, p. 203-04). Steamed tofu loaf (p. 206). Salad with white [tofu] dressing (*shira ae*, p. 206-07). Steamed tofu cup (*otôfu no chawan mushi*, p. 208). Deep-fried tofu in thick sauce (p. 209). Tofu sauté (*yaki-dofu no atsuyaki*, p. 213). Bean flowers (*nattô no mochi gurumi*, p. 215). Buckwheat-miso topping (p. 215-16). Miso mayonnaise (with sweet white Saikyo miso, p. 216-17).

Contains 17 pages of color photos showing dishes prepared from recipes in this book. The 510 delicate illustrations (both line drawings and simple brush paintings) clarify and enhance the text throughout.

In 1987 this book was re-issued with a new title: *The Heart of Zen Cuisine: A 600-year Tradition of Vegetarian Cookery*. Address: 1. Abbess, Sanko-in Zen temple, Honcho 3-1-36, Koganei-shi, West Tokyo (Musashi Koganei Station).

1515. Desert Gardens. 1982? New soyfoods restaurant or deli. 702 Main St., Safford, AZ 85546.

• **Summary:** Menu sent by owner Katerina Lewis about 1982. “One of our main staples is tofu...” Soy-related recipes include—Appetizers: Eggless salad (with tofu), Brazilian bean dip (with tofu), French onion dip (with tofu & miso), California guacamole (with tofu). Side dishes: Potato tofu knish, Chili beans & tofu, Baked potatoes (with tofu sour cream), Tofu pizza. Deli: Tofu cottage cheese, Soy sour cream, Tofu cream cheese. Entrees: Sicilian eggplant Parmesan (with tofu), Tofu & fresh vegetable saute, The combo (featuring breaded tofu cutlets). Sandwiches: Tofuburger with millet, Sizzling tofu, Guacamole, Tofu (tofu, sprouts, and tomato on a toasted bagel). Beverages: Soy milk, Soy shakes. Desserts: Tofu cheesecake. Soybean ice cream. Address: Safford, Arizona. Phone: 428-5132.

1516. **Product Name:** Tofu, and Soysage.

**Manufacturer’s Name:** Mainley Tofu.

**Manufacturer’s Address:** P.O. Box 209, Anson, ME 04911. Phone: 207-696-5845.

**Date of Introduction:** 1982?

**New Product–Documentation:** Letter from Peter Beane. ca. 1982. David Friedman and Amythyst Montford are friends at Mainley Soyfoods. He is making tofu and soysage again, but now his main business is growing alfalfa sprouts (450 lb/week). He is about to marry Noreen O’Leary. Shurtleff & Aoyagi. 1982. *Soyfoods Industry: Directory & Databook*. p. 1.

1517. **Product Name:** Paul’s Tofu Burgers.

**Manufacturer’s Name:** Paul’s Tofu.

**Manufacturer’s Address:** The Old Brewery, Wheathampstead House, Wheathampstead, Hertfordshire, England. Phone: Wheathampstead (058283) 4241.

**Date of Introduction:** 1982?

**Ingredients:** Organically grown soya beans, whole grain cereals, vegetables, and herbs.

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet titled “Paul’s Tofu” (undated, but sent in 1982). Address: The Old Brewery, Wheathampstead House, Wheathampstead, Hertfordshire, UK. Phone: Wheathampstead (058283) 4241. 3 panels on each side. Each panel: 21 x 10 cm. Printed brown ink on beige paper. Contents: Introduction to tofu. For whom is tofu intended? The qualities of tofu. Suggestions for use. Storage. Try these recipes with your tofu (5 recipes from *The Magic of Tofu*, by Jane O’Brien; Thorsons Publishers). Community Health Foundation (188-94 Old Street, London EC1V 9BP). “Paul’s Tofu Burgers are made from organically grown soya beans, whole grain cereals, vegetables and herbs...”

1518. Mouish, Jo Collins. 1983. Cook uses tofu to create ‘luscious’ cheesecake: Cook’s corner. *Press (Ypsilanti, Michigan)*. Jan. 5. p. 1C.

• **Summary:** Karen Malofy, age 29, works as a cook at The Soy Plant in Ann Arbor, is married and has two daughters. The “hidden ingredient” in her recipes is tofu. Recipes are given for: Tofu cheese cake. Tofu quiche. Tempeh mock chicken salad. Missing egg salad. Tempeh with nutritional yeast gravy. Photos show: (1) Ms. Malofy. (2) A block of tofu and tofu cheesecake. Address: Living editor.

1519. Munson, Judy. 1983. Dining out: The Golden Mushroom (Ad). *Chicago Tribune*. Jan. 7. p. SWC7, or SC7.

• **Summary:** The menu of this natural foods restaurant, at 18500 S. Vincennes Ave., compromises with a few chicken, shrimp and tuna offerings, but no white sugar is allowed in the place. The most popular item on the lunch menu is the veggieburger, served stuffed in whole wheat pita bread. Tofu, a food well known to vegetarians, is served scrambled with green onions and sesame seeds.

“For the uninitiated, tofu looks like cubes of chicken breast, but actually is a soy bean curd (soy milk made into cheese). ‘It’s a perfect food, if you can get used to the taste,’ said the chef.”



1520. **Product Name:** Vegie Burger.  
**Manufacturer's Name:** Bud, Inc.  
**Manufacturer's Address:** 1100 Wicomico St., Baltimore, MD 21230.  
**Date of Introduction:** 1983 January.  
**Ingredients:** Natural nigari tofu, carrots, cabbage, onion, celery, potato, yam, okara, soymilk, sesame seeds, sunflower seeds, soybean oil, sea salt, spices.  
**Wt/Vol., Packaging, Price:** 7 oz vacuum pack.  
**How Stored:** Frozen.  
**Nutrition:** Per 3.5 oz.: Calories 210, calories 12 gm, carbohydrates 13 gm, fat 13 gm, sodium 235 mg (235 mg/100 gm).  
**New Product–Documentation:** Label. 1983. Jan. (dated). 4.5 inches square. Black and white on reddish-purple. “Keep frozen. Completely vegetarian. All natural. No preservatives.” Logo reads: “Soyfoods for a healthy world”; East West. 1987. June. p. 65.

1521. **Product Name:** Royal American Stroganoff Style Dinner. Meatless Main Course.  
**Manufacturer's Name:** Royal American Food Co.  
**Manufacturer's Address:** P.O. Box 1000, Blue Springs, MO 64015.  
**Date of Introduction:** 1983 January.  
**New Product–Documentation:** Label (foil pouch). 1983, dated. 7.5 by 10.5 inches. Blue lettering with red subtitle on white background.

1522. Low, Robert. 1983. And here comes... the VegeBurger. *Observer (The) (London)*. Feb. 27. p. 4. Sunday.  
 • **Summary:** This meatless burger, which was created by Gregory Sams, was launched nationally last week. He hopes “it will be the next product to graduate from the health food shop circuit into the mainstream of national gastronomical life.”

In the late 1960s, his brother Craig founded the Ceres Bakery in Portobello Road. Greg started “the Harmony Foods health food business, developing it into a £2.5 million a year turnover operation when he sold it out last to concentrate on the VegeBurger.” He now lives in Kansal Rise, West London, where he worked for 6 months to perfect the [dry mix] recipe, whose main ingredients sesame seeds, oats, soya, wheat, and vegetables.

1523. **Product Name:** The First Great Tofuburger Mix.  
**Manufacturer's Name:** Essential Foods, Inc. (Product Developer-Marketer).  
**Manufacturer's Address:** P.O. 8462, Emeryville, California. Phone: 314-832-7575.

**Date of Introduction:** 1983 February.  
**Ingredients:** Sunflower seed meal, soy flour, sesame seed flour, arrowroot, garbanzo flour, sea salt, soy sauce, garlic, onion, torula yeast, natural herbs & spices.  
**Wt/Vol., Packaging, Price:** 5.3 oz (150 gm) foil packet.  
**How Stored:** Shelf stable.  
**New Product–Documentation:** Label (foil packet). Undated. 5.5 by 7.5 inches. Orange, blue, red, tan. Color photo of burger on front. Recipes on back for Tofuburgers, Tofuballs or Appetizers, Tofuloaf. Spot in *Soyfoods*. 1983. Summer. p. 54. The contents of the packet is mixed with 1 lb of tofu to make 6 tofu burgers.

Leaflet. 1983. The First Great Tofuburger Mix. 2 p. Address is 5565 Fremont St., Oakland, CA 94606. Talk with Craig Ramsell. 1989. March 14. This product was discontinued in late 1983, having been replaced by the Lite Chef California Burger. The product was co-packed by another company.

1524. **Product Name:** Light Tofulogna (Cooked Tofu Bologna).  
**Manufacturer's Name:** Light Foods Inc.  
**Manufacturer's Address:** 6144 Bartmer, St. Louis, MO 63133.  
**Date of Introduction:** 1983 February.  
**Ingredients:** Organic tofu, okara, soy oil, water, dried egg white, textured soy protein, salt, barley flour, honey, shoyu, locust bean gum, onion and garlic, natural spices, paprika, natural spice oils.  
**Wt/Vol., Packaging, Price:** 12 oz cylinder, plastic wrapped and vacuum packed.  
**How Stored:** Refrigerated.  
**Nutrition:** Per 1.6 oz. slice: Calories 105, protein 6.4 gm, carbohydrates 5.9 gm, fat 7.0 gm, sodium 510 mg, cholesterol 590 mg.  
**New Product–Documentation:** Spot in *Whole Foods*. 1983. Jan. p. 39. “New Tofu Line. Light Foods, Inc. presents



a new dimension to soyfoods: Light Links, Light Tofulogna and Light Soysage. Spot in Soyfoods. 1983. Winter. p. 48; Manufacturer's leaflet. 1983, undated.

Label. 1988 received. Chub-packed in a sausage-style waxed paper tube. 10 by 3 inches. Orange, yellow, and tan. With label printed directly on tube. "Pre-cooked. Meatless. 100% cholesterol free."

**1525. Product Name:** Light Soysage (Meatless Okara-based Sausage).

**Manufacturer's Name:** Light Foods Inc.

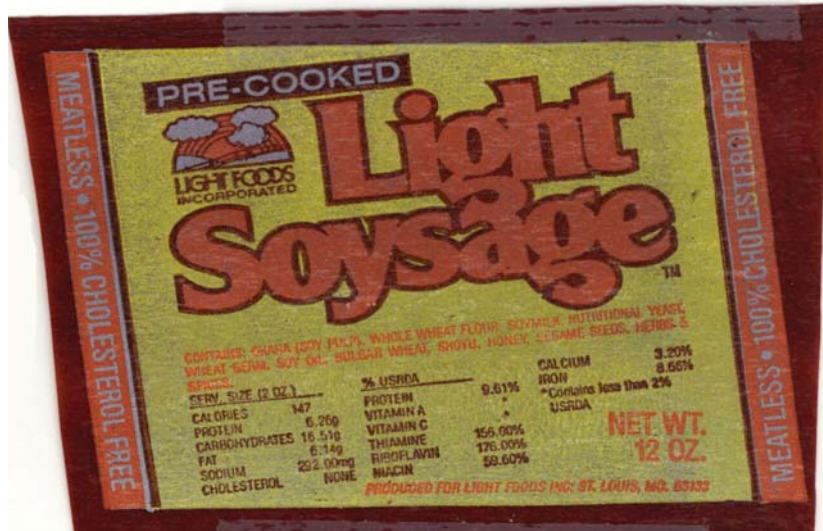
**Manufacturer's Address:** 6144 Bartmer, St. Louis, MO 63133. Phone: 314-721-3960.

**Date of Introduction:** 1983 February.

**Ingredients:** Okara (soy pulp), whole wheat flour, soymilk, nutritional yeast, wheat germ, soy oil, bulgar wheat, shoyu, honey, sesame seeds, herbs & spices.

**Wt/Vol., Packaging, Price:** 12 oz sausage-like dark reddish brown paperboard tube.

**Nutrition:** Per 2 oz.: Calories 147, protein 6.3 gm, carbohydrate 16.5 gm, fat 6.1 gm, sodium 292 mg.



**New Product–Documentation:** Spot in Whole Foods. 1983. Jan. p. 39. "New Tofu Line. Light Foods, Inc. presents a new dimension to soyfoods: Light Links, Light Tofulogna and Light Soysage.

Label. 1988 received. Chub-packed in a pre-printed sausage-style casing. 10 by 3 inches. Orange, yellow, and reddish brown. With label printed directly on tube. "Pre-cooked. Meatless. 100% cholesterol free."

Talk with Bob Davis, founder of Light Foods. 1994. May 7. This product was similar to his first Soysage except that the packaging was different; the Light Soysage was chub packed. Other products in this line that were chub packed were Light Tofulogna and Light Loaf. The latter product was never commercialized.

1526. Light Foods Inc. 1983. Light Foods Inc. is proud to present tomorrow, today: A light line of distinction (Leaflet). St. Louis, Missouri. 1 p. Feb. Front and back.

• **Summary:** See next page. This 4-panel leaflet is printed with brown ink on beige paper. On the front panel is a stylized smiling sun. On the two inner panels are descriptions of the following meatless products, each with ingredients and nutrition facts. Right page: Light Links (tofu hot dog) [launched July 1982], Light Soysage (sausage featuring okara, whole wheat flour, and soymilk), Light Tofulogna (featuring tofu and okara).

Right page (the label of each product is shown): Crusts (frozen): Golden Crusts (featuring whole wheat flour and soy margarine), Amazing Crusts (featuring cornmeal, okara, whole wheat flour). Pie in the Sky (Tofu Spinach Pie, Tofu Tamale Pie [launched June 1983], Tofu Apple Pie).

Back panel: "Thank you for your attention. In the spirit of light. In Joy."

Talk with Robert Davis. 2007. June 5. He recently underwent a personal transformation of spiritual death, dying to the Self and opening of the heart. The illustration of the sun was probably drawn by Martha Johnson. He will soon be moving to Nelson, BC, in the Kootenays (mountains) near Kootenay Lake to create the Shunya Institute, a safe space. Address: 6144 Bartmer, St. Louis, Missouri 63133. Phone: (314) 721-3960.

**1527. Product Name:** Tempehroni (Herb-seasoned Tempeh in Sausage-Like Rolls) [Hot!, or Mild].

**Manufacturer's Name:** Turtle Island Soy Dairy.

**Manufacturer's Address:** P.O. Box 218, Husum, Washington 98623.

**Date of Introduction:** 1983 February.

**Ingredients:** Hot! Organically grown soybeans, water, apple cider vinegar, marjoram, basil, oregano, thyme, savory, cayenne, garlic,

onion, black pepper, *Rhizopus oligosporus* (tempeh starter).

**Wt/Vol., Packaging, Price:** 8 oz plastic wrapped cylinder.

**How Stored:** Frozen.

**New Product–Documentation:** Labels sent by Seth Tibbott of Turtle Island. 2000. Sept. 12. Tempehroni, introduced in June 1981, now has a spicy cousin. And the label for regular/mild Tempehroni has been changed. Each label (red on white) has a thermometer on the right side; it measures the "Tempepture." For the hot, the red mercury rises to the top, labeled "Hot." A cartoon figure standing to the right of the thermometer, with a body like a soybean pod and wearing a sombrero, makes a gesture with one hand to indicate "just right." For the mild, the red mercury rises only halfway up-to the mild mark. A different cartoon figure, with a body

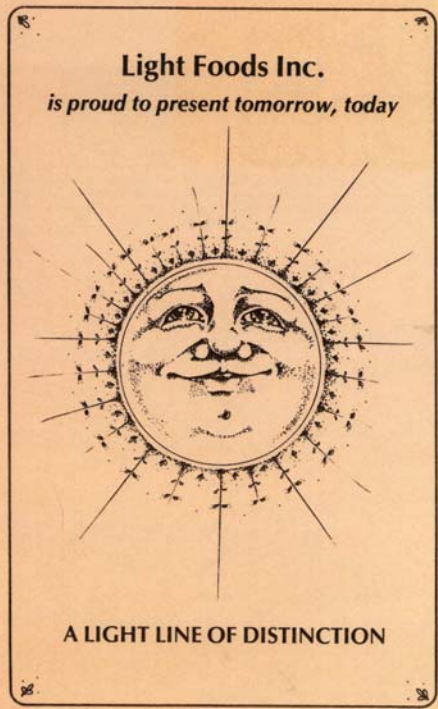


Thank you for your attention.

In the Spirit of Light  
In Joy

Light Foods Inc.

6144 Bartmer  
St. Louis, MO 63133  
(314) 721-3960



# Light Links

A nutritional and fully cooked Tofu Hot Dog for the conscious child in us all. Our Tofu Hot Dog is made from the following ingredients:  
Dried Egg White, Textured Soy Protein, Salt, Barley Flour, Honey - Shoyu, Locust Bean Gum, Onion and Garlic, Natural Spices, Natural Extractive of Paprika and Natural Spice Oils.

One Serving, 1 link (1.4 ounces) has less than 100 calories, 6 grams of protein, 4 carbohydrate grams, 7 grams fat, .51 grams of sodium and .59 mg. of cholesterol (99% cholesterol free).

Light Links are packaged 11 per unit, 12 units per case.

# Light Soysage

A magically versatile and nutritional Soybean Sausage that is fully cooked. Perfect in Italian and Mexican dishes. (Makes a great chili sauce for the Light Link) or just brown and serve with your scrambled Tofu for breakfast. It is made from the following ingredients:

Okara, Whole Wheat Flour, Soymilk, Nutritional Yeast, Wheat Germ, Soy Oil, Bulgar Wheat, Shoyu, Honey, Sesame Seeds, Herbs and Spices.

A 2 oz. serving contains 147 calories, 6.26 grams of protein, 16.51 carbohydrate grams, 6.14 grams of fat, 292 mg. of sodium, and is cholesterol free. Light Soysage is packaged 12 oz. per unit, 12 units per case.

# Light Tofulogna

A fully cooked Tofu Bologna for the conscious sandwich and hors d'oeuvre gourmet. Light Tofulogna is made from the following ingredients:

Organic Tofu, Okara, Soy Oil, Water, Dried Egg Whites, Textured Soy Protein, Salt, Barley

Flour, Honey, Shoyu, Locust Bean Gum, Onion and Garlic, Natural Spices, Paprika and Natural Spice Oils.

A 1.6 oz. slice contains 105 calories, 6.36 grams of protein, 5.9 grams of carbohydrates, 7.04 grams of fat, .51 grams of sodium, .59 mg. of cholesterol. (99% cholesterol free).

Light Tofulogna is packaged 12 oz per unit, 12 units per case.

## CRUSTS

Light Foods is proud to present the finest Frozen Crusts available anywhere.



**Golden Crust** - This fine Crust is made from: Whole Wheat Flour, Soy Margarine, Water, Wheat Germ, Salt and Aluminum Free Baking Powder. Packaged 2 per unit, 6 units per case.



**Amazing Crust** - This fine Crust is made from: Cornmeal, Okara, Whole Wheat Flour, Soy Margarine, Salt, Water and Aluminum Free Baking Powder. Packaged 2 per unit, 6 units per case.

## PIE in the SKY™

The following Pies have been developed with only one thought in mind - to be the very best. And they are.



### Tofu Spinach Pie

A gourmet Tofu Spinach Quiche, contains no Cheese or Eggs. It is made from the following ingredients:  
**Filling:** Tofu, Spinach, Nutritional Yeast, Onion, Safflower Oil, Lemon Juice, Salt and Herbs.  
**Crust:** Whole Wheat Flour, Soy Margarine, Water, Wheat Germ, Salt and Aluminum Free Baking Powder.  
10 oz. per pie, 12 pies per case.



### Tofu Tamale Pie

The finest Mexican Soy Food Entree that can be purchased. Contains no Cheese or Eggs. It is made from the following ingredients:  
**Filling:** Light Soysage, Tomatoes, Tomato Paste, Sunflower Seeds, Mushrooms, Rasins, Honey, Herbs and Spices.  
**Yeast Cheese:** Tofu, Nutritional Yeast, Soy Margarine, Soy Oil, Brown Mustard, Apple Vinegar, Herbs and Spices.  
**Crust:** Cornmeal, Okara, Whole Wheat Flour, Soy Margarine, Water, Salt and Aluminum Free Baking Powder.  
9 1/2 oz. per pie, 12 pies per case.



### Tofu Apple Pie

A new healthful twist of a mouthwatering American standard. Unlike any Apple Pie you have ever tasted. It is made from the following ingredients:  
**Filling:** Apples, Water, Honey, Soy Margarine, Lemon Juice, Spices and Vegetable Gum.  
**Cream:** Tofu, Soy Oil, Honey, Lemon Juice, Vanilla and Salt.  
**Crust:** Whole Wheat Flour, Soy Margarine, Water, Wheat Germ, Salt and Aluminum Free Baking Powder.  
Approx. 9 oz. per pie, 12 pies per case.

of similar shape and wearing a chef's hat (toque) is tossing a pizza into the air over his head. The Turtle Island logo appears large in the upper left corner of each label.

Talk with Seth Tibbott, founder and owner of Turtle Island. 2000. Oct. 10. These two products were introduced in about Feb. 1983, shortly after the company moved to Husum.

1528. *Toyo Shinpo (Soyfoods News)*. 1983. Issetai atari nenkan oyobi ikkagetsu-kan no himmoku-betsu shishutsu kingan [Amount of money spent and amount of soyfood products consumed per household per year and per month in Japan, 1977-1982]. March 1. [1 ref. Jap]

• **Summary:** Gives figures for tofu, ganmodoki, natto, other, shoyu, miso, soy oil, and margarine. Tofu consumption is lowest in February and highest in August, followed by July, May, and June. Natto consumption is highest March then February, and lowest in August. Shoyu consumption is highest in July then May, and lowest in January then February. Miso consumption is highest in April then May, and lowest in January. Soy oil consumption is highest in July and lowest in January. Address: Japan.

1529. *Washington Post*. 1983. Key. March 20. p. SM26.

• **Summary:** Includes a brief review of the Berwyn Cafe (5010 Berwyn Rd., College Park, Maryland). "A half-dozen years ago, the Berwyn Cafe served delicious and carefully prepared food. Now they've too often gone the way of convenience, serving frozen tofu burgers, packaged tofu dressing spread on predictable salads and pita bread sandwiches."

1530. **Product Name:** Tofu Burger Mix (Meatless).

**Manufacturer's Name:** Fantastic Foods.

**Manufacturer's Address:** 106 Galli Dr., Novato, CA 94947. Phone: 415-883-7718.

**Date of Introduction:** 1983 March.

**Wt/Vol., Packaging, Price:** 4.4 oz box.

**How Stored:** Shelf stable.

**New Product-Documentation:** Label. Ad in *Whole Foods*. 1983. Oct. p. 23. "Tofu Burger. The Most Fantastic Way to Enjoy Tofu." Just mix 1 lb of tofu with the contents of the package to make 5-6 tofu burgers. All vegetarian. Also in *East West Journal*. Dec. Inside front cover. Full page, color.

1531. Hankin, Lester; Hanna, J. Gordon. 1983. Quality of tofu and other soy products. *Connecticut Agricultural Experiment Station, Bulletin* No. 810. 4 p. March. [8 ref]

• **Summary:** This cooperative study by the Connecticut Agric. Exp. Station and the Connecticut Department of Consumer Protection analyzed the microbial and nutrient content of 17 soy products: 5 tofu products made by New England Soy Dairy (Greenfield, Massachusetts), Firm Organic Tofu, and Tofu Slices (Marinated and Broiled) made by Nasoya Foods (Leominster, MA), Soy-Moo soymilk sold

by Health Valley Natural Foods (Montebello, California), Tempeh Burgers made by Soyfoods Unlimited (San Leandro, CA), Tempeh Burger made by Pacific Tempeh (Emeryville, CA), Tofu Lasagna with Sauce marketed by Legume, Inc. (Bloomfield, New Jersey), Tempeh made by Tempeh Works (Cambridge, MA), Genmai Miso distributed by Erewhon, Inc. (Cambridge, MA), Kome Miso distributed by Tree of Life (St. Augustine, Florida), and 3 tofu products made by The Bridge (Middletown, Connecticut). Ingredients of each product are given.

The study showed high levels of bacterial contamination in many of the products, much higher than for dairy products. Only 41% met the coliform bacteria standard of less than 10 per gram of product, 29% met yeast standard of less than 10/gm, 41% met the 10 mold standard of less than 10/gm, and only 12% met the standard for total aerobic bacterial count (less than 25,000/gm). In addition, soyfoods generally contained more fat than claimed.

This report had widespread repercussions for the soyfoods industry, which (in the short term) were negative. The authors had previously published studies on the microbiological quality of numerous dairy products. Address: P.O. Box 1106, New Haven, CT 06504. Phone: 203-789-7272.

1532. **Product Name:** Ray's Seitan "Wheat Meat," and Ray's Seitan Sandwich (in a Pita Pocket).

**Manufacturer's Name:** Ray's Seitan.

**Manufacturer's Address:** 1865 East Ontario St., Philadelphia, PA 19134. Phone: 215-634-3361.

**Date of Introduction:** 1983 March.

**Ingredients:** Seitan "Wheat Meat" (12/91): Organic whole wheat flour, wheat gluten, filtered water, natural tamari soy sauce, kombu (sea vegetable).

**Wt/Vol., Packaging, Price:** Seitan: 6 oz and 12 oz round plastic deli tubs, filled 3/4 full with broth.

**How Stored:** Refrigerated.

**New Product-Documentation:** Appropriate Foods, Inc. Eat Appropriately! [Catalog and price list] (Brooklyn, New York). 1987. Feb. "Ray's Seitan Wheat Meat." Talk with Ray Reichel of 1865 E. Ontario St., Philadelphia, Pennsylvania 19134. 1991. Dec. 10. He first started making and selling seitan in March 1983. The only other company that he knows of to make seitan before him was Upcountry. The label says Ray's Natural Foods but its real registered and licensed name is "Ray's Seitan." It is not listed in the phone directory. He makes two seitan products, sells some himself locally, and also sells to a distributor in the Delaware Valley, and a small distributor in New York named "Fill the Basket." It keeps him very busy, and his business has been operating at full capacity for quite a while. He is planning to expand next year but he is unwilling to make any changes that would lower the high quality of his product. The broth for his basic seitan is made only from tamari, kombu seaweed, and water. The





sandwich is in a pita pocket with tahini dressing, scallions, and lettuce. The gold foil label for the packaged seitan is much nicer than that on the sandwich.

He was introduced to seitan through his vegetarian diet and macrobiotics; there is an East West Foundation in Philadelphia, but he has never studied in Boston. He got interested in seitan, and since he was unemployed, he learned how to make it from cookbooks by Wendy and Edward Esko titled *Introducing Macrobiotic Cooking* (1979) and *Macrobiotic Cooking for Everyone* (1980). Today his average production of seitan is about 350 lb/week, sometimes reaching 400 lb/week.

Label sent by Ray Reichel. 1991. Dec. 20. 3.5 inch diameter. Red, gold, and black on orangish-yellow. Illustration of a bird flying across a rayed gold sun with ears of wheat on both sides. "Delicious meat substitute."

1533. **Product Name:** Saucy Joe (Sloppy Joe Made with Tofu).

**Manufacturer's Name:** Simple Soyman.

**Manufacturer's Address:** 3015 N. Buffum St., Milwaukee, WI 53212. Phone: 414-765-3733.

**Date of Introduction:** 1983 March.

**Wt/Vol., Packaging, Price:** Sold in a cottage cheese container.

**New Product–Documentation:** Talk with R. Jay Gruenwald. 1989. June 12. This was the company's first product. Ready to eat, cold or warm. Every product that company has ever launched is still being made. Simple Soyman has never made their own tofu; for 4 years they have bought the basic tofu from Mu Tofu, where it is made by Yoshi Uchida and his wife. Simple Soyman has been very happy with their product. Now he wants to start making his

own tofu, since he needs a larger market and the price of tofu is going up and the logistics of shipping are complicated. He now has some equipment from the Magic Bean, which he recently bought from the person who recovered it when Magic Bean went bankrupt. He now needs a grinder/disintegrator. People named Cassel and Carla Pulley were involved with the company in its early days.

Talk with R. Jay Gruenwald. 1991. Jan. 24. The Bountiful Bean is now for sale. He is thinking of a joint venture with Mu Tofu. The competition from Nasoya and White Wave is becoming severe.

1534. Wagner, Martha. 1983. Forget about meatballs, America; after 2000 years its time for tofu. *Chicago Tribune*. April 27-28. Section 7. p. 8B. Wed/Thurs.

• **Summary:** "Hawaii, where tofu is as common as peanut butter, can now offer tofu in all school lunch programs. And in New York City, 40 schools use tofu in a pilot program serving meatless meals."

Prepared soy foods are selling well. Eight brands of soy milk ice cream are now available, not to mention tofu salads and frozen tofu entrees such as lasagna and enchiladas, plus tofu dips, salad dressings, muffins, cheesecakes, tofu burgers and hot dogs, and much more. Gives a brief summary of three of America's most popular tofu cookbooks, plus recipes for Sunny tofu salad, and Baked marinated tofu.

1535. **Product Name:** [A. Vogel's Soja Mix (Burger, Bolognese, Curry), and Soja Italian Dinners (Cannelloni, Lasagne, Ravioli)].

**Foreign Name:** A. Vogel's Soja Mix (Burger, Bolognese, Curry), and Soja Italian Dinners (Cannelloni, Lasagne, Ravioli).

**Manufacturer's Name:** Bioforce A.G.

**Manufacturer's Address:** CH-9325 Roggwil TG, Switzerland.

**Date of Introduction:** 1983 April.

**Ingredients:** Bolognese (10/91): Defatted soybean meal [probably TVP], whole wheat flour, tomato powder, vegetable oil, yeast extract, cornmeal, fructose, onion powder, wheat germ, wheat bran, herbed sea salt, garlic powder, herbs, spices.

**Wt/Vol., Packaging, Price:** 200 gm box retails for 20 Swiss Franks (10/83), and for DM 5.92 (Bremen, Germany 10/91).

**How Stored:** Shelf stable.

**Nutrition:** Per 100 gm.: Protein 21 gm, vegetable oil 12 gm, carbohydrates 41 gm, calories (kcal) 363 (1520 kJoules).

**New Product–Documentation:** Ad in Whole Foods. 1983. Jan. p. 39 and April. p. 21. "A Vogel's Meat-free soy mixes and soy dinners: Simple and quick to prepare, fewer calories, nothing artificial." A black-and-white photo shows six packages. The soja mixes are available in Burger, Bolognese, and Curry flavors. The soja Italian dinners come in Lasagne, Ravioli, and Cannelloni flavors. This ad also appeared in

Vegetarian Times (May 1983, p. 8).

R. Leviton. 1983. Report on trip to Europe with American Soybean Assoc. Oct-Nov. p. 17. Product seen in Reformhaus health food store in Zurich, Switzerland.

Manufacturer's catalog. 1985. Full color, 6 panels. "A. Vogel's Soja Produkte." A color photo shows the labels of all the boxes. Contains 5 recipes.

Label for Bolognese sent by Anthony Marrese of Bremen, Germany. 1991. Oct. 7. 4.75 by 6.5 by 1.5 inches. Heavy paperboard box. Black and yellow on grayish-tan. Color photo of a white bowl of the Bolognese sauce next to a dish of noodles, surrounded by tomatoes, an onion, and parsley. 100 gm of the dry mix yield 500 gm of the finished dish. A leaflet in the box contains 5 recipes in French and German.

1536. **Product Name:** VegeBurger (Frozen) [Herb & Vegetable].

**Manufacturer's Name:** Realeat Company (The).

**Manufacturer's Address:** 2 Trevelyan Gardens, London NW10 3JY, England.

**Date of Introduction:** 1983 April.

**Ingredients:** Sesame seeds, rolled oats, wheat gluten, textured soya flour, wholewheat rusk, dehydrated onion, dried mixed vegetables, yeast extract (Seasoning and seasalt vary between the 3 varieties).

**How Stored:** Frozen.

**New Product–Documentation:** Letter (e-mail) from Greg Sams, originator of the VegeBurger—in response to questions from William Shurtleff. 2007. Feb. 8. The article by Low on the VegeBurger in *The Observer* (London; Feb. 27. p. 4. Sunday) was prompted by my press release, which tied into the launching of the frozen VegeBurger in Feb. 1983. That product was made under license with my mix and to my specs by a firm named Maynards in Taunton, Somerset, England.

1537. Rosenbaum, Ron. 1983. The alternative Big Mac. *Esquire* 99(4):126. April.

• **Summary:** "I'm sorry, I draw the line at tempeh. I had no qualms about tasting soy burgers, tofu burgers, lentil-walnut burgers, and sunflower-seed burgers, but I simply refuse to taste a tempeh burger.

"Tempeh, if you must know, is soybeans fermented with a mold. Soyheads say that tempeh has all sorts of high-quality-protein benefits you can't get even from the highly acclaimed soybean-curd tofu. It's the hot new item on the health food scene. I don't care. All I can think of when I hear 'tempeh' is those pallid squares of tofu floating in basins of dirty water in health food stores and developing mold. Yucch. I'm all for the health benefits of natural foods, but I have some aesthetic standards.

"The idea here was to search for a health food alternative to the hamburger, something that tasted good on

the sensual level and satisfied on the soulful level...

"Do the substitutes offer that kind of satisfaction? Well, forget about tofu burgers. We're looking for hamburger alternatives, not hamburger helper. Tofu burgers are so bland, so ascetic, so utterly tasteless that they may be natural as hell but they taste like polyester."

1538. *Soyfoods Monthly* (Colrain, Massachusetts). 1983. Bureaucratic flak on terminology. 3(4):2. April.

• **Summary:** "According to Wildwood Natural Foods, Fairfax, CA, the California Food & Agriculture Dept. has told them to desist from labelling their soy beverage 'soymilk' unless they wish to be inspected as a dairy or else register as an imitation milk. The California State Health Dept. has instructed them to desist terming a product 'tempeh burger' because of labelling confusion with hamburgers. The company is planning to contest both rulings."

1539. Cohen, Michael. 1983. New developments at The Tempeh Works (Interview). *SoyaScan Notes*. May 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Michael's company now makes just over 5,000 lb/week of tempeh and has 13 employees. His main products, in descending order of sales, are soy tempeh, 3-grain tempeh, and tempeh burgers. Today he plans to sign the papers that will enable him to move into a 4,000 square foot building on 2 acres of land in Greenfield in September. His post office box and phone number will not change.

In 1982 his company almost went out of business. He made big capital investments to expand into trailers, adding lots of new tempeh incubation space, then suddenly 4 competitors appeared in the New York-Boston area. For 9 months in 1982 he suffered big monthly losses. But he learned new ways of managing resources and people, recovered, and again achieved a positive monthly cash flow. He now has 2 production managers, which allows him to focus on marketing and sales. He has opened many new supermarket accounts, and is conducting many in-store demonstrations serving Sloppy Joes (multi-use for pasta filling, etc.) and Tempeh Mock Chicken Salad. He is trying to get the salad into salad bars but it is more expensive than potato salad or macaroni salad. Address: Greenfield, Massachusetts.

1540. Kremin, Carol. 1983. Tofu recipes for people who think they hate tofu. *Bestways*. May. p. 94-96.

• **Summary:** "These dishes are guaranteed to make a tofu lover out of the most adamant die-hard." "...tofu is probably the most perfect natural food. You simply cannot beat it for nutritional value."

Recipes include: Tofu spinach salad. Italian tofu. Marinated tofu salad. Tofuburgers. Tofu and spinach. Tofu-sesame scrambled eggs. Tofu fruit cream.



A small portrait photo shows Carol Kremin. Address: Staff.

**1541. Product Name:** [Tofu Burgers (Garlic / Herbs, Black & Green Olives, Mushrooms, Provençale with Tomato & Olives, Emmenthal Cheese)].

**Foreign Name:** Croque Tofou (Ail / Fines Herbes, Olives Noires et Vertes, Aux Champignons, Provençale, Emmenthal).

**Manufacturer's Name:** SOY (Société Soy).

**Manufacturer's Address:** Plateau de l'Ardennais, 91590 Cerny, France. Phone: (6) 457.52.01.

**Date of Introduction:** 1983 May.

**Ingredients:** Garlic/Herbs: French-grown soybeans, rolled oats (organically grown), soy sauce, sunflowerseed oil, aromatic herbs.

**Wt/Vol., Packaging, Price:** 160 gm vacuum pack, 2 croquettes per pack.

**How Stored:** Refrigerated, 30 day shelf life.

**New Product–Documentation:** Richard Leviton. 1983. Oct. 16-17. Visit to Societe Soy in Cerny. The company produces

10,000 Tofu Croques (burgers) a week in 6 flavors. They are vacuum packed for a 3 week shelf life, refrigerated. The Labels. 1983, undated. 2.75 inches diameter. Self adhesive. Red and green, brown, yellow or black on white. Flavors include Olives, and Garlic & Fines Herbes. Ad in Le Compas. 1986. March-April. No. 26. p. 32. Letter from Bernard Sturup. 1984. March 22. They now make 1,400 kg/week of tofu burgers. Label for Ail-Fines Herbes from about 1986. 3.5 by 6.5 inches. Red, green, yellow, blue, and white. Self adhesive. Address is still Cerny. Letter from Bernard Sturup. 1989. March 3. The first 5 varieties were launched in May 1983. Three more were launched in March 1985, which see.

New Labels (for Ail et Fines Herbes, Provençale, Forestiere, Emmenthal). Introduced in Jan. 1989. 3.25 by 5.25 inches. Self adhesive. Green, gold, and one other color on a white background. Beautiful color combinations and design. But the labels are confusing since each says "Léger" at the top but these are different from Croque Tofou Léger. "Mention Nature et Progres logo."

Letter from Bernard Sturup. 1990. Dec. 26. Since Jan. 1989 this product has been the same as Dorés de Soja (Tofu Burgers) but with different packaging.

Product ("Soy Croque Tofou: aux olives") with Label brought by Taro Mikuriya of the Nutrition & Santé Group (Revel, France). 2011. Dec. 14. Paperboard box. 4 by 6 by 1.5 inches. Dark green, light green and black on white.

Letter (e-mail) from Bernard Sturup, founder of Nutrition & Nature (Revel, France). The product named "Soy Croque Tofou: aux olives" was first sold commercially in March 1990.

1542. Gullo, Karen. 1983. Soyfoods consumption hits all-time high. *Vegetarian Times*. June. p. 12. [1 ref]

• **Summary:** This is a review and summary of *Soyfoods Industry Directory and Databook 1983* by Shurtleff and Aoyagi. 1982 USA production and retail sales figures are given for the following foods: Tofu (27,500 tons, \$50 million in 1981), tempeh (450 tons, \$2 million), and miso (750 tons). Four factors contributing to the growth of soyfoods are summarized. "Low-calorie convenience soyfoods products and frozen, meatless 'heat and serve' entrees will play an important role in soyfood's entrance into the mainstream American diet... Dairy-like soymilk and soymilk shakes, yogurt and ice cream, tofu cottage cheese and tofu burgers will soon be low-cost, low-calorie alternatives to mainstream supermarket fare."

**1543. Product Name:** Tempeh Burgers.

**Manufacturer's Name:** Nasoya Foods (Distributor). Made in Greenfield, Mass., by The Tempeh Works.

**Manufacturer's Address:** Mechanic St. Ext. (P.O. Box 841), Leominster, MA 01453.

**Date of Introduction:** 1983 June.



**Ingredients:** Organic soy tempeh, natural soy sauce, herbs, spices.

**Wt/Vol., Packaging, Price:** 7 oz.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Label. 1983, undated. 4 inches square. Yellow, black, blue, green. “100% natural.” Coupons. 1983. Dated.

1544. **Product Name:** Chili Con Tofu.

**Manufacturer’s Name:** San Diego Soy Dairy.

**Manufacturer’s Address:** 2965 5th Ave., San Diego, CA 92103.

**Date of Introduction:** 1983 June.

**Ingredients:** Incl. kidney and pinto beans, tofu, a vegetable variety, green chilies, tamari.

**Wt/Vol., Packaging, Price:** 16 oz deli container.

**How Stored:** Refrigerated.

**New Product–Documentation:** Spot in Soyfoods. 1984. Summer. p. 45. “Tofu Ole.” Talk with Gary Stein. 1989. Feb. 17. He thinks this product was introduced in about June 1983.

1545. Shurtleff, William. 1983. Yuba: The creamy film on soymilk. Often sold in the U.S. as “bean curd skins,” this popular Chinese soyfood has a rich taste and surprising uses. *Soyfoods*. Summer p. 73-76.

• **Summary:** This is primarily a history of yuba with five black-and-white photos of yuba being made at Yuba Han in Kyoto.

“When soymilk is gently heated in shallow, open pans at 80 to 90°C, a creamy-yellow, bland-flavored, concentrated protein-lipid surface film gradually forms. This is called yuba. The films are successively removed from the soymilk surface using a long skewer, hung to air dry, and marketed as fresh or dried sheets, sticks, or chips, or made into a variety of meatlike textured protein products.

“In standard Chinese (Mandarin), yuba is called *tofu-p’i*, which means ‘tofu skin’ or ‘tofu film’. It is less commonly known as *tofu-i* (‘tofu robes’) and *yu p’i* (‘oil skin’). According to the *Pen Chao Shih Chien* (1695), at that time this food was most widely called *tofu-lao*, where the character *lao* refers to either an old woman or a wet nurse.

“Yuba is actually a Japanese word. As presently written, the character *yu* means ‘hot water’ and the *ba* means ‘leaf’ or ‘flat thing.’ The etymology of the present term, however, is both obscure and complex, being intricately linked with the early history of the food itself. Reference to this food first appeared in Japan in the *Pen Chao Shih Chien* published in 1695.

“The next mention of yuba was in the *Wakan Sanzai Zukai* (1711), which referred to it as *tofu-p’i*, the present Chinese term. Interestingly the text notes that ‘The wrinkled look of the film resembles (the skin of) an old woman.’ This explanation seems to imply that the earlier term *lao* or

*uba* was used because of the similarity of yuba and an old woman’s face. The term yuba first appeared in 1813 in the *Kyonan Rubetsu-shi*. This new term’s origin was explained as follows.

“On Yuden Mountain, a sacred holly mountain in the feudal province of Dewa, there was an inn, Kinshiya Inn, visited by many pilgrims who came to the mountain to pray. The esteemed vegetarian cuisine was prepared by an old woman who was very skilled at making a variety of delicious foods from ground soybeans and soymilk. One of the foods was a thin film, which she fried before seasoning it. Others liked it so much that they began to make it themselves sometimes in the shape of bags and squares. In Kyoto, the capital, they used it in vegetarian dishes. Since the new food had been created by the old woman of Yuden Mountain, people named it yuba, where *yu* is taken from the Yu of Yuden mountain, meaning ‘hot water’ and *ba* is the character for ‘old woman.’

“There are also other explanations of the origin of the term. For example, *uba* (Tofu-p’i has traditionally been called yuba; however, this is a mispronunciation. Its real name is uba.) may be written with two characters meaning ‘upper’ and ‘waves,’ signifying that it is the ‘upper waves of tofu.’ It is not clear when or why the present characters meaning ‘hot water’ and ‘leaf’ came to be used, but they are thought to be of relatively recent origin.

“In early times, yuba was probably heated in shallow, circular, round-bottomed pots over a bed of coals. The round sheets of yuba, each draped over a skewer, were dried slowly over a weak bed of coals. This method can still be seen in some villages in Taiwan.

“Worldwide, yuba is most widely used in China, Taiwan, Japan and Hong Kong. Sold fresh or dried, generally in sheets, at prices anyone can afford, yuba is also made into a remarkable variety of ready-to-eat foods. The ‘bamboo yuba’ made by rolling up fresh yuba sheets, then hanging them over a line to dry, so they come out looking like a V-shaped beige rope, with each leg about 7 inches long, are also popular, as is the thick sweet yuba that forms on the bottom of the pan during simmering.

“The world’s first meat analogs, made from yuba, were developed in China, probably at least several hundred years ago, probably by Buddhist chefs in temples, monasteries, or Buddhist vegetarian restaurants. The earliest process for making these ‘meatless meats’ probably consisted of rolling sheets of yuba around a filling of minced and seasoned pieces of yuba, tying closed the bundles with string, and steaming for 30 to 50 minutes, or until a meaty texture and flavor developed. The finished products are still widely sold as vegetarian sausages, drumsticks and liver.

“Later, sheets of fresh or rehydrated yuba were mixed with various seasonings (usually including soy sauce) and packaged into the hollow two-piece molds (typically shaped like a chicken or fish), which were then clamped shut and



steamed for about 50 minutes. When the form was opened, behold: a perfectly shaped, tender chicken—with no bones. The finished product was then usually deep-fried (whole), carved, and served. Monks would enjoy these exotic dishes on special occasions and Buddhist laymen would enjoy them on the traditional ‘meatless’ days, the first and fifteenth day of each lunar month. Today in any major Chinese or Taiwanese city, one can view in the display case of the many Buddhist vegetarian restaurants (as well as in market stalls) almost perfect replicas of plucked hens, roosters, and ducks, light brown fish (complete with fins, gills, eyes, and mouth), juicy hams, tripe, liver, and rolled meats, all made from yuba and bearing such fanciful names as Buddha’s Chicken or Buddha’s Duck. Rich red sausage links hang in rows and deep-fried drumsticks are handsomely arranged on a large platter, together with a life-sized pig’s head-made of yuba, of course.

“Since earliest times, there have been thousands of small yuba producers throughout China. However in the early 1970’s, a number of large, modern factories came to be built in Hong Kong and Taiwan using updated methods. The soymilk was heated with steam from a boiler, the soymilk was run into the steaming trays using pipes and gravity flow, while the yuba was made in both round and square compartments, and much of it was dried indoors using dry steam heat. Production costs dropped, output skyrocketed, and the yuba began to be sold worldwide, mostly in overseas Chinese food stores and restaurants.

“Chinese-style yuba eventually began to spread to areas with large Chinese populations in Southeast Asia. Today in Malaysia, for example, one can find dried yuba strands (*tau ki* or *fu chok*), dried yuba sheets (*tau put*), sweet thick yuba (*t’im chok*), vegetarian sausage (*chak tie*), vegetarian duck (*chai ak*), vegetarian salted fish (*chai kiam hu*), or vegetarian meat (*chai tu kar*). Similar foods, such as yuba sausage, are found in Singapore.” Address: Soyfoods Center, Lafayette, California.

1546. *Soyfoods*. 1983. Profile: Azumaya tofu company. Summer. p. 34-37.

• **Summary:** One of the best studies of Azumaya ever published, including an in-depth history. The family-run company, which has 70 employees, is now America’s second largest tofu manufacturer, making 110,000 pounds/week of tofu and shipping it to 20 states. The plant, with 6,000 square feet of tofumaking space, starts operation at 3:00 A.M. each morning. The 147,000 Asian Americans in San Francisco are a major market.

Jack Mizono’s parents bought the business from a Mr. Sakamaki in June 1937. According to Jack, “Azumaya Company had been founded in Stockton, California, in 1920 by a Mr. Teranishi, who later moved it, in 1927, to San Francisco; in Feb. 1936 he sold it to Sakamaki.”

“In 1937 Azumaya was processing soybeans on Post

Street in a nondescript building all of 35-by-40 feet, or 1,000 square feet. In 1940 the rent went up considerably and they moved to Geary Street, setting up shop in the basement of a 25-by-40 foot building. Their equipment was traditional: stone grinder, gas steamers, large kettles, brick-reinforced wok cookers; they hand-scooped soymilk into flour sacks, hand twisted them, then hung them from hooks to lever press out the soymilk. Jack and brother George were Azumaya’s principal tofumakers then but their parents still helped with the tofu pouches, burgers, and grilled tofu.

“Jack didn’t like tofumaking too much. The work started at three in the morning, he wasn’t making a living from it, he had to paint houses, refinish floors on weekends, and his wife, Aya, worked as a seamstress. I’ll try this for a few years to help my parents, Jack said to himself. For the generation of new Caucasian tofu companies, this would seem like 1976 all over—the good old traditional, laborious, back-straining, unprofitable, daylong adventure.

“The war in 1941 seriously disrupted the business and their lives. The Mizono family was involuntarily ‘resettled’ in a government camp in California; after a few years there, Jack was sent to Utah, then to New York City where he worked 6 months in the shipyards. Then he was drafted into the U.S. Army. Finally in 1947 the Mizono family reassembled in San Francisco to re-open Azumaya.”

“Azumaya remained on Geary Street for about 10 years until their neighborhood underwent ‘redevelopment’ and the Mizonos lost their occupancy rights. Once again they packed up their tofu plant and in 1957 settled on [855] Golden Gate Avenue where they invested \$25,000 in constructing a 25-by-75 foot building (to which they added an additional 25-by-100 feet soon after). They were still using the labor intensive manual tofumaking tools.

“Around this time, Jack Mizono made the acquaintance of Mr. Kunishi, the proprietor of Sacramento Tofu Company, which had opened in the Capitol in 1948. Kunishi introduced Mizono to high technology Japanese equipment and showed him the proper import channels. In 1957, when Azumaya ordered its first pressure cooker system and hydraulic press, Jack’s brothers, John and Bill, joined the company and together the four Mizonos ran the plant. In production 6 days weekly, Azumaya began making 7,200 pounds of tofu a week.

“Then in 1968 the Mizono clan made a move that would continue to favorably affect their business for the next 15 years. Packaging. Shoan Yamauchi of Hinode Tofu Company in Los Angeles had already begun to package tofu in 21 ounce sealed plastic tubs and had acquired a special blow-mold form from Sealright Containers. Yamauchi agreed to supply Mizono with tofu tubs which Azumaya initially sealed with a laborious primitive hand sealer until 1971 when they bought a semi-automatic Japanese model. At the time, Azumaya was making 3 weekly deliveries to accounts in the East Bay, and 4 to San Jose, but the bulk of their tofu

sales were right in San Francisco. With the new packaging system on line, facilitating wider distribution and longer shelf life, their tofu sales nearly doubled in the next year.

Once again it came time to move the plant. This time, in 1970, it was to [95] Boutwell Street. Redevelopment had edged them out and Azumaya needed more production space for expanding sales. The brothers sold their Golden Gate building, took the \$40,000 to buy the new equipment and construct a 40-by-120 foot building to which they soon added another 30-by-120 feet. In 1973 they added noodles to their product line and downscaled the size of their packaged tofu from 21 ounces to 16 ounces for supermarkets.

“In 1975 they began shipping tofu out of state, a smart move apparently, as in 1983 about 50% of Azumaya sales were out of state. In 1978 noodle production represented only 20% of their business but by 1983 pasta madness had blossomed and noodles are half their wholesale business. The company began to grow fast. By 1978 Azumaya’s gross sales topped \$1 million; by 1980 their tofu production was 48 bushels [60 lb each] of soybeans a day, 6 days weekly, or about 43,000 pounds of tofu every week.

“In late 1979 Azumaya purchased 2½ acres of land and began the process of moving into their present, very modern plant. Once installed at Burke Avenue, Azumaya introduced pasteurization to obtain a longer shelf life for their widely, and increasingly wider, distributed tofu. Tofu lovers in Illinois, Missouri, Oregon, Georgia, and Massachusetts are now able to buy Azumaya brand tofu.” Regular and firm tofu are code dated for 21 days, silken for 30 days. Azumaya investigated vacuum packaging but dismissed it because they found it couldn’t produce a dependably long shelf life and it tended to compact the tofu, making the texture undesirably dense; a 19-ounce block ended up weighing only 16 ounces after the 2-hour treatment.

“Once a year Jack travels to Japan to monitor the latest tofu and noodle equipment innovations.” His tofu equipment can now process 18 bushels (1,080) lb of dry soybeans an hour to yield 3,000 pounds of tofu an hour (yield = 2.77). Last year Azumaya switched from the Sweco vibrating screen to the traditional roller extractor. A detailed discussion is given of Azumaya’s progressive employee benefit package, including medical insurance, bi-annual bonuses, pensions, and profit sharing. In total in 1982, these benefits “cost Azumaya \$40,000 for medical insurance, \$120,000 for pensions and profit sharing, and \$45,000 in bonuses and raises—\$2,928.57 per employee, to be exact. With a program as comprehensive as this, it is not too surprising that Azumaya operates productively and it doesn’t have a union, nor is likely to.”

Photos show: Three views of the inside of the plant. Azumaya’s products. John, Dorothy, Aya, and Jack Mizono.

1547. *Soyfoods*. 1983. The Miami soyfoods scene [Heartsong Tofu, Sunshine Soy, Swan Foods, Swan Gardens, Unicorn

Village, Oak Feed Store]. Summer. p. 38-39, 43.

• **Summary:** In Miami, three major tofu companies make about 25,000 pounds a week of vacuum packed tofu, prepared tofu products, and tempeh.

Brightsong Tofu: Bob and Toni Heartsong began making tofu in “1976 in a south Miami cottage style tofu shop which lasted until 1978. Making 900 pounds of hand-made tofu every week, the Heartsongs pioneered the Miami market, fully one year before the legendary and short-lived Swan Foods was opened in 1977. In January 1978 the Heartsongs moved to Redwood Valley, California, to help launch Brightsong Tofu. Meanwhile in 1977 they had written and Banyan Books had published, *The Heartsong Tofu Cookbook*, one of the first designed-for-tofu cooking guides. Bob Heartsong then worked in Hawaii for Mrs. Cheng’s Soybean Products where he made 600 pounds of tofu daily.”

Finally, the Heartsongs, peripatetic tofumakers, returned to Miami and in January 1982 opened Heartsong Tofu, a “1,200 square foot plant where today they produce 4,500 pounds of vacuum packed tofu each week (with an 18-day shelf life).” The company employs 6 full-time and 2 part-time workers. A list of their tofu products and equipment is given. The Grand Union supermarket chain sells \$2,200/week of their tofu products.

“Sunshine Soy, owned and managed by Danny Paolucci, occupies 2,500 square feet, in suburban Coral Gables, of what once was a Borden’s walk-in cooler... Paolucci opened Sunshine in June 1980, a company which today produces 4,000 pounds of tofu and various secondary products every week.

“Previously Paolucci served as production manager for Swan Foods until its closing in December 1978. [Note: Swan Foods opened in 1977.] Paolucci often measures his Sunshine Soy’s sensible survival against Swan Foods exciting but disastrous history. Swan Foods was, unfortunately, a textbook example of uncontrolled growth marked by nonmanagement: no competition, distribution by the formidable Tree of Life, a wildly innovative product line, a quadrupling of sales in the first 18 months, \$2,200 in weekly sales—ending in a disheartening crash. Their product line included baked, marinated, regular, and caraway tofus, soymilk (1,000 quarts weekly), tofu cashew pie, tofu dips and salads, soy yogurts, and soymilk shakes.

“Sunshine Soy, which employs four workers, has a privately labelled vacuum packed tofu (Golden Harvest brand) in most of Florida’s 100 General Nutrition Centers; Tree of Life, out of St. Augustine, handles the distribution.”

Swan Gardens: “Commanding the top tofu market position in Miami, Jocelyn and Richard McIntyre’s Swan Gardens, which moved to south Florida in 1979 from Montana, produces 15,000 pounds each week of vacuum packed tofu. Their 10,000 square foot plant uses only 3 production workers, each working 10 hour days, 5 days weekly—a model of streamlining. In March 1982 Swan



introduced their boxed tofu (see New Products, this issue) featuring their firm (16.6% protein) tofu which sells for \$1.19 a pound in produce at Winn Dixie. A major Florida distributor moves an estimated 5,000 pounds of their dealer brand every week as far north as Washington, DC. Recently Swan introduced an okara tempeh with a two week refrigerated shelf life, and this product joins their Spicy Soysage and Baked Tofu, also vacuum packed. Swan Gardens tofu is pre-dated 4 weeks for the supermarkets but McIntyre claims it remains microbially sound for 6 weeks. The company is comfortably profitable.”

Photos show: (1-2) Bob Heartsong, with tofu pressing in stainless steel forming boxes, and a close-up of his line of products. (3-4) Danny Paolucci and a close-up of his line of products. (5) A close-up of Swan Gardens' products.

“On the retail natural foods level, four major stores share the bulk of Miami soyfoods sales. The Unicorn Village in North Miami Beach is stocked with 25 soy products... The Unicorn itself prepares a Tofu Cottage Salad, Eggless Egg Tofu Salad, Baked Tofu, and Tofu Onion Dip in their restaurant for retail sale in their adjoining store.” Also discusses: The Oak Feed Store, a macrobiotic retailer in Coconut Grove (carries 44 soy products). Sundance Natural Foods in downtown Miami (many tofu-based deli items prepared in their kitchen). Nature's Touch in Miami.

1548. *Soyfoods*. 1983. Wildwood's sandwich power [Tofu sandwiches from Wildwood Natural Foods in Fairfax, California]. Summer. p. 42.

• **Summary:** “Wildwood Natural Foods has carved out a successful market niche in the competitive Bay Area soyfoods scene with their daily delivery of fresh tofu sandwiches and tempeh salads. The three year old company has built its reputation and sales volume on same-day freshness as all products reach the stores by 12 noon on the same day as manufacture. Wildwood's concept, backed by their in-house tofu shop, is eminently worth imitating in other similarly strong retail marketplaces.

“The Wildwood shop begins bustling with sandwich-making activity at 5 a.m. six mornings a week as about a dozen (out of a 35 member staff) workers prepare the daily quota of 800 sandwiches completing them by 10 when the truckers take them down to San Francisco, about 60 minutes drive away. With their 340 square foot steam kettle tofu shop, Wildwood, located in Fairfax, California, produces 2200 pounds of nigari tofu every week of which one half is used for sandwiches, the other half for distribution as bulk tofu under the “UFO” brand name (“us feeding ourselves”). In the busy summer months, sandwich production can easily soar to 6000 a week; surprisingly the returns on day-old sandwiches is only 5%.

“Under the guidance of Paul Duchesne and Bill Bramblett, the company was launched in August 1980 [Note: Actually that was when Wildwood began manufacturing

tofu, on 8 Aug. 1980; they had incorporated in April or May 1980]. Duchesne had been supplying Marin County with his brown rice and tofu sandwiches since 1975 [Note: Actually since late 1977] when Bramblett suggested they expand his concept, make tofu, and distribute a wider line of tofu sandwiches.

“Today in mid-1983 (with partners Bramblett, Frank Rosenmayr, and Paul Orbuch) Wildwood distributes an impressive line of sandwiches (which retail for \$2.25 each) including Avo-Tofu, Brown Rice & Tofu, Mustard Brown Rice & Tofu, Curry Brown Rice and Tofu, Sushi, Tofu Steak, Supreme Bean Tempeh Burger, Hijiki Rice Pie, and Seventh Heaven Bread. They also make prepared salads, packaged in 12 ounce containers which retail for \$2.25, including Curry Tofu, Tofu Vegetable, Temptation, Potato, Hummus, Tabooli, and Good Puddin', in addition to bottled plain and honey-vanilla soymilk. The salads are dated for 7 days and the sandwiches for 1 although they stay fresh for 2 days.

“To service their Bay Area accounts, Wildwood employs four drivers who ply four different routes, which often take them further north to Santa Rosa or south to Santa Cruz. The limit to fresh sandwich distribution, Paul Orbuch explains, is simply how far they can be transported after production and before 12 noon, the cut-off period as the lunch hour business is crucial to retail sandwich sales.

“Wildwood's distribution system also handles local natural foods products such as Grain Dance seitan, Evolutionary Bean's Not Cheesecakes, and Solar Tacos (with soy protein). Wildwood's line, states Orbuch, is now moving into supermarkets, their Brown rice and Tofu sandwich accounts for 30% of total sandwich sales, and their products are handled by at least two area college lunch concession stands. Wildwood has been noted for their novel pedal-powered Tofumobile which they use in the summertime to bicycle sandwiches around to stores in trendy Marin County.”

1549. *Soyfoods*. 1983. The soyfoods industry on display [at Natural Foods Merchandiser Expo in Anaheim, California and Whole Life Times Expo in San Francisco]. Summer. p. 7.

• **Summary:** Sixteen soyfoods companies exhibited at Anaheim to 7,600 paying visitors. “Six soyfoods companies shared an official Soyfoods Association booth, where they retailed their own products and provided liberal tasting samples as well. Participants included Legume Inc. (tofu pizza, tofu lasagna), Farm Foods (Ice Bean, in cones), Quong Hop (tofu burgers, tofu canolli, soymilk), Sonoma Specialty Foods (tofu salads, tofu cheesecakes), Laughing Moon (vegetable tofu turnovers), and San-Jirushi International (samples of San-J Real Tamari). The Association booth, one of 10 food catering booths at the Expo, was ‘packed solid through the whole show,’ reports Farm Foods' Robert Tepper.”

“William Shurtleff gave a one hour speech and slide presentation on soyfoods to an enthusiastic audience.”

Other interesting companies include: Pacific Tempeh, Light Foods, Essential Foods, Garden of Eatin', Living Lightly, Kibun, Westbrae Natural Foods, Edward & Sons, Cedarlane Foods, Morinaga, Worthington Foods.

Interesting products: Light Links tofu “hotdogs,” Ravioli, Tofumale Tamale, Tempehroni Pizza, Chili Con Tempeh, Tempeh Enchilada.

Photos (without captions) show: (1) Danielle Lin of Laughing Moon. (2) Steve Snyder of Hinode. (3) The Morinaga booth, with Mr. Seishiro Ikegami.

**1550. Product Name:** Oregon Country Soysage (Meatless Okara-based Sausage).

**Manufacturer's Name:** Surata Soyfoods.

**Manufacturer's Address:** 302 Blair Blvd., Eugene, OR 97402. Phone: 503-343-8434.

**Date of Introduction:** 1983 June.

**Ingredients:** Okara, organic wheat flour, yeast, oil, tamari, honey, mustard, allspice, pepper, cayenne pepper, fennel, garlic powder, sea salt, oregano.

**Wt/Vol., Packaging, Price:** 8 oz tub.

**How Stored:** Refrigerated.



**New Product–Documentation:** Label, undated. Circular. Green, brown, white, and blue. “100% natural. 100% meatless. Ready to eat, or as patties, pizza garnish, in pasta sauce, scrambled with eggs or tofu, in stuffed mushrooms or peppers.” This was formerly “Devi’s Country Soy Sausage,” made by another nearby company. Surata discontinued the product in Aug. 1989.

**1551. Product Name:** [Torigoe Gold Tempeh (Semi-Prepared Fingers, or Patties)].

**Foreign Name:** Goorudo Tenpe / Gold Tempe.

**Manufacturer's Name:** Torigoe Seifun (Torigoe Flour Milling Co.).

**Manufacturer's Address:** 6-5-2 Hakozaki-Futo, Higashi-ku, Fukuoka, Kyushu 812, Japan. Phone: 092-651-3269.

**Date of Introduction:** 1983 June.

**Ingredients:** -

**New Product–Documentation:** See next 2 pages. Talk with and Label from Kazuhiro Takamine, from the R&D Dept. of Torigoe Flour Milling Co. Ltd. 1984. Feb. 5. This was Japan’s first commercial tempeh product, launched by Torigoe in June 1983. The ‘tempeh fingers’ were dipped into a batter, dusted with bread crumbs, packed in a shallow tray, together with 2 packets of tartar sauce, and sold frozen. The consumer would then deep fry them to serve crisp and crunchy with the sauce. The patties were made by pressing the ground trimmings from the patties into patties, then proceeding as for the fingers.

Five-page color brochure (in Japanese) titled “Torigoe Tempe.” Brought by Kazuhiro Takamine. 1984. Feb. 4. New product. Beloved in the 21st century, born from soybeans, 100% fermented natural food. Shows tempeh fingers, patties, and cubes—with recipes.

Shurtleff & Aoyagi. 1985. History of Tempeh. p. 66-68. Soya Bluebook. 1987. p. 95.

**1552. Product Name:** Supreme-Bean Tempeh Burger.

**Manufacturer's Name:** Wildwood Natural Foods.

**Manufacturer's Address:** 135 Bolinas Rd., Fairfax, CA 94930. Phone: 415-459-3919.

**Date of Introduction:** 1983 June.

**Ingredients:** Tempeh, whole grain bread, lettuce, celery, cucumber, green pepper, onion, tofu dressing (UFO Tofu by Wildwood, safflower oil, mustard, apple cider vinegar, garlic, sea salt), tomato sauce, mustard, tamari, lemon juice, spices, sea salt.

**How Stored:** Refrigerated.

**New Product–Documentation:** Soyfoods. 1983. Summer. p. 42-43. Label sent by Wildwood on their letterhead. 1983, undated. 3 by 2 inches. Self adhesive. Black and green on white. Silhouette of woods with birds. “Fresh Daily. Ready to eat Foods, Naturally. Perishable. Keep Refrigerated.”

**1553. Product Name:** Natural Touch Tofu Garden Patties.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1983 June.

**Ingredients:** Water, tofu, isolated soy protein, carrots, peas, soy oil, flavorings (HVP, onion powder), spices, garlic powder, yeast, natural flavor, essential oil of paprika, turmeric, carrageenan.



21世紀のおいしさ。  
大豆から生まれた  
100%発酵自然食品。

新発売



トリゴエ テンペ

**TORIGOE TEMPE**



トリゴエ  
**ゴールドテンペ**  
バランスのとれた  
栄養豊かな調理素材食品  
●特製タルタルソース2袋つき

トリゴエ  
**ゴールドテンペ**  
スティックタイプ

冷凍食品  
大豆発酵食品



トリゴエ  
ゴールドテンペ調理例

**GOLD TEMPE**

バランスフーズ  
内容量  
ゴールドテンペ140g  
特製タルタルソース30g(2袋)  
標準小売価格250円

トリゴエ  
**ゴールドテンペ**  
バランスのとれた栄養豊かな調理素材食品  
スティックタイプ  
●特製タルタルソース2袋つき

認定証

ソースつき

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製造 発売元  
鳥越製粉株式会社 東京都港区新町2-7-6 鳥越の1 ☎03-375-3124

鳥越製粉株式会社 TEL092(651)3287  
福岡市東区箱崎、箱6丁目5番2  
ご注意ください。  
※一度にたくさん入れると油の温度がさかりまから  
し上がりにくい。  
お好みの調味料をつけてお召  
し上がりください。  
③タルタルソース、又はマヨ  
ネーズ、マヨネーズなど、  
えしから、きつねになる  
まで約2分くらい揚げます。  
②ゴールドテンペをきつねが  
きつねになり、きつねになる  
まで約2分くらい揚げます。  
①多量の油を180℃前後でや  
を凍らせたまま入れます  
を凍らせたまま入れます  
おいしいお召し上がり方

純良大豆を発酵させて作った  
「トリゴエ」です。

製品名  
冷凍食品・トリゴエゴールドテンペ  
スティックタイプ(大豆発酵食品)

原材料名  
ゴールドテンペ(大豆、小麦粉、パン粉、  
香料、野菜ジュース、食塩)  
タルタルソース(植物油、たまねぎ、  
卵、でんぷん糊、酢、砂糖、食塩、パセリ、  
調味料、香料)

内容量  
●ゴールドテンペ140g  
●タルタルソース30g(2袋つき)

製造年月日  
特外の側面に記載してあります

保存方法  
-18℃以下で保存してください

使用方法  
左のお召し上がり方をごらんください

凍結追加の有無  
凍結追加してありません

加熱調理の必要性  
加熱して召し上がってください

製造者  
鳥越製粉株式会社  
福岡県浮羽郡吉井町276の1

調理メーカーは中に入っています。



**Wt/Vol., Packaging, Price:** 10 oz box contains 4 white patties. Retail for \$1.95 to \$2.37.

**How Stored:** Frozen.

**Nutrition:** Per 70-gm. patty: 11 gm. protein.

**New Product–Documentation:** See next page. Talk with Craig Klatt of Seventh-day Adventist Bookstore in Pleasant Hill, California. 1983. Aug. 8. This product is now on the market, with 4 white / unfried patties per package, retailing for \$1.95. Craig does not know who is the man behind this new concept or who makes the tofu.

Interview with Frank Poston. 1983. Dec. 16. This is the start of a new line developed for the health foods market. The Tofu Garden Patties were introduced in June 1983. Worthington bought all of the tofu equipment from Rising Sun Soy Farms in Columbus, Ohio, and are now making the tofu for the product at the Worthington plant in Ohio. The product was developed for the health food market, and will be part of the larger new Natural Touch line of products. More new products will be out in April 1984. This is a big and important new trend for the company and they plan to put a lot of energy and money into promoting it. Some (but not all) of the new products will contain tofu.

Worthington news release. 1984. May 25. Gives launch date as March 1984. Spot in Soyfoods. Summer. 1984. p. 45. "Prepared Patty Pair." Label, 4 color box. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center.

Ad (full page, color photo) in Natural Foods Merchandiser. 1985. May. "Natural Wonders. Discover Natural Touch for something new in natural foods taste!" Shows color labels/packages for each of four entrées, including Okara Patties and Tofu Garden Patties.

Talk with Worthington Foods. 1992. Feb. 10. This product has been discontinued.

1554. Iggers, Jeremy. 1983. Soy Plant struggles to keep its '60s ideals in '80s business world. *Detroit Free Press*. July 31. p. 6G.

• **Summary:** About The Soy Plant in Ann Arbor, Michigan. Includes discussions with Steve Fiering, Rick Whealey, Jane Southwell, Geof Beck (production co-ordinator), Carolyn Roi (marketing co-ordinator), and Steve Fiering (one of the founders). Hours and wages have been cut—wages from \$5/hour to \$3.50/hour last fall because the business was losing money. Difficulties include inefficient equipment, too little capital, and lack of professional management. Federal corporate taxes went unpaid for three years before anyone noticed; it then took years to pay both the taxes and the penalty.

The company got about \$20,000 in loans from members of the community. They paid interest in the form of one pound of tofu a week, but the \$18,000 they eventually paid in free tofu was a huge drain on the struggling enterprise. Last may the workers decided the tofu interest payments had to stop. Letters were sent to all lenders explaining the

financial difficulties and offering three choices: They could forgive the debt, take payment of the principal in tofu, or put their names on a list for eventual repayment. It was a hard choice for the company to make.

Now things are looking up. Several new products are selling well: Tempeh-filled tacos, Soysage, tempeh burgers, and spiced tofu.

1555. Brightsong Light Foods. 1983. Handmakers of these fine light foods: Premium Tofu, Marinated Tofu, Cottage Salad, Missing Egg Salad... (Leaflet). Petaluma, California. 3 panels each side. Each panel: 22 x 9.5 cm.



*Handmakers of these fine light foods:*

*Premium Tofu  
Marinated Tofu  
Cottage Salad  
Missing-Egg Salad  
Bright-Burger  
Soysage  
Chocolate Lite Mousse  
Amaretto-Almond Lite&Creamy  
Almond Lite&Creamy  
Strawberry Diet DeLite  
Orange Sunshine protein drink  
Fresh&Light soymilk  
Honey-Nilla soymilk  
Maple-Maple soymilk*

*... where good taste and nutrition come naturally!*

**15% OFF** introductory offer  
(details on back)

# New! Tofu Garden Patties.™



Food experts agree ... tofu could become the next "yogurt" in consumer demand. We've taken all natural, high-protein tofu and made it even better by adding fresh garden vegetables. The result: a deliciously unique, all-natural food.

Your customers just defrost Tofu Garden Patties and serve them in sandwiches. They're equally good lightly breaded and crispy fried. Or crumble them on salads or in soups and casseroles. Delicious!

For natural foods consumers who want convenience, all-natural **and taste** ... Tofu Garden Patties satisfy. You'll be satisfied, too, with the special introductory offer.



The taste nobody can touch.



• **Summary:** The front panel of this leaflet, printed blue on white, lists 14 soy products made by the company. They are: Premium Tofu, Marinated Tofu, Cottage Salad, Missing-Egg Salad, Bright-Burger, Soysage, Chocolate Lite Mousse, Amaretto-Almond Lite&Creamy, Almond Lite&Creamy, Strawberry Diet DeLite, Orange Sunshine protein drink, Fresh&Light soymilk, Honey-Nilla soymilk, Maple-Maple soymilk.

The logo is a flying bird with a white throat. The slogan: “Where good taste and nutrition come naturally.” The inside three panels discuss: About Brightsong (since 1978). What makes Brightsong Tofu so special. About the other Brightsong products.

Note 1. This particular leaflet, which was sent to Steve Fiering, c/o The Soy Plant,... Ann Arbor, Michigan 48104, is postmarked 21 Jul 1983.

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term “Bright Burger” (or “Bright Burgers”). Address: P.O. Box 2536, Petaluma, California 94953. Phone: 707-778-8638.

1556. **Product Name:** [Tofu Balls (Ganmo), Tofu Pizza, Seitan Burger].

**Manufacturer’s Name:** De Vuurdoop.

**Manufacturer’s Address:** Warder 108, 1473 PG Warder, Den Haag, Netherlands.

**Date of Introduction:** 1983 July.

**New Product–Documentation:** Richard Leviton. 1983. Trip to Europe with American Soybean Assoc. Oct/Nov. Unpublished manuscript. p. 25. “She started in July 1983. The pizza is baked with a layer of smooth tofu on top, with tomato, olive, green pepper. Sells for 1.40 guilders/slice. Makes 800 units of tofu balls and pizza a week.” Letter from Sjon Welters. 1989. July 24. Vuurdoop is the company name. Lita Hoogervorst is the name of the woman who founded it and still runs it. The company sells other products now too (seitan and a lentil-based product; maybe no soyfoods), and has moved to Groningen or Friesland in the north of Holland.

1557. Guo, Xiang-ao. 1983. Research on heat denaturation of soy protein after solvent extraction, and traditional Chinese soy foods. *INTSOY Series* No. 25. p. 64-66. B.J. Irwin, J.B. Sinclair, and Wang Jin-ling, eds. Soybean Research in China and the United States (College of Agric., Univ. of Illinois at Urbana-Champaign).

• **Summary:** Solvent extracted soybean flakes and meals (moisture content 9.6%) were subjected to 80°C, 90°C, and 100-105°C temperatures for 15 or 20 minutes. The critical temperature for protein denaturation was 80°C. At higher temperatures, solvent-extracted soybean meal was denatured more rapidly than soy flakes. Preparation of the following traditional Chinese soyfoods was described briefly: Soy sprouts (*dou ya*), soybean jiang (*dou jiang*), fermented black soybeans (*dou chi*), soy sauce (*jiang you*), soy beverage (*dou*

*jiang*), tofu (regular and soft, *doufu*), firm tofu (*doufu gan*), pressed tofu sheets (*doufu yi*), vegetarian chicken (*su ji*), fried tofu (*you-doufu*), fermented tofu (*doufu-lu*), and yuba (*doufu pi*).

Note: This is the earliest English-language document seen (Oct. 2012) that uses the term *doufu pi* (spelled in pinyin) to refer to yuba, which he describes as follows: “Soy beverage is poured into a shallow pan and heated slowly. A protein film forms on the surface. This film is rolled and dried until it resembles bamboo. The taste and composition are similar to textured soy protein. It is a very nourishing food.” Address: Zhengzhou Grain College, China.

1558. **Product Name:** Heartsong’s Tofu Turkey (also called Baked Veggie Loaf).

**Manufacturer’s Name:** Heartsong Tofu.

**Manufacturer’s Address:** Miami, Florida.

**Date of Introduction:** 1983 July.

**New Product–Documentation:** Soyfoods. 1983. Summer. p. 38. 16 oz.

1559. Norin Suisan-sho, Nosan Engei Kyoku, Hatasaku Shinko-ka. 1983. Daizu ni kansuru shiryō [Statistics concerning soybeans]. Tokyo, Japan. 157 p. 26 cm. [Jap]

• **Summary:** This yearly report, published by Japan’s Ministry of Agriculture, Forestry, and Fisheries (MAFF), is packed with detailed statistics on soybean production, trade, and utilization in Japan. The table on p. 129 gives statistics on miso production, shipments, and use of raw materials by prefecture and for Japan as a whole. In 1981 Japan produced 575,782 tonnes of miso and shipped 578,610 tonnes. Raw materials used were 14,417 tonnes of domestically grown whole soybeans, 167,539 tonnes of imported whole soybeans, 103,611 tonnes of polished rice, 24,667 tonnes of polished barley, 476 tonnes of defatted soybean meal, 71,325 tonnes of salt, and 96 tonnes of cornmeal (used mainly in Nagano and Hyogo prefectures). The top 5 miso producing prefectures were Nagano (164,510 tonnes; 28.6% of Japan’s total), Aichi (54,529), Niigata (38,156), Aomori (28,602), and Hokkaido (25,908). The source of these statistics is: Shokuryō-cho, Kakō Shokuhin-ka, Kome Mugi Kakō Shokuhin Seisan Dotai, Tokei Chosa.

The table on p. 130 gives similar statistics on shoyu for 1981. In 1981 Japan produced 1,190,618 kiloliters (kl) of shoyu and shipped 1,118,799 kl. Raw materials used were 6,473 tonnes of whole soybeans, 175,205 tonnes of defatted processed soybean meal (*dashi kakō daizu*), 177,407 tonnes of wheat, 204,777 tonnes of salt, and 80,642 kl amino acid liquid (*amino-san*, either purchased or made on site). The top 7 shoyu producing prefectures were Chiba (424,498 kl; 35.7% of Japan’s total), Hyogo (203,374), Aichi (59,201 kl), Kagawa (45,430 kl), Fukuoka (36,575 kl), Oita (31,860 kl), Mie (30,354 kl). The source of these statistics is the same as for the miso statistics, above.

The table on p. 132-33 gives statistics on consumption of shoyu (in 100 ml), miso (100 gm), whole soybean foods (yen), tofu (cakes = *cho*), aburagé and ganmodoki (yen), natto (yen), and other soyfoods (yen) from 1963 (Showa 38) to 1981. Under shoyu, miso, and tofu is given the amount of money spent (*kingaku*), the quantity purchased (*sûryô*), and the price. Annual shoyu consumption per household has decreased from 30.5 liters in 1963 to 16.3 liters in 1981. Annual miso consumption per household has decreased from 18.4 kg in 1963 to 12.1 kg in 1981. Tofu consumption per household has remained about constant, with 87.3 cakes in 1963 and 86.9 cakes in 1981. A breakdown is also given for each food by annual household income, with 5 income levels. One grouping is for all households (including those with a retired head of household or on welfare) and the other is only households with at least one working member. In each case, the higher the household income, the greater the consumption. In the case of tofu, for example, households with an annual income of less than 2.65 million yen consumed 76.1 cakes of tofu, while households with an annual income of more than 5.8 million yen consumed 99.3 cakes. Next is a breakdown by age of head of household. Generally, the younger the head of household, the less the consumption. In the case of tofu, households whose head was 24 years or younger consumed 55.5 cakes/year, while households whose head was age 60-64 consumed 95.4 cakes. The source of these statistics is the *Kakei Chosa Nenpo (Sôri-fu, Tôkei-kyoku)*.

The table on pages 134-35 shows consumption per household by geographical area of the same foods as the previous table. Geographical areas include: all of Japan, all cities, cities with 50,000 or more population (broken down into large, medium, and small), cities with less than 50,000 population, towns and villages (*machi* and *mura*), 14 major regions, and large cities. Note: Statistics by prefecture are not given. In the case of tofu, the highest consumption is cities with less than 50,000 population (92.0 cakes), while the lowest is in medium-sized cities with more than 50,000 population (84.2 cakes). The regions with the highest tofu consumption are Tohoku (the northeast prefectures; 101.9 cakes) and Chugoku (southwest provinces; 98.1 cakes), while the lowest two are Hokkaido (58.3 cakes) and Okinawa (72.3 cakes). The cities with the highest annual tofu consumption per household are Toyama city (118.9 cakes), Morioka city (118.4), Yamaguchi city (107.9), Matsuyama city (102.9), Fukushima city (102.8), Tokushima city (102.0), Fukui city (100.7). The source of these statistics is the same as for the statistics on p. 132-33.

Tables on pages 136-39 give a detailed nutritional analysis of soybeans and each of 23 soyfoods made in Japan. The following minerals are listed: calcium, phosphorus, iron, sodium, and potassium. Vitamins: A (retinol, carotene, international units), B-1 (thiamine), B-2 (riboflavin), niacin, and C. Soybeans grown in Japan contain, on average, 35.3%

protein and 19.0% fat, compared with 33.0% protein and 21.7% fat for soybeans grown in the USA, and 32.8% protein and 19.5% fat for soybeans grown in the China. Address: Tokyo, Japan.

1560. **Product Name:** [Baked Tofu Roti (Sausage Flavor, or Bacon Flavor)].

**Foreign Name:** Baked Tofu Roti (Saveur de Saucisse, or Saveur de Bacon).

**Manufacturer's Name:** Regal Naturel (Marketer). Made in Quebec by Unisoya.

**Manufacturer's Address:** Montreal, QUE, Canada.

**Date of Introduction:** 1983 July.

**Wt/Vol., Packaging, Price:** 8 oz vacuum packed.

**How Stored:** Refrigerated.

**New Product-Documentation:** Talk with Richard Milon. 1987. Dec. 11. He bought the tofu in bulk from Unisoya. Both products were sold vacuum packed.

1561. **Product Name:** Tempeh Burgers.

**Manufacturer's Name:** Soy Plant Co-op Inc. (The).

**Manufacturer's Address:** 711 Airport Blvd., Ann Arbor, MI 48104. Phone: (313) 663-8638.

**Date of Introduction:** 1983 July.

**New Product-Documentation:** Iggers, Jeremy. 1983.

*Detroit Free Press*. July 31. p. 6G. "Soy Plant struggles to keep its '60s ideals in '80s business world." Several new products are selling well, including tempeh burgers.

Soyplant pickup distributor price list effective April 16, 1984. Lists Tempeh Burgers, sold 3 per package or in bulk (50 singles).

1562. Worthington Foods, Inc. 1983. Worthington product catalog: Putting good taste into nutrition. Worthington, Ohio. 2 panels each side. Each panel: 28 x 21.7 cm. Undated.

• **Summary:** See next 2 pages. Contents: Canned and dry products (lists 27 products, each with a color photo). At the bottom of the page is printed: "Sound Nutrition / Delicious Taste / Free of Meat and Preservatives." Frozen products (lists 22 products, each with a color photo). Kaffree beverages (lists 6 products, each with a color photo). Kaffree is a caffeine-free coffee substitute made from roasted malt barley, roasted barley, and roasted chicory. Kaffree Tea is also available. Address: Worthington, Ohio 43085.

1563. Klatt, Craig. 1983. Update on Worthington Foods and other Seventh-day Adventist companies making soyfoods (Interview). *SoyaScan Notes*. Aug. 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Worthington Foods is now stronger than ever. They are expanding into new, more natural products, such as Tofu Garden Patties (their newest product), as part of their Natural Touch line. They plan to develop more new products in this line. Worthington bought back their company





# Product Catalog

*Putting  
Good Taste  
into  
Good Nutrition*







## FROZEN PRODUCTS

### 1 Meatless "Chicken" Style

Like white meat of chicken. Delicious in sandwiches, casseroles, gravies, cream sauce, soups, salads and more.  
Packed: Slices, 8 oz. packages/12 packages per case; Roll, 4 lb. rolls/4 rolls per case; Diced, 5 lb. bags/4 bags per case.  
Stock No.: 8 oz. packages #26403; Roll #26419; Diced #26412.

### 2 Chic-Ketts®

A unique texture, delicious flavor. Serve breaded and deep fat or pan fried. Also ideal in casseroles, soups, chow mein and more.  
Packed: 1 lb. rolls/12 rolls per case; 56 oz. rolls/4 rolls per case.  
Stock No.: 1 lb. roll #26504; 56 oz. roll #26506.

### 3 "Chicken" Style Pie

Combines chicken-like cubes with fresh vegetables and creamy sauce inside a flaky crust.  
Packed: 8 oz. pie/24 pies per case.  
Stock No. #26503.

### 4 "Beef" Style Pie

Combines beef-like cubes with fresh vegetables and creamy sauce inside a flaky crust.  
Packed: 8 oz. pie/24 pies per case.  
Stock No. #26303.

### 5 Chik Stiks™

Golden brown outside, tender chewy inside... unique "drumstick" shape, delicious chicken-like flavor.  
Packed: 10 oz. cartons/12 cartons per case; 15 lb. carton.  
Stock No.: 10 oz. cartons #26441; 15 lb. #26448.

### 6 Wham™

A scrumptious ham-like flavor with fewer calories and much less fat. Delicious as cold cuts and fried or baked. Casseroles, too.  
Packed: Slices, 8 oz. packages/12 packages per case; Roll, 72 oz. rolls/4 rolls per case.  
Stock No.: 8 oz. packages #26603; Roll, #26619.

### 7 Stakelets®

Gourmet flavor, tender texture. Excellent main entrée or sandwich... great for cookouts. Just heat and serve.  
Packed: 10 oz. cartons/12 cartons per case; 20 lb. carton.  
Stock No.: 10 oz. carton #27704; 20 lb. #27705.

### 8 FriPats®

Flavor and texture make this a super meatless sandwich. Just heat and serve.  
Packed: 9 oz. cartons/12 cartons per case; 17 lb. carton.  
Stock No.: 9 oz. carton #27804; 17 lb. #27807.

### 9 Fillets™

Savory fish-like flavor and texture. Just heat and serve for a meal or a sandwich.  
Packed: 9 oz. cartons/12 cartons per case.  
Stock No.: #27604.

### 10 Tuno®

Tasty tuna-like flavor and tender texture. Great for a "Tuno-salad" sandwich or baked in your favorite casserole.  
Packed: 12 oz. rolls/12 rolls per case.  
Stock No.: #27903.

### 11 Meatless Salami

A great sandwich alone or a really good beginning for a "Super Sandwich."  
Packed: Slices, 8 oz. cartons/12 cartons per case; Roll 4½ lb. rolls/4 rolls per case.  
Stock No.: Slices #26924; Roll #26936.

### 12 Corned "Beef" Style

Serve in sandwiches (a delicious Reuben), salads, soups, casseroles, and hors d'oeuvres.  
Packed: Slices, 8 oz. packages/12 packages per case; Roll, 72 oz. roll/4 rolls per case.  
Stock No.: Slices, 8 oz. #26103; Rolls, #26116.

### 13 Smoked "Beef" Style

Adds savory flavor to sandwiches, soups, casseroles, salads, hors d'oeuvres.  
Packed: Slices, 8 oz. packages/12 packages per case; Roll, 72 oz. rolls/4 rolls per case.  
Stock No.: Slices #26203; Roll #26216.

### 14 Smoked "Turkey" Style

A turkey-like flavor that's sure to please. Serve plain and in casseroles, salads, soups, sandwiches.  
Packed: Slices, 8 oz. packages/12 packages per case; Roll, 4 lb. rolls/4 rolls per case.  
Stock No.: Slices #27103; Roll #27116.

### Prosage®

Scrumptious sausage-like flavor available in links, patties or roll.

### 15 Prosage® Patties

Packed: 8 oz. cartons/12 cartons per case.  
Stock No.: #26802  
1½ lb. bulk #26803.

### 16 Prosage® Links

Packed: 8 oz. cartons/12 cartons per case.  
Stock No.: #26804  
19½ lb. bulk #26815

### 17 Prosage® Rolls

Packed: 1 lb. rolls/12 rolls per case.  
Stock No.: #26806.

### 18 Stripples®

Crisp up in minutes. These bacon-like strips are great for breakfast, in sandwiches and as a flavor enhancer in casseroles and salads.

Packed: 5 oz. packages/12 packages per case.  
Stock No. #27001.

### 19 Dinner Roast

An elegant entrée sure to add a holiday touch to any family meal.  
Packed: 2 lb. cartons/6 cartons per case.  
Stock No.: #27414.

### 20 Bolono™

Makes a simply delicious "bologna" sandwich, sliced or in a spread.  
Packed: Slices, 8 oz. cartons/12 cartons per case; Roll, 4½ lb. rolls/4 rolls per case.  
Stock No.: Slices #26904; Roll #26916.

### Meatless "Beef" Style

(Not Shown)  
Frozen 72 oz. roll/4 rolls per case.  
Stock No.: #26016.

### Leanies® (not shown)

15 lb. Bulk-Pack Links  
Stock No.: #26725.



Write for Free Recipes



from Bayer A.G. for less than they sold it for, and got a new factory and the Morningstar Farms line as part of the deal. Worthington still has the Morningstar Farms line.

Payless and Longs drug stores in California sell Loma Linda infant formula.

Country Life, formerly Cedar Lake, now imports bottled soymilk (free of sugar) from Japan, and has a chain of vegetarian restaurants, including one on Wall Street. Address: Manager, Adventist Book Center, 2300 Nourse Rd., Pleasant Hill, California 94523. Phone: 415-685-4300.

**1564. Product Name:** Loma Linda Vege-Scallops (Meatless).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1983 August.

**Ingredients:** Vege-Scallops: Wheat gluten, water, wheat flour. Broth: Water, monosodium glutamate, salt.

**Wt/Vol., Packaging, Price:** 19.5 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 6 pieces (2.75 oz–78 gm): Calories 70, protein 14 gm, carbohydrate 2 gm, fat 1 gm, cholesterol 0 mg, sodium 180, potassium 30 mg.

**New Product–Documentation:** Ad in Natural Foods Merchandiser. 1984. Feb. p. 113. “A lot more than meats the eye. Loma Linda Foods taste great.”

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1983.

**1565. Product Name:** Stroganoff (Meatless).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1983 August.

**Ingredients:** Incl. vegetable protein, onion, mushroom, and other savory seasonings in a sour cream sauce.

**Wt/Vol., Packaging, Price:** Canned.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Food Report (Lehmann). 1983. March.

**1566. Product Name:** [Hyva Olo Vegetable Burger Mix, and Meatless Spaghetti Sauce Mix].

**Foreign Name:** Hyva Olo Kasvispihvi Aines, and Kasviskastike Aines.

**Manufacturer's Name:** Huhtamaki, Deli Food Div.

**Manufacturer's Address:** Finland.

**Date of Introduction:** 1983 September.

**Ingredients:** Burger: Bread crumbs, soya protein, potato flakes, starch syrup, onion, gluten, vegetable oil, parsley, salt, herbs.

**How Stored:** Shelf stable.

**New Product–Documentation:** Food Report (Lehmann).

1983. Sept. The brand “Hyva Olo” means “feeling great.” Mix with water and, if desired, grated vegetables.

1567. Leviton, Richard. 1983. Soyfoods in the heartland: A colorful program on tofu and tempeh, by Richard Leviton (Poster). Colrain, Massachusetts. 1 p. Undated (Sept/Dec). 11 x 17 inches.

• **Summary:** This poster, printed with black ink on off-white paper, was used to advertise a series of programs that Richard Leviton gave in the Midwest in the fall of 1983. The text states: “Editor / publisher *Soyfoods* magazine, Executive Director Soyfoods Association of North America, & widely published author on soyfoods.

“At the program you will... Learn how to make tofu and tempeh at home.

“Learn how to set up your own kitchen soy deli—from tofu cheesecake to tempeh burgers.

“Enjoy a color slide show: over 200 stimulating images.

“Meet soyfoods, today’s No. 1 versatile, low cost protein.

“Discover nutrition and convenience in soyfoods—fast foods to gourmet.

“Sample delicious tofu or tempeh recipes.”

Near the bottom are blank spaces to fill in the date, time, admission fee, place, and sponsored by.

Color photos show: Portrait of Richard Leviton with impish grin. A tempeh burger with all the trimmings.

Address: 100 Heath Rd., Colrain, Massachusetts 01340.

**1568. Product Name:** [Vegemix Vegetarian Mixes (Meatballs, Minced Meat-type Sauce, or Spaghetti Sauce)].

**Foreign Name:** Vegemix Pyorykka Ainekset, Murekekastike, Spagettikastike.

**Manufacturer's Name:** Vegemix.

**Manufacturer's Address:** Finland.

**Date of Introduction:** 1983 September.

**Ingredients:** Meatball Mix: Soybeans, herbs, egg white, vegetable oils, salt.

**Wt/Vol., Packaging, Price:** Respective retail prices: 10.73, 10.88, and 8.36 Fmk.

**How Stored:** Shelf stable.

**New Product–Documentation:** Food Report (Lehmann). 1983. Sept.

1569. Leviton, Richard. 1983. Société Soy, France’s largest tofu manufacturer (Document part). In: R. Leviton. 1983. Report of Trip to Europe with American Soybean Assoc. 82 p. Unpublished manuscript. See Oct. 16.

• **Summary:** This tofu plant in Cerny, the largest in France, is distinguished for its dairy style machinery innovations. Bernard Storup is the 4th generation of a cheesemaking family; his brother, a cheese specialist, went to cheese school. Societe Soy uses 6 workers two days a week to produce 5,000 lb/week of tofu and 10,000 Tofu Croques

(burgers) in 6 flavors. Burger sales are rising rapidly, and may hit 20,000 by Dec. 1983. Both products are vacuum packed for a 3 week shelf life, refrigerated. They use the “tofu” spelling and Soy not soja for the company name so they could trademark both in France. They plan to replace their Takai W30-C system with dairy style equipment. The new equipment has curd tanks on a raised platform; the curds flow into a 4x12 foot stainless steel shallow bed trough. One or two large pneumatic presses press the whole lot, then it gets cut all at once. The company reached break-even after 12 months. Their tofu wholesales for 14 French francs/kg which is \$0.80/lb. Breakeven is 2,000 lb/week of tofu. Bonneterre distributes 40% of their tofu. Bonneterre started in 1963 but in 1980 nearly went bankrupt and was acquired by a large dairy company [Triballat].

Societe Soy began production in Sept. 1982. France has at least 5 other tofu manufacturers, whose weekly output combined is about 3,500 lb. Paris, then the Marseilles, Mediterranean Coast, are the best markets in France for Tofu, and the typical customer is female, educated, age 25-35. The 13,000 Japanese and 200,000 Chinese in Paris can't get enough tofu. Paris has 3-5 small tofu producers, but sprouts are their main line. Societe Soy tofu has 12.3% protein, 24 day shelf life with hot packing at 60°C, no cooling tank involved, pasteurization after vacuum packing in vertical steam tank. The company is energetic, professional, and quite aware of sanitary procedures and the need for appropriate packaging. The future of tofu is believed to lie in mixing it with other foods, possibly meat or cheese, or to follow the Asiatic example of using strong spices. Tofu needs a strong, memorable flavor. Americans have been too strict in their essentially vegetarian approach to formulating soyfoods.

For financing, Bernard got 25,000 francs then 60,000 francs from banks for a novel business plan competition that he won twice. His total initial investment was 250,000 francs or US\$30,000; half of this came from the government. Address: Colrain, Massachusetts.

1570. Owen, David. 1983. Freezer shock. *CalToday*. Oct. 23. p. 13-16.

• **Summary:** About Rich Products' Freeze Flo, which allows (for example) frozen strawberries to be soft and sweet and firm at temperatures far below freezing. “When Bob Rich graduated from the University of Buffalo, his father gave him \$5,000. Bob used the money to make a down payment on a dairy. He disliked the milk business as intensely as his father did, but he wanted to assert his independence.

“During World War II, Rich worked for the War Production Board and was appointed milk administrator for the state of Michigan. His job was to divert excess milk supplies to thirsty American soldiers. One day he paid a visit to the George Washington Carver Laboratory, a research institution endowed by Henry Ford. The laboratory's

principal activity was supplying Detroit's Ford Hospital with a product Rich had never seen before: milk made from soybeans.

“In a certain sense, Henry Ford's career can be viewed as a plot to eradicate large domestic animals. Having rendered the horse obsolete with his automobile, he had now set out to eliminate the cow. Carver scientists spent their days striving to realize their benefactor's vision of a cattle-free society. Periodically Ford threw parties for journalists at which he served nothing but milk, ice cream, hamburgers, cheese and other foods made from soybeans. He even built a soybean car.

“Ford's antagonism toward cows struck a chord in Robert E. Rich. Bob Rich, after all, was a second-generation hater of the dairy business.

“I'd always said that the cow was the most inefficient manufacturing plant in America,' he explains. 'Its product is 87 percent water, and it's high in bacteria, and it has to be pasteurized...'

“In November 1944, he founded Rich Products Corp. to manufacture his invention, converting his dairy's garage into the production plant for the world's first non-dairy whipped topping. Its name: Whip Topping.

“At first, Rich distributed Whip Topping to the customers on his milk routes, billing it variously as ‘the Miracle Cream from the soybean’ and ‘Gold from the Soil.’ The early months were not a fabulous success. ‘We were not chemists,’ an employee later admitted. But gradually Rich refined his formula, and in 1946 he was invited to make a sales presentation to a refrigerated-food distributor on Long Island. He packed some samples in dry ice and newspaper and took the overnight train to New York.

“The following morning, while 50 salesmen looked on, Rich took out his samples and discovered with horror that they had frozen solid. He began to perspire. Cow's cream, he knew, would not whip after freezing. ‘I thought briefly about telling them I had brought them all together to unveil a great way to keep newspapers cold.’ He stalled for as long as he could, then borrowed a knife and hacked nervously at his frozen soybean cream until he could fit the pieces into a mixing bowl. He held his breath. ‘It whipped to perfection.’

“No one was more surprised than Bob Rich. But he had the presence of mind to realize that he had done more than escape from a potentially embarrassing situation: He had invented the world's first frozen non-dairy whipped topping. That meant that his market was no longer limited to Buffalo. Now he could sell Whip Topping anywhere in the world. Quite by accident, Rich Products Corp. had entered the age of frozen food.”

1571. **Product Name:** [Soja Tartex Ravioli {Canned}].

**Manufacturer's Name:** Dyna S.A.

**Manufacturer's Address:** Fribourg, Switzerland.

**Date of Introduction:** 1983 October



**Wt/Vol., Packaging, Price:** 500 gm can.

**New Product–Documentation:** R. Leviton. 1983. Report on trip to Europe with American Soybean Assoc. Oct-Nov. p. 17. Product seen in a Reform House health food store in Zurich, Switzerland.

1572. Leviton, Richard. 1983. The soy deli case. *Whole Foods (Berkeley, California)*. Oct. p. 27-28.

• **Summary:** “The Hinode Tofu Company of Los Angeles recently propelled the industry years by running a series of full page, full color ads for their branded tofu in regional editions of *Good Housekeeping*, *Weight Watchers*, *Runner’s World*, *Bon Appetit*, and the *Los Angeles Times* (circulation: one million). Their ad included a 15¢ discount coupon (eight million were printed in total). Edward & Sons has been advertising its Miso-Cup instant soups and Miso+Plus Chive and Jalapeno dry miso dips in national trade and consumer publications. And Farm Foods, with their expanding line of Ice Bean soy ice creams (hard packed and soft-serve) recently launched a cooperative advertising and discount program in cooperation with retailers...”

The Real Food Store on Polk Street in San Francisco has introduced what is probably the first distinctly labeled soy case. It consists of a self-standing reach-in cooler filled with about 34 different soyfood products, from bulk and packaged tofu to soymilk and tempeh burgers.

“At press time, Bread & Circus, a leading natural foods retailer in Boston, was planning a week-long soy promotion in cooperation with a half dozen Bay State producers... Elsewhere, Tree of Life, Florida’s \$35 million distributor and manufacturer, designated August as Soyfoods Month and ran promotions in their 60-page monthly newsletter sent to their 2,000 accounts. Soyfoods were presented as that month’s ‘Super Specials’ with ‘deep pocket discount’ for retailers, reports Morris Shriftman, vice president.” Address: Colrain, Massachusetts.

1573. Leviton, Richard. 1983. Soyfoods in your kitchen: The variety is infinite! *Your Good Health: Review & Digest* 1(6):16-18. Oct.

• **Summary:** An introduction to tofu and tofu products, tofu main dishes, tofu desserts, tempeh, miso, soysage, “green soybean pods in plastic bags,” soynuts, natto, Hamanatto, and yuba.

Gives recipe names and ideas for each soyfood type, but no actual recipes. Concludes with the thought: “If you remember this diversity of applications of tofu and tempeh... never again will you comment, ‘Tofu is nice but it’s just a bland white block.’” Address: Colrain, Massachusetts 01340.

1574. Prescott, Helen. 1983. Okara: A meal for the asking. *Mother Earth News* No. 83. Sept/Oct. p. 36-38. [4 ref]

• **Summary:** Defines okara, tells how to use it and where to get it, and describes how to make 1 gallon of soymilk and ½

gallon of okara (with photos). Contains recipes for: Okara treats. Crunchy carobola. Apple anarchy. Soyburger supreme. Raisin-soy cookies. No-meat sausage rolls. Okara corn bread. Lists 3 books that contain additional information.

1575. *Kansan (The) (Kansas City, Kansas)*. 1983. Natural cooking aids KCK [Kansas City, Kansas] family in health. Nov. 9.

• **Summary:** David and Cindy Briscoe, who run the Macrobiotic East West Center [at 4321 Main St.] in Kansas City, Missouri, have been practicing macrobiotics for almost 5 years, with their two children Justin and Nora. They make Brown Rice–Tofu Burgers, and a recipe is given. A photo shows Cindy at a table with an all-natural meal including brown rice–tofu burgers.

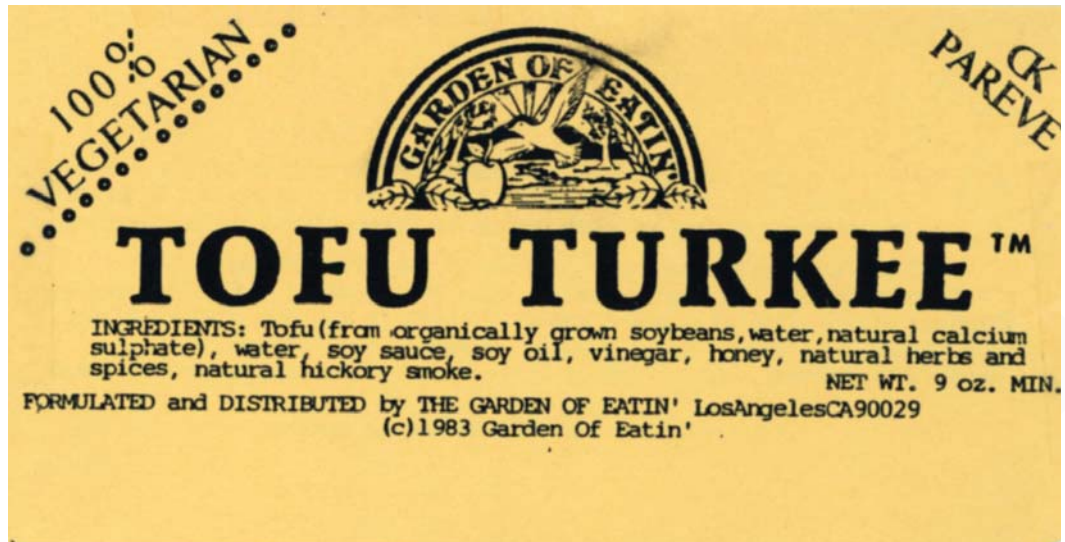
Note: David published the first Soyfoods newsletter. He healed himself of a longtime severe schizophrenic problem and Thorazine dependency by changing to a macrobiotic diet. The story of his dramatic, almost miraculous recovery is told in his 1989 book “A Personal Peace: Macrobiotic Reflections on Mental and Emotional Recovery” (Japan Publications).

1576. Leviton, Richard. 1983. Long summary of trip to Europe sponsored by the American Soybean Association (Interview). *SoyaScan Notes*. Nov. 29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Discusses: Euvepro in Italy, ASA in Italy, Alpro / Vandemoortele, British Arkady, the confusion of mung beans and soybeans, tofu made from soy protein isolates that doesn’t develop a spongy texture when frozen, regulatory restrictions, Bernard Storup, tofu burgers, Prolait, Le Bol en Bois, ASA soybean program in England, desire in Eastern Europe for more meat, the many small private businesses in Hungary, Soyana’s excellent products (Daenzer makes 5,000 lb/week of tofu in Switzerland), the Reformhaus chain, Vietnamese tofu shop in Dornach, less refrigeration at the distribution and retail levels in Europe has led to new packaging, soyfoods have started to appear in the big international food trade shows in Europe (e.g. ANUGA). Witte Wonder opened in 1981, now makes 1,000 lb/week of seitan. Cauldron Foods (UK) makes mostly tofu burgers, and has a lot of good technical innovations such as control panels. Cauldron also makes a fermented tofu spread. Dragon & Phoenix (UK) makes several tons of tofu a day. In July Wolfgang Furth-Kuby and Lucas Kelterborn (Germany) published the first issue of a European soyfoods newsletter titled *Rundbrief*. Paul Jones (UK) has 2 plants and makes 5,000 lb/week of tofu. One man from Cauldron Foods was Paul Jones’ original partner. Full of Beans also makes miso.

Oct. 28. “I have an all morning meeting at ASA’s headquarters in Brussels, Belgium, with Dennis Blankenship, Rita Batens, Roger Leysen, and Michael Martin. It is proposed that I chair the 1984 First European Soyfoods

Conference to be held in late September, probably in Amsterdam. ASA agrees to be a sponsor and to help secure another 6 or so sponsors. ASA also agreed to finance the production and mailing of a bi-monthly European Soyfoods Newsletter.”  
Address: Colrain, Massachusetts.



**1577. Product Name:**

Fearn Tofu Mixes  
[Breakfast Patty Mix, Sesame Burger Mix, Brazil Nut Burger Mix, or Sunflower Burger Mix].

**Manufacturer's Name:** Fearn Natural Foods.

**Manufacturer's Address:** -

**Date of Introduction:** 1983 November.

**New Product–Documentation:** Spot with photo in Whole Foods. 1983. Nov. “Fearn Tofu Mixes.” “Four new Burger Mixes from Fearn Foods are low-calorie alternatives to meat burgers, are high in protein and fiber and easy to prepare... Mixes cup for cup with mashed tofu.”

**1578. Product Name:** Tofu Turkee (Meatless Turkey Made with Tofu).

**Manufacturer's Name:** Garden of Eatin' (Formulator and Distributor).

**Manufacturer's Address:** 5300 Santa Monica Blvd., Los Angeles, CA 90029.

**Date of Introduction:** 1983 November.

**Ingredients:** Tofu (coagulated with calcium-sulfate), soy sauce, soy oil, vinegar, honey, herbs, hickory smoke.

**Wt/Vol., Packaging, Price:** 9 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1983. 5.5 by 2.75 inches. Paper. Black on tan. “100% Vegetarian.” Soyfoods Newsletter. 1984. Jan. p. 1. A firm slab of the tofu is marinated then baked.

1579. Leviton, Richard. 1983. Brief history of Cauldron Foods Ltd. (Document part). In: R. Leviton. 1983. Report of Trip to Europe with American Soybean Assoc. 82 p. See p. 26-27. Unpublished manuscript.

• **Summary:** Based on an interview with Philip Marshall and Peter Fagan. These two men started their partnership in Cauldron Foods in Sept. 1981. Philip was previously a partner with Paul Jones, and at the time he joined with Peter he was already a Bristol tofu maker selling some tofu in bulk to the converted. They spent 12 months searching for

premises. They now make 1,200–1,500 lb/week of tofu, all in one day. They started business doing burgers and tofu, handed out leaflets, and did recipe demos for shops. They prepared and served tofu quiche, cheesecake, mayo, and burgers.

The company was built on the burger. In 1982, selling 6,000 burgers a week, they reached plant capacity in their old 350 square foot plant and in Feb. 1983 they moved to their present location 1,200 square foot plant in Bristol. In 1981 there were 17 natural food stores in Bristol. Today (11/83) there are 24, more per capita than anywhere else in England. In Jan. 1984 Cauldron Foods and Bean Machine (from Wales) will host an all-day meeting in Bristol to form a Tofu & Soymilk Producers Association for England. The main item on the agenda is to take action on “burger” as a product name. Address: Colrain, Massachusetts.

1580. Leviton, Richard. 1983. Visit with Christian Daems and Philippe Vandemoortele at Alpro, Izegem, Belgium. Oct. 28 (Document part). In: R. Leviton. 1983. Report of Trip to Europe with American Soybean Assoc. 82 p. See p. 21. Unpublished manuscript.

• **Summary:** Vandemoortele doesn't like soy protein isolates in soymilk because of their poor image. A good tasting plain soymilk is possible if it is properly made. Isolate-based foods don't have the old basic food Oriental image. They also don't like isolates because, if the product's sales become large, the dairy industry will jump on the isolates for fakery and low quality. If used in place of dairy, the product would be called 100% synthetic. So not using isolates is a defensive measure. Codex Alimentarius (in Feb. 1984) will look at this issue. They may allow the term “soymilk” if a product is made from whole soybeans, but “soy drink” if it is made from isolates.

Alpro is opening a new soymilk plant in Ghent in Feb. 1984—the biggest in the world. They will make a 100% natural product from liquid and powder. [Note: Alpro never



ended up making the powdered soymilk, says Philippe Vandemoortele 9/91.] This soymilk plant will have a sewage treatment system to recover all the water. The okara will be sold to the mixed feed industry. They will try to make soymilk powder at the same price as subsidized dairy milk and sell the powder for reconstitution. Alpro soymilk will be sold in supermarkets by Sept. 1984. They want high margins, will do promotions, and plan new products. Vandemoortele uses 50,000 tons of soybeans every 2 weeks [for all products, not just soymilk]. Alpro uses organically grown beans from France to make soymilk for Lima Foods in Belgium; these are 100% more expensive than regular soybeans. They will look to the USA and Asia for more markets for this output since the European market is too small. They will focus on areas that have a protein shortage or lactose intolerance. They have sold one turnkey soymilk plant to Madagascar. Alfa-Laval has not sold any soymilk plants recently due to currency problems.

Europe is such a bad market for soymilk, in part because of the many languages. With 10 European countries and languages, labeling requirements make it very complicated to market one food uniformly. Alpro sells more soymilk in north Belgium than in the south. There are more macrobiotics and more money in the north. This is typical for Europe as a whole with natural foods.

At ANUGA, British Arkady received lots of interest in their soymilk made from soy protein isolates, and health foods interest in their soy proteins. It is a Tetra Pack soymilk in raspberry, banana, and strawberry flavors. They exhibited meats and biscuits using isolates. A.E. Staley was pushing isolates for bakery uses.

Michael Martin of the American Soybean Assoc. explains European regulation problems. Soymilk is taxed at 17% when it is traded in the EC. This Value Added Tax (VAT) would be only 6% if soymilk were reclassified as a health food instead of a liquid, powder, or paste. The VAT varies by country but is usually higher on beverages. Dinner with Martin at Le Paradoxe, a natural foods restaurant in Brussels. They serve “croquettes de soja, tofu brochette, and Tofu Ganmo (2 burgers). There are 6 natural foods restaurants in Brussels and all use tofu. The Japanese wanted Alpro to do their soymilk in Europe. They started soymilk in 1975 with the idea of bringing alternative vegetable sources to developing countries.

Vandemoortele’s sales are now \$600 million/year. In 1936 Philippe’s grandfather imported Manchurian soybeans for crushing in Europe. Vandemoortele, which now competes with Unilever in margarine, has a high level of expertise in R&D.

“We sample Alpro soymilk. One tastes thin, metallic, then gives a fatty mouthfeel. Another with sugar and vanilla is too sweet. I’m not impressed with them.

“Philippe is about age 35 and macrobiotically oriented in diet. Very confident, perhaps overly.”

The tofu market is completely different from that of soymilk. Tofu is all education work and no comparison of products. With soymilk, there is comparison, but no education work needed. Philippe and Christian are concerned that most of the low-tech soyfoods industry and retailers in Europe are unskilled, small, and unprofessional. They don’t want the average public to associate their soymilk with this vegetarian style. They want it to be seen not as a special food, but for everyone.

The European vegetable protein industry made a classic blunder. They put soy steaks in German supermarkets in the 1970s using TVP from British Arkady and ADM. Address: Colrain, Massachusetts.

1581. Leviton, Richard. 1983. Brief history of Soyana and Walter Daenzer (Document part). In: R. Leviton. 1983. Report of Trip to Europe with American Soybean Assoc. 82 p. See p. 19-20. Unpublished manuscript.

• **Summary:** Based on an interview with Walter Daenzer. Soyana is Switzerland’s largest tofu company. Soyana’s factory and office are at two very different locations in Zurich. Daenzer, who first became familiar with soy in New York City, has been a vegetarian for 15 years. He first saw soy as textured meats. The company began in 1980, when they started to re-package sell TVP in consumer-size in Zurich. He did 1-3 demos/week that year. “De Gustation” then published his first cookbook about soy protein.

In Sept. 1981 he started to plan tofu production, then on 1 Feb. 1982 he began to produce tofu, and now produces about 6,000 lb/week (2,727 kg/week) of very firm tofu with 13% protein. Of this, it sells about 40 kg/month in bulk to the University of Zurich. The company, which has 5 production and 3 office employees, makes tofu 3 days/week and burgers 1 day/week. They use a Takai W30C system. Daenzer didn’t want to use water-filled tubs for packing the tofu, so he uses a Tiromat form-fill-seal vacuum packer that gives tofu a 2-week shelf life (dated), but could actually go to 3 weeks.

Soyana also makes several shelf-stable tofu spreads and dips, packaged in tins, pasteurized, with a 6-month shelf life. “Zurich has the most innovative, dynamic people in Switzerland, I am told, with an international atmosphere; there is a widespread interest in trying new foods.” Soyana displays the Biona symbol (a “Y”) on its products in recognition of having passed the inspection by the federation of Swiss Reform Houses (about 400 shops). Biona is an association of Reform House stores, “VRSD,” with 400 members, called in Swiss the Assoc. of Swiss Reform & Diet Specialty Stores. It corresponds to West Germany’s Neufarm which has 2,500 members. Only one-half of these shops have refrigeration facilities. The Soyana brand is sold only in Biona stores, whereas Soyana’s Sojaquelle brand is sold elsewhere. The “*Bioladen*” stores are more like American natural foods stores. There are 60 of these in Switzerland; they are environmentally oriented, political, and holistic.

Soyana's director says that Migros, Switzerland's leading supermarket chain with about 2,000 stores and 70-80% of Swiss food sales, is likely to sell tofu, but under its own label and possibly manufactured in-house. Migros has a bad reputation among food manufacturers, because Migros often starts selling a company's product, then if it becomes successful they make their own product and drop the original manufacturer. Co-op is the second largest Swiss food chain. Meanwhile, Soyana is active presenting cooking classes on tofu, has published two tofu cookbooks (each has sold 10,000 copies), and have a third at the printers, *Tofu Kur* (actually it ended up being titled *Schlank mit Tofu*) in full color, a weight-loss book with 127 low-calorie tofu recipes. It should be out in Nov. 1983. Weight Watchers International contributed 30 recipes to the book.

In April 1982 Daenzer tested Tetra Pak soymilk using taste panels and got good reports. The milk was made using his Takai system and flavored with honey. The Swiss Milk Industry Assoc. protested, asking the Tetra Pak company to stop working with Soyana, and they did. 95% of all Swiss milk is in Tetra Pak cartons so if people see a soymilk in such a carton they assume it is dairy milk. Address: Colrain, Massachusetts.

1582. Leviton, Richard. 1983. Brief history of Sojalade (*Die Genossenschaftstofurei*) and Verena Krieger's work with soyfoods in Switzerland (Document part). In: R. Leviton. 1983. Report of Trip to Europe with American Soybean Assoc. 82 p. See p. 17-19. Unpublished manuscript.

• **Summary:** Based on talks with Verena Krieger. Sojalade in Ottenbach was renamed Genossenschaftstofurei in 1982. It is an 8-member cooperative that makes 400-500 kg/week of tofu and services the Zurich-Lucerne market. The company started in Aug. 1981 in a small laundry room in Zurich then moved downstairs to a butcher shop with a tile floor on the ground floor of a 300 year old home. Elsewhere in the building is a co-op cafe. They use a BMI Mini Mite disintegrator, double steam jacketed kettles, an Erme Verpackungen vacuum packer (2 chamber, 1 lid), and a ratchet press.

Zurich is the best and biggest market in Switzerland. The country's population is only 6 million. They even sell some tofu by mail-order. Their tofu is sold in some dairy stores (Molkerei/Laiterie), specialty produce stores, 10-12 Japanese or Chinese restaurants, 4 vegetarian restaurants, and health food outlets. The Reform Houses are a chain of 500 outlets in Switzerland stemming, at least in spirit, from the days of Dr. Bircher-Benner and his natural nutrition reform ideas. Tofu is strong in Switzerland because of this established health foods tradition and the country's general affluence. Sojalade works with local farmers to grow organic ("biological") soybeans, without herbicides. In 1982 some 2 tons of soybeans were produced biologically and another 4 tons by conventional means. Maple Arrow and Giesso (from

Germany) are the best suited varieties. Fiskeby gave low yields.

Soyana sells its tofu throughout Switzerland, while Marty Halsey services Geneva. Hans Opplinger in Cham is not a company. An English guy, Jean Spearing, is starting a shop named Tofurei Pfannenstiel in Maennedorf. In Bern, the macrobiotic group, Infinity, will start making tempeh and seitan mainly for use in their restaurant. [Note: This later became Berner Tofurei.] In Thuisis, someone makes 5 kg/week of tofu. Susan Gerber is converting a dairy into a tofu shop. [Note: It never was finished.] A friend of Verena's, Gauthier Loeffler, sells 200 tofu burgers one day a week in the Zurich open market.

Letters from Verena Krieger. 1990. July 5 and Aug. 10. In 1989 this company's name was changed from Genossenschaftstofurei to Tofurei Genossenschaft Engel, because the former name was not acceptable to Swiss trade regulations. The present manager is Peter Martmer. Mr. Hans Opplinger never owned a company making soyfoods in Switzerland, but he is still a member of Tofurei Genossenschaft Engel in Ottenbach. The company has never sold soymilk (despite a listing in Soya Bluebook, 1984, p. 63). Address: Colrain, Massachusetts.

1583. Shurtleff, William; Aoyagi, Akiko. 1983. Tofu & soymilk production. 2nd ed. Lafayette, California: Soyfoods Center. 344 p. Illust. by Akiko Aoyagi Shurtleff. Index. Nov. 28 cm. [223 ref]

• **Summary:** Some information in Chapter 1, Appendix A, and many advertisements have been changed. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1584. **Product Name:** [Tofu, Spring Rolls (with Meat, or Vegetables), Tofu Burger, Soya Cakes, Soy Sprouts].

**Foreign Name:** Tofu, Fruehlingsrollen (mit Fleisch oder Gemuese), Tofu Burger, Sojakuchen, Soya Sprouts.

**Manufacturer's Name:** Thieu's Soja Spezialitaet.

**Manufacturer's Address:** Kirchgartenweg 20, CH-4143 Dornach (near Basel), Switzerland. Phone: 06-172-8831.

**Date of Introduction:** 1983 November.

**New Product-Documentation:** Richard Leviton. 1983. Report on trip to Europe with American Soybean Assoc. p. 18. Thieu (or Tieu) The Van is a Vietnamese tofu maker in Dornach near Basel. According to a newspaper report dated 9 Sept. 1983 his was a "boat people" family that came from Saigon in 1979. He makes *Fruehlingsrollen* ("spring rolls" with meat or vegetables), tofu, tofu burgers, *Sojakuchen* [Soya Cakes], and Soya sprouts. Soyfoods Center Computerized Mailing List. 1984. Feb. 7. Thieu's Soja Spezialitate, Kirschgartenweg 20.

Letter (fax) from Verena Krieger. 1990. May 31. This company cannot be located.

1585. **Product Name:** [Tofu, Marinated Tofu, Tofu Ice



Cream, Tofu Burgers].

**Manufacturer's Name:** Tofurei Ebner.

**Manufacturer's Address:** Obere Oedlitzerstr. 8A, A-2560 Berndorf, Austria. Phone: 026-723-507.

**Date of Introduction:** 1983 November.

**How Stored:** Frozen.

**New Product–Documentation:** Soyfoods Center Computerized Mailing List. 1984. Feb. 7. Owner: Guenter Ebner.

Talk with Guenter Ebner of Sojarei Ebner-Prosl. 1990. May 28. This company started in Nov. 1983. It merged with Erich Wallner's company, Soyarei, in 1984 in a new location in Baden, where the company is still located. Before the merger the company made tofu, marinated tofu, soy ice cream (a small amount), and tofu burgers.

1586. Poston, Frank. 1983. Worthington is now making tofu and Tofu Garden Patties as part of their new Natural Touch line (Interview). *SoyaScan Notes*. Dec. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Tofu Garden Patties is the start of a new line developed for the health foods market. The Patties were introduced in June 1983. Worthington bought all of the tofu equipment from Rising Sun Soy Farms in Columbus, Ohio, and are now making the tofu for the product at the Worthington plant in Ohio. The product was developed for the health food market, and will be part of the larger new Natural Touch line of products. More new products will be out in April 1984. This is a big and important new trend for the company and they plan to put a lot of energy and money into promoting it. Some (but not all) of the new products will contain tofu. Address: Director, Product Marketing, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085-3194. Phone: 614-885-9511.

1587. *SoyaScan Notes*. 1983. Chronology of soybeans, soyfoods and natural foods in the United States 1983 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. 16. Larry Needleman decides to sell Bean Machines. Looking for a buyer. Jan. 24. "Legume, Company Finds Niche Selling Frozen Foods Made with Tofu," published by The Wall Street Journal.

Feb. *Soyfoods* magazine No. 8 published by Richard Leviton. Blue cover, 5,000 copies

Feb. 6-8. Sixteen soyfoods companies exhibit at the Natural Foods Expo. in Anaheim, California. A new trade association named Soyfoods Association of America (SAA) is formed; it is basically a restructured version of the original Soyfoods Association of North America, which was founded in July 1978 and which now ceases to be active. SAA elects a new board of directors; Michael Austin is chosen new Executive Director and Gary Barat of Legume becomes new President. Fourteen companies pledge \$12,000. Headquarters

established in New York City.

Feb. 7. The First Great Tofu Burger, a dry mix, made in Oakland, introduced at Anaheim Natural Foods Expo.

Feb. 18. Wm. Shurtleff has idea for forming a Soy Sauce Council to help encourage soy sauce companies to join Soyfoods Association, develop soy sauce terminology and standards, and eliminate mislabeling.

Feb. Jack's Beanstalk, innovative tofu company in Salt Lake City, goes out of business.

March 10. *Soyfoods Industry and Market: Directory and Databook 1983* published by Soyfoods Center, accompanied by glossy flyer and catalog of professional publications and services.

March 10. *Tempeh Primer*, by Juel Andersen and Robin Clute, published.

March 14. Connecticut Agricultural Experiment Station, in Bulletin 810 "Quality of Tofu and Other Soy Products," reports high bacterial and coliform counts. A virtual expose, revealing the tofu industry's erratic quality control, it gets wide media coverage and hurts sales of New England and New York tofu companies.

March. Hinode Tofu Co. starts major tofu ad and coupon campaign, with full-page ads in four national magazines. Most extensive national publicity ever done for tofu. Triggers lawsuit from a rice company over the Hinode brand, with which Hinode Tofu Co. is subsequently forced to part.

April 27-30. Six soyfoods companies exhibit at Whole Life Expo in San Francisco, as part of Soyfoods Association's booth. Shurtleff presents a speech and color slide show.

April. Hartz Seed Co. is purchased by Monsanto.

May. *The Au Naturel Tofu Manual*, by Chloe & Abraham Fox self-published in Canada. Vol. 1 is *Tofu Recipes for Families*. Vol. 2 is *Modern Jewish Tofu Cooking*.

May 3. Michael Austin mails out Soyfoods Association Charter Member letter. By year's end \$18,000 in membership fees had been raised.

May 4. Richard Leviton decides to move to California.

May 8-11. Hinode Tofu Co. exhibits five flavors of Tofu Parfait at the prestigious and influential Food Marketing Institute convention in Chicago, a major national supermarket convention, attended by 20,000.

May 9. Dr. Hwa L. Wang of USDA NRRC speaks on "Tofu and Tempeh as Potential Protein Sources in the Western Diet" at the American Oil Chemists' Society symposium on "Potential New Protein Sources" in Chicago.

May 16. Quong Hop & Co. introduces the first Soy Deli cooler display case to Raley's supermarkets in Reno and Sacramento. In July they introduce the idea to Safeway supermarkets in California. By August there are Soy Delis in ten Safeway supermarkets in the San Francisco Bay Area.

May 18. The New York Times article on "Bacteria in Soy Products" as a follow-up on the Connecticut tofu contamination report.

May 24. Wm. Shurtleff leaves for China for three weeks to study soyfoods, sponsored by Danish Turnkey Dairies; the first trip for this purpose since Dr. A.K. Smith of the USDA went there in 1949. Shurtleff writes 75-page report on *Soybeans and Soyfoods in China: 1949-83*. After China, Wm. and Akiko Shurtleff spend 3 weeks studying the soy milk industry and market in Japan.

May 31. Leviton and Wang speak on the soyfoods industry at Iowa State University conference on grains and legumes.

June. Worthington Foods introduces Tofu Garden Patties, developed for the health food market as part of a larger new line of natural food products, all sold under the Natural Touch brand. This is a new trend for the company and they commit money to promoting it. In 1984 they launch Okara Patties (which contain okara as the 4th ingredient).

June. *Quantity Tofu Recipes for Institutions & Restaurants*, by Gary Landgrebe published by Soyfoods magazine and Fresh Press.

June. *The Magic of Tofu*, by Jane O'Brien of Ireland published by Thorsons in the UK.

June. *Tofu: Not Just for the Health of It*, by Jana H. Crutchfield self-published.

June. *Handbook of Indigenous Fermented Foods*, edited by Keith H. Steinkraus, published by Marcel Dekker. Extensive original material on traditional soyfoods. It soon becomes a classic.

June. *Soyfoods* magazine No. 9 published, 7,000 copies. *Soyfoods Newsletter* published in new typeset, 4-page format with new design.

June. Torigoe Seifun, Japan's fifth-largest flour miller, starts production of tempeh. This is the earliest known commercial tempeh ever made in Japan.

July 1. Quong Hop & Co. purchases Pacific Tempeh Co.

July. INTSOY publishes *Proceedings of the First China/USA Soybean Symposium*, held July 1982 at the University of Illinois.

July 3-Aug. 22. Richard Leviton in England, lectures on soyfoods in London and Leicester, and does some soyfoods research.

July 25. Soyfoods Association meeting in Denver. Tom Timmins, president of Tomsun Foods Inc. (one of the companies seriously affected by negative publicity on tofu quality) is asked to be head of the Soyfoods Association's Standards Committee, and to appoint people to work with him on the development of standards, especially tofu standards. In October he sends a 4-page survey letter concerning soyfoods standards to the 18-person Soyfoods Association Standards Committee that he has appointed.

July 28-Aug. 2. Second US/China Soybean Research Symposium, held in Jilin, China

July. NNFA show in Denver. Eden Foods surprises the natural foods industry by launching designed-for-America Edensoy in plain and carob flavors. Made in Japan by

Marusan-Ai and exported by Muso, it is packed in a 6-ounce retort pouch. San-J's To-Neu brand soy milk is also debuted in Tetra Brik cartons.

Eden Foods is the first Caucasian-American company to import soy milk, and their gamble soon pays off; sales skyrocket, sparked by an extensive magazine advertising campaign. Between Sept. and Dec. 1983 over 1 million packs are sold. A host of competitors rush to follow Eden's lead... and many of them go to Muso. Eden objects.

July 31. Fifth Anniversary of the founding of the Soyfoods Association of North America.

Late July. Hot, dry summer weather heats up the price of soybeans from \$6/bu to over \$9.50/bu in August and September, falling back to \$8 in December.

Aug. 15. *Time* magazine article on stylish ice creams has a paragraph on Tofutti soy ice cream.

Aug. 15. Delegation of four soyfoods experts from People's Republic of China spends 5 hours at The Soyfoods Center. First stop of the first Chinese soyfoods team to visit the USA.

Aug. 15. Soyfoods Center makes the first photocopy of the entire Log of the Dorsett-Morse Expedition to East Asia, 1929-31. 6,170 pages. The only original is owned by the American Soybean Assoc. in St. Louis.

Aug. Farm Foods serves Ice Bean soy milk ice cream at the American Soybean Association convention in Nashville, Tennessee.

Sept. Legume in New Jersey, in their second public stock offering in 15 months, raises an additional \$400,000 (\$300,000 net).

Sept. Continental Soyfoods, run by Pat Aylward in Minneapolis, goes out of business.

Sept. 9. Richard Leviton leaves Massachusetts, moves Soyfoods magazine to Encinitas, California. But he decides to leave there a week later.

Sept. 21. New Ten Speed Press edition of *The Book of Miso*, by Shurtleff and Aoyagi published. Extensively revised. Shows miso consumption in U.S. has increased 300% since 1975.

Sept. 25. Open House at new headquarters of Soyfoods Center for 30 people, including Nancy Dailey, who is writing a major story on soybeans for *National Geographic* magazine, and for Richard Leviton, newly arrived in California. Shurtleff shows color slides of soyfoods in China.

Sept. 26-Oct. 1. Symposium on "Soybean in Tropical and Subtropical Cropping Systems" held at Tsukuba, Japan. About 200 people attended. Proceedings were published in 1985.

Sept. 28. Soyfoods Center buys its first computer and begins computerization, which soon leads to development of the world's three largest computerized databases focusing on soyfoods and the soybean industry—from which this chronology is compiled.



1588. Daenzer, A. Walter. 1983. *Schlank mit Tofu: 177 Schlankheitsrezepte. Die Tofu-Kur: gesund und lecker* [Slender with tofu: 177 weight-loss recipes. The tofu cure: healthful and delicious]. Zurich, Switzerland: Verlag Bewusstes Dasein. 249 p. Illust. No index. 21 cm. [Ger]  
 • **Summary:** The 177 tofu diet recipes contain calorie counts. With contributions by Dr. Hecht (Chief physician at the Vita Sana Kurklinik, Lugano), Anita Zimmerman (Nutritional advisor to the city of Zurich), Indu Tamborini (Soyana test kitchen in Zurich), and Annelis Rickli (Test cook for Weight Watchers Organization in Geneva). Contains 42 Weight-Watchers recipes.

Note: Richard Leviton noted during a visit with the author in Nov. 1983 that this book was originally planned to be titled *Tofu Kur* and was scheduled to be published in one month.

Contents: 1. A book for becoming slim, healthy, and happy. With a photo of Dänzer. 2. Facts about tofu. 3. "It would be ideal to eat tofu 2-3 times a week." 4. Organic tofu in high-quality diet therapy. 5. Slender, fit, healthy, and happy. 6. The "tofu treatment & cure." 7. My favorite recipe (four cooks). 8. The production of organic tofu in the Zurich-based firm of Soyana "The Secret of Perfection Flames." 9. 127 diet recipes with tofu: Salads, soups, cutlets and steaks, toasts and burgers, omelets and scrambled eggs, vegetables stuffed with tofu, tofu with vegetables, tofu omelets, gratins and quiches, tofu sauces and dips, tofu cocktails and spreads, tofu dessert feasts (cremes, shakes, puddings, etc.; Schlemmerei). 10. 42 Weight Watchers diet recipes with tofu: Soup, pasta, burgers and snacks, sauces, main dishes, desserts and sweets, breads. Address: Soyana, CH-8039 Zurich, Switzerland.

1589. **Product Name:** Legume Light & Natural Tofu Entrees: Vegetable Lasagna.  
**Manufacturer's Name:** Legume, Inc.  
**Manufacturer's Address:** 91 Roseland Ave., Caldwell, New Jersey.  
**Date of Introduction:** 1983 December.  
**Wt/Vol., Packaging, Price:** 12 oz.  
**How Stored:** Frozen.  
**New Product–Documentation:** Label. 1983. 8.5 by 10.5 inches. Paper. Green, red and black on white. Color photo of Vegetable Lasagna surrounded by vegetables. Contents includes sauce. Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. Spot in *Soyfoods*. 1984. Summer. p. 42. Poster. 1987. "Forbidden Foods (aren't forbidden any more). Legume Frozen Entrees have less than 300 calories, are all natural—and have no cholesterol at all!" At some point this product was renamed Classic Lasagna. In March 1988 that 16 oz product retailed for about \$4.29 while Stouffer's Lean Cuisine veal lasagna (10 oz) sold for \$2.59 (equivalent to \$4.14 for 16 oz), and Celentano Lasagna (16 oz) cost \$2.49 (Record [Hackensack, New Jersey], March 7).

1590. **Product Name:** [Granix Nutrisoja Textured Soy Flour for Breaded & Fried Cutlets].

**Foreign Name:** Granix Nutrisoja para Milanesas.

**Manufacturer's Name:** Alimentos Granix.

**Manufacturer's Address:** Av. San Martin 4625 (C.P. 1602), Florida, Provincia de Buenos Aires, Argentina.

**Date of Introduction:** 1983.

**Ingredients:** Incl. Defatted soybeans.

**Wt/Vol., Packaging, Price:** 250 gm plastic bag.

**New Product–Documentation:** Manufacturer's brochure.

1989? "Granix por excelencia." A color photo shows the package label. On the front is a color photo of the foods on a plate. Letter and Label sent by Jorge Manrique of Alimentos Granix. 1990. July 13. This product was introduced in 1983. A small one-sided red and black leaflet is titled CEAPE: Nutrisoja para Milanesa. Above this is the logo of Colegio Adventista del Plata. It describes: How to prepare these breaded and fried cutlets. Other applications. Composition. "The Nutrisoja Milanesa is a texturized product with defatted soy flour and without additives (*agregados*). It contains more than 40% protein and a low percentage of fat (1.5%). It is made by the Adventist College of the Plata, Commercialization Dept., Marshall 99, 3103 Villa Libertador San Martin, Entre Rios."

Note: La Plata is the capital of Buenos Aires province in Argentina. Rio de la Plata, called the River Plate in English, is the estuary formed by the combination of the Uruguay River and the Paraná River. It is a funnel-shaped indentation on the southeastern coastline of South America, between Argentina and Uruguay. extending 290 kilometers (180 mi) from the rivers' confluence to the Atlantic Ocean.

1591. Amrit, The Oakland Siddha Meditation Ashram. 1983. A vegetarian restaurant (Leaflet). Oakland, California. 2 panels each side. Each panel: 21.5 x 9.5 cm. Undated.

• **Summary:** Printed with brownish-red ink on off-white paper. "The Ashram is connected to the Amrit Restaurant..." Soyfoods menu items include: Tofu burger. Tempeh burger. Weightwatcher (Tofu or tempeh burger). Tofu salad melt. Tofu salad.

On one panel is a quotation from Swami Muktananda: "Food is the essence of life. It is through food that a person is born. He lives by food too. Therefore, food should be treated with love and respect." Address: 1107 Stanford Ave. at San Pablo, Oakland, California 94608. Phone: 415-655-8677.

1592. **Product Name:** Soy Tempeh Burger.

**Manufacturer's Name:** Creative Soyfoods Inc.

**Manufacturer's Address:** 526 N. Clark St., River Falls, WI 54022.

**Date of Introduction:** 1983.

**Ingredients:** Tempeh, pure vegetable oil, garlic, sea salt, spices.

**Wt/Vol., Packaging, Price:** 5 oz.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Label. 1983, undated. 2.5 by 4.25 inches. Black on white. “Deep fried to a delicious golden brown. Ready to eat.”

1593. **Product Name:** Tempeh Burger.

**Manufacturer’s Name:** Cricklewood Soyfoods.

**Manufacturer’s Address:** Route 1, Mertztown, PA 19539.

**Date of Introduction:** 1983.

**New Product–Documentation:** Ad in CRC Reports. 1987. Fall. p. 15. Talk with Karl Krummenoehl. 1988. Jan. 4. This is soy tempeh with spices marinated in soy sauce. Launched in about 1983.

1594. **Product Name:** Soysage (Meatless Okara-based Sausage) [Regular, or Hot & Spicy].

**Manufacturer’s Name:** Golden Soy Foods Inc.

**Manufacturer’s Address:** P.O. Box 495, Athens, OH 45701.

**Date of Introduction:** 1983.

**Ingredients:** Regular: Okara (soy fiber from organic soybeans), whole wheat flour, wheat germ, corn oil, shoyu (water soybeans, wheat, salt), nutritional yeast, garlic powder, molasses, mustard, oregano, fennel seed, sage, salt. Hot & Spicy adds red cayenne as the last ingredient.

**Wt/Vol., Packaging, Price:** 1 lb plastic wrapped.

**How Stored:** Refrigerated.

**Nutrition:** Per 1.5 oz.: Calories 120, protein 5 gm, carbohydrates 14 gm, fat 5 gm, sodium 29 mg.

**New Product–Documentation:** News release. “A great protein alternative.” Domitz. 1986. Messenger (Athens, Ohio). June 1. “Soysage offers a healthful alternative.” Ellers. 1986. Plain Dealer (Cleveland, OH). Dec. 21. “Vegetarian’s work rooted in low-calorie soy products.”

Label. 1987. Self adhesive. 3.5 by 8.5 inches. Self adhesive. Blue, yellow, and white. Hot & Spicy: Blue, yellow, white and pink. “Vegetarian. All Natural. Very Low Sodium. Ready to Eat. Slice and fry for breakfast and sandwiches. Use in lasagne, spaghetti, chili, tacos, burritos & casseroles.”

1595. **Product Name:** Five-Grain Tempeh, Soy Rice Tempeh, and Tempeh Burgers.

**Manufacturer’s Name:** Imagine Foods, Inc.

**Manufacturer’s Address:** Moniteau Farm, Jamestown, MO 65046.

**Date of Introduction:** 1983.

**New Product–Documentation:** Talk with Robert Nissenbaum. 1988. Jan. 5. David Carlson and Ken Sloan were the early tempeh makers.

1596. **Product Name:** [Fried and Marinated Tempeh Burger (Round), Tempeh Cubes (¼ inch), Tempeh Spreads/Pâtés].

**Foreign Name:** Temmo, Fruutjes, Tarzan Tempeh Pâté.



**Manufacturer’s Name:** Jakso. Center for Agriculture & Craftsmanship. (Also/later called Yakso Farms).

**Manufacturer’s Address:** Voorn 13, 6624 KL Heerewarden, Netherlands. Phone: 088-772-189.

**Date of Introduction:** 1983.

**New Product–Documentation:** Letter from Sjon Welters. 1989. July 24. “Yakso started to produce tempeh in 1982,





as far as I can remember. The fried and marinated tempeh products were developed by themselves and introduced in early 1983, if I recall well. I developed their tempeh spreads in the summer of 1983 and they were introduced that fall. The sauces mentioned in the Soya Newsletter contained no tempeh.” Letter from Sjon Welters. 1989. Aug. 9. Describes the three products.

1597. **Product Name:** [Ganmo, Tofuburger].

**Foreign Name:** Ganmo, Tofuburger.

**Manufacturer’s Name:** La Soyarie.

**Manufacturer’s Address:** 25 rue St. Etienne, Hull, QUE, J8X 1H5, Canada.

**Date of Introduction:** 1983.

**Ingredients:** Ganmo: Tofu, carrots, onions, sunflower seeds, yam, sea salt. Deep-fried in sunflower oil. Tofuburger: Same + herbs and spices

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1983. 3 patties per package.

1598. **Product Name:** New World Tempeh Burger.

**Manufacturer’s Name:** New World Enterprises. Renamed New World Natural Foods in 1985.

**Manufacturer’s Address:** 226 Cypress St., Brookline, MA 02146. Phone: 617-232-5973.

**Date of Introduction:** 1983.

**New Product–Documentation:** Talk with Emily Merghart. 1989. Aug. 18. This product was introduced 6 years ago. The tempeh burger itself was made for her by 21st Century Foods. This product has been discontinued.

1599. **Product Name:** [Nutana Tofu Bolognese].

**Foreign Name:** Nutana Tofu Bolognese.

**Manufacturer’s Name:** Nutana Helsekost.

**Manufacturer’s Address:** Ringstedvej 531, DK-4632

Bjaeverskov, Denmark.

**Date of Introduction:** 1983.

**Ingredients:** Incl. Tomatoes, tofu, margarine, vegetable bouillon.

**Wt/Vol., Packaging, Price:** 440 gm can.

**How Stored:** Shelf stable.

**Nutrition:** Per 100 gm.: Calories 90, protein 4.5 gm, carbohydrate 6 gm, fat 5.5 gm.

**New Product–Documentation:** Manufacturer’s catalog.

1981. Nutana Helsekost. 19 p. Contains a photo of and

detailed information about every product. Label for cans.

1983. 9.5 by 4.25 inches. Paper. Red, yellow, green black and

white. Color photo of Tofu Bolognese on red background.

Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods

Center. Labels in Danish, Dutch, and Finnish.

1600. **Product Name:** [Nutana Tofu Kinagryde].

**Foreign Name:** Nutana Tofu Kinagryde.

**Manufacturer’s Name:** Nutana Helsekost.

**Manufacturer’s Address:** Ringstedvej 531, DK-4632

Bjaeverskov, Denmark.

**Date of Introduction:** 1983.

**Ingredients:** Tofu, vegetable bouillon, vegetable margarine.

**Wt/Vol., Packaging, Price:** 435 gm can.

**How Stored:** Shelf stable.

**Nutrition:** Per 100 gm.: Calories 60, protein 2.5 gm, carbohydrate 4 gm, fat 4 gm.

**New Product–Documentation:** Manufacturer’s catalog.

1981. Nutana Helsekost. 19 p. Contains a photo of and

detailed information about every product. Label for cans.

1983. 9.5 by 4.25 inches. Paper. Red, green, yellow, black

and white. Color photo of Tofu Kinagryde. Reprinted in

Soyfoods Marketing. Lafayette, CA: Soyfoods Center.

Labels in Danish, Dutch, and Finnish.

1601. **Product Name:** Pacific Soy Soysage (Mild Italian Style, Spicy Mexican Style).

**Manufacturer's Name:** Pacific Soyfoods.

**Manufacturer's Address:** 6644 Sexton Dr., N.W., Olympia, WA 98502-9551. Phone: 206-866-9661 or 206-866-9246.

**Date of Introduction:** 1983.

**Wt/Vol., Packaging, Price:** 8 oz. or 16 oz.

**New Product–Documentation:** Product with Label purchased in Berkeley, California. 1988. Aug. 30. Listed in Fowler Brothers' catalog. 1991. Jan. p. 64. 5 products in 3 flavors.

Talk with Peter Lesser of Northwest Natural. 1991. Feb. 8. These two flavors of Soysage were introduced in 1983.

1602. **Product Name:** Sanitarium Health Foods Swiss Rounds (Vegetarian).

**Manufacturer's Name:** Sanitarium Health Food Co.

**Manufacturer's Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1983.

**Ingredients:** Textured vegetable protein, vegetable oil, rolled oats, onion, whey protein concentrate, thickeners, flavours, yeast extract, salt, sugars, herbs and spices, water added.

**Wt/Vol., Packaging, Price:** 430 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Letter and Label sent by Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1983.

1603. **Product Name:** Tempeh Burger, Hi-Pro Burger (Marinated Tempeh Burger), Tempeh-Tofu Burger.

**Manufacturer's Name:** Soy Power (Marketer/Distributor).

Made in South San Francisco by Quong Hop & Co.

**Manufacturer's Address:** 2811-A Ocean Park Blvd., Santa Monica, CA 90405.

**Date of Introduction:** 1983.

**Ingredients:** Hi-Pro Tempeh Burger: Soy tempeh from organically grown soy beans, shoyu, oleic safflower oil, lemon juice, natural hickory smoke, herbs and spices.

**Wt/Vol., Packaging, Price:** 7 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1983. 3 inch diameter. Self adhesive. Dark brown and white on lighter brown. "100% Natural. High in Protein. No Cholesterol. Hi-Pro Tempeh Burgers may be eaten fresh from the pack or steam 6 minutes in a covered pan with 5 tablespoons water sprinkled around burger. Serve in pocket bread, garnished with your favorite burger type trimmings (tomato, alfalfa sprouts, onion, etc.)." Talk with Kevin Cross. 1988. Sept. 22. Introduced in about 1983.

1604. **Product Name:** Tempeh-Taco.

**Manufacturer's Name:** Soyplant Co-op Inc. (The).

**Manufacturer's Address:** 211 East Ann St., Ann Arbor, MI 48104. Phone: (313) 663-8638.

**Date of Introduction:** 1983.

**Ingredients:** Tempeh, tomatoes, tomato sauce, soy sauce, peanut oil, sesame oil, garlic, molasses, spices.

**Wt/Vol., Packaging, Price:** 12 oz.

**New Product–Documentation:** Label in Soy Plant scrapbook from about 1983. 3 by 2 inches. Red on white. 12 oz.

1605. **Product Name:** Tempehroni.

**Manufacturer's Name:** Soyplant Co-op Inc. (The).

**Manufacturer's Address:** 211 East Ann St., Ann Arbor, MI 48104.

**Date of Introduction:** 1983.

**Ingredients:** Tempeh, tomatoes, tomato sauce, soy sauce, peanut oil, olive oil, garlic, molasses, spices.

**Wt/Vol., Packaging, Price:** 12 oz.

**New Product–Documentation:** Label in Soy Plant scrapbook from about 1983. 3 by 2 inches. Green on white. 12 oz.

1606. **Product Name:** Sweet Earth Fiesta Rice Vegeburger.

**Manufacturer's Name:** Sweet Earth Natural Foods.

**Manufacturer's Address:** 597 Lighthouse Ave., Pacific Grove, CA 93950. Phone: 408-375-8673.

**Date of Introduction:** 1983.

**Ingredients:** Incl. tofu.

**Wt/Vol., Packaging, Price:** 12 oz vacuum packed.

**New Product–Documentation:** Listed in Fowler Brothers' catalog. 1991. Jan. p. 74. Talk with Russel Hicks of Sweet Earth. This product was introduced in 1983.

1607. **Product Name:** Pasta Pals (Tofu-Gluten Meatballs).

**Manufacturer's Name:** Vegetable Protein Co.

**Manufacturer's Address:** 140 River St., Cambridge, Massachusetts.

**Date of Introduction:** 1983.

**Ingredients:** Proprietary.

**New Product–Documentation:** Letter from John Weissman. 1992. June 27. In 1983 John invented Pasta Pals, a tofu-gluten meatball (which contained no seitan). He discontinued it when Lipton Tea Inc. brought the trademark from him in late 1984. Lipton still owns the registered trademark.

1608. **Product Name:** Tempeh Burger.

**Manufacturer's Name:** White Wave.

**Manufacturer's Address:** 1990 North 57th Court, Boulder, CO 80301.

**Date of Introduction:** 1983.

**Ingredients:** Soy tempeh (made with cultured soybeans organically grown in accordance with the California Health



and Safety Code, section 26569.11), soy sauce, garlic, onion, spices.

**New Product–Documentation:** Spot in Soyfoods. 1984. Summer. p. 43. Shurtleff & Aoyagi. 1985. History of Tempeh. p. 54. By 1984 this was the company's best-selling tempeh product, followed by frozen soy tempeh, soy & rice tempeh, then 5-grain tempeh. In May 1988 the round Soyfoods Unlimited Meatless Burger was merged into this product, but using the Soyfoods Unlimited Label with the juicy glazed burger and the two onion rings floating above it. The full title of the new label now reads: White Wave Tempeh Burger. Marinated Soy Tempeh. All the Sizzle... None of the Steak. Ready to eat in 1 minute. Pareve.

1609. Azumaya Inc. 1983. Tofu! New way to serve the world's oldest meat substitute. Meet the bean that thinks it's meat. San Francisco, California 94124. 1 p. Undated. 21 x 43 cm.

• **Summary:** This two-color poster is printed yellow and white on brown. To the left is a yellow soybean cartoon character (registered trademark), whose two arms are held up in a gesture of joy, legs are short and feet are oval. His big smile comes up to the level of his eyes and eyebrows. Below him is written in white: "Hi! I'm li'l soy." In the lower right corner: "Write for recipes. Send self-addressed stamped envelope to: Consumer Services, Azumaya Inc." Beside the address is the Azumaya company logo: The letter "A" inside a sort of four-leaf clover with four arrows pointing at it. Address: 1575 Burke Ave., San Francisco, California 94124.

1610. Fujimori, Ikuo. 1983. Daizu. Shizen kindaabukku [Soybeans. Natural children's book]. Tokyo: Fureberu-kan K.K. 30 p. Illust. by Akira SETO. 26 cm. [Jap]

• **Summary:** A children's book with superb color illustrations. Shows how to make natto, tofu, and soy sprouts at home. A large color photo (p. 10-11; 2-page spread), titled "All made from soybeans," shows kinako, miso, shoyu, soymilk, yuba in a bowl of clear soup, ganmodoki, aburage, cooked whole soybeans (*nimamé*), okara sauteed with vegetables, dengaku (made with tofu and miso), and atsu-agé. Address: Daizu kairyo no dai-ichi ninsha [President, Takeya Miso Co., Nagano, Japan].

1611. Greenberg, Kathryn. 1983. Re: Okara. Letter to William Shurtleff at Soyfoods Center. 2 p. Handwritten, with signature.

• **Summary:** She enjoys making her own tofu and soymilk at home, starting with soybeans. These are usually just occasional winter projects when her goats are dry. On the odd occasions when she's shared the okara with lactating goats, it has made a fine increase in their milk production. She thanks us for the idea.

She recently met Suzanne and David Greenslade who put on a tempeh fest for her. Using tempeh, they made her

a delicious mock chicken salad, sloppy joes, deep-fried tempeh, etc.

1612. Harper, Cretia. 1983. Tofu, I love you: Recipes for a healthy heart. British Columbia, Canada: Wings Publications. 43 leaves. Illust. No index. 22 cm.

• **Summary:** At the top of the cover is written: "A beginner's guide to using and loving tofu." Contents: Dedication and acknowledgements. Forward: A love story. Did you know...? About these recipes. Before you begin. About marinades. About these recipes. Before you begin. About marinades. Basic blended tofu. Tofu dip variations. Tofu mayo and dressing. Shake 'n' broil coating mix. Basic scrambled tofu. Main dishes. Tofu burgers, hot dogs, sandwiches. Salads. Soups. Sweets. Beverages. A special note to parents. About the author.

Cretia and her family live on Vancouver Island, BC, Canada, where she is a natural foods consultant and educator—and a devout Christian. Address: 3053 Jenner Rd., Victoria, BC, Canada.

1613. Jaffrey, Madhur. 1983. Eastern vegetarian cookery. London: Jonathan Cape. xii + 531 p. Illust. by Susan Gaber. Index. 24 cm.

• **Summary:** This is an expanded version of *Madhur Jaffrey's World-of-the-East vegetarian cookery* (1981, New York). The author of this creative book, a woman, was born in British India on 13 Aug. 1933. She first became known as an actress in India, but later found fame as a food writer. She has lived in America for more than 20 years. She presents 21 recipes for bean curd (tofu), 7 for tempeh, and some for yuba and miso. Soy-related recipes include: Aubergine slices with white miso (Japan, p. 4-5). Green beans with soy sauce (Japan, p. 20). Cabbage with miso (Japan, p. 29). Lotus root with soy-sauce dressing (Korea / Japan / Hong Kong, p. 46-47). Yellow pumpkin cooked with soy sauce (Japan, p. 74-75). Fresh soy beans, steamed (China, p. 76, with "fresh green soy beans in their pods"). Yien Koo's Spinach with fermented bean curd (China, p. 78-79). Pecel (Vegetable salad with spicy peanut sauce, plus tofu and tempeh; Indonesia, p. 87). Tempura (with tofu; Japan, p. 89-92). Soy bean sprouts (how to grow, p. 119). Soy-bean and mung-bean sprouts seasoned with sesame oil (Korea, p. 123-24). Tempeh, Fried tempeh, Fried, pre-seasoned tempeh, Sambal goreng tempeh kering (Sweet and sour tempeh), Tempeh cooked in coconut milk (Indonesia, p. 127-30). Thai fried rice (with red fermented tofu, p. 176).

Chapter 4 (p. 187-221), titled "Soy milk, bean curd, and wheat gluten," contains the following: Introduction to each ingredient. Soy milk (making your own at home). Making your own bean curd. Udofo (Yudofu, simmering bean curd with seasonings, Japan). Bean curd with watercress (Singapore Chinese). Bean curd with fresh coriander (Taiwan). Korean-style bean curd in a hot water bath. *Hiya-*

*yakko* (Chilled bean curd, Japan). Bean curd with broccoli (Hong Kong). Cabbage cooked with bean curd (Japan). Bean curd with a deliciously spicy sauce (China). Carrots and beans with a bean-curd dressing (Japan). Bean curd, mushrooms, and peanuts in hoisin sauce (Chinese style). Sautéed bean curd (Korea). Tofu dengaku (Toasted bean curd with a miso topping, Japan). Fried bean-curd cubes (Most of East Asia). Soy-bean sprouts sautéed with fried bean curd (China). Fried bean curd with a sweet-and-sour sauce (China). Fried bean curd cakes with a mustard surprise (Japan). Inari-zushi (“Bags” of fried bean curd stuffed with sushi rice, Japan). Pressed bean curd with cabbage (China). Salad of pressed bean curd, mung-bean sprouts, and agar-agar (China). How to make fried and baked wheat-gluten balls. Stew of baked wheat gluten, potato, turnip, carrot, and cabbage rolls (Japan, p. 215). Fried wheat gluten with broccoli, carrot, and mushrooms (China). Fried wheat gluten and potato stew (Indian style). Shredded wheat gluten and Cabbage with fennel seeds (Indian style). Buddha’s delight (A mixed Chinese stew, Hong Kong; with yuba, fried tofu, and fried wheat gluten balls).

Chawanmushi (Steamed savory custards, with tofu; Japan, p. 223-26). Omelette with bean curd (Japan, p. 230-31). Soy-sauce eggs (Thailand / China, p. 245). Paneer (Fresh cheese from cow’s milk; India, p. 277-78). Hot or cold noodles with a soy-sauce dressing (China, p. 288). Noodles with a hot-and-sour bean sauce (China, p. 290). Vegetarian mee krob (Crisp noodles with pressed bean curd and eggs; Thailand, p. 296-97). Noodles with quail eggs, mushrooms, spinach, and yuba (Japan; p. 298-99). Hoppers (yeast pancakes; Sri Lanka, p. 315). Roti (Flat whole-wheat bread; India, p. 320). Delicious stock made with soy-bean sprouts (p. 340). Clear soup with mushrooms, bean curd skins [yuba], and spinach (Japan, p. 346). Clear soup with soft bean curd and Chinese leaves (p. 346). Miso soup with bean curd (Japan, p. 357). Miso soup with carrots and mushrooms (Japan, p. 358). Fried, munchable soy beans [soynuts] (China, p. 373). Potato and tempeh patties (Indonesia, p. 394). Dipping sauces (with soy sauce, p. 414-17, incl. *kochu chang*—Korean soy sauce). Kombu relish (with soy sauce; Japan, p. 435). Shoyu daikon (White radish pickled in soy sauce; Japan, p. 436). Ginger quick-pickled soy sauce (China, p. 436). Aomidaikon (Quick pickled small white radishes, with slightly sweet yellow miso; Japan, p. 438-39). Chinese-style jellied bean-curd sweetmeat with a peanut topping (Singapore, p. 462-63).

General information [like a glossary] (p. 481-506): See: Bean curd (regular, fried, fermented {*fu-ju*, *nam-ye*, *tao-hoo-ye*, red bean curd}, pressed {*doufu kan*}, pressed seasoned {*pai doufu kan*}, dried bean-curd skin or yuba). Beans (azuki, soy). Bean sauce (made from fermented soy beans). Chilli paste with soy bean (and garlic). Hoisin sauce. Miso. Nam yee (see Bean curd, fermented). Nigari. Soy beans, fresh. Soy-bean sprouts. Soy milk. Soy sauce (incl. Japanese,

Chinese dark and light, Japanese usukuchi, Indonesian ketjap manis). Tao Hoo Yee (see Bean curd, fermented). Tempeh. Yuba. Sources (of ingredients; p. 507-10). Address: New York City, NY.

1614. Otsuka, Shigeru. 1983. Encyclopedia of Japan: Tōfu. San Francisco and Tokyo: Kodansha International. See vol. 8, p. 35. [Eng]

• **Summary:** (bean curd). Tofu is said to have been first made by the Chinese 2,000 years ago and introduced to Japan in the 7th century. Describes briefly how tofu is made and the different types of tofu. Aburaage and namaage are made by frying tofu from which excess water has been pressed. Gammodoki is made the same way, with bits of carrot and sesame seeds added. Koridofu is made by freezing and drying tofu. Okara, the substance left after extracting the liquid *tōnyū*, has a unique texture and flavor. Yakidofu is made by toasting squares of bean curd made firm by extracting excess water. The *Tofu Hyakuchin*, a cookbook written during the Edo period (1600-1868) lists 100 methods of cooking tofu. It can be used in soups or sukiyaki. As yudofu, it is kept warm in a pot of hot water and seasoned with a dipping sauce of soy sauce, minced scallion, and spices. As hiyayakko, it is eaten the same way but chilled. As dengaku tofu, it is covered with a miso mixture and broiled. Address: Japan.

1615. Soy Power Co. 1983. Everything you wanted to know about tofu—But were afraid to ask (Leaflet). Santa Monica, California. 2 panels each side. Each panel: 14 x 11 cm.

• **Summary:** Contains basic information about tofu, 6 recipes, and a list of Soy Power products: Silken tofu, Chinese tofu, Pressed tofu, Savory baked tofu, Whatta salad, Fiesta salad, Hi-Pro tempeh burger, and Non-dairy soymilk (Plain, Carob & honey). Printed with purple ink on light gray paper. Soy Power’s logo is a pyramid. Address: 2811-A Ocean Park Blvd., Santa Monica, California 90405.

1616. Spivack, Ellen Sue. 1983. Beginners guide to meatless casseroles. Berkeley, California: Ross Books. 43 p. \* Address: P.O. Box 4340, Berkeley, California 94704.

1617. Tofu Shop (The). 1983. The Tofu Shop: We make our own tofu fresh daily (Ad). Arcata, California.

• **Summary:** This black-and-white ad (3¼ by 6½ inches) was run in local papers. In a vertical panel to the left, in Japanese characters, is written: *Shinsen na tōfu* [“Fresh tofu”].

The ad text reads: “Hot tofuburgers. Salads. Desserts. Baked goods. Coffee, tea, juices. Open daily 8 to 8.

At the bottom an illustration by Bernice Kagan (left) shows a small tofu shop on stilts on a cliff by the ocean, with an Oriental-style roof and a wind-blown tree arching overhead.

Note from Matthew Schmit. 2009. April 2. The Japanese



characters were written by a Japanese foreign exchange student at Humboldt State University. Address: 768 18th St., Arcata, California 95521. Phone: Take out: 822-7409.

1618. Tofu Shop Specialty Grocery & Deli (The). 1983. The Tofu Shop (Business card). Arcata, California. 4 by 2.37 inches. Single sided.



• **Summary:** Printed on front in blue on white: “Hot tofuburgers. Marinated cutlets. Tofu sausages. Baked goods. Juices. Tofu making supplies. We make our own fresh tofu daily.”

A green, blue and gold illustration (left) shows a small tofu shop on stilts on a cliff by the ocean, with an Oriental-style roof and a wind-blown tree arching overhead. Address: 768 18th St., Arcata, California 95521. Phone: 707-822-7409.

1619. Tofu Shop Specialty Grocery & Deli (The). 1983. The Tofu Shop Delicatessen (Poster). Arcata, California. 8½ by 11 inches.

• **Summary:** Printed on front in blue on white with a gold border on glossy cardstock paper: “We make our own tofu: traditional methods for a sweet, delicate taste.

“Delicatessen: featuring fresh food to go. Tofu burgers. Sandwiches. Salads. Desserts with honey. Whole grain breads. Fresh juices. Fresh coffee. Herb teas. Marinated cutlets. Tofu sausages. Baked goods.

Specialty groceries: Fresh tofu. Tempeh. Miso (domestic & imported). Sea vegetables. Macrobiotic supplies. Cook book & recipes. Tofu making supplies.”

In the center is the company’s long-time logo of a blue dragon inside a thick green circle.

“Handmade tofu since 1977.”

A green, blue and gold illustration by Bernice Kagan (left) shows a small tofu shop on stilts on a cliff by the ocean, with an Oriental-style roof and a wind-blown tree arching overhead.

Note from Matthew Schmit. 2009 April 2. “A rather gawdy 1st attempt with a marketing poster. The ‘Blue Dragon’ was phasing out and the ‘Shop on the cliff’ was

phasing in as our logo.” Address: 768 18th St., Arcata, California 95521. Phone: 707-822-7409.

1620. Women’s Auxiliary to the Alumni Association, Loma Linda University, School of Medicine. 1983. An apple a day: Vegetarian cookery by doctors’ wives. Vol. II. Loma Linda, California: WAAA. 240 p. Index. 23 cm. [8 ref]

• **Summary:** A Seventh-day Adventist lacto-ovo vegetarian cookbook. The Cookbook Committee editor is Mrs. Georgia E. Hodgkin, M.S., R.D., Asst. Professor, Dep. of Nutrition and Dietetics, School of Allied Health Professions, Loma Linda Univ. Soy-related recipes include: Soy milk shake (p. 11). Spring rolls (with FriChik Soyameat, p. 15). Soy chicken salad (with canned soy chicken, p. 33, 34). Soya chick fruit salad (p. 35). Soyannaise (p. 43). Tofu cornbread (p. 49). “Tuna” burgers (with canned chicken-style Soyameat, p. 60). Savory soybean burgers (with whole soybeans, p. 61). Chicken-style spread (with canned chicken-style Soyameat, p. 62). Mild sloppy Joes (with Vegeburger, p. 64). Soy chicken spread (with Worthington’s fried-style Soy chicken, p. 65). Tofu, peanut butter, and banana spread (p. 67). Whole wheat-soy waffles (with soy flour, p. 70). Crunchy granola (with soy flour, p. 74).

Many of the entrees (p. 77-143) call for canned, frozen, or dry soy-based meatlike products. McKay’s seasoning (chicken-style) and G. Washington broth, Vegex, Sovex, and Savita are also widely used. The following is but a sampler: Tofu roast (p. 81). Soy bean loaf (p. 82). Soy cheese loaf (with tofu, p. 82). Chicken loaf (with chicken-style soyameat, p. 85). Soyameat broccoli casserole (chicken-style, p. 86). Onion tofu (p. 93). Easy tofu casserole (p. 94). Tofu casserole (p. 94). Lasagne (with textured vegetable protein, p. 95). Soy bean patties (p. 110). Tofu balls (p. 113). Soy beans, southern style (p. 115). Delicious baked soybeans (p. 116). Stir fry vegetables with tofu (p. 127). Tofu quiche (p. 133). Soybean soufflé (p. 138).

Tofu fruit whip (p. 171). There is a chapter titled “Foods for Fifty” (p. 185-201) including: Curried rice with soyameat (p. 195). Address: Loma Linda Univ., School of Medicine, 11136-A Anderson St., Loma Linda, California 92354.

1621. **Product Name:** [GranoVita Meatless Meat Balls].

**Foreign Name:** GranoVita Soja-mignon.

**Manufacturer’s Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1983?

**Ingredients:** Soya protein, water, onions, rolled oats, non-hydrogenated vegetable fats, egg protein, spices.

**Wt/Vol., Packaging, Price:** 375 gm can retails for DM 4,56.

**How Stored:** Shelf stable.

**New Product–Documentation:** Manufacturer’s catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products.

1622. **Product Name:** [Soya Wieners].

**Foreign Name:** Soja-Wienerle.

**Manufacturer’s Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1983?

**Ingredients:** Vegetable oils and fats, water, soya protein, egg protein, onions, natural spices, wheat gluten, salt, glucose, yeast, rolled oats, bread crumbs.

**Wt/Vol., Packaging, Price:** 275 gm can retailed for DM 4,56.

**How Stored:** Shelf stable.

**New Product–Documentation:** Manufacturer’s catalog. 1983. GranoVita. Health-food & natural food from Germany. 6 p. plus 3-page price list. With color photos and ingredients for all products.

1623. **Product Name:** Soysage (Meatless Okara-based Sausage).

**Manufacturer’s Name:** Soy City Foods.

**Manufacturer’s Address:** 2849 Dundas St. W., Toronto, ONT, M6P 1Y6, Canada. Phone: (416) 762-1257.

**Date of Introduction:** 1983?

**New Product–Documentation:** Leaflet. About 1983, undated. Brown on yellow. 6 panels. Defines Soysage and contains recipes for: Soysage pizza sandwich. Sliced soysage sandwich. Soy burgers. Soyballs and Gravy with rice. Soysage casserole. Stuffed zucchini.

1624. Wildwood Natural Foods. 1983? Wildwood Natural Foods (Ad–Point of purchase cards). Fairfax, California. 2 p. Undated.

• **Summary:** Each of these two point-of-purchase (POP) cards is 4 by 6 inches, dark green on white, showing a silhouette of woods with birds. On the first card, under the words “Fresh daily,” are written the names of seven Wildwood products: BRT–Brown Rice & Tofu Sandwich, Curry BRT, Mustard BRT, Tofunofish Sandwich, Tofu Steak Sandwich, Avo–Steak Sandwich, and Supreme Bean Tempeh Burger.

On the other card, under the words “Ready-To-Eat Foods, Naturally,” are written the names of five more Wildwood products: Potato Salad, Tofu-Vegetable Salad (Curry-Tofu Salad, Tofu-Dill Salad), Hummus, Tabouli, and Good Puddin’. Under each product on this card is more information about that product. For example: “Good Puddin’. Couscous, apples and raisins cooked in apple juice with a creamy carob-tofu topping. Sweetened with apple

juice.” Address: 135 Bolinas Rd., Fairfax, California 94930. Phone: 415-459-3919.

1625. *Forbes*. 1984. McVeggie burgers? [vegetarian boycott of McDonald’s]. 133:16. Jan. 2.

• **Summary:** When Burger King added veal to its menu 3 years ago, vegetarians and animal lovers began picketing the chain, because veal is produced in a way that is cruel to calves. The picketers say Burger King dropped veal from 90% of its stores.

Now they have a new goal. They want McDonald’s to put “a vegetable burger on the menu.” But McDonalds does not intend to respond. A spokesman says “it is not feasible to have a nut, soy, or veggie burger on the menu.”

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “veggie burger” (or “veggie burgers”).

1626. **Product Name:** Homestyle Tempeh Burgers (Sesame Wheat Tempeh Burger).

**Manufacturer’s Name:** 21st Century Foods Inc.

**Manufacturer’s Address:** 30 Germania St., Jamaica Plain, MA 01230.

**Date of Introduction:** 1984 January.

**Ingredients:** Organic soy tempeh, San-J tamari, herbs, spices.

**Wt/Vol., Packaging, Price:** 7 oz 2 round burger patties, vacuum packed.

**How Stored:** Refrigerated, 30 day shelf life.

**New Product–Documentation:** Leaflet from Norbert C. Belanger, General Manager. 1984. Jan. 16. The company now makes and sells six tempeh products, including Tempeh Burger. Label. Undated. 3 inch diameter. Reddish brown on yellow. Leaflet. 1983. “Tempeh with a Difference.”

1627. Fantastic Foods. 1984. Tofu Burger: The most fantastic way to enjoy tofu (Ad). *Natural Foods Merchandiser*. Jan. p. 9 (unnumbered) of 12-page color advertising insert.

Soyfoods Pavilion ‘84. Marketing soyfoods in America.

• **Summary:** This 5 inch square black-and-white ad begins: “Fantastic Foods’ Tofu Burger Mix makes it so easy to enjoy tofu. Just mash one pound of tofu and combine with our mix, shape into patties, and cook. In just minutes you will be enjoying delicious and nutritious tofu burgers. We make our Tofu Burger Mix from the finest all natural, all vegetarian ingredients like brown rice, sesame seeds and miso.” An illustration shows the front of a package of Tofu Burger Mix. Address: 106 Galli Drive, Novato, California 94947. Phone: (415) 883-7718.

1628. **Product Name:** [Tonic Burger {Tofu Burger}].

**Manufacturer’s Name:** Gestion Resto France. Subsidiary of Comptoirs Modernes.

**Manufacturer’s Address:** 25 rue Quentin Bouchart, 75008



Paris, France.

**Date of Introduction:** 1984 January.

**New Product–Documentation:** Soya Foods. 1984. July. p. 4. Interview with Michel Minard, General Director of Comptoirs Modernes. The product was launched 6 months ago and is doing well.

1629. Nasoya Foods. 1984. Make the Nasoya Foods section a part of your store (Ad). *Natural Foods Merchandiser*. Jan. p. 11 (unnumbered) of 12-page color advertising insert. Soyfoods Pavilion '84. Marketing soyfoods in America. • **Summary:** A 7.75 by 10.5 inch black-and-white ad. An illustration show the following Nasoya products: Firm Style Tofu, Soft Style Tofu, Marinated and Broiled Tofu, Tofu Burgers, Tempeh, Tempeh Burgers, Fresh Noodles, Wonton Skins, Egg Roll Wrappers, Tofu Vegi Dip (Creamy Dill, Soyannaise, Onion, Creamy Garlic) and Corn Cakes (Blueberry, Cranberry, With Bran). "Nasoya Foods. A commitment to quality."

This ad also appeared in *Soyfoods* magazine (summer, p. 9). Address: P.O. Box 841, Leominster, Massachusetts 01453. Phone: 617-537-0713.

1630. **Product Name:** Soysage [Regular Dark, and Light Pineapple Smoked].

**Manufacturer's Name:** Soycraft.

**Manufacturer's Address:** P.O. Box 420, Woollahra (near Sydney), NSW 2025, Australia. Phone: (02) 32 0716.

**Date of Introduction:** 1984 January.

**Ingredients:** Cracked soybeans, wholewheat, wheatgerm, herbs, spices.

**Wt/Vol., Packaging, Price:** 375 gm.



**New Product–Documentation:** Letter and Label sent by Ralph and Volli Henderson, founders of Soycraft. 1984.

Jan. 17. "The two casing samples I'm enclosing show the two types of soysage we make: the dark color is regular, the sexy lighter color is for our Pineapple Smoked. You will never know the month or so of agony we went through to learn about the sausage business, the right casings, the right clippers, the right filler, the nights of torture as casing after casing burst at the high temperatures. The sausage people thought we were insane as few of them cook at the temperatures for the length of time we do, and our mix is so different from anything in the meat industry, although due to the high cost of meat many of the salami manufacturers are mixing in soy concentrate and persuading the public they are buying meat!"

1631. **Product Name:** Leandro's Meatless Lasagna (Tempeh Blended with Four Cheeses in Whole Wheat Pasta). **Manufacturer's Name:** Soyfoods Unlimited, Inc. **Manufacturer's Address:** 14670 Doolittle Dr., San Leandro, CA 94577.

**Date of Introduction:** 1984 January.

**Ingredients:** Sauce: Crushed tomatoes, tempeh, whole wheat lasagna noodles, onion, water, vegetable oil, white wine, honey, garlic soy sauce, black pepper, basil, oregano. Filling: Ricotta cheese, mozzarella cheese, Romano cheese, Parmesan cheese, egg white, parsley flakes, nutmeg.

**Wt/Vol., Packaging, Price:** 10 oz vacuum pack.

**How Stored:** Frozen.

**New Product–Documentation:** See next page. Label. 1984, undated. 2.5 by 4.5 inches. Red, green, and white. "Old fashioned goodness. Single serving." Poster. Two color, with ingredients. Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. Spot in *Soyfoods*. 1984. Summer. p. 43-44. Spot in *Whole Foods*. 1984. May. p. 63. Press release. 1984. 2 p. with photo. Shurtleff & Aoyagi. 1985. *History of Tempeh*. p. 54.

Letter (e-mail) from Valerie Robertson. 2011. Sept. 21. We had Alioto's restaurant in San Francisco make our tempeh lasagna. We took them tempeh that had been ground (in a meat mixer) and seasoned. They put it all together (with whole wheat lasagna noodles) and froze it. It was good.

1632. **Product Name:** Sproutburgers.

**Manufacturer's Name:** Sprout Delights.

**Manufacturer's Address:** 13090 N.W. 7th Ave., North Miami, FL 33168. Phone: 305-687-5880.

**Date of Introduction:** 1984 January.

**Ingredients:** Incl. sprouted wheat, tofu, carrots, okara, onions, walnuts, sunflower seeds, lemon-tamari, garlic.

**Wt/Vol., Packaging, Price:** 4 burgers in a 12 oz poly bag.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Steve Bern of Sprout Delights. 1992. July 11. Since 1982 he has run this bakery, which specializes in breads made of sprouts, like the early breads made by Essene, but also makes a host of

1983 - 1984

1982



**MEATLESS READY TO EAT**  
**TEMPEH PATTIES**

**INGREDIENTS:** SOY TEMPEH [SOYBEANS (ORGANICALLY GROWN IN ACCORDANCE WITH SECTION 26569.11 OF THE CALIFORNIA HEALTH AND SAFETY CODE), WATER, TEMPEH CULTURE (RHIZOPIUS OLIGOSPORUS)], NATURAL SOY SAUCE, HERBS, SPICES.

**TO SERVE:** Ready To Eat. Heat in oiled pan or steam 5 minutes.

**NUTRITIONAL INFORMATION:** Per 3 oz. Serving  
 Calories 120    Protein 12 gm.    Sodium 443 mg.  
 Carbohydrates 8 gm.    Fat 4 gm.    Cholesterol 0 mg.

**PERISHABLE—KEEP FROZEN OR REFRIGERATE**  
 (AT 40°F UP TO 28 DAYS)

**NET WT. 6 OZ.**  
 (170 G.)

**NOT FRIED!** **NO CHOLESTEROL!**

DIST. BY LIVING LIGHTLY, SAN FRANCISCO, CA 94110

ALL NATURAL  
 NO CHOLESTEROL

**homestyle**  
**TEMPEH**  
**BURGERS**

Steam, pan fry or warm in oven. Serve on bun with favorite garnish. Keep refrigerated or frozen before use.  
 Ingredients: Organic Soy Tempeh, Tamar, Herbs and Spices.

21ST CENTURY FOODS Inc.  
 30A Germania Street  
 Jamaica Plain, MA 02130  
 (617) 522-7595

**NET WT. 7 OZ.**

1981



**PACIFIC TEMPEH**  
**TEMPEH BURGER**

**TO SERVE:**  
 Steam 5-8 minutes in a covered pan with 4 tbs. of water. Create your favorite burger! **Ingredients:** Soy Tempeh, Water, Shoyu (natural soy sauce), Lemon Juice, Natural Herbs and Spices, Oleic Safflower Oil.

**KEEP REFRIGERATED**

**NET WT. 7 OZ.**

**PACIFIC TEMPEH, EMERYVILLE, CA 94608**

**A NATURAL HEARTY MEAL**

1982



**Tempehroni Pizza**

**MADE WITH:** Crust (Whole Wheat Flour, Water, Yeast, Sesame Seeds, Salt), Sauce (Tomatoes, Onions, Carrots, Parsley, Soy Oil, Garlic, Green Pepper Spices), Rennetless Mozzarella Cheese, Tempehroni (Soybeans, Brown Rice, Water, Tempeh Culture (Rhizopus Oligosporus), Shoyu Soy Sauce, Herbs, Spices).

**To Serve:** Remove Wrapper, Warm in 350° F Oven for 20-30 Minutes, So Cheese Melts.

**NO PRESERVATIVES-PERISHABLE-KEEP FROZEN**

**NET WT. 8 OZ.**

DIST. BY LIVING LIGHTLY, SAN FRANCISCO, CA 94110

**SERVING SUGGESTIONS**

1. Preheat oven to 375°F
2. Remove product from package and place in a baking dish which conforms to product size.
3. Bake 55-60 minutes or until lightly browned.
4. Let cool 5 minutes before consumption.

**MICROWAVE OVEN**

1. Remove product from container. Place in a non-metallic dish which conforms to product size.
2. Heat for 9 minutes.
3. Let cool 5 minutes before consumption.

**Dist. by Soyfoods Unlimited, Inc., San Leandro, CA.**



**PERISHABLE**  
**KEEP FROZEN UNTIL READY TO USE. IF PRODUCT THAWS, PREPARE PROMPTLY.**

**Ingredients (Sauce):** Crushed Tomatoes, Tempeh, Whole Wheat Lasagna Noodles, Onion, Water, Vegetable Oil, White Wine, Honey, Garlic, Soy Sauce, Black Pepper, Basil, Oregano.

**Ingredients (Filling):** Ricotta Cheese, Mozzarella Cheese, Romano Cheese, Parmesan Cheese, Egg White, Parsley Flakes, Nutmeg.

1984

Old Fashioned Goodness

**Leandro's**  
**Meatless**  
**Lasagna**

Single Serving

Net Wt. 10 oz. (270 g.)





other innovative natural-food products. This product was introduced in about Jan. 1984.

**1633. Product Name:** Tempeh Burgers [Plain, or Bar-B-Q].  
**Manufacturer's Name:** Turtle Island Soy Dairy.  
**Manufacturer's Address:** 2017 21st Ave., Forest Grove, OR 97116. Phone: 509-493-2004.  
**Date of Introduction:** 1984 January.  
**Ingredients:** Organic soybeans, well water, soy sauce, herbs, spices, apple cider vinegar, rhizopus oligosporus.  
**Wt/Vol., Packaging, Price:** 6 oz package. Retail for \$1.79 (Plain), \$1.89 (Bar-B-Q).  
**How Stored:** Frozen or refrigerated.  
**New Product–Documentation:** Interview with Seth Tibbott of Turtle Island. 1984. Jan. 17. The burgers are sold vacuum packed.

Soya International. 1990. April/June. p. 24. Contact: Seth Tibbott. Address is now P.O. Box 218, Husum, Washington 98623.

Leaflet. 1992. "Discover Turtle Island." Turtle Island makes 3 types of burgers, with have the registered trademark "Big T Burgers." They are marinated, not fried, and vacuum packed in resealable bags, two patties per pack. "Eat one/ save one" and still have a handy "Ziploc" bag when all is done. Sold frozen or refrigerated—delicious, ready to eat. Tempeh Burgers are made from the company's own soy tempeh, simmered to perfection in their own herb soy sauce blend. Great as a quick meal. BarBQ Burgers are cooked through and through with Turtle Island's own special barbecue sauce to make them jut right for your grill or microwave.

1634. Burgeson, Travis; Takamine, Kazuhiro. 1984. Making tempeh and tempeh burgers at Pacific Tempeh and Torigoe (Interview). Conducted by William Shurtleff of Soyfoods Center, Feb. 5. 2 p. transcript.

• **Summary:** Details of the processes are given.

1635. Blaine, Charley; Chu, P.; Fox, J.; Nelson, T. 1984. N.Y. caterer cashes in on USA's tofu craze: Nutritious ice cream. *USA Today*. Feb. 13. p. 2B.

• **Summary:** "David Mintz... used to close his kitchen at night by telling his employees, 'Its tofu time.' Little did they know what he meant. Mintz says he spent about ten years [i.e. from about 1974], from 10 p.m. to 4 a.m. experimenting with tofu. Today, Mintz is cashing in on the USA's tofu craze as president of Tofu Time Inc., a company that went public in December at 5 3/4 a share and now is priced between 10 and 11 1/4... His sales grew from \$23,847 in 1982, his first year of business, to \$329,171 in 1983 (a loss of \$33,370 the first year to a profit of \$92,634 the following year). What's next on the corporate drawing board? 'Franchises and tofu burgers, tofu sauces and dressings, tofu pies and tofu egg rolls,' Mintz says." Note: This is the earliest article on soy seen (Aug.

2002) in *USA Today*, the national newspaper.

**1636. Product Name:** Tempeh Burger.  
**Manufacturer's Name:** Cheribon Foods.  
**Manufacturer's Address:** 7223B–101 Ave., Edmonton, ALB, T6A 0H9, Canada. Phone: 403-462-1097.  
**Date of Introduction:** 1984 February.  
**New Product–Documentation:** Letter from Max Pieroelie, tempeh maker. 1985. July 4. They use 50 lb/day of soybeans.

**1637. Product Name:** Breaded Tempeh Cutlets.  
**Manufacturer's Name:** Finger Lakin' Good.  
**Manufacturer's Address:** 103 N. Aurora St., Ithaca, New York. Phone: 607-272-9177.  
**Date of Introduction:** 1984 February.  
**How Stored:** Refrigerated.

**New Product–Documentation:** Call from J.J. Schultz. 1992. Jan. 28. Bohdan's tempeh company was named Finger Lakin' Good, after the Finger Lakes region of New York. It was in business from 1982 to 1986, making 75 to 100 lb/ week of regular soy tempeh and breaded tempeh cutlets. Most of his products were sold fresh at the very large and old Greenstar Food Co-op in Ithaca.

Talk with Bob Bohdan and Joan Tregaskin. 1992. Jan. 31. They introduced these cutlets as a commercial product in early 1984. To make them: Cut fresh tempeh into fingers (sort of like fish sticks), dip them in either beaten egg or arrowroot powder, then bread with bread crumbs and pan fry. These were sold both in the restaurant and outside, mostly at Greenstar Cooperative Market in Ithaca.

1638. Loma Linda Foods. 1984. A lot more than meats the eye (Ad). *Natural Foods Merchandiser*. Feb. p. 113.

• **Summary:** See next page. Color photos show the following prepared dishes: Chicken Supreme, Vege-Scallops, Tastee Cuts, and Ocean Platter. The front panel of each can is also shown in color.

"Loma Linda Foods. Taste great." Address: 11503 Pierce St., Riverside, California 92515.

**1639. Product Name:** [La Vie Claire Tofu Burgers (Garlic & Fines Herbes, or Mushrooms)].  
**Foreign Name:** La Vie Claire Galettes de Tofu (Ail et Fines Herbes, Champignons).  
**Manufacturer's Name:** Société Française d'Alimentation Saine (SFAS) (Marketer). Made in France by Société Soy.  
**Manufacturer's Address:** B.P. 77, 70 Avenue de la République, 94703, Maisons-Alfort Cedex, France. Phone: 43.78.11.32.

**Date of Introduction:** 1984 February.  
**Ingredients:** Burgers with Garlic: Tofu (water, soybeans), oat flakes\*, tamari (soy sauce), sunflowerseed oil, garlic 3.8%, spices and aromatics. \* = Organically grown.  
**Wt/Vol., Packaging, Price:** 200 gm.

# A lot more than meats the eye.



Chicken Supreme



Vege-Scallops



Tastee Cuts



Ocean Platter

If you think you're looking at four delicious meat dishes, look again.

There's not an ounce of beef or chicken or fish anywhere.

Because you're looking at four delicious, new meatless family meals from Loma Linda: Chicken Supreme, Vege-Scallops, Tastee Cuts and Ocean Platter.

Like all our fine Loma Linda Foods, each is prepared from protein-rich soybeans and other vegetable sources. There are no animal fats, no cholesterol, and no added preservatives.

Just great taste, bite after bite.

Stock up now with these profitable meal makers while our special deal is on. Check with your distributor or Loma Linda Foods.



**LOMA LINDA FOODS®**

**Taste Great**

11503 Pierce Street, Riverside, CA 92515



**How Stored:** Refrigerated.

**New Product–Documentation:** Label. Received from Bernard Storup of Société Soy. 1989. March. 2.5 by 5.5 inches. Self adhesive. Green and red (or brown for mushroom) on white. “A food preparation based on soya and cereals. Made without artificial colors or preservatives.” Logo of flying bird. Illustration of garlic (or mushrooms) with green herbs against cross-hatch background.

Letter (fax) from Bernard Storup. 1990. March 10. “We made the burgers for ‘La Vie Claire’ under their brand from Feb. 1984 to Oct. 1987. Since that date, they have sold all their burgers (same varieties) under our ‘Soy’ brand name.” The company name is Société Française d’Alimentation Saine (SFAS). They make no soyfoods. They sell those made by Société Soy and soymilk made by Cacoja. In the mushroom burgers, the ingredients are: Tofu (water, soybeans), oat flakes\*, mushrooms from Paris 14%, tamari (soy sauce), sunflowerseed oil, garlic 3.8%, spices and aromatics. \* = organically grown.

1640. Shurtleff, William; Aoyagi, Akiko. 1984. History of soy protein concentrates, isolates, and textured soy protein products. Soyfoods Center, P.O. Box 234, Lafayette, CA 94549. 25 p. March 4. Unpublished typescript. Available online at [www.soyinfocenter.com](http://www.soyinfocenter.com).

• **Summary:** A comprehensive history of the subject.

Contents: Definition of types of products. Part I: History of modern soy protein products from origin to 1964. Soy protein isolate: Tofu, Nagel in New York 1903, Beltzer in 1911, Ajinomoto in 1919, Cone and Brown patent in 1928, Glidden (first plant in U.S. for production of industrial grade soy protein isolate) in 1935, first study of use of soy isolates in food (Woodruff at University of Illinois, 1938), Glidden first company in the West to produce a soy protein isolate for use in food (1939, enzyme-modified), Glidden first with large-scale production of non-enzyme modified isolates (1957), Worthington Foods introduced Soyamel in 1952 (first soymilk based on isolate). Soy protein concentrates: First developed and introduced in Germany in 1925, first commercial food-grade concentrates and first patent from Griffith Laboratories in 1959. Textured soy protein products: Developed in China 1,000 years ago, made from tofu or yuba, earliest Western meat analogs developed by John Harvey Kellogg about 1896 (without soy), first synthetic industrial protein fiber (Lanital, made from casein) introduced in Italy 1936, first industrial (non-food) soy protein fibers in 1938 from Robert Boyer of Ford Motor Co. (used for upholstery), Boyer got patent for use in food (1951), rights purchased by Worthington, Dr. Harry Miller’s soya loaf in 1939, Worthington first to produce a meat analog based on spun soy protein fibers in 1960, textured soy flour (TSP or TVP) introduced as food ingredient in U.S. in 1964.

Part II: History of modern soy protein products in the U.S. from 1965 to 1981. 1964 Belden report from

Harvard Business School *Protein Paradox*. Commercial Protein Foods Studies Program of the U.S. Agency for International Development (AID) encouraged U.S. firms to develop protein foods for the Third World in 1967. General Mills Bac-O’s test marketed 1966. Producers. February 1971 breakthrough when USDA authorized use of TVP in school lunch programs. 1972 *Soybeans. Chemistry and Technology*, edited by Smith and Circle, contained all the research on nutrition and processing up to that time. 1973 high beef prices led to beef-soy retail blends. Appearance of TSP cookbooks, starting in 1971. First World Soy Protein Conference held in Munich, Germany, in 1973. In 1974 Miles Laboratories/Worthington Foods introduced Morningstar Farms meat analogs, the first soy protein meat analog entrees marketed to mainstream America. Textured soy concentrates and other concentrate developments. New developments with isolates. New flavorings. New textured soy flour development. 1978 Keystone Conference on soy protein and human nutrition sponsored by Ralston Purina. Problems with government regulation.

Part III: History of modern soy protein products outside the U.S. and Europe (1960-1981): Japan. China. Other Asia: Philippines, India, Sri Lanka. Latin America: Colombia, Mexico. Address: Lafayette, California. Phone: 415-283-2991.

1641. Storup, Bernard. 1984. Re: New developments at Société Soy. Letter to William Shurtleff at Soyfoods Center, March 22. 3 p. Typed, with signature on letterhead (photocopy). [Eng]

• **Summary:** “A brief history of Société Soy: Oct. 1981–Sept. 1982. Search for a place to settle near Paris, choose and install equipment. The company’s first commercial production began in June 1982.

“Oct. 1982–May 1983. Production of tofu (firm for the natural food market and soft for the Japanese community–30,000 Japanese living in Paris); distribution by our own means in Paris only.

“From May 1983. Nationwide distribution of firm tofu–vacuum packed, 24 day shelf-life–and tofuburgers (called ‘Croque Tofou’) by Paris based distributors (actually, from Rungis, which is the biggest market of its kind in the world, and a key point for fresh products for western Europe).

“We carry 5 types of burgers (see labels), with 26 day shelf-life (we could put 2 months, according to a strict microbiological survey we ran, but prefer to shorten it in order to have a more regular rotation).

“This week have begun a nationwide advertising promotion for ‘tonic burgers’ (in Paris subway, on the national radio); it is run by a fast food chain that wants to promote a more dietetic way of eating. We make the burgers.

“We should double our production within the next 6 months; We don’t really have time to develop new products, at least for this year.

“We are presently making 2,500 kg/week of tofu, including 1,400 kg/week of burgers; one year ago we were making 1,000 kg/week.

“Some news from Europe: Several types of soymilk have recently been put on the market: Lima Soya Drink, Sojal, and Soyo.

“I think the biggest tofu manufacturer in Europe is Vanka-Kawat in Rijswijk, Holland. They sell about 30,000 pieces of tofu (250 gm and 450 gm) per week, mostly for the Asian (Indonesian) community. They also make sprouts and tempeh. They have an automatic plant with only European equipment; there is no way to visit it.

“The French dairy lobby (France is the world’s leader in cheese consumption) has recently clearly defined its new priorities: fight by all means against all kinds of substitutes for dairy products—above all soymilk.” Address: Société Soy, Plateau de l’Ardennais, 91590 Cerny, France. Phone: (6) 457 52 01.

1642. Krieger, Verena. 1984. *Die Tofu Kueche: Koestliches aus Soja* [Tofu cookery: Delicacies from soya]. Tanner + Staehelin Verlag, Wasserstrasse 16, CH-8029, Zurich, Switzerland. 171 p. Illust. No index. 18 cm. [Ger]  
 • **Summary:** Contents: Resume. Why tofu? List of 120 recipes. Explanation of recipe terms. Meeting with tofu. Into the tofu adventure. Tofu—a fresh product. Fresh plain tofu for experts and epicures. Scrambled & stir-fried tofu to add taste. Pressed tofu and tofu burgers. Fried tofu. Tofu in hot-pots and casseroles. Tofu in baked dishes. Frozen and dried-frozen tofu. Transforming tofu in a blender. Making tofu yourself and how to use the okara. The raw material—soybeans: From the Emperor’s table into the feed trough, the treasure of East Asia’s art of long-life is a hope for our time, soybean production in Europe, growing soybeans in your own garden. Tofu as the cornerstone of an environmentally sound and healthy diet. Natural ingredients from A to Z. Basic recipes for cooking with whole grains. Making soymilk from whole soybeans or soy flour. Tofu for special diets.

Many full-page black-and-white photos show tofu dishes. A small photo (p. 4) shows Verena Krieger. Note: Leviton (1983, p. 18) gives the publication date as Dec. 1983, but Krieger (7/90) says that is incorrect.

1643. Leviton, Richard. 1984. *Tempeh in America: Selling sizzle, not steak. Whole Foods*. March. p. 28-29.

• **Summary:** “Tempeh—the soyfood with culture, as one manufacturer puts it—has never enjoyed the unremitting publicity, the near celebrity status that has propelled its sister soyfood, tofu, into market prominence since 1976.”

According to new statistics compiled by researcher William Shurtleff, director of The Soyfoods Center, there are 53 commercial tempeh makers in the United States and tempeh was the fastest growing soyfood in the USA in 1983.

“Approximately 20 companies represent 90 percent of the total output of tempeh and the top four producers enjoy a 63 percent market share.” In 1983, some 1.998 million pounds of tempeh were made in the USA, almost double the amount made in 1981. “Moreover, it appears, the entire (visible) tempeh industry is controlled and staffed by non-Indonesians.”

While “tempeh has a strong presence in natural food stores (on the coasts) it is minimally represented in supermarkets.” “At least eight brands of pre-cooked brands of tempeh burgers” are available. Address: Editor, Soyfoods Magazine, P.O. Box 511, Encinitas, California 92024.

1644. **Product Name:** Tempté (Spicy Tempeh Spreads) [Hearty Chili, Hot Curry, or Garlicky Onion-Herb].

**Manufacturer’s Name:** Tempeh Works (The).

**Manufacturer’s Address:** P.O. Box 870, Greenfield, MA 01302.

**Date of Introduction:** 1984 March.

**Ingredients:** Hearty Chili: Tempeh, spices, sea salt.

**Wt/Vol., Packaging, Price:** 7 oz deli container.

**How Stored:** Refrigerated.

**New Product—Documentation:** Label, undated. 3 inches diameter. Yellow and brown on white. Spot in Soyfoods. 1984. Summer. p. 44. “Tempting Tempeh.” Leaflet. Back to back. 8½ by 11 inches. 2 color. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center. “Tempte. The all natural spicy [tempeh] spreads.” In 7.5 oz deli containers, 12 to a case. Shurtleff & Aoyagi. 1985. *History of Tempeh*. p. 52.

1645. White Wave Inc. 1984. Order form and list of products. 1990 North 57th Court, Boulder, CO 80301. 1 p. March.

• **Summary:** Soyfoods include: Bulk tofu (hard or soft). Packaged tofu (hard or soft). Savory baked tofu. Soysage (1 lb. or ½ lb.). Tempeh burgers (bulk or packaged). Tempeh (soy, soy rice, or five grain). Polar Bean (soy ice cream, 1 pint; carob mint, strawberry, chocolate, vanilla, and mocha).

The company also makes various nut and seed butters. Address: Boulder, Colorado. Phone: (303) 443-3470 or 3485.

1646. **Product Name:** Natural Touch Okara Patties.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1984 March.

**Ingredients:** Textured soy protein concentrate, wheat gluten, egg whites, okara (cooked soy pulp), soy oil, potatoes, yeast extract, skim milk, onion, sea salt, carrageenan, vegetable gum, spices, paprika, oil of celery, turmeric.

**Wt/Vol., Packaging, Price:** 9 oz box contains 4 patties. Retail for \$1.89-\$2.09.





**How Stored:** Frozen.

**New Product–Documentation:** Note that even though this product has “Okara” in the product name, okara is a relatively minor ingredient, the fourth most predominant after soy protein concentrate, egg whites, and wheat gluten.

Spot in Soyfoods. 1984. Summer. p. 45. “Prepared Patty Pair.” Product with Label purchased from Berkeley Natural Grocery Co., California. 1984. 8 by 4 by 1.25 inches. 4 color box. Reprinted in Soyfoods Marketing, Lafayette, CA: Soyfoods Center. “Golden Goodness. Nothing Artificial, Protein Rich/Natural Fiber.”

Ad (full page, color photo) in Natural Foods Merchandiser. 1985. May. “Natural Wonders. Discover Natural Touch for something new in natural foods taste!” Shows color labels/packages for each of four entrées, including Okara Patties and Tofu Garden Patties.

1647. Bates, Cynthia. 1984. Re: History of The Farm’s work with tempeh. Letter to William Shurtleff at Soyfoods Center, undated. 3 p. Typed, with signature on letterhead.

• **Summary:** Alexander [Lyon] and Dianne Darling began experimenting with tempeh in about 1972. Dr. Hesseltine had sent some literature and starter culture on the hunch we would be interested. I did not work at the [Soy] Dairy at this time, but I have been told about this time space by others who did work there then. Alexander was the Dairy straw boss and overview person; he set up the [soy] milk operation and ran it. Dianne mostly worked with the cultures and got into miso for the most part, I was told, but didn’t get into tempeh so much because she thought large scale production was not practical. Occasionally she and Alexander would make a small batch of tempeh, enough for the people who worked there to get a taste. Deborah Flowers started working at the Dairy and liked tempeh, and wanted to turn the Farm onto it. She made a couple of large batches, incubated in the boiler room at the Canning and Freezing plant, that were served for breakfast two different times at our community kitchen;

that was the first time I tasted it. Deborah was trying to figure out ways to produce enough spores, a limiting factor along with the lack of an incubator...

“In 1974 I was researching algae for alternative protein sources in human foods and wanted to start an algae farm. I joined the [Soy] Dairy because soy systems looked like a good intermediate step that would accomplish the same ends (i.e. feed more people with less waste). One day we (the Dairy [soy] milk crew, Mary Hubbard, Marsha Ellis, JoAnne Else, and I) made some soy pulp

[okara] sausages. Soon after I adopted the project and built an incubator out of an old refrigerator. JoAnne showed me the way the Dairy was currently making spores—inoculating petri dishes of chopped sweet potatoes (sterilized) with cultures in test tubes. Alexander taught me basis lab procedure: transferring cultures with a needle, making agar slants, doing serial dilutions.

“November 1974 is the first recorded batch of tempeh in the Tempeh Shop, but I was not keeping very good records at the time. I made 20-30 pound batches out of soy pulp [okara] for the rest of the year. Alexander [Lyon] scored us the Flour Mill’s old bean dryer for an incubator which we used into 1975. At that time Alexander was still the overall manager of the [Soy] Dairy and, although he didn’t actually work at the tempeh shop, he would come in and do a project sometimes, be encouraging, give advice. He was the Dairy expeditor and teacher. Deborah Heavens and Valerie Epstein both worked at the Tempeh Shop at different times in its first year.”

“So far I haven’t been able to come up with a documented date on the first printed instructions [for making tempeh]. They were most likely written in 1975 after *The Farm Vegetarian Cookbook* came out, but they may have been published in late 1975 or early 1976.”

For a history of The Farm’s pioneering work with tempeh to about 1984 see: *History of Tempeh, a Fermented Soyfood from Indonesia*, by William Shurtleff and Akiko Aoyagi (1985). Available on Google Books in full view. Address: The Tempeh Lab., P.O. Box 208, Summertown, Tennessee 38483. Phone: 615/964-2286.

1648. Leviton, Richard. 1984. Japanese soyfoods. In: Camille Cusumano. 1984. *Tofu, Tempeh, & Other Soy Delights*. Emmaus, Pennsylvania: Rodale Press. x + 261 p. See p. 144-49.

• **Summary:** Contents: Brief biography of Leviton and introduction. Deep-fried and grilled tofu treats: age,

atsuage, ganmo, yaki-dofu, doufu-gan. Tofu haute cuisine (at 280-year-old Sasa-no-Yuki in Tokyo, dried-frozen tofu, wine-fermented tofu). Delights of soy milk and yuba (incl. Yuba Han). Natto, miso, and savory soy condiments (incl. Hamanatto or “savory fermented black soybeans,” thua nao from Thailand, and natto miso). And still more: Cooked soybeans with wakame, “soy sprouts packed in a sausagelike clear tube, green soybeans in the pods, *kinako* powder (a flour made from dry roasted soybeans, used as a basis for confections or nut butters), freeze-dried instant miso soup powder, instant silken tofu powder (just add water and stir), and dry meat sauces for tofu.” Address: 100 Heath Rd., Colrain, Massachusetts 01340. Phone: 413-624-5591.

**1649. Product Name:** [Tempeh Burgers].

**Manufacturer’s Name:** Paul Stuart Zacharowicz. Renamed Vollwert und Wertvoll by June 1984. Later renamed Natuerliche Lebensmittel. Named “Von Anfang an Natur, Paul Stuart’s” by Dec. 1992.

**Manufacturer’s Address:** Staudgasse 70, A-1180 Vienna, Austria. Phone: 0222/48 50 03.

**Date of Introduction:** 1984 April.

**New Product–Documentation:** Letter (handwritten) from Paul Stuart. 1984. April 9. “I am in the process of expanding my already existing tempeh workshop. We’re planning more with soyfoods as well as a soy deli. Currently we supply kilo and half kilo tempeh cakes as well as tempeh burgers. The burgers are our best advertisement. Unfortunately they are labor intensive and costly and not very lucrative.” He then describes his production process in detail.

**1650. Product Name:** [Tofu & Vegetable Patty].

**Foreign Name:** Soja-Getreide-Laibchen.

**Manufacturer’s Name:** Sojarei Ebner-Prosl.

**Manufacturer’s Address:** Augasse 2, A-2500 Baden bei Wien, Austria. Phone: 02252/85101.

**Date of Introduction:** 1984 April.

**Ingredients:** Soybeans, millet, rolled oats (from controlled cultivation), whole wheat flour, vegetables, herbal salt, herbs, spices.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label, received 1989. Oct. Red, black, green, and white on yellowish orange. 1.75 by 3.75 inches. Made purely from plants (rein pflanzlich), of high quality. Without chemical preservatives, artificial colorings or flavorings. Logo is a green soybean plant against a white circular background. Note that ingredients are the same as for the Tofu Burger.

Talk with woman at Austrian consulate. 1989. Nov. 6. Laibchen is a uniquely Austrian term that means “patty.” Most laibchen, called *Faschiertes Laibchen*, are made with ground beef, ground pork, fried onions and parsley, 1 egg, marjoram, thyme, salt and pepper. Add bread crumbs until firm, shape into a patty, score the top in a crisscross pattern

with a knife, and pan-fry in oil on both sides. Potato laibchen are also quite popular.

Talk with Guenter Ebner of Sojarei Ebner-Prosl. 1990. May 28. These patties are made with tofu. At the time they were introduced “tofu” was not a legitimate term to use in ingredient listings.

**1651. Soyplant (The).** 1984. Pickup distributor price list effective April 16, 1984 and subject to change. Ann Arbor, Michigan. 1 p. 28 cm.

• **Summary:** This typewritten sheet lists products made by the Soyplant and their prices: Tofu tubs in milk crates. Tofu tubs in cardboard cases. Spiced tofu tubs. Tempetaco tubs. Temperoni tubs. Tofu bulk. Spiced tofu bulk. Soymilk (plain or flavored). Tempeh (8 oz or 8 lb sheet). Soysage (8 oz, 1 lb). Tempeh burgers (3 per package). Tempeh burgers (bulk, 50 singles). Address: 711 Airport Blvd., Suite #1, Ann Arbor, Michigan 48104. Phone: (313)-663-8638.

**1652. Soyplant (The).** 1984. Produce co-op price list–Delivered. Effective April 30, 1984 and subject to change. Ann Arbor, Michigan. 1 p. 28 cm.

• **Summary:** This typewritten sheet lists products made by the Soyplant and their prices: Tofu bulk. Spiced tofu bulk. Soymilk (plain or flavored). Dofu Gan savory baked [tofu]. Soysage (8 oz). Tempeh (8 oz). Tempeh burgers (3 per package). TempeTaco. Temperoni. Address: 711 Airport Blvd., Suite #1, Ann Arbor, Michigan 48104. Phone: (313)-663-8638.

**1653. Worthington Foods, Inc.** 1984. Worthington: Yesterday and today. Worthington, Ohio. 12 p. April 3.



• **Summary:** Includes a concise history of the company. In March 1970 Worthington was acquired by Miles Laboratories. On 15 Oct. 1982 Worthington was repurchased from Miles Laboratories by a group of three Seventh-day Adventist investors.

During the 12 years under Miles, sales increased five-fold. Sales volume in 1983 was an all-time high. The company employs 250 people.

The section titled “Yesterday and today” (p. 4-9) contains an excellent history of Worthington Foods, accompanied by 18 photos (both black-and-white and color). “Worthington Foods got its start in vegetarian foods in 1939 with two peanut-based products, Proast and Numete. These were among the first items produced by the company then known as Special Foods, Inc. Operations began in Worthington, Ohio, inside a small two-story home.” [see



photo]

“Dr. George T. Harding, Sr. borrowed \$5,000, secured with a mortgage on his home, to launch Special Foods, Inc. and was soon joined by four other Seventh-day Adventist investors. Bill Robinson was appointed manager and the only salaried employee.”

“The company survived and grew. By the end of two years, annual sales had reached \$20,000.”

Note 1. This is the earliest document seen (Aug. 2002) containing statistics on the meat alternatives industry or market—by individual companies.

Note 2. A later (undated) revised edition of this booklet was published in about 1987. The cover title was “Worthington: Building for a healthier tomorrow.” Address: Ohio.

1654. **Product Name:** Soy Drink (Soymilk), and Soysage (Meatless Sausage).

**Manufacturer’s Name:** Green World, Inc.

**Manufacturer’s Address:** Mayfield Stage, Boise, ID 83706.

**Date of Introduction:** 1984 May.

**New Product–Documentation:** Interview with James Herrington. 1987. Dec. 30.

1655. Soyfoods Center. 1984. Tempeh (color slide show). P.O. Box 234, Lafayette, CA 94549. 75 slides. Narration with each set.

• **Summary:** Slide show (#4). 1. The Soyfoods Center Presents... 2. Tempeh is a delicious high-protein fermented or cultured soyfood. Sold in 3/4-inch thick cakes and usually deep or shallow-fried until crisp and golden brown, tempeh has a flavor and texture resembling those of southern-fried chicken or fish sticks. For centuries a backbone of the Indonesian diet, tempeh is prepared fresh each morning at some 41,000 shops on Java alone. 3. Tempeh is increasingly available at reasonable prices throughout the United States, especially at natural or health food stores, or at Indonesian specialty shops. Tempeh is an excellent source of nutrients, containing 50 percent more protein than hamburger and completely free of cholesterol; it is also the world’s richest known source of vegetarian vitamin B-12. Like all soyfoods, tempeh is rich in lysine, the essential amino acid in shortest supply in most cereal grains. Serving tempeh and grain at the same meal boosts the amount of usable protein by up to 40 percent. 4. Tempeh has many virtues. 5. It promises to be an important part of meatless diets and of the new emerging American cuisine.

6. A typical package of tempeh. 7. There are various types of tempeh. 8. Here is a kit for making tempeh at home; it contains everything you will need. 9. Tempeh at a market in Bali, Indonesia. 10. Different sized packages of tempeh in Indonesia; made and sold wrapped in banana leaves.

11. Tempeh sold in a market place in Java. On the left is

tofu simmered in turmeric, a natural preservative. 12. Now let’s learn how to make tempeh at home. The soybeans can be dehulled either wet or dry. We prefer wet dehulling. But this is how it is done dry. For best results with dry dehulling, preheat the soybeans at 250°F in an oven for 10 minutes, or just until the hulls split. 13. Tempeh is easily made at home. Begin by combining 2½ cups soybeans with 7½ cups water in a large pot. 14. Bring just to a boil. 15. Then remove from heat, cover, and allow to stand for 8 to 16 hours.

16. Carefully pour off water from pot then vigorously rub beans between the palms of both hands for 3 to 4 minutes to remove hulls. 17. Then pour off hulls into a strainer. Repeat this process several times until all the beans are dehulled. 18. To the drained beans in the pot add 10 cups (hot) water and 1½ tablespoons vinegar. 19. Bring to a boil and cook, uncovered, for 45 minutes, then pour contents of pot into a large colander and allow beans to drain well. 20. Then allow beans to dry for 20 to 30 minutes on a double layer of absorbent toweling.

21. To make the container for incubation you can use Ziploc bags, baking pans, pie tins, etc. We prefer Ziploc bags. Take two 7-by-8-inch polyethylene bags and, using an ice pick, make holes in a grid pattern every ½ inch. 22. When the soybeans have cooled to body temperature and are well dried, transfer them to a separate clean tray for inoculation. 23. Now we are ready to inoculate them. The inoculum, tempeh starter, is available from The Farm in Tennessee or from Organic Gardening magazine. Once you buy one small packet you can make more of your own, using illustrated instructions in our book of tempeh. To inoculate, simply take 1 teaspoon of starter, sprinkle it over the beans... 24. And mix well. 25. Then spoon half of the inoculated beans into each of the two perforated bags.

26. Flatten each bag to a thickness of ½ to ¾ inch. 27. Then place bags in an incubator. This incubator is made from a Styrofoam cooler or picnic basket heated by a 20-watt electric bulb regulated by an aquarium or chick brooder thermostat. A water heater room or any other place as warm as 86°F (30°C) can serve as an incubator. 28. Incubate the tempeh at 86 to 88°F for 22 to 26 hours. When done, the beans should be bound together firmly into fragrant white cakes. 29. A large cake of finished tempeh and tempeh in burger rounds made in yogurt containers. 30. Here is an incubator made from two cardboard boxes, the space between the larger and the smaller being filled with batting for insulation. Note the perforated rack on which the tempeh is placed.

31. Good tempeh looks like this when sliced. 32. Tempeh is as versatile and delicious as it is nutritious and inexpensive. Most of the tempeh in Indonesia is served deep-fried or shallow-fried to give it a crisp texture and savory flavor. Here tempeh is being shallow fried to make crisp tempeh chips. 33. Crisp tempeh chips with creamy tofu dip. 34. Tofu burger. 35. Tofu burgers (open faced) made with

round tempeh patties.

36. Some people like to grill their burgers first with a miso sauce. 37. Label of tempeh patties. 38. TLT; Tempeh, Lettuce & Tomato Sandwich. 39. Tempeh Sloppy Joe. 40. Canning Tempeh Sloppy Joe.

41. Tempeh burritos or tacos. 42. Tempeh in pita bread. 43. Tempeh Guacamole and Crisp Tempeh Bits on tortillas. 44. Breaded Tempeh Cutlets or Croquettes. 45. Tempeh Lumpia, a Filipino dish.

46. Tempeh Gyoza or Egg Rolls. 47. Tempeh Felafuls; Temptations. 48. Tempeh is delicious simmered in coconut milk with herbs and spices. The milk is easily made at home in a blender as described in *The Book of Tempeh*. 49. Simply pour the mixture of coconut pulverized with hot water into a strainer and press out the coconut milk with your fingertips. 50. Tempeh starter can also be made at home. Here is a method for growing it on soybeans and sifting off the spores. 50A. It can also be grown on pressure cooked white rice, cooked in a Mason jar.

51. Now to Indonesia. A sketch of a large Indonesian tempeh shop. 52. In a few areas, tempeh is incubated packed in bamboo halves. 53. Close-up. 54. Carrying the tempeh to market. 55. Indonesian tempeh wrapped in banana leaves and polyethylene bags.

56. Tempeh in small packets wrapped with banana leaves in the Yogyakarta market, May 1977. 57. Close-up. 58. Here is a wife cooking tempeh in a typical village kitchen. 59. Thin tempeh slices at the marketplace are dipped in a batter of spiced coconut milk and rice flour, then deep-fried to make tempeh chips. 60. Here are tempeh cutlets, seasonings, and chips.

61. Other ready-to-eat tempeh items in a West Javanese market. 62. Tempeh chips in a marketplace in Yogyakarta, Java. 63. Making grilled tempeh on skewers like shish kebab over a home barbecue. 64. Making Sate, a similar skewered delicacy with a wonderful dipping sauce, sold here by a street vendor. 65. Javanese markets are a festival of colors. Most tempeh cuisine includes a load of blazing hot chilies...

66... which are ground by hand in stone mortars for use in sauces. 67. Like most traditional societies, Indonesia has a grain-centered diet. The colors of natural grains and beans in the markets are a feast for the eyes. 68. In Indonesia the remarkable winged bean is also made into tempeh; or it can be made into tofu or deep-fried tofu. 69. A close relative of tempeh is onchom, which is usually made from peanut presscake or okara with a *Neurospora* mold. It is sold in cakes in the markets of West Java. 70... and may have a distinctive orange color from the mycelium.

71. To make onchom, steamed peanut presscake is packed into molds, 72. Inoculated with onchom from a previous fermentation, 73. Placed in an incubator where it generates its own heat from fermentation, 74. And looks like this when it is finished. Address: Lafayette, California.

1656. **Product Name:** Heraveg Vegetarian Main Meals [Beef Style, Mince, or Chicken Style].

**Manufacturer's Name:** Haldane Foods Ltd.

**Manufacturer's Address:** Units 16 & 20, Long Furrow Trading Estate, East Goscote, Leicester LE4 8XJ England.

**Date of Introduction:** 1984 June.

**How Stored:** Shelf stable.

**New Product–Documentation:** Food Report (Lehmann). 1984. June. Advertised in health food magazines. In dry form, packed in cartons, they are claimed to produce no soya aftertaste.

Note: This is the earliest known commercial soy product made by Haldane Foods Ltd.

1657. **Product Name:** [Tempeh Burgers (Marinated and Baked. No Oil)].

**Manufacturer's Name:** Noble Bean.

**Manufacturer's Address:** Toronto, ONT, Canada.

**Date of Introduction:** 1984 June.

**New Product–Documentation:** Letter from Allan Brown. 1985. Aug. 7. Ready to eat. 4 oz for \$1.65. Letter (fax) from Allan Brown. 1998. Jan. 21. Tempeh burgers were first sold in June 1984.

Label sent by Allan Brown. 1998. June 30. 5½ by 4½ inches. Plastic bag. In French and English. Orange and green on white. "Heat and serve. Refrigerate or freeze. 127 gm (4.5 oz). McDonalds Corners, Ontario K0G 1M0."

1658. **Product Name:** Soyboy Tofu Not Dogs: Natural Meatless Links.

**Manufacturer's Name:** Northern Soy.

**Manufacturer's Address:** 30 Somerton St., Rochester, NY 14607.

**Date of Introduction:** 1984 June.

**Ingredients:** Tofu, filtered water, isolated soy protein, cold pressed safflower oil and corn oil, herbs and spices, honey, sea salt, guar gum, carrageenan.

**Wt/Vol., Packaging, Price:** 12 oz vacuum packed.

**How Stored:** Refrigerated, 35 day shelf life. Or frozen.

**New Product–Documentation:** Label. 1986, undated. 4 by 8 inches. Green, orange, and black on yellow. "No nitrates. No cholesterol. Half the salt of regular hot dogs." Manufacturer's catalog. 1987. Lists ingredients. Talk with Andy Schecter. 1988. Oct. 10. This product was launched in June 1984. East West Journal. 1988. Oct. p. 72. "Special awards: Best fake not dog: SoyBoy Tofu Not Dogs by Northern Soy of Rochester, New York. Nice smoky flavor and smooth texture, almost as good as the real things."

Product with Label purchased at Open Sesame in Lafayette, California. 1992. May. The product is now named simply Not Dogs. 7 by 4.5 inches. Plastic film. Red, green, and black on yellow. Illustration of a dog in a circle with a diagonal line drawn through it. "America's best-tasting vegetarian hot dog. 50% less salt. 35% less fat than



regular hot dogs. No nitrates. No cholesterol.” “Ingredients: Organic tofu (filtered water, organically grown soybeans, natural calcium chloride nigari—a mineral coagulant, not a preservative), corn oil, isolated soy protein, tapioca flour, yeast extract, herb and spices, honey, natural flavoring, vegetable gum, sea salt. No preservatives and nothing artificial.” 12 oz. retails for \$3.39.

Product with Label purchased at Fresh Fields, Rockville Pike, Maryland. 1992. July 20. Copyright 1991. New label. The product is now named Soyboy Not Dogs. 8.5 by 6.5 inches. Plastic film. Red, yellow, black, and green on white. The word “Dogs” is written in rounded red letters as if formed by bending a long hot dog. “America’s best-tasting vegetarian hot dog. All natural. No cholesterol. Wheat and dairy free. Made with organic tofu. No preservatives & nothing artificial.” The ingredients are basically unchanged. “Keep refrigerated or frozen. May be sold frozen for 1 year after date on package.” UPC indicia. 12 oz. retails for \$3.29.

1659. **Product Name:** SoyBoy Tofu Burger [Savoury, or Chili Flavour].

**Manufacturer’s Name:** Regular Tofu Company Ltd.

**Manufacturer’s Address:** 16 The Halcroft, Syston, Leicester, England LE7 8LD.

**Date of Introduction:** 1984 June.

**New Product–Documentation:** Ad in The Vegetarian (England). May/June. p. 12.

1660. **Product Name:** SoyBoy SoySage (Meatless Sausage).

**Manufacturer’s Name:** Regular Tofu Company Ltd.

**Manufacturer’s Address:** 16 The Halcroft, Syston, Leicester, England LE7 8LD.

**Date of Introduction:** 1984 June.

**New Product–Documentation:** Ad in The Vegetarian (England). May/June. p. 12. “High fibre protein slices.”

1661. **Product Name:** [Tofu Burger].

**Foreign Name:** Tofu-Burger.

**Manufacturer’s Name:** Sojvita Produktions GmbH.

**Manufacturer’s Address:** Hauptplatz 1, 2493 Lichtenwoerth, Austria. Phone: 02622/75494.

**Date of Introduction:** 1984 June.

**Ingredients:** Tofu, onions, spices (Gewuerze), salt.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Norbert Brunthaler. 1988. Jan. 4. Gives date of introduction as starting date of company, June 1984. Label. 1987. 3.5 by 1.5 inches. Self adhesive. Black typed letters on white.

1662. **Product Name:** Soygran.

**Manufacturer’s Name:** Soycraft Pty. Ltd.

**Manufacturer’s Address:** P.O. Box 420, Woollahra (near Sydney), NSW 2025, Australia. Phone: (02) 32 0716.

**Date of Introduction:** 1984 June.

**New Product–Documentation:** Form filled out by Volli and Ralph Henderson. 1984? (Undated). The company now produces Soysage, Soygran, Tofu Pate, Tofu Cottage Cheese, Missing Egg Salad, Pima, and Tempeh Chips.

1663. Watanabe, Tokuji; Kishi, Asako. 1984. The book of soybeans: Nature’s miracle protein. New York, NY: Japan Publications. 191 p. June. Illust. General index. Recipe index. 26 cm. [21 ref]

• **Summary:** Contents: Introduction. Part 1. General information: 1. Characteristic traits: Agronomic and other biological characteristics, physical properties, chemical properties, soybean protein, properties of soybeans as food material. 2. Current ways of using and processing soybeans: Throughout the world, traditional ways of using and processing, new soybean food products. 3. Tofu and other nonfermented soybean food products: Tofu (Cotton or regular tofu, silken tofu {*kinugoshi*} and soft tofu, packaged tofu, new equipment), deep-fried tofu, dried-frozen tofu (*Kôri-dôfu*), soy milk, yuba, roasted soy flour (*kinako*), soybean sprouts.

Note 1. This is the earliest English-language document seen (April 2013) that uses the term *Kôri-dôfu* to refer to dried-frozen tofu.

4. Miso and other fermented soybean products: Miso, natto, Hama-natto (tera-nattô), soy sauce, sufu, tempeh. 5. Other ways of eating soybeans—Simple traditional Japanese foods: Parched soybeans, boiled soybeans (*budo-mame*; *hitasahi mame*), beaten and mashed [or ground] soybeans (*go*, or (from edamamé) *zunda* or *jinda*), molded soybean mash (*jinta-dôfu*), molded mashed soybeans and rice flour (*shitogi*), soybean soybean-mash paste. 6. New soybean protein products.

Note 2. This is the earliest document seen (Nov. 2008) that mentions *zunda*. The text (p. 84) reads: “When fresh green soybeans (edamame) are used in cooking, they are boiled for from ten to twenty minutes; ground; and flavored with salt, sugar, and soy sauce. The resulting dish is called *zunda* or *jinda*.”

Note 3. *Zunda* is a healthy and tasty snack or treat made from mashed edamamé. It is sweet, rich in protein, high in fiber and emerald green. It is said to have originated hundreds of years ago in Japan in Miyagi prefecture. In and around Sendai (capital of Miyagi prefecture) one can find many shops and booths that sell *zunda* cakes, *zunda* mochi treats, and *zunda* shakes, all made from edamamé (green vegetable soybeans). One well-known company in Japan that markets delicious *zunda* products is Zunda Saryo.

Part 2. Cooking with soybean food products: Tofu, *yaki-dôfu* (toasted tofu), *kôri-dôfu* (dried-frozen tofu), *nama-agè*, *abura-agè*, *gammodoki*, yuba (soy-milk film), *nattô*, miso, soy milk, soybeans, bean sprouts. Afterword. Bibliography.

In the chapter on tofu, pages 43-44 discuss *okara* or

*unohana* (the residue remaining after soy milk production); a photo shows it in a glass bowl. “Though it formerly appeared on many Japanese tables seasoned and cooked with vegetables, today it is most often fed to animals. As the number of animals raised in urban and suburban areas decreases, however, tofu manufacturers are finding it harder to dispose of residue.”

Page 99 notes of tofu: “At a certain temple in Kyoto is a plaque bearing the following inscription, which, while comparing this food to religious faith, clearly shows the esteem in which the Japanese people hold tofu. ‘Religious faith should be like tofu: it is good under any circumstances. It is good boiled, grilled, or fried. Raw, chilled, served with soy sauce and other seasonings, it is good with steamed rice. Simmered in hot water and flavored, it is good with sake. Because it is soft, old people and sick people welcome it, but children and young people like it too. Men like it, women like it; poor and rich both like it. Though common, it has elegance enough to find a place in the upper class.

“It cuts clean and well for use in clear broths. It is good in the meatless diets of religious training. It can be crushed for use in miso soup. It is used all the time and in all seasons. It is inexpensive yet numbered among the delicious treats. It is welcomed everywhere, in mountains as well as in big cities. It is well received at dinners for dignitaries and guests yet is convenient enough for college students who do their own cooking. Women especially should be like tofu. The mature and cultivated person should be tender, yet firm, like tofu. Though apparently tasteless, it is delicious. Though apparently ordinary, it is extraordinary.”

Other ways of eating soybeans (p. 83-84): (1) Parched—“Parched gently in unglazed ceramic dishes made for the purpose,” then tossed by people at Setsubun in February around their houses as they chant “Demon out! Good luck in! Then they pick up the beans and eat them. Parched soybeans are included in some varieties of *mochi* (glutinous rice cake) and in *okoshi* a confection made of puffed rice bound together with sugar syrup. In the past they were eaten with salt, miso, or soy sauce.”

Note 4. In the USA, parched soybeans are called “dry roasted soynuts.”

Tables show: (1) World production of soybeans (1977-1982). (2) Price trends in dollars per ton for wheat, soybeans, and corn (1970-1981). (3) Soybean yields in the USA and Japan (1974-1981). (4) Chemical composition of soyfoods: Tofu, abura-agè, kôri-dôfu, yuba, kinako, soybean sprouts, nattô, miso (dark yellow), soy sauce (common), soybean (Japanese). (5) Statistics on production of modern soybean products in Japan (1975-1981). (6) Annual production and prices of modern soy protein products in the USA (May 1983).

Japan once produced a million tonnes (metric tons) of soybeans annually. This figure decreased dramatically during World War II. After the war, as soybean imports from

the United States steadily increased, Japan’s domestic crop gradually fell to the level of no more than 100,000 tonnes. In 1977 it was 111,000 tonnes, yet by 1982 it had jumped to 226,000 tonnes as rice acreage was reduced.

All photos are black and white. Figures show: (2) Line drawing of soybean plant with flowers and leaves. (2) Cross section of soybean seed-coat and cotyledon. (3) Graph of protein solubility (NSI) of defatted soybean meal at different pH values. (4) Graph of protein solubility (NSI) of defatted soybean meal at different concentrations of calcium chloride. (5) Graph of relationship between time and temperature of soaking soybeans in water (colder water temperature requires longer soak time). (6) Flow sheet for making regular tofu. (7) Photo of regular (*momen*) “cotton tofu.” (8) Line drawing of grinder (horizontal type) used with soaked soybeans when making tofu. (9) Photo of continuous filter for soy-milk preparation. (10) Photo of small-scale soy-milk processing plant. (11) Line drawing of molding box [forming boxes with lids] for making regular tofu. (12) Photo of yaki-dofu [grilled tofu]. (13) Photo of okara in a glass cup. (14) Line drawing of molding box [forming box] for silken tofu. (15) Photo of silken tofu. (16) Flow sheet for packaged tofu production [GDL]. (17) Photo of packaged tofu in package. (18) Flow diagram of large-scale process for making tofu and abura-agè with 26 pieces of equipment labeled. (20) Flow diagram of continuous process for making packaged tofu [GDL]. (21) Photo of 2 pieces of abura-agè. (22) Photo of deep fryer for making abura-agè. (23) Photo of nama-agè [deep fried tofu cutlet]. (24) Photo of two types of ganmodoki. (25) Line drawing for tofu kneader for ganmodoki production. (26) Photo of kôri-dôfu [dried frozen tofu]. (27) Flow sheet for making dried-frozen tofu. (28) Flow diagram of process for making large-scale dried-frozen tofu. (29) Photo of aseptic carton and glass of soy milk. (30) Flow sheet for making aseptically packaged soy milk. (31) Photo of 5 different forms of dried yuba. (32) Photo of kinako in two clear glass bowls. (33) Photo of soybean sprouts in a woven bamboo basket. (34) Flow sheet for making miso. (35) Three different types and colors of miso on 3 bamboo rice paddles (*shamoji*). (36) Line drawing of cut-away view of traditional pressure cooker (*koshiki*) for rice cooking. (37) Diagram of continuous rice cooker with 7 parts labeled. (38) Line drawing of *Aspergillus oryzae* with conidia (spores), sterigmata, and mycelium labeled. (39) Photo of pieces of koji. (40) Diagram of modern fermentation room for making koji. (41) Cut-away view of miso fermenting in a wooden vat with stone weights above vinyl film on top. (42) Line drawing of a mashing machine for miso. (43) Photo of natto in rice straw wrapper and polystyrene tray. (44) Cross sectional view of pressure cooker for soybeans. (45) Line drawing of rotating mixer to combine cooked soybeans with pure-cultured *Bacillus natto*. (46) Photo of soy sauce table dispenser. (47) Flow sheet for making Japanese soy sauce (shoyu). (48) Transparent view of crusher (roller) for roasted



wheat in making soy sauce. (49) Photo of modern stainless steel fermentation tanks / vats (indoors). (50) Photo of a jar and a cup of sufu [fermented tofu]. (51) Diagram showing relationships between modern soy protein foods.

Note 5. Surprisingly, edamamé, one of the most popular soyfoods in Japan, is mentioned only once, in passing (p. 84) in this book.

Photos on the rear cover show Tokuji Watanabe and Asako Kishi. A brief biography of each is given.

Tokuji Watanabe: Born in 1917 in Tokyo, he graduated from the Faculty of Agriculture of Tokyo University in 1941, with Doctor of Agriculture. In 1945 he entered the National Food Research Institute (NFRI), of which he became director in 1971. In 1977 he resigned that position and became a professor at the Kyoritsu Women's University, where he now teaches. Address: 1. D. Agr., Kyoritsu Women's Univ., Tokyo.

1664. Worthington Foods, Inc. 1984. Introducing all new, all natural, Natural Touch: The taste nobody can touch (Ad). *Natural Foods Merchandiser*. June. p. 18-19.

• **Summary:** This large-format, two-page color ad shows packages and prepared dishes for Natural Touch Tofu Garden Patties, Okara Patties, Harvest Bake Lentil Rice Loaf, and Kaffree Tea. Okara is described as "the protein-rich, high-fiber pulp from cooked soybeans."

This 2-page ad also ran in the July issue (p. 23-24). Address: Worthington, Ohio 43085.

1665. Reed, J.D. 1984. Its trendy, tasty and Tofutti: This summer's hot frozen dessert is no-cream ice cream. *Time* 124:81. July 9.

• **Summary:** This two-thirds page article represents the biggest print media coverage for Tofutti to date. "Americans are licking up 40,000 gal. a week of this chilly concoction. Production has nearly doubled in the past month. Move over Frusen Glädjé and frozen yogurt; this is the summer of Tofutti. A photo shows smiling "Tofu tycoon David Mintz and his chic chiller."

Mintz is experimenting with tofu-based drinks and a vegetable salad. His next obsession is a nonmeat burger... It is made of tofu and has the taste and smell of a beefburger. Says the tycoon of tofu: 'I am close to this tremendous breakthrough. It is made of tofu and has the taste and smell of a beefburger.' Given his marketing skills, it may not be long before Tofutti addicts sit down to the main course: a Big MacFutti."

1666. **Product Name:** Lite Chef Tofu Mixer [California Burger, Rancheros Fiesta, Mandarin Almond Stir-Fry, or Pasta Italiano].

**Manufacturer's Name:** Essential Foods, Inc.

**Manufacturer's Address:** P.O. 8462, Emeryville, California. Phone: 314-832-7575.

**Date of Introduction:** 1984 July.

**Wt/Vol., Packaging, Price:** 3.8 oz to 5.9 oz plastic laminated envelope. Retail for \$1.69 to \$2.09.

**How Stored:** Shelf stable.

**New Product–Documentation:** Spot in Soyfoods. 1984. Summer. p. 45. "No Roly-Polies." In foil pouched versions. Talk with Craig Ramsell. 1989. March 14. Phone: 415-655-8662. John Beckley started Essential Foods in August 1982. Craig Ramsell and Gary Whitney joined as principals in 1983. When they developed the 4 products described above, the first product, The First Great Tofuburger Mix, was discontinued. In Oct. 1985 Essential Foods sold all 4 products to Sunfield. Now Craig has the rights back and is looking for a buyer.

Ad in Natural Food Merchandiser. 1984. "The tofu promise comes to light! Lite Chef tofu mixers."

1667. **Product Name:** Firm Nigari Tofu, Soymilk, and Soysage.

**Manufacturer's Name:** Maritime Soycraft.

**Manufacturer's Address:** R.R. 4, Antigonish Harbor, NS, B2G 2L2, Canada. Phone: 902-863-2903.

**Date of Introduction:** 1984 July.

**New Product–Documentation:** Form filled out by Sian McLean (a woman), ca. 1984. They started on 1 July 1984 and now make firm nigari tofu, soymilk, and soysage. The business has no name yet. "Small word-of-mouth operation so far." They use 60 lb/week of soybeans.

Letter from Sam Weinreb. 1988. Jan. 14. He just talked with Hugh and Sian McLean. Talk with Sian McLean. 1988. Feb. 15. They started making tofu July 1984. His company is now named Maritime Soycraft, R.R. 2, Heatherton, NS, B0H 1R0, Canada. Phone: 902-386-2474. Says he started making soysage in 1986, but it is shown on his 1984 form. Call from Sian. 1991. Nov. 18. They make mostly tofu, plus some soymilk. They no longer make soysage. They make about 500 lb/week of tofu. There is a nice little steady market and people really like Maritime tofu. Her first name is Welsh.

Letter from Sian McLean. 1994. July 16. Maritime Soycraft is now located at Keppoch Mountain, R.R. #1, Antigonish, Nova Scotia B2G 2K8, Canada. Phone: 902-863-3978. This is a new tofu shop she built. She presently makes only fresh bulk tofu. She left her former marriage with Hugh and has a new partner who wants to do tofu production.

Talk with lady who works with Sian. 1995. May 15. Sian now has a vacuum packaging machine for her tofu, and she can get a shelf life of two weeks before the product turns yellow. This vacuum-packed tofu is not yet on the market.

Talk with Rick Turner of Maritime Soycraft. 1999. Dec. 2. They moved 1½ to 2 years ago to R.R. #4, Antigonish, NS B2G 2L2. Their phone number has not changed. They are now a partnership with 3 partners, Sian, Rick, and one other full-time person. They make about 1,000 lb/week of tofu, but

have to expand to take on a new chain. So their business is growing and they are looking for new equipment.

In Oct. 2002 John Hardy of and his wife, Louise, Prince Edward Island bought Maritime Soycraft from Sian Newman Smith of Antigonish [Nova Scotia]. “We bought Sian’s equipment, recipes, and markets and moved it all over here” [to PEI] John says. “We hope to build on Sian’s success and eventually to expand the business.” Their business is now known as Soy Hardy. Source: [www.acornorganic.org/farmers](http://www.acornorganic.org/farmers) (Nov. 2013). A call to Acorn Organic reveals that the tofu maker on Prince Edward Island is no longer in business. However while they were still in business, they made a nice YouTube video about their tofu shop: “HBTv-5: SoyCraft Organic Tofu.”

1668. Marson, Alan. 1984. Tofu: A new health food from Japan. *Bakers’ Review (Watford, England)*. July. p. 31, 34.  
 • **Summary:** “Are bakers in this country missing out on potentially lucrative markets by ignoring some of the current trends in our eating habits?... The consumer is now looking for healthy ingredients in everything that he eats.”

“Whether we like it or not, it is a fact that in the U.K. we have a tendency to follow closely on the heels of the Americans when it comes to innovation. This time however, they have got it right, because they have latched on to an ingredient that fulfills many of the criteria for healthier bakery lines. It is called tofu... Tofu is extremely high in protein and yet low in calories. An ideal extender for the health-conscious.”

“In the US, the use of tofu is estimated to be growing at the rate of 25-35% per year. There are now 150 plants producing well over 45 million pounds of the food, which in monetary terms means about £25 million worth.”

“According to Paul Jones, managing director of Paul’s Tofu, suppliers of baked products to Holland & Barratt, he is successfully using tofu in the manufacture of quiches, savoury pasties and cheese cakes: ‘I also use it for icing and toppings,’ he said. ‘It is white, delicate and blends well.’”

“A domestic version of Tofu is already being sold in this country through Sunwheel Foods—part of the Holgran Group of companies. Roy Harris, the company’s sales and marketing director reports that sales last year were up over 35 per cent on the previous year.”

“We have already seen the rise of the Vegeburger, and following closely behind is the Tofuburger. Now is the time for bakers to be seeking ways of cashing in on this relatively new—but nevertheless enthusiastic—search by the British housewife to find foods that she knows will at least do her family no harm—if not a great deal of good.”

“As there would appear to be no cost differential between choosing eggs or tofu as an ingredient, perhaps it would be worthwhile to do a little experimenting on a limited scale, by producing something in the take-away snack line—which in itself is an expanding market and ripe for further

growth. Don’t be put off by its bland flavour for its is this very blandness which makes it usable for so many different types of dishes. There is no reason why tofu—although a basic food in itself—should not be utilised to a high degree of sophistication, even to gourmet levels.”

A large photo shows a package of Morinaga Ever-Fresh Silken Tofu. Address: Holgran Malt Products, England.

1669. **Product Name:** Tofu Burgers (Mushroom and Onion Flavored).

**Manufacturer’s Name:** Nasoya Foods.

**Manufacturer’s Address:** Mechanic St. Ext. (P.O. Box 841), Leominster, MA 01453.

**Date of Introduction:** 1984 July.

**New Product—Documentation:** Ad in Soyfoods. 1984. Summer. p. 3. Vacuum packed. Letter from John Paino. 1989. Nov. 12. This product was never sold.

1670. Brisson, David. 1984. Natural foods go gourmet. *East West Journal*. Aug. p. 22, 24-27.

• **Summary:** Brother Ron Pickarski, a 34-year-old Franciscan friar from Miami, Florida, is a world class vegetarian chef, who won a bronze medal in the 1980 Culinary Olympics, and who likes to use tofu in his creations. At this year’s Olympics in October in Frankfurt, Germany, he will prepare Tofu Sushi with Mikado Sauce and Seitan Moutard Bitard (a vegetarian steak). A consultant for Legume, Inc. he has created such sumptuous dishes as Tofu Bourguignon and Tofu Tetrizzini for them. Contains an illustration and biography of Pickarski. An illustration shows Brother Ron. Address: Brookline, Massachusetts.

1671. House, S.L. 1984. Spotlight: Institutional foodservice. Alive Polarity, Murrieta, California. *Soyfoods*. Summer. p. 6.

• **Summary:** “Northeast of San Diego and southeast of Los Angeles lies a peaceful place where people can go for a day, a week, a month to experience spiritual renewal and better health practices. Among other diverse activities, Alive Polarity’s Murrieta Hot Springs offers mudbaths, marriage counseling and superb vegetarian cooking.”

“The lacto-vegetarian diet offered at Alive Polarity emphasizes purifying, health-building and gourmet dishes. Soyfoods make up a large part of the menu.

“More than 50 percent of our meals contain soy products,’ says Breese English, kitchen manager. Tofu is by far the soyfood used most often because it’s so receptive; it adds little flavor of its own yet takes on the flavor of ingredients used with it. ‘I’d say we consume at least 70 pounds a day.’”

“Alive Polarity’s restaurant serves breakfast, lunch and dinner buffet style, totaling about 1000 meals daily.”

“While tofu is a primary ingredient in many of the recipes, other soy products are used extensively as well. Bragg’s Liquid Aminos and tempeh are two products that



have found a place in Alive Polarity's kitchen.

"Bragg's is a liquid mineral soy bouillon often used instead of soy sauce or tamari. Its slightly less salty flavor had made it a popular item for the cooks as Mary Ann Beauchamp attests. 'I use it in almost everything, sauces, salad dressings, soups.' About 25 gallons of Bragg's Liquid Aminos are consumed weekly.

"Tempeh is the third most popular soy product used. Tempeh is a complete protein food with a texture that lends itself to hearty foods and entrees. Used in place of hamburger for summer barbecues, tempeh burgers are very popular. The kitchen staff estimates they use about 400 tempeh patties a week.

"Two soyfoods recently introduced at Alive Polarity include soymilk and Tofutti. Given that almost 20 gallons of soymilk are consumed weekly, it appears it's already gained acceptance among the clientele."

"Mary Ann Beauchamp, whose mother is Japanese explains, 'My mother is amazed with the things we do with tofu. The Japanese use tofu in traditional ways for specific purposes. I don't feel that they experiment or work with it as we do.' For example, Beauchamp explains a favorite recipe, Tofu Tidbits. 'You take cubes of tofu and bread them in a mixture of flour, nutritional yeast, herbs and spices. Then layer the cubes in a pan with a small amount of oil. Bake for an hour at 500°. Serve with tartar sauce and lemon wedges, it's fantastic. People just love it.'"

A photo shows the staff: Jane Buck, Breese English, Mary Ann Beauchamp, and Diane Luzzi. Contains a "favorite recipe" for Tofu french toast.

1672. Leviton, Richard. 1984. Soyfoods market: The top 15 prepared convenience soyfoods. *Soyfoods*. Summer. p. 42-43.

• **Summary:** "Since 1980 most of the innovation—and excitement—in the American soyfoods industry has centered around what are now called prepared convenience soyfoods." The top 15 are: (1) Legume Light & Natural Tofu Entrees. (2) Edward & Sons' Miso-Plus Jalapeno and Chive miso dips. (3) Farm Foods' Ice Bean and Ice Bean Sandwich. (4) Tofu Time's Tofutti. (5) Light Foods' Light Links (tofu hot dogs). (6) Brightsong Light Foods' Tofu Desserts and Dips. (7) Tomsun Foods' Spice and Herb Tofu. (8) Eden Foods' Edensoy. (9) Nasoya's Vegi Dips. (10) Sonoma Specialty Foods' Nutcracker Sweets. (11) Pacific Tempeh and Soyfoods Unlimited's Tempeh Burgers. (12) Soyfoods Unlimited's Leandro's Meatless Lasagna. (13) Fantastic Foods' Tofu Burger Mix. (14) Quong Hop's Soy Fresh. (15) Garden of Eatin's Nuclear Freeze (soymilk ice cream pops). A photo shows each product.

1673. **Product Name:** Tofu Bagel Link (A Tofu Hot Dog in a Whole Wheat Bagel).

**Manufacturer's Name:** Light Foods Inc.

**Manufacturer's Address:** St. Louis, MO 63017.

**Date of Introduction:** 1984 August.

**Ingredients:** Tofu Light Link, tofu, soy oil, water, dried egg white, textured soy protein, salt, barley flour, honey, tamari, spices, natural extracts of paprika, natural spice oils. Whole wheat bagel: High gluten flour, whole wheat flour, bran, honey, salt, yeast.

**Wt/Vol., Packaging, Price:** 5 oz.

**How Stored:** Frozen.

**New Product—Documentation:** Food Report (Lehmann). 1984. Aug. Friedman. 1985. Adweek East. Dec. 9; Poster. 5 oz. Frozen.

Spot in Natural Foods Merchandiser. 1986. Jan. Shows a photo of a Tofu Bagel Link.

Label. 1988. 6 by 2.5 inches. Blue, beige, and white. "Real tofu."

1674. **Product Name:** Checkerboard Farms TenderLean (Mixture of 25% Isolated Soy Protein and 75% Ground Beef).

**Manufacturer's Name:** Ralston Purina Co.

**Manufacturer's Address:** Checkerboard Square, St. Louis, MO 63164.

**Date of Introduction:** 1984 August.

**Ingredients:** 75% lean beef, 25% isolated soy protein.

**Wt/Vol., Packaging, Price:** 1.5 or 3 lb plastic, vacuum-sealed chub packs (sausage shaped).

**How Stored:** Refrigerated.

**Nutrition:** 4 oz. Tenderlean (vs. ground beef): Calories 240 (380), protein 21 gm (17.5 gm), fat 17 gm (34 gm), cholesterol 60 mg (80 mg), moisture 74 gm (61 gm).

**New Product—Documentation:** Register (Des Moines).

1984. Aug. 16. "Ralston hopes beef, soybeans mix."

Beefweek. 1984. Aug. 20. p. 17. Product contains 75% American lean beef and 25% soy protein, and has 50% less fat than the USDA standard for ground beef. The first fresh meat product to bear full nutritional labeling. The product is targeted at "Active Lifestyle" consumers who eschew fat and cholesterol in beef. Missouri Beef Cattleman (Kansas City, MO). 1984. Sept.

1675. Nordquist, Ted. 1984. Re: New developments with tofu at Aros in Sweden. Letter to William Shurtleff at Soyfoods Center, Sept. 6. 1 p. Typed, with signature on letterhead.

• **Summary:** "The company continues to expand, sales have doubled each year since we started in 1980. We now have steam injected cooking and pasteurization with a 30 day shelflife on all six products: Tofu (12% protein, made with nigari), tofu (8% protein, made with calcium sulfate), tofuburgers, tofulindstrom (red beets), Indian curry and marinated tofu. We will soon introduce tempeh, deep fried and marinated. We also plan to introduce a sandwich spread much like liverwurst in consistency before the end of this

year.

“We produce about 108 kg of tofu per hour now and between 1.5 and 2 tons of products per week. I will be attending the first European Soyfoods Workshop, Sept. 27-28 in Amsterdam...

“Would you please write a short resume about your work so I can submit it to the right people for the Alternative Nobel Prize” [Right Livelihood award].

Across the top of this handsome letterhead are three logos: (1) Left: aros sojaprodukter örsundsbro shows a little blue Viking with a horned helmet and big red heart. (2) Center: Aros. (3) Right: A Soyfoods Center, Sweden, with the California Soyfoods Center logo in all blue.

Enclosed with the letter: (1) Eight-panel brochure of “What is tofu?” and tofu recipes. (2) Aros mail order catalog (1 sheet, 8½ x 12 inches, blue on beige, 3 panels each side), with 8 books, a tofu kit, nigari, tempeh starter, and koji for making miso or amazake. Address: President, Aros Sojaprodukter, Bergsvagen 1, S-190 63 Orsundsbro, Sweden. Phone: 0171-604 56.

1676. **Product Name:** [Tempeh Burger–Deep-fried].

**Foreign Name:** Tempeh-Burger–Frittiert.

**Manufacturer’s Name:** Byodo Naturkost.

**Manufacturer’s Address:** Thalkirchenstr. 57, D-8000 Munich, West Germany. Phone: (089) 16 85 70.

**Date of Introduction:** 1984 September.

**Ingredients:** Soybeans, water, vegetables (Carrots, zucchini, soy sprouts) in varying proportions by weight, whole oats, whole wheat, brown rice, sesame seeds, sunflower seeds, spices, soy sauce (shoyu), sea salt, vinegar, beneficial mold culture (Edelpilzkultur) *Rhizopus oligosporus*. Ingredients predominantly organically grown.

**Wt/Vol., Packaging, Price:** 130 gm plastic bag.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Anthony Marrese. 1990. March 22. Based on a March 21 interview with Bernd Steyer, tempeh production manager and builder of their first tempeh incubator in 1984, when they started to make their own tempeh. Present production is said to be 50 kg/week of tempeh plus 500 burgers/week.

Bernd Drosihn. 1989. Tempeh: Ein traditionelles Nahrungsmittel mit Zukunft [Tempeh: A traditional food with a future]. p. 38. Says the company makes fresh tempeh from whole soybeans, tempeh burgers, and tempeh chips. A source of tempeh starter.

Letter (fax) from Harry Whitford. 1990. May 11. “We started making Tempeh Burgers (Tempehbürgers) later that fall (1984) after we realized we couldn’t keep the company going only on tempeh.”

Label sent by Anthony Marrese. 1990. April 15. 5 by 2.25 inches. Green on yellow, printed on front and back of plastic bag. “A nutritional soya specialty (Eine vollwertige Soja-Spezialität). Store at 4-8°C.”

1677. Dirar, Hamid A. 1984. Kalwal, meat substitute from fermented *Cassia obtusifolia* leaves. *Economic Botany* 38(3):342-49. Sept. [10 ref]

• **Summary:** In recent years there has been an increased interest in leaf protein as a potential source to “help alleviate the world shortage in protein.” The leaves of certain plants have been clearly shown to contain significant levels of protein.

In the Sudan, the green leaves of *Cassia obtusifolia* are fermented to produce a food product, kalwal, used by certain ethnic groups as a meat substitute. The fermentation takes about 2 weeks, then the product is sundried and used when needed. Kalwal contains about 20% protein on a dry weight basis. The two main microorganisms active in the fermentation are *Bacillus subtilis* and a species of *Rhizopus* fungus.

Note: Letter (e-mail) from Lorenz Schaller of Ojai, California, who sent this article to Soyinfo Center. 2012. Jan. 30. “*Cassia obtusifolia* has the common name ‘sickle-pod senna.’ I have grown the plant and have color transparencies of it.

“The seeds are roasted to make a medicinal tea (*habucha*) sold in packages in every Japanese grocery store. I once had a package on my exhibit table at a conference and Aveline Kushi walked by, stopped, pointed to the *habu* and said, “That’s my favorite tea. I have it every day.”

“The seeds (raw, unroasted) are used in place of yarrow stalks for casting the ancient oracle—*I Ching*. I keep a bottle of them in the cupboard for that use.” Address: Dep. of Agricultural Botany, Faculty of Agriculture, Univ. of Khartoum, Khartoum, Sudan.

1678. Mwangi, -. 1984. The Jamaica nutrition project. *Yard Roots Reports (Oakland, California)*. Sept. p. 4-5.

• **Summary:** The author is working to raise \$100,000 to develop a soy dairy in Jamaica to make tofu, soy-burgers, tempeh, soy milk, ice cream, mayonnaise and other products from soy beans. The Afrobean Foundation in Kingston is also interested in this idea. Two groups in Jamaica will find soy products useful in their diet. First, the more than 100,000 Rastafarians, most of whom are attempting to pursue a vegetarian diet. Second, Jamaicans of Chinese descent who have traditionally used soy products. “Most of the imported soybeans today are mainly used for making oil and for poultry and pig feed.” Readers are asked to send donations to Caribbean Media and Community Resources, Inc. in Oakland, California. Address: Caribbean Media and Community Resources, Inc., 314 17th Street #188, Oakland, California 94612. Phone: (415) 536-3031.

1679. **Product Name:** [Tofuburger].

**Foreign Name:** Tofuburger.

**Manufacturer’s Name:** Sojatopf. Renamed Soto in April



1989.

**Manufacturer's Address:** Friedrich-Ebert-Str. 40, D-8323 Trostberg, West Germany. Phone: 08621-62538.

**Date of Introduction:** 1984 September.

**Ingredients:** Incl. tofu, vegetables, oatmeal, spices.

**Wt/Vol., Packaging, Price:** 100 gm vacuum pack.

**New Product–Documentation:** Letter (fax) from Harry Whitford. 1990. May 30. Gives full details on product based on interview with Gerhard (Oskar) Schramm. On 1 Jan. 1990 the company moved to Wolfbergerstr. 47, D-8211 Breitbrunn am Chiemsee, West Germany.

1680. **Product Name:** Vegetable Feasts Chile Sin Carne.

**Manufacturer's Name:** Vegetarian Feasts.

**Manufacturer's Address:** 21 Carnwath Rd., Fulham, S.W. 6, London 3HR, England.

**Date of Introduction:** 1984 September.

**Ingredients:** Incl. textured soy flour (TVP, granulated), red kidney beans, tomato puree, onions, green and red peppers, mixed herbs, chili powder.

**Wt/Vol., Packaging, Price:** Microwaveable container with cellophane top.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Sonia Newhouse. 1988. Feb. 25. She founded this company and started to make vegetarian frozen entrees in March 1984, after having been cured of osteo-arthritis.

1681. **Product Name:** Vegetable Feasts Stroganoff.

**Manufacturer's Name:** Vegetarian Feasts.

**Manufacturer's Address:** 21 Carnwath Rd., Fulham, S.W. 6, London 3HR, England.

**Date of Introduction:** 1984 September.

**Ingredients:** Incl. textured soy flour (TVP, minced), mushrooms, peas, onions, sour cream, wine.

**Wt/Vol., Packaging, Price:** Microwaveable container with cellophane top.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Sonia Newhouse. 1988. Feb. 25. She founded this company and started to make vegetarian frozen entrees in March 1984, after having been cured of osteo-arthritis.

1682. Yoshimura, Sam. 1984. Re: Update on work with soyfoods. Letter to William Shurtleff at Soyfoods Center, Oct. 21–in reply to inquiry. 1 p.

• **Summary:** Shurtleff writes: "I just read a little blurb about you, written by your wife, that was in the *Madison Survey*. It indicated that you were now in Canada and again making soyfoods. Could I ask a few questions for use in the Adventist chapter of our history book?"

1. What is your present address and postal code. Ans: See above.

2. When did you leave Worthington Foods? Ans: Sept.

30, 1981 (Retired).

3. Could you please tell me a little about your new business? When did you start selling products? Are you working alone or with another company? What products do you make? Can you send me some descriptive or promotional literature on your products?

Ans: "Name of company: MGM Brans. I am a technical consultant of the above company. We started selling products in January 1982.

"Our main product is meat analogs—franks, sausages, sandwich slices, chicken nuggets & burgers. Currently we are developing tofu-based meat alternates [alternatives] & other products."

Note: Sam does not send any labels or descriptive literature. Address: Home: 19 Masedale Cres., Willowdale, ONT M2J 3A3 Canada; Plant: MGM Brans, 59-F Howden Rd., Scarborough, ONT M1R 3C7. Phone: 416-473-9254 or 416-752-6600.

1683. **Product Name:** [Soyastern Tofu-Burger].

**Foreign Name:** Soyastern Tofu-Burger.

**Manufacturer's Name:** Debrecini-Drosihn-Karas.

Renamed Soyastern Naturkost GmbH in Dec. 1985.

**Manufacturer's Address:** Roonstr. 38, D-5200 Siegburg, West Germany.

**Date of Introduction:** 1984 October.

**Ingredients:** Rice, Tofu (Water, soybeans\*), seasonal vegetables\* (carrots, celery, leeks, onions), sunflower seeds, sesame, vegetable oil, spices, sea salt. \* = Organically grown; Soyabohnen aus kontr. biologischer Anbau.

**Wt/Vol., Packaging, Price:** 6 x 8.5 inch plastic bag.

**New Product–Documentation:** Interview with Bernd Drosihn of Soyastern. 1987. Nov. 30. He is business manager at Soyastern. This deep-fried patty is the company's best seller among its ready to eat "Frischeprodukte." It is sold on the counter, and is not refrigerated. Label. 1987. 5.5 by 2 inches. Black on green. Printed on plastic bag.

Letter (fax) from Harry Whitford. 1990. May 11. Byodo started to fry Tofu Burgers in the fall of 1984. Lukas Kelterborn's last service to the company was to establish the tie to Soyastern, which was unable to fry burgers due to complaints by the neighbors. We started buying tofu from Soyastern in Cologne to make burgers for them—at a distance of 400 miles!

Note: This is the earliest document seen (Feb. 2003) concerning Bernd Drosihn, part-owner of Soyastern. A soyfoods pioneer in Germany, he founded Viana in 1989.

1684. **Product Name:** Natural Touch Dinner Entree (Resembles a Chopped Steak).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1984 October.

**Ingredients:** Vegetable protein (wheat gluten, soy protein concentrate), soybean and/or corn oil, egg white solids, calcium caseinate (milk protein), soy isolate, natural flavor, yeast extract, carob, onion, sea salt, garlic, spice.

**Wt/Vol., Packaging, Price:** 9 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Food Report (Lehmann). 1984. Oct.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

1685. Chandler, Michele. 1984. Soybeans had an early friend in Henry Ford. *Detroit Free Press*. Nov. 22. p. 2A. Wayne Central.

• **Summary:** Four decades before Tofutti and other types of “soybean ice cream became the latest fashionable East Coast rage, auto magnate Henry Ford was dishing it up to his blue collar Rouge Plant workers. Ford, who rarely ate meat and had an interest in ways to promote more healthful foods, wasn’t just a wizard when it came to designing cars.

“During his experiments with soybeans in the 1940s, when he was in his 70s, he devised whole meals made with the beans, which still grow on 350 acres of Ford property on Dearborn, just north of the Ford Motor Co.’s World Headquarters. Lester Twork, a Dearborn resident who taught job skills to residents at Ford’s apprentice school after World War II, well remembers Ford’s soybean lunches. ‘Mr. Ford would make a point of saying we were having a soybean meal that day. Everything would be made out of soybeans—soybean milk, soybean whipped cream, soybean ice cream, soybean biscuits, a soybean mixture fried like hamburger,’ said Twork, now a volunteer at the Henry Ford Estate–Fair Lane.

“I remember that once, Henry Ford was in line just ahead of me when people were being served cafeteria-style, with large, stainless steel trays with many compartments. He picked up some of the biscuits and turned around and told me they were quite good. I just nodded...”

“Soybeans were planted on 350 acres of Ford Motor Land Development Co.–owned land near the intersection of Ford Road and the Southfield Expressway... The current soybean farmer is none other than Mickey Redmond, the former Detroit Red Wings hockey player who now broadcasts hockey games for the Canadian Broadcasting Co.”

1686. Bates, Cynthia. 1984. Re: History of The Farm’s work with tempeh. Letter to William Shurtleff at Soyfoods Center, undated. 3 p.

• **Summary:** “At long last, here are the last of the changes—none of them too radical.”

Note: For our complete history of The Farm’s pioneering work with tempeh please see: *History of Tempeh, a*

*Fermented Soyfood from Indonesia*, by Shurtleff and Aoyagi (1985, p. 42-46). Address: The Tempeh Lab., P.O. Box 208, Summertown, Tennessee 38483. Phone: 615/964-2286.

1687. **Product Name:** [Dry Casserole Mixes (Stroganoff Casserole, Chicken a la King, and Green Pepper Casserole)].

**Foreign Name:** Stroganoff Gryta, Chicken a la King, and Grönpeppar Gryta.

**Manufacturer’s Name:** Friggs Naturprodukter AB.

**Manufacturer’s Address:** P.O. Box 150, S-178 00 Ekerö, Sweden. Phone: 46 756 301 70.

**Date of Introduction:** 1984 November.

**Wt/Vol., Packaging, Price:** Cartons. About 14 Skr. retail.

**New Product–Documentation:** Food Report (Lehmann). 1984. Nov. Each pack yields three portions in 15-20 minutes.

D. Kundrum. 1986. *Foreign Agriculture*. Jan. p. 7. “ASA [American Soybean Assoc.] taps growth potential for soy protein products in Sweden.” “In 1984, the ASA started a major soy protein promotion campaign with Nordium AB, the market leader in health food sales in Sweden. Nordium has introduced three new soy protein-extended lunch products under the brand name of Friggs.” Photos show the labels of three products: Stroganoff Gryta, Chicken a la King, and Grönpeppar Gryta.

Letter (fax) from Peter F. Zeuthen of Food from Sweden USA. 1990. July 2. Gives address and phone number.

Talk with Ted Nordquist. 1990. Nov. 23. Friggs is owned by Procordia, which is the mother of a vast group of companies that sell dry goods mostly (90%) to food chains.

1688. **Product Name:** Lightlife Meatless Fakin’ Bacon (made from tempeh). Renamed Marinated Smoky Tempeh Strips by about April 1997.

**Manufacturer’s Name:** Tempehworks, Inc.

**Manufacturer’s Address:** P.O. Box 870, Greenfield, MA 01302.

**Date of Introduction:** 1984 November.

**Wt/Vol., Packaging, Price:** 6 oz 170 gm in plastic bag.

**Nutrition:** Per 2 oz.: Calories 79.4, Protein 8.4 gm, carbohydrates 5.6 gm, fat 2.6 gm, sodium 233 mg.

**New Product–Documentation:** See next page. Food Report (Lehmann). 1984. Nov. Label. 1985, undated. 4 by 9.5 inches. Brown and orange on yellow. “100% Natural. Cholesterol free. Delicious and nutritious.” Package changed so that Fakin’ Bacon is one of three types of Meatless Deli Slices. Red and brown on white. “Ready to eat. Ready to heat. Delicious and Nutritious.” Layton. 1988. Greenfield Recorder. May 20. p. 25. Fakin’ Bacon retails for \$1.75 a pound, roughly the same as pork bacon.

1689. **Product Name:** Lightlife Meatless Deli Slices (Made from Tempeh) [New York Style ‘Strami, or Kansas City B.B.Q.].

**Manufacturer’s Name:** Tempehworks, Inc.



1984

# NOW SHOWING



best on the market... said Doris Flynn of New Jersey

## Lightlife line introduced by Tempehworks to rave reviews

ATLANTA, July 22 - Tempehworks, Inc. introduced its new product line at the NNFA show here. The new members of the Tempehworks troupe are Fakin' Bacon breakfast strips, New York 'Strami and Kansas City B•B•Q deli slices. Perfectly typecast to appear in breakfast, lunch and dinner performances, the entire Lightlife line boasts authentic texture and flavor while offering low calories, high protein, and absolutely no cholesterol. The new stars were only in town for a four day engagement, but left a trail of loyal fans from coast to coast.

Scientists praise nutritional value and of meatless

### Lightlife MEATLESS

a Tempehworks! production

Don't miss the chance to start your own local fan club!

Vacuum packed and pasteurized

40 day refrigerated shelf life

© 1984 TEMPEHWORKS, INC.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302.

**Date of Introduction:** 1984 November.

**Wt/Vol., Packaging, Price:** Vacuum packed in 6 oz poly bag. Retail for under \$2.00.

**How Stored:** Refrigerated, 40 day shelf life. Or frozen.

**Nutrition:** Per 2 oz.: Calories 79.4, protein 8.4 gm, carbohydrates 5.6 gm, fat 2.6 gm, sodium 152 mg.

**New Product–Documentation:** Label. 1985, undated. 4 by 9.5 inches. Red and brown on white. “Ready to eat. Ready to heat. Delicious and Nutritious.”

1690. *Sun (Baltimore, Maryland)*. 1984. Eating less meat (Editorial). Dec. 23. Sunday.

• **Summary:** There is growing alarm about over-use of farmland in the USA and concern over health-effects of too much cholesterol. Both problems arise from the same cause: “eating meat and dairy products.”

“Advocating outright vegetarianism for a majority of Americans would be foolish. But a decline in the amount of meat and dairy products in the U.S. diet seems inevitable. Entrepreneurs are successfully marketing products ranging from ice cream-like ‘Tofutti’ made from soybeans, to soyburgers.”

1691. Rosebrock’s Tofuburger Cafe. 1984. December. New soyfoods restaurant or deli. 1697 Pacific Ave., Venice, CA 90291.

• **Summary:** Linda Burum. 1987. Los Angeles Times. May 31. p. 95-96. Try the Pestoburger or Tofuburger. Address: Venice, California. Phone: 213-450-9169.

1692. **Product Name:** Chilli Style Tofu Burgers.

**Manufacturer’s Name:** Cauldron Foods Ltd.

**Manufacturer’s Address:** 4, Conduit Place, Lower Ashley Rd., St. Paul’s, Bristol BS2 9RL, England.

**Date of Introduction:** 1984.

**Ingredients:** Tofu (Soybean curd), brown rice, textured soy flour, tomato puree, shoyu (soybeans, wheat, water, salt), herbs, chilli [chili] spices, sea salt, soy oil, yeast extract, onion, extract, dried garlic. citric acid.

**Wt/Vol., Packaging, Price:** 150 gm poly bag, 2 burgers per bag.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm: Calories 209, protein 15.95 gm, fat 12.05 gm, carbohydrates 6.6 gm.

**New Product–Documentation:** Label. 1986, code dated. Red, yellow, brown and white. “Pre-Cooked–Eat cold or warm under grill. Contains no meat, dairy products or artificial additives.”

Letter (fax) from Philip Marshall. 1990. July 9. This product was introduced in 1984. It is basically the same thing as the original Bristol Chilli Burger launched in 1982.

Label for “2 Chilli Flavour Tofu Burgers” sent by David

Greenslade. 1994. Oct.

1693. **Product Name:** Tofu Burgers [Savoury, Peanut, Nut, or Chilli].

**Manufacturer’s Name:** Cauldron Foods Ltd.

**Manufacturer’s Address:** 4, Conduit Place, Lower Ashley Rd., St. Paul’s, Bristol BS2 9RL, England.

**Date of Introduction:** 1984.

**Ingredients:** Savoury: Tofu (soya bean curd), brown rice, water, textured soy flour, tomato puree, shoyu (soya beans, wheat, salt, water), herbs, sea salt, soya oil, yeast extract, dried onion, dried garlic, citric acid.

**Wt/Vol., Packaging, Price:** 150 gm paperboard box, two vacuum packed burgers per box. Retail for 60 pence.

**How Stored:** Refrigerated or frozen. Do not refreeze.

**Nutrition:** Per 100 gm.: calories 200, protein 17 gm, fat 11 gm, carbohydrate 7 gm.

**New Product–Documentation:** Label. 1986, code dated. Paperboard box. Brown, green, red and black on white. “Just heat to eat. Contains no meat, dairy products, or artificial additives. Do not freeze.” New label. 1989, sent by Philip Marshall. Address is now 149 South Liberty Lane, Bristol BS3 2TL. Package bears the green “V” symbol “Suitable for vegetarians.”

Letter (fax) from Philip Marshall. 1990. July 9. This product was introduced in 1984.

1694. **Product Name:** [Soy & Rice Tempeh Patty].

**Foreign Name:** Soja-Reis Laibchen.

**Manufacturer’s Name:** Natuerliche Lebensmittel. Paul Stuart Zacharowicz.

**Manufacturer’s Address:** Staudgasse 70, A-1180 Vienna, Austria. Phone: 0222/48 50 03.

**Date of Introduction:** 1984.

**Ingredients:** Tempeh (cultured fresh soy product), natural rice (organically grown; biologischer Landbau), vegetables, sea salt, spices/seasonings, sesame.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1987. 5.5 x 4 inches. Black, gold, and orange on white card stock. “Natur. Ready to serve, cold as a light meal or snack or warm as a main course. Contains no chemical colorings or preservatives.”

1695. **Product Name:** Tempeh, Soysage, and Soymilk.

**Manufacturer’s Name:** Oryana Soy Shop.

**Manufacturer’s Address:** 16591 Cherry Bend Rd., Traverse City, MI 49684. Phone: 616-941-0254.

**Date of Introduction:** 1984.

**New Product–Documentation:** Talk with Tom Slater (nicknamed Tom Tofu). 1988. Sept. 7. The company started making these three products in about 1984, as part of the Oryana Food Co-op, Inc. Today Oryana Soy Shop makes 35-50 lb/week of tempeh, and that is increasing. They make 2-3 gallons/week of soymilk, mostly by special request.



1696. **Product Name:** [Tivall Meat Analogs (Hamburger, Frankfurters, Schnitzel)].

**Manufacturer's Name:** Pedco Protein and Enzymes Development Ltd.

**Manufacturer's Address:** Kibbutz Lochamei Hagetaot, Mobile Post, Ashrat (Oshrat), 25220 Israel. Phone: 04-926-831.

**Date of Introduction:** 1984.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Michael Geringer. 1988. Jan. 15. The company started in about 1981. This meatless product line was originally developed for the industrial market but did not succeed. In 1984 Pedco was purchased by this kibbutz, which invested \$6 million in a food factory and converted the line to consumer products. In their first full year of business (1985) they did \$6 million in sales. The product is high quality, fairly high priced (it sells for about \$4/lb), and very successful.

Talk with Susan Ergas of Jerusalem Tofu. 1989. May 1. This company's meatlike products have been phenomenally successfully. They really simulate meat, being made from soya and other grains plus egg albumen. They are very expensive, professionally packaged and marketed (almost slick), and the company, located on a kibbutz, is quite large, and has made a fortune on the line. They made several million dollars in the first year after the products were introduced. They are exporting to many European countries and now to America. People in Israel are really looking for soy products. The companies and institutions want ready-made products, not things like tofu that require additional preparation/handling. Israeli Jews, even if they are not kosher, have a lot of resistance even to consuming non-dairy soy products with meat. To market through the supermarkets in Israel requires that you give them 90 day credit. During the inflationary period, many small food business went bankrupt because of this; by the time they were paid, it didn't even cover their expenses. But things are looking up for soyfoods now. Tivall once considered making their own tofu and decided not to.

Talk with Yoyam Getzler of Jerusalem Tofu. 1989. June 29. He thinks Tivall uses whole soybeans, not tofu, in their products. They are a very successful Kibbutz industry. A poll shows that one-third of the households in Israel use soyfoods. Tivall is THE name in soyfoods in Israel.

The company's letterhead in 1990 states: "Vegetarian food products grown with nature's goodness."

1697. **Product Name:** Sanitarium Health Foods B-B-Q Links (Vegetarian Hot Dogs).

**Manufacturer's Name:** Sanitarium Health Food Co.

**Manufacturer's Address:** 148 Fox Valley Rd., Wahroonga, Sydney 2076, NSW, Australia.

**Date of Introduction:** 1984.

**Ingredients:** Textured vegetable protein, vegetable oil, coconut oil, whey protein concentrate, egg albumin, torula yeast, modified starch, sauce, salt, dried autolysed yeast, onion powder, garlic powder, water added.

**Wt/Vol., Packaging, Price:** 430 gm.



**New Product–Documentation:** Letter with Label from Sanitarium Health Food Co. 1990. June 25. Gives product introduction date as 1984. Label is 10 by 4 inches. Red, yellow, black, and green on white. A color photo shows 3 links on a bed of scrambled eggs on a white plate with a half tomato and some small squash.

1698. **Product Name:** Tofu Tamales [Green Chili, or Red Chili].

**Manufacturer's Name:** Southwest Soy Foods.

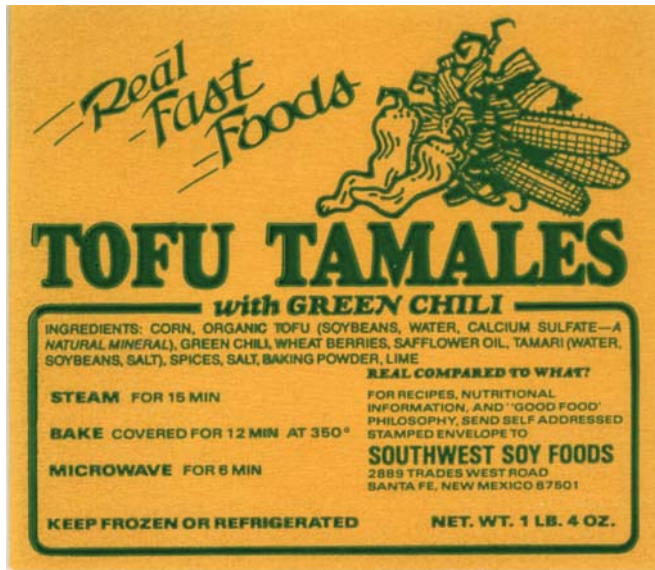
**Manufacturer's Address:** 2889 Trades West Rd., Santa Fe, NM 87501. Phone: 505-471-8979.

**Date of Introduction:** 1984.

**Ingredients:** Corn, organic tofu (soybeans, water, calcium sulfate—a natural mineral), green or red chili, wheat berries, safflower oil, tamari (water, soybeans, salt), spices, salt, baking powder, lime.

**Wt/Vol., Packaging, Price:** 20 oz plastic vacuum pouch contains 6 tamales, 8 inches square. Retail for \$2.00 (9/90, New Mexico).

**How Stored:** Frozen or refrigerated.



**New Product–Documentation:** Talk with Richard Jennings. 1987. Dec. 28. Gave date of introduction. Labels brought by Richard Jennings. 1990. Sept. 20. 3.5 by 3 inches. Self adhesive. Green or red on yellow. Illustration of corn with leaves. “Real Fast Foods. Steam for 15 minutes. Bake covered for 12 minutes at 350°F. Microwave for 6 minutes.” Later version has a UPC indicia.

1699. **Product Name:** Tempeh Specialties [Soy/Rice, Italian Tempeh, Soy/Peanut, or Tempeh Burgers].

**Manufacturer’s Name:** Soy Shop.

**Manufacturer’s Address:** 1863 Memorial Dr. S.E., Atlanta, GA 30317.

**Date of Introduction:** 1984.

**Ingredients:** Burgers: Organically grown soybeans, natural apple cider vinegar, nutritional yeast, herbs & spices, organic whole wheat flour, tempeh cultures.

**Wt/Vol., Packaging, Price:** 8 oz. Retail for \$1.29.

**New Product–Documentation:** Label. 1985, dated. 4.5 inches square. Green and white on yellow. Four labels in one. Very creative and economical.

1700. **Product Name:** Tempeh Burger/Cutlet, Mild Italian Soysage.

**Manufacturer’s Name:** Swan Gardens, Inc.

**Manufacturer’s Address:** 1111 N.W. 22nd., Miami, FL 33127.

**Date of Introduction:** 1984.

**Ingredients:** Tempeh (cultured soybeans), purified water, soy sauce, herbs.

**Wt/Vol., Packaging, Price:** 8 oz. Burger/Cutlet retails for \$1.11. Soysage retails for \$0.79.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Labels. 1984, undated. 3 by 4 inches. Red, white, blue, yellow, and black. “Fast food. Easily cooked. No preservatives. All natural.”

1701. **Product Name:** Chicken (Meatless; Resembles White Meat) [Slices, or Diced].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1984.

**How Stored:** Frozen.

**New Product–Documentation:** Manufacturer’s catalog. 1984, undated. Frozen Products.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

1702. **Product Name:** Vegetarian Pie [Chicken Style, or Beef Style].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1984.

**New Product–Documentation:** Manufacturer’s catalog. 1984, undated. Frozen Products.

1703. **Product Name:** Salami (Meatless).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1984.

**Ingredients:** Textured vegetable protein (Soy concentrate and isolate, wheat gluten, yeast), egg whites, soybean and/or corn oil, flavorings (artificial flavors, salt, garlic powder,



disodium guanylate, disodium inosinate, monosodium glutamate), carob bean and guar gums, artificial colors, sodium alginate, calcium sulfate, tetrasodium pyrophosphate,...

**New Product–Documentation:** Manufacturer’s catalog. 1984, undated. Frozen Products. Label reads: “Vegetable protein slices. Artificial salami flavor. Completely meatless. Rich in protein. No preservatives.” Black and white photocopy of label sent by Worthington Foods.

**1704. Product Name:** Bolono (Meatless Bologna Slices).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1984.

**Ingredients:** Textured vegetable protein (soy protein concentrate and isolate, wheat gluten), egg whites, water, soybean and/or corn oil, potassium caseinate, etc.

**How Stored:** Frozen.

**New Product–Documentation:** Manufacturer’s catalog. 1984, undated. Frozen Products. Label reads: “Vegetable Protein Slices. Artificial Bologna Flavor.”

**1705. Product Name:** Chili (Meatless).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1984.

**Ingredients:** Water, wheat gluten, red beans, tomato paste, soybean and/or corn oil, flavorings (hydrolyzed vegetable protein, garlic powder, extractives of spices), modified corn starch, salt, sugar, monosodium glutamate, caramel color, yeast extract, dextrose, niacinamide, etc.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Worthington Yesterday and Today. 1984. p. 11.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

**1706. Product Name:** [Tofu Burger with Sprouts].

**Foreign Name:** Sprossen Tofuletten.

**Manufacturer’s Name:** Yamato Tofuhaus Sojaprodukte GmbH.

**Manufacturer’s Address:** Moessingerstr. 41, 7406 Moessingen 2-Belsen, West Germany. Phone: 07071-71094 or 95.

**Date of Introduction:** 1984.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Klaus Gaiser. 1990. March 12. This product was launched in about 1984. Letter from Klaus Gaiser. 1996. Oct. 8. This product was made with mung bean, sunflower, radish, alfalfa, and

mustard seed sprouts—no soy sprouts; these burgers were deep fried.

1707. Bloodroot Collective; Beaven, Betsey; Furie, Noel; Miriam, Selma. 1984. *The second seasonal political palate: A feminist vegetarian cookbook.* Bridgeport, Connecticut: Sanguinara Publishing. xli + 242 p. Illust. Index. 23 cm. [35 ref]

• **Summary:** An excellent book and cookbook with a crystal clear explanation of why feminists should also be ethical vegetarians. The “Prefatory material” includes sections on “Feminism in the eighties,” “Ethical vegetarianism,” “Soyfoods,” and “On collectivity and work.”

The glossary includes brown rice, hoisin, koji, queso blanco, shiro miso, shoyu (the correct name for tamari), tahini, and tofu.

The index contains 27 entries for tofu, 19 for miso, 10 for tempeh, 4 for soymilk, and 1 each for okara and soysage. Address: 85 Ferris St., Bridgeport, Connecticut 06605. Phone: 203-576-9168.

1708. Brassel, Helen. 1984. *The natural foods recipe book: 800 low-calorie dishes to help you loose weight.* New York, NY: Arco Publishing, Inc. xiii + 305 p. Foreword by William P. Castelli, M.D., Medical Director, Framingham Heart Study. Index. 27 cm. [7 ref]

• **Summary:** This non-vegetarian cookbook contains many soy-based recipes: Tofu tuna bites (p. 15). Soy spread Italian (with soybeans, p. 16). Tofu spread (p. 17). Tofu sour cream (p. 18). Soybean soup (p. 37). Tofu vegetable soup (p. 37). Soy bean salad (p. 51). Tofu sprout salad (with mung bean sprouts, p. 60). Tofu salad with tomatoes (p. 60). Soybean bake (p. 84). Soy muffins (with full fat soy flour, p. 103). Vegetable wheat casserole (with soybeans, p. 105). Soybean pie with sesame salt (p. 164). To cook soybeans. Soy spaghetti made with Soy pasta (with soy flour, p. 178). Soybean noodles (with full-fat soy flour, p. 179). Soybean casserole (p. 183). Chili soybeans (p. 184).

Chapter 11 is titled “Tofu” (p. 168-76). It contains recipes for homemade Tofu (from whole soybeans or soy flour). Tofu mayonnaise. “Egg” salad. Japanese omelet. Tofu stroganoff. Tofu with chicken. Lasagna. Broiled tofu. Okara croquettes. “Sausage” (from okara). Tofu meatloaf. Sauced tofu. Tofu shish kebabs. Low-calorie pancakes. Tuna tofu soufflé. Tofu tuna bake. Tofu with crabmeat. Tofu blintzes.

“Call it bean curd, call it soy cheese, or call it tofu... You can also call it an ideal meat substitute, a dieter’s dream, and a budget stretcher. What’s it made of? Soybeans, the best vegetable protein available, as it is the only bean containing all eight of the essential amino acids...

“Though bland, tofu takes on the flavor of foods and sauces it is combined with. Though smooth in texture, once frozen, it has a surprisingly chewy consistency. Though it has no real taste of its own, when broiled it is transformed into a

dish with a definite meatlike flavor. It can also replace cream cheese, sour cream, and eggs in most dishes, thus reducing cholesterol as well as calories. It can be used instead of meat in casserole dishes, instead of mayonnaise in salads, and instead of ricotta in lasagna. In fact, it can replace meats, fish, poultry, and cheese in virtually any treasured favorite recipe.”

1709. Heidenry, Carolyn. 1984. An introduction to macrobiotics: A beginner's guide to the natural way of health. Brookline, Massachusetts: Aladdin Press. Distributor (Brookline Village, Mass.): Redwing Book Co. xi + 95 p. Illust. No index. 22 cm. [13 + 40 endnotes]

• **Summary:** Content: Preface. Cause and effect. The basic principle. Disease as imbalance. The macrobiotic diet. Nature's designs. Foods to avoid. More about yin and yang. Defining macrobiotics. An overview of food. Origins. Recommended reading.

The section on “Soyfoods, beans and vegetable proteins” states (p. 29): “There are many tasty varieties of beans and legumes that add variety and hearty nutrition to grain dishes and vegetable or soup recipes. In addition, there are many new soyfoods which are now making inroads into American cuisine. These include tofu (soy cheese), miso (soup-flavoring) and tempeh (soy meat). Another popular food is a product known as ‘wheatmeat’ which is a wheat gluten protein. Many of these foods are easily fashioned into soy ‘burgers’, pot pies, ‘steaks’ and ‘cutlets’. They can be stewed, grilled or roasted just like meat. There is even tofu ‘cheesecake’, tofu ‘quiche’, soy ‘sausage’ and various kinds of dips and sandwich spreads. These traditional natural foods—tofu, wheatmeat, and tempeh—are the versatile new wonder foods just arriving on the American scene and destined to make it big as the natural eater’s protein.”

Tofu and soy milk are mentioned on page 48. Tofu and tempeh are also mentioned on page 95.

Note: This may be Carolyn Heidenry's first book. Address: Macrobiotic author, Massachusetts.

1710. Kagaku Gijutsu-cho, Shigen Chosa-kai (Science & Technology Bureau). 1984. Shitei shokuhin seibun hyō [Standard tables of food composition in Japan. 4th ed.]. Tokyo. 370 p. Introduction by R. Kagawa, Joshi Eiyo Daigaku. 28 cm. [Jap; Eng]

• **Summary:** Pages 76-80 gives a nutritional analysis of the following Japanese soyfoods: Soybeans: whole domestic (dry, or boiled), USA whole dry, Chinese whole dry. Green immature: raw, or boiled. Soybean sprouts: raw, or boiled. Defatted soybeans: whole, or dehulled. Kinako (roasted, ground soybeans). Budō-mame. Tofu: regular (momen), silken (kinugoshi), soft, packed, Okinawa tofu, grilled (yaki-dofu), nama-agé (deep-fried tofu cutlets), abura-agé (deep-fried tofu pouches), ganmodoki, kori-dofu, Tofu chikuwa (steamed, or roasted). Natto: Itohiki natto, goto-natto, tera-

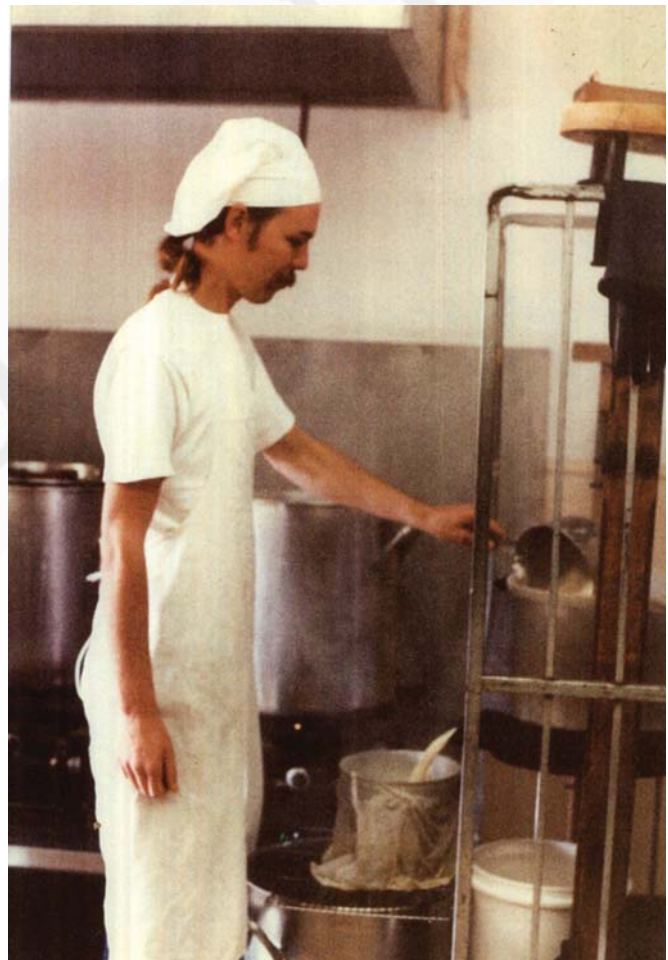
natto (fermented black soybeans). Miso: Rice koji miso (ama miso, light yellow miso, dark yellow miso), barley koji miso, soybean koji miso, dried miso, kinzanji miso, hishio miso. Okara. Soymilk: regular, reconstituted, soft drinks. Yuba: Fresh, or dried.

Page 254 gives the amino acid composition of soybeans, tofu, dried frozen tofu, yuba, okara, natto, and 3 types of miso. Address: Japan.

1711. Klevin, Jill Ross. 1984. Miss perfect. New York, NY: Scholastic, Incorporated. 171 p. See p. 90. 18 cm. \*

• **Summary:** Page 90: “‘I’ll have a veggieburger and a banana protein shake,’ she said to the waitress...”

1712. Photographs of the Arcata Tofu Shop in Arcata, California (1980-1984). 1984. Arcata, California.



• **Summary:** Twenty-two color photos (most 4 by 5 inches), numbered with captions, were sent to Soyfoods Center on 24 Sept. 2002 by Matthew Schmit, founder and owner of the Arcata Tofu Shop. They were taken in Arcata between 1980 and 1984. Nos. 3-12 were taken in Dec. 1980. They show: (1) Oct. 1980—Inside of building in Arcata during complete remodeling of previous insurance offices (1,000



square feet). (2) Oct. 1980—Outside of same building at 768 18th St. Lease just signed. Newspapers in windows in preparation for remodeling. (3) Open for business. Large wooden sign above door reads “The Tofu Shop: Soy Deli and Whole Grain Bakery.” (4) Putting up sign over door. All people standing on sidewalk or ladder have their backs to the camera. Bottom left (standing on sidewalk): Paul Kusterman, who loaned money to help shop open; a truck driver for United Naturals, he had been selling tempeh burgers at local fairs since 1978. On ladder: Matthew Schmit. Bottom right (standing on sidewalk): Jackson Hollomon and wife Valerie. Jackson gave Matthew Schmit his first taste of tofu in the winter of 1973-74. In 2001 Jackson finished 3-year Buddhist retreat. On roof holding sign—On left: Man who created the sign. On right: Daniel Schmit (Matthew’s brother). (5) Grocery section inside The Tofu Shop, with bottles of sauces, packages of Miso Cup, and an issue of *Soyfoods* magazine on wooden shelves, with a “What is Tofu?” pamphlet on the wall. (6) Suzanne Kosciolk Schmit stocking specialty grocery shelves. A Learning Tree Tofu Kit is now visible. (7) Suzanne Kosciolk Schmit holding The Tofu Shop’s tiled logo (a writhing blue dragon on four white tiles in a wooden frame) next to the first shipment from United Naturals: Soybeans (from Arrowhead Mills), nigari, barley malt, natto miso, sea vegetables, etc. (8) Looking in the front door of The Tofu Shop; six shelves of special groceries, tempeh kits, etc. (9) Matthew Schmit dressed in white apron with “first batch grin.” Deli store front counter area is in the background. (10) Back wall of shop with supplies and custom forming box table with adapted “load bar” presses (idea from *Soyfoods* magazine). (11) Cutting first batch of tofu in stainless steel sink. (12) Close-up of The Tofu Shop’s first printed tofu labels in Arcata atop a deli take-out carton. Color and design are similar to those from Telluride—Blue on white, with a dragon in a circle. (13) 1981—Steve Rhine setting presses on metal forming boxes. (14) 1981—Matthew Schmit ladling *gô* from cooking pots to hand-screw apple-cider press used as a soymilk press. (15) 1982—Workers sitting on brick bench in front of shop. Left to right: Matthew Schmit. Stephen Lyons, tofu maker. Amy Pujanawski, deli worker. Tom Nawrocki, maker of tofu and tempeh. Rob Earhardt, tofu maker. John Hendricks, tofu maker. (16) 1982—Matthew Schmit packing tofu in take-out boxes on shelf of shop’s back wall. (17) 1983—Linda Redfield behind Tofu Shop table, promoting soyfoods at Arcata Co-op event. (18) 1983—Deli worker Jeannie Penn behind Tofu Shop table World Food Day at Arcata Co-op. Jeannie was one of the few female tofu makers ever employed by the shop. (19) 1982—Tofu Shop booth at Gemini Distributors Food Show, Fortuna, California (in the middle of cow country), attended by Matthew Schmit and Linda Redfield. Prepared dishes with signs on red checkerboard tablecloth: Creamy herb & onion tofu dressing. Marinated and baked tofu cutlets. Most early labels were rubber stamped on pre-printed generic Tofu

Shop adhesive labels. (20) Soyfoods books and magazines on tablecloth at Gemini Food Show. Two signs: Introducing tofu, and The Tofu Shop. (21) Different view of table, with sign: “The Tofu Shop Specialty Foods, Arcata, CA. We specialize in freshmade soyfoods.” (22) 1984—Shawn White at food demo in a store. Address: Arcata, California.

1713. Shanghai Cultural Publishing House. 1984. Touring metropolitan Shanghai. Translated by Ou Yamei. Shanghai, China: Shanghai Cultural Publishing House. 291 p. Illust. (some color). No index. 19 cm.

• **Summary:** The chapter titled “Famous cuisine and snacks of local flavour” (p. 212-28) contains much information about restaurants.

Restaurants of the Jiangsu style in Shanghai have on their menus “braised pork in preserved bean-curd sauce” and “stewed bean-curd with shrimp and ginger sauce.” “The celebrated Yangzhou Restaurant of Huai-Yang style serves, among its best-known dishes, boiled dry bean-curd slices” (p. 216-17).

Vegetarian restaurants (p. 219-20). The names of famous vegetarian restaurants in Shanghai are given. “The Gong De Lin Restaurant specializes in preparing vegetarian food in the way meat dishes are cooked. The restaurant makes its own bean-curd, gluten and spongy bean-curd. Its famous dishes are spongy bean-curd in thick sauce, vegetarian ham, vegetarian shrimps and vegetarian eels. The vegetarian restaurant in the Jade Buddha Temple treats diners with famous dishes like bamboo shoots in the shape of Buddha’s fingers,... All these are distinctive in colour, smell, flavour, and appearance, and well received, especially by the elderly people.

Note: This is the earliest English-language document seen (April 2013) that contains the term “spongy bean-curd.” Could it be frozen tofu? Address: Shanghai, China.

1714. Soybeans and soybean products. Quick & easy nutritious Japanese cooking no. 1. 1984. Chiyoda-ku, Tokyo: Joie, Inc. 116 p. Illust. No index. 27 cm.

• **Summary:** A beautiful cookbook, in which every recipe is illustrated with a color photo. Contents: Preparation tips. Metric tables. Soybeans with meat. Soybeans with eggs. Soybeans with fish. Soybeans with vegetables. Soybeans with seaweed. Yuba. Unohana [okara]. Natto. Koya-dofu. Ganmodoki. Aburage. Atsuage. Grilled tofu. Tofu salads. Deep-fried tofu. Tofu with oysters or kelp. Tofu with shrimps. Tofu with fish. Tofu with meat. Tofu with vegetables. Tofu soups. Tofu. Preparatory techniques for tofu. Information: Glossary, basic recipes.

Note: The publisher is also listed as Japan Publications, Inc. Address: Joie, 1-8-3 Hirakawa-cho, Chiyoda-ku, Tokyo 102, Japan.

1715. Photograph of Seth Tibbott and Alexander Lyon



standing in front of Turtle Island Foods at the old Husum School, Husum, Washington state, ca. 1984. 1984? Husum, Washington Undated.

• **Summary:** This digital photo, with caption, was sent to Soyinfo Center by Seth Tibbott, founder and CEO of Turtle Island Foods. Address: Husum, Washington.

1716. **Product Name:** [Tofu Burger].

**Foreign Name:** Tofuburger.

**Manufacturer's Name:** Christian Nagel Tofumanufaktur.

**Manufacturer's Address:** Oelkersallee 14a, D-2000 Hamburg 50, West Germany. Phone: 040/89 49 37.

**Date of Introduction:** 1985 January.

**New Product–Documentation:** Form filled out by Christian Nagel. 1988. Product was introduced in Jan. 1985. They now make 280-320 kg/month.

1717. **Product Name:** Tofu, Tofu Cheesecake, Tofu Burger, and Soymilk.

**Manufacturer's Name:** Dragonfly.

**Manufacturer's Address:** 9, Moorashes, Totnes, South Devon, England. Phone: 86-4724.

**Date of Introduction:** 1985 January.

**Ingredients:** Tofu (11/91): Organically grown soya beans, filtered water, nigari.

**New Product–Documentation:** Owner: Sue Harker.

Note from Simon Bailey. 1988. Oct. 10. Not operating at present. Business for sale. Future uncertain. Talk with Philip Marshall. 1990. March 29. This company now makes a small amount of organic tofu.

Letter from I.J. Mohammed of Oasis Wholefoods. 1991. Oct. 13. He worked for a while in about 1986 at Dragonfly as a partner. Since 1986 Dragonfly has been sold four times.

Letter and Labels from Simon and Dawn Boreham of Dragonfly Foods. 1991. Nov. 1. They are now located at 19A Riverside Buildings, Staverton Bridge Mill, Totnes, Devon, TQ9 6AQ, UK. Phone: 0803 865667. They first wrote on 9 Feb. 1990 to order books on tofu. Then Simon and his wife “purchased in June 1990 a small tofu factory in Devon called Dragonfly Foods. Together we regularly produce each week up to 200 kg of handmade organic nigari tofu, and 2,000 x 100 gm tofu burgers, with 4 different recipes, distributed and sold throughout the southern part of England. We are certified organic by the Soil Association and our products are approved by the Vegetarian Society.” They are now developing a “business plan with a view to move to a larger site with greater production capacity.” Label for Handmade Dragonfly Organic Tofu. 4 by 3 inches. Self adhesive. Green on white. “Soya bean cholesterol-free protein. Store below 4°C. Once opened, refrigerate in a bowl of fresh water.” The company is listed as “Dragonfly Kitchen, Staverton Bridge Mill, Totnes, Devon TQ9 6AQ. Phone: Staverton 0803



865667.”

Handwritten letter from Simon Boreham in reply to typed questions from William Shurtleff. 1991. Dec. 2. Hard to read. “Dragonfly first began making tofu in 1984, with the organic status of tofu certified by the Soil Association in 1991. Dragonfly was founded by Sue Harker and Sarah Budd. Simon is trying to persuade the Polytechnic South West Plymouth Business School (Drake Circus, Plymouth, Devon PL4 8AA, UK) to conduct a market research project on tofu. He encloses a copy of a letter from this organization stating that they plan to conduct such a study to be completed by early December 1991.

Letter from I.J. Mohammed of Oasis Wholefoods in England. 1991. Dec. 16. Dragonfly (which was the company’s official name) was probably founded at about the end of 1984 as a partnership by Sue Harker and Sarah Child. Their private home address was 9, Moorashes, Totnes, Devon, England. They started selling soyfoods (mainly tofu, tofu cheesecake, and tofu burgers) in early 1985. In Feb. 1985 Mr. Mohammed started to work with Dragonfly. Soon the business changed to a partnership between Sue Harker and himself. While he was there, the company made tofu (which he had learned how to make in Japan) and miso. He left the company in Oct. 1985. The company was then owned by Mark, and then by Linsey, who sold it to Simon and Dawn Boreham. Dragonfly Foods now makes tofu and tofu burgers.

Talk with Simon Boreham. 1999. Dec. 7. On 1 Jan. 1994 the company moved to its present address: 2A Mardle Way, Buckfastleigh, Devon TQ11 0NR, England. Phone: +44 1364 642700. When Simon and Dawn bought Dragonfly, the turnover (sales) was £25,000/year. Today it is £325,000/year. The company, which is growing nicely, now makes three types of tofu (natural, smoked, and deep-fried), and ten types of beanies (veggie burgers containing 45% okara). Simon has just registered to web domain names: beany.com (which will be a fun site) and tofu.co.uk (which will be a serious site).

1718. *Toyo Shinpo (Soyfoods News)*. 1985. [Tofu sausage. Made from 100% whole soybeans (Ad)]. Feb. 1. p. 3. [Jap; eng+]

1719. Liberatore, Paul. 1985. The Lady finally goes to sleep [Sleeping Lady Cafe in Fairfax]. *San Francisco Chronicle*. Feb. 4. p. 16.

• **Summary:** Fresh from the psychedelic 1960s, Bill Bramblett and 20 or so other young musicians, writers, poets, and artists opened the Sleeping Lady on 24 March 1972 in Fairfax, California. They wrote the bylaws for their cooperative venture on a place mat from a pizza joint and took over a struggling coffee house on Bolinas Road.

The Sleeping Lady was well known in the counterculture during the 1970s, serving vegetarian meals, and presenting live music and dancing seven nights a

week. It may have been the only nightclub in world history to outlaw smoking, offering its customers “a completely smoke-free environment.” “Young waiters and waitresses served veggie burgers, scrambled tofu,... and concoctions with names like Avocado Flip Out and the Basket Case.”

It functioned as a cooperative, owned and operated by its employees. All decisions were group decisions and every worker, from the lowest to the highest, had a voice in company policy. But the Lady’s de-facto patriarch for most of its 13-year existence was Bill Bramblett; he left the club in the early 1980s and moved up the street where he is a principal in Wildwood Natural Foods, which makes tofu, organic sandwiches, and healthy foods that are sold throughout the greater Bay Area. He has gone from hippie to yuppie, for Wildwood now employs 47 workers and grossed more than \$1 million last year—something the Sleeping Lady never did. Bramblett adds that the Sleeping Lady was not for money. It was real and very beautiful, but the rewards were intangible. A large photo shows Bramblett, arms folded, standing at the door of the once-lively Sleeping Lady.

E-mail from Billy Bramblett in reply to question from Shurtleff: Did the Sleeping Lady Cafe serve only vegetarian food? “While planning this adventure, we had a few gatherings and everyone brought their favorite dish. We created an omnivore dinner menu, but had regular vegetarian options. We had music every night and lots in the daytime as well. This was a true worker co-op in function. Early 1975 we went smokeless and meatless. We used eggs and dairy, made our own yogurt. We served breakfast, lunch for a number of years, but by 1978 we doing breakfast til 1, then open at 5 for dinner, music at 9, closed at 1A [a.m. = in the morning].”

1720. Aldon, Don. 1985. Work with Swift & Co. and non-dairy frozen desserts (Interview). *SoyaScan Notes*. Feb. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Don started with Swift & Co. in 1961 in the “Vegetable Protein Products Division,” a brand new division of the oil mill department. The oil was their main product and the protein-rich meal was a by-product. The president of the oil mill department started this department to turn the meal into food. Research on vegetable proteins started in about 1957-58.

Their first product, launched in early 1961, was brand-named SFP (Swift’s Protein Food), a water-extracted, granular soy protein concentrate, containing 70% protein. It was not an isoelectric concentrate, and it was not texturized. It was used mostly in ground beef products, but also in some breads. More was sold to other companies than used in Swift’s meat products.

The next product was Texgran, a textured soy flour (somewhat like today’s TVP), invented by Dean Wilding in about 1963-64. He invented a texturization process while trying to find a way to extrusion cook soy flour. He

visited Wenger and saw a variety of products they made. He recognized their value and bought a machine. Don worked for about 18 months developing the process, doing research, and generating information to be used in the patent. Swift started selling the product before they applied for the patent. "As soon as our competitors saw this product, they recognized its value because they had been extruding dog food. Ralston Purina slammed things together and got a patent application in first. Two weeks later ADM had one in. Then 3-4 weeks later Swift applied." Swift started selling Texgran in 1964-65. The patent was finally issued in about 1971-72. Litigation went on for years and years between the three companies. Finally Ralston got the basic patent since they had applied first. ADM and Swift got a royalty-free license. They did that just to settle the litigation. Note: The final key U.S. patent (No. 3,940,495) was issued to Ronald Flier of Ralston Purina in Feb. 1976, based on an application filed on 17 Jan. 1973, but based on an earlier application filed on 10 July 1964.

Texgran was used by Swift as a meat extender and sold to other companies as well. The first retail product in which Texgran was used was artificial bacon bits, the first such product on the market. Don developed this product, which was launched in about 1977-78. It was based on Texgran, with flavors added then smoked in a smokehouse. Right after that, General Mills introduced Bac\*O's.

Swift, which had a combined dairy and ice cream department (the main plant was in Holland, Michigan) was also involved in making soy ice creams, using soy protein isolates purchased from Central Soya. For years, Swift also made an artificial nonfat dried milk (NFDM) called Provide, based on soy flour and cheese whey. They introduced it in about 1973-74. It was used by bakeries in place of NFDM. But Swift never really got into using isolates commercially. They were preparing to do so when they sold the business.

Dean's Dairy in Arizona was the first to start selling Swift's artificial milk, which contained vegetable fat, nonfat dry milk, and soy isolates. The product didn't last very long; it was used to sort of test the market. For details, ask Tony Scaletto, who was Mr. Dipper Dan—head of Swift's ice cream operations. "We had those ice cream parlors nationwide at one time. He developed all the ice creams and novelties. He may not remember all that went on with soy; we were compartmentalized." Note: Talk with Tony Scaletto (Feb. 26): He is certain that Swift never had a frozen dessert containing soy protein on the market. He tried using soy protein in a soft-serve product but it was unsuccessful.

Swift got out of the soy protein business because it was driven by the vegetable oil business. They sold the whole oil business (3 crushing plants) to A.E. Staley in about 1979. The one making soy products was in Champaign, Illinois. He is not sure exactly why, but probably because sales and earnings fluctuated too much and could not be controlled. Also, most of the old-timers who really knew the business

had retired.

Staley kept Provide and had it custom made outside. Since Staley had its own textured soy protein product, it shut down the Swift protein plant; SFP lingered on, then died.

Concerning Swift's early history: They started as a meat packer. Then in the 1930s or 1940s they started making oil products from lard. In about 1938, to extend their business, they got into the oil extraction business and soybeans. Today their big products are processed meats and poultry. Swift bought Hunt-Wesson in late 1983 or 1984. Swift & Co. is now a division of Beatrice Meats, Inc. in Oak Brook, Illinois. All the old company records on soy have been discarded.

Dean Wilding is now in the Philippines building houses. He left Kraft several years ago. His son is a contractor. Address: Alberto Culver, 2525 Armitage, Melrose Park, Illinois. Phone: 312-450-3000.

1721. Boyer, Robert A. 1985. Reminiscences: Automotive design—Oral history project. Dearborn, Michigan: Henry Ford Museum and Greenfield Village. 130 p. Accession #1673.

• **Summary:** This is the transcript of an interviews conducted by Dave Crippen of the Henry Ford Museum on 7 Feb. 1985 at Mr. Boyer's home in Dunedin, Florida. It covers all aspects of Boyer's work with soybeans at the Ford Motor Co., including: Growing up in Royal Oak, Michigan; his father worked in the accounting department of the Ford Motor Co. at Highland Park, Michigan (p. 1). Boyer's first meeting with Frank Campsall (p. 2). Growing up at the Wayside Inn (the oldest hotel in America, in South Sudbury, Massachusetts, p. 1-6). Attending high school in Framingham, Massachusetts (p. 6). First meeting with Henry Ford when the two ice skated together on the mill pond behind the Wayside Inn (p. 7). Moving to Dearborn in Sept. 1927 to attend Ford's Trade School (p. 7-11). Early work at the chemical plant (quarter-size model of Iron Mountain plant) in Greenfield Village (p. 12-13). Ford's trip to Germany [Peace Ship to Europe, in 1915 during World War I?] crystallized a lot of his thinking. The Great Depression and the origins of his chemurgic thinking. In 1934 the first National Chemurgic Conference was held at Dearborn Inn; Boyer was in charge of the program. Mr. Irene DuPont attended and Mr. Ford spent a lot of time with him. Before that, the DuPonts and the big banks did not trust Ford. (p. 14). Opening of Greenfield Village in late 1929 on the 50th anniversary of Edison's first successful light bulb (p. 15). Chemical experiments on truckloads of farm crops using a retort; Frank Calvert (p. 16-19).

Experiments starting in about 1933 using hexane as a solvent to extract the oil from soybeans; the Ford Extractor (p. 20-23). Boyer's group wanted to get pure protein from soybeans. So "in the lab we developed our own process for extracting the oil... We used hexane solvent, like dry cleaning. We'd flake the beans and run them through a pipe



that was full of hexane on an angle with a screw in it.” Hexane solvent is “distilled out of petroleum. It has a very narrow boiling point—66° centigrade. The Ford extractor... got quite a lot of attention. We built it across the street from the chemical plant. It was about 150 feet away. Mounted it all by itself because everybody was afraid of fire.” A roof was built over it but no walls. It was probably built in about 1933.

In 1933 at the World’s Fair [sic, the Ford Exposition of Progress] in New York City, Boyer’s group had a glass model (on a table) of this extractor that used hexane solvent.

Note: Ford boycotted Chicago’s A Century of Progress Exposition which opened in 1933, in part to call attention to the company’s 30th anniversary; he held his own “industrial fair,” first in Detroit and then in New York, in late 1933.

*Business Week* described it as “the greatest industrial show ever held.” Some 2.3 million people attended the two-week show in New York.

A working model of the Ford extractor, using hexane solvent, was at the Chicago World’s Fair, starting in mid-1934, in the Ford Industrial Barn. “They would never let you do that today. Too dangerous.”

Research on purified soy protein and soy plastics with formaldehyde; Bakelite (p. 24-25). Use of soy oil for foundry core binders for casting the Ford V-8 engine block; thus, the soy experiments are now commercialized. Building a 50 ton/day extractor (p. 26-27). Spinning soy protein fiber like rayon, based on spinning milk protein in Italy. Using the fibers to make wrinkle resistant synthetic wool, a suit of clothes for Henry Ford and others, overcoats, neckties, felt hats. “We also found that these fibers blended in very well with rabbit fur for making men’s felt hats. So the Hat Corporation of America took all the fiber we could make. It wasn’t very much and they would blend it in with rabbit fur. And they actually had them [the men’s felt hats] on the market.” Rabbit fur is very expensive (p. 29-36). Ford’s suit of clothes contained 65% wool and 35% soy fiber. Boyer leaves Ford Motor Co. in 1943. Problem with fiber was tensile strength, especially wet strength. Ford’s interest in this fiber work, and his fitness at age 75 (p. 37-38). Ford “was not a true vegetarian but he was pretty close” (p. 38). Edsel Ruddiman’s work with foods (p. 39-47). Boyer and Ruddiman attend American Soybean Assoc. soybean conference in Washington, DC [in Sept. 1932] where they saw “leather-like products that the Chinese make” [yuba]. Boyer tried unsuccessfully to use the idea to make “synthetic leather.” USDA’s experimental farm in Holgate, Ohio, where many soybeans sent back by W.J. Morse were tested (p. 40-42). Work with soybean milk (p. 43-46). The executive dining room in the Engineering Laboratory. Henry Ford invited Boyer to lunch there about 6 times (p. 45). Development of soy ice cream; lipoxidase enzyme inactivation (p. 45-46).

Visits to Battle Creek, Michigan and Dr. John Harvey

Kellogg (p. 47). Boyer’s work was with industrial products; the plastic car and structural plastics with hemp, flax, and phenol formaldehyde (soya protein Bakelite resin) (p. 47-64, 70). Making trunk lids using a hydraulic press (p. 50). Ford’s famous axe demonstration on a trunk lid (p. 50-52). Lowell Overly and Joe Stewart (p. 53-56, 61, 78-79). Boyer drives the plastic car home (p. 63). Ford’s aim with the plastic car: to provide industrial markets for farmers (p. 65). World War II stops plastic car development (p. 65-66). Contract to build an airplane wing of plastic (p. 66-70). The plastic lid and car contain little or no soy (p. 70). Fiberglass and the Chevrolet Corvette (p. 71). Plexiglas and the B-24 bomber made at Willow Run (p. 72). Edsel Ford’s death of stomach cancer in the spring of 1943 and its effect on his father, Henry (p. 73-74). Ending work with soy fiber (p. 74).

Boyer leaves Ford in 1943 and goes to work for Drackett Co. in Cincinnati, Ohio. Wife needs to leave Detroit. After 1943 Boyer’s career really takes off. Dr. Gangloff (p. 75-77). Use of soy fiber by Drackett in felt hats. “We sold them a lot of fiber and we decided to build a bigger plant.” Building a protein plant and a fiber plant in Cincinnati big enough to supply the hat company’s demands and larger “than we needed just to supply our fiber operation.” They also had a big operation in Cincinnati for high-impact (not structural) plastic (p. 78-80). Drackett’s marketing people knew how to market Windex and Drano “but they had no feeling for the soybean operation. So when Mr. Drackett died, they sold the whole soybean plant to Archer-Daniels-Midland (ADM, p. 81-83). Before Mr. Drackett died, Boyer’s division had developed commercial soy products, and Drackett was making money on the plastic (phenol formaldehyde plus hemp) and the fiber (p. 81). Use of soy protein as a paper coating (p. 83). ADM finally closes the old Drackett protein plant and sells it to Central Soya, which used the million bushel elevator capacity for storage (p. 83-84).

Shortly after Mr. Drackett died, Boyer left Drackett to work on his edible soy fiber, where he owned patents. “If we can make a fiber from soy protein that resembles the outside of a sheep, why not make a fiber that will resemble the inside (p. 84-86). Idea of building an edible soy protein plant is in Cincinnati, with Mr. Drackett’s approval (p. 87). Boyer tries to find companies to license rights to his landmark patent: Virginia Carolina Chemical (Taftville, Connecticut, p. 88); Swift & Co. (p. 89-92); Unilever, which was interested in peanut protein in Africa and at Port Sunlight near Liverpool (p. 92-94, 112-13); General Foods and Nabisco (Fairmont, New Jersey research lab) (p. 94, 99). Unilever and Swift pay licensing fees of \$20,000 a year plus consulting fees. General Mills and Ralston Purina (p. 94-95). Why Swift dropped its interest (p. 95-96). General Mills and Bacos (p. 96). Patent expires in 1971 after 17 years (p. 96). Worthington Foods (p. 97). Ralston Purina was getting into protein. In about 1956-58 they “had bought Procter & Gamble’s protein plant in Louisville [Kentucky], which was making industrial

protein for paper coating” (p. 98). Worthington Foods was too small to make their own soy protein fibers, so Ralston Purina made it for them (p. 78-80). Ralston Purina’s great success with edible soy protein and their small conflict: pet food vs. human food (p. 100-01). From 1961 to 1971 Boyer was receiving licensing fees / patent royalties from Ralston Purina, Worthington, and General Mills (p. 102). General Mills and Bacos (p. 103-04). Ralston Purina’s patent lawsuit against Far-Mar-Co. Ralston won \$8 million. Boyer testified as an expert witness (p. 104-05).

Boyer remarries and retires in 1971 (p. 102, 105, 107). Subsequent work with Miles and Worthington; the Morningstar Farms line (p. 105-08). Companies now spinning soy protein fiber (two in the Netherlands, one in Japan, one in Australia). Ford Foundation was not interested in his work with soy protein for Third World nations (p. 110). Central Soya bought the ADM plant that was located in Chicago (p. 113-14). Kellogg’s Corn Soya breakfast cereal (p. 114-15). Worthington’s Soyloin Steaks; all early Kellogg and Worthington vegetarian products based on wheat gluten (p. 119). When Worthington bought Battle Creek they got their lady research director; she worked at Worthington until she was quite elderly. Boyer visited her in her lab at Battle Creek several times (p. 119-20. Note: Josephine F. Williams was in charge of the lab and product development at Battle Creek, where she worked closely with Dr. John H. Kellogg. She kept similar positions at Worthington Foods, according to Ron McDermott). Henry Ford as a soybean pioneer and visionary. The soybean is now America’s No. 2 cash crop and also our second largest earner of foreign exchange. “That really started from Ford. When we first started in 1931, hardly anybody ever heard of the soybean, and Henry Ford’s penchant for publicity publicized the soybean... He certainly made it popular and made people become aware of it. Today it’s darned important.” He should be remembered as the “Father of the Soybean.” “I always thought it would be nice if they would rebuild the [Soybean] laboratory [in Greenfield Village] or restore it like it was when we were doing the soybean work and give it the real credit that it deserves...” (p. 120). After Henry Ford died in 1947 his family wanted no part of any of his pet projects. They completely eradicated the old Ford company (p. 121). Henry Ford was deeply interested in the welfare of American farmers. His tractors and Model T were of great use to them (p. 121). Origins of Ford’s interest in chemurgy; William Hale and Dow Chemical Co. in Midland, Michigan; the first three chemurgic conferences in Dearborn, Michigan, in May 1935, 1936, and 1937 (p. 122-27). Ford and Ruddiman establish a complete canning line for good-tasting green soybeans on the outskirts of the Ford estate. The equipment was quite expensive. When World War II threatened, Ford gave it to Michigan State University to teach canning to students. (p. 129-30). Boyer’s personal impressions of Henry Ford (p. 128-30). Address: 632 Edgewater Dr. #731, Dunedin, Florida

33528.

1722. **Product Name:** Granose Soya-Franks: Vegetarian Soya-Sausages.

**Manufacturer’s Name:** Granose Foods Ltd. (Distributor). Made in West Germany by DE-VAU-GE.

**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1985 February.

**Ingredients:** Water, vegetable oils, onions, egg protein, wheat protein, soya protein, spices, seasonings, salt, gelling agent (guar gum, carob gum), wheat flour, glucose, apples, smoke flavour, oat-flakes, breadcrumbs, herbs, milk protein, soya sauce.

**Wt/Vol., Packaging, Price:** 200 gm cellophane wrapped pack. Retails for £1.06.

**How Stored:** Refrigerated or frozen.

**Nutrition:** Per 100 gm.: Calories 272.

**New Product–Documentation:** Food Report (Lehmann). 1985. Feb. The company says that these are just the first of some 20 new products planned for introduction this year.

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by DE-VAU-GE, was introduced in Feb. 1985.

Label sent by Granose. 1990. July 11. 2 by 5.5 inches. Red, brown, green, yellow, and black on white.

1723. **Product Name:** Granose Chicken Style Curry.

**Manufacturer’s Name:** Granose Foods Ltd.

**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1985 February.

**Wt/Vol., Packaging, Price:** 425 gm can for £0.89.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Food Report (Lehmann). 1985. Feb.

Form filled out by Granose Foods Ltd. 1990. June 13. States that the product, made by Granose, was introduced in Feb. 1985.

1724. MacDonald, Sandy. 1985. Designer beans: Soybeans aren’t stuck down on the farm anymore. High-protein, low-calorie soyfoods have gone gourmet. *New Age Journal (Boston, Massachusetts)*. Feb. p. 53-59. [2 ref]

• **Summary:** An excellent introduction to soyfoods and soyfoods companies in America today. Photos show Chandri and Gary Barat of Legume, Akiko Aoyagi and William Shurtleff “parents of the soy boom,” and Tom Timmins president of Tomsun Foods.

Note: This is the earliest document seen (April 2011) that contains the term “designer beans.” Though this interesting term is used in the title of this article, it does not appear in the body of the article itself. The author appears to mean that the soybean can be made into hundreds of



“ingenious” and imaginative (often delicious) foods from ice cream to lasagna, from burgers to creamy dips and dressings—and industrial products, including spun soy protein fibers invented by Robert Boyer, a Ford Motor Company employee, and first put to use in the upholstery of Ford cars; they were later used to make bacon bits and meat alternatives. Address: Brighton, Massachusetts.

**1725. Product Name:** Yves Tofu Wieners. Imitation Wiener (Meatless Hot Dogs).

**Manufacturer’s Name:** Yves Natural Foods.

**Manufacturer’s Address:** 1138 East George St., Vancouver, BC, V6A 2A8, Canada.

**Date of Introduction:** 1985 February.

**Ingredients:** Tofu, water, soybean oil, wheat gluten, egg albumen, wheat germ, nutritional yeast, sea salt, spices, hydrolyzed vegetable protein, natural hickory smoked flavor, beet powder, guar gum.

**Wt/Vol., Packaging, Price:** 8 wieners per 12 oz plastic pack. \$2.89 retail.

**How Stored:** Refrigerated.

**Nutrition:** Per 1.6 oz wiener. calories 91, protein 7.8 gm, fat 9.8 gm, carbohydrate 3.0 gm, sodium 254 mg, cholesterol 0.17% of protein RDA.

**New Product–Documentation:** Spot in Product Alert. 1986. March. Label. 1986, undated. “Soy product. Contains no meat.” Ad in Natural Foods Merchandiser. 1987. March. p. 99. “Positively the best tasting tofu wieners you’ve ever tried. Made from fresh tofu and a special blend of fine natural ingredients.” This ad (1/3 page, black and white) also appeared in East West Journal. 1987. June. p. 73. Leaflet. 1987. 8½ by 11 inches, color. Same title as ad. “Made from Fresh Tofu and a Special blend of Fine Natural Ingredients.”

Label sent by Yves Fine Foods, comb-bound in “Yves Veggie Cuisine US Packaging.” 1998. March.

Talk with Tracy Wright, executive assistant to Yves Potvin. 1999. Nov. 24. This was the company’s first product, launched in Feb. 1985.

Note: This is the earliest known commercial soy product made or sold by Yves. It is also the earliest record seen (Jan. 2010) concerning Yves.

**1726. Product Name:** [Seitan].

**Foreign Name:** Seitan.

**Manufacturer’s Name:** Christian Nagel Tofumanufaktur.

**Manufacturer’s Address:** Oelkersallee 14a, D-2000 Hamburg 50, West Germany. Phone: 040/89 49 37.

**Date of Introduction:** 1985 March.

**Ingredients:** Organic wheat flour (*kontr. biolog.*), soy sauce, ginger (*ingwer*), kombu.

**Wt/Vol., Packaging, Price:** 250 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1988. 4 by 3 inches.



Black on brown. Handwritten. Illustration of a soybean plant with pods!

Label sent by Anthony Marrese after visit to Christian Nagel in Hamburg. 1989. Dec. Black on green. Handwritten. 250 gm.

**1727. Product Name:** [Tofu Tidbits {Tofu Burger Pieces}].

**Foreign Name:** Tofu Happen.

**Manufacturer’s Name:** Christian Nagel Tofumanufaktur.

**Manufacturer’s Address:** Oelkersallee 14a, D-2000 Hamburg 50, West Germany. Phone: 040/89 49 37.

**Date of Introduction:** 1985 March.

**Ingredients:** Tofu, rice, onions, carrots (*Moehren*), wheat groats (coarsely ground meal; *Weizenschrot*), soy sauce\* (*Sojasauce\**), arrowroot flour (*Pfeilwurzelmehl*), sea salt (*Meersalz*). \* = Not organically grown (*aus nicht biol. Anbau.*)

**Wt/Vol., Packaging, Price:** 70 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1988. 4 by 3 inches. Black on brown. Handwritten. The company also makes Seitan, for which a label was sent. 250 gm.

Label sent by Anthony Marrese after visit to Christian Nagel in Hamburg. 1989. Dec. Black on yellow. Handwritten. 70 gm.

**1728. Product Name:** Tofu Light Loney (Meatless Bologna).

**Manufacturer’s Name:** Light Foods Inc.

**Manufacturer’s Address:** St. Louis, MO 63017.

**Date of Introduction:** 1985 March.

**New Product–Documentation:** Poster. 1986. 6 oz. Refrigerated. “No cholesterol, no MSG, no meat, no preservatives, no nitrites or nitrate.”

**1729. Public Sector Consultants, Inc. 1985. The potential for expanding the Michigan soyfoods industry. In: 1985. The**

Potential of Food Processing for Economic Development in Michigan. PCS, Knapp's Centre, 300 S. Washington Square #401, Lansing, MI 48933. See p. III-45 to III-67. 28 cm. [47 ref]

• **Summary:** Michigan soyfoods manufacturers include Michigan Soy Products (Royal Oak; Tofu, soymilk; 1,650 lb/week of tofu), Oryana Soy Shop (Traverse City; Cooperative. Tofu, tempeh, soysage; 275 lb/week of tofu), The Soyplant (Ann Arbor; Cooperative. Tofu, tempeh, tempeh burgers, soymilk, dofugan, soysage; 7,500 to 10,000 lb/week of tofu), INARI Ltd. (Mason; Soynuts), Michigan Farm (Bitely; Miso), Hercules, Inc. (Harbor Beach; HVP), Eden Foods (soymilk importer, which hopes to build a soymilk plant in Michigan), and Midwest Natural Foods (Ann Arbor).

"Hercules produces nonfermented soy sauce [HVP] and sells its product to large final producers, such as La Choy and Beatrice Foods, located outside Michigan for sale under their labels." This report was prepared for the Michigan Dept. of Agriculture. March 15. Address: Lansing, Michigan.

1730. **Product Name:** [Tofu Burgers (Leek / Ginger, Basque Corn & Pepper, With Sea Vegetables)].

**Foreign Name:** Croque Tofou (Poireau / Gingembre, Basquaise, Océane).

**Manufacturer's Name:** SOY (Société Soy).

**Manufacturer's Address:** Plateau de l'Ardennais, 91590 Cerny, France. Phone: (6) 457.52.01.

**Date of Introduction:** 1985 March.

**Ingredients:** With Sea Vegetables: French-grown soybeans, rolled oats (organically grown), British sea vegetables, shrimps, soy sauce, sunflowerseed oil, spices.

**Wt/Vol., Packaging, Price:** 200 gm.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm: Protein 14.8%, lipids 11.9%, carbohydrates 4.8%, calories 185.

**New Product-Documentation:** Letter from Bernard Storup. 1989. March 3. These 3 varieties were launched in March 1985 and discontinued in Sept. 1988. Label for Océane. 3.25 by 6.5 inches. Red, yellow, blue, green, and brown. Written in French, German, and Italian. Impressionistic drawing of sea vegetables. Contains 2 croquettes. Address is still Cerny.

Product (Basque / *à la basquaise*) with new Label brought by Taro Mikuriya of the Nutrition & Santé Group (Revel, France). 2011. Dec. 14. Paperboard box. 4 by 6 by 1.5 inches.

1731. Soyfoods Association of America, Standards Committee. 1985. Tofu standards. 7th draft. Lafayette, California: Compiled by William Shurtleff of Soyfoods Center. 18 p. March. 28 cm. [11 ref]

• **Summary:** "VII. Naming second generation commercial food products containing tofu.

"Second generation commercial tofu products may be

divided into three types:

"A. Products in Which Tofu Is Used as an Ingredient. For the term "Tofu" (or "Tof...") to appear in the name of a commercial food product, in a form such as "tofu chocolate parfait," "tofu lasagna," or "Tofreezy," the product should contain at least the following percentages of tofu by weight (purchased or manufactured as tofu, as defined previously) for any given product category. The term "tofu" as used here refers to a product containing the equivalent of 8% protein. Thus, for example, if tofu containing 7% tofu were used in a tofu salad (see below), it would have to comprise 28.6% of the finished product by weight.

"25% Tofu salads, dips, or spreads; vegetarian meat or cheese analogs (tofu burgers, franks, etc.).

"20% Dressings, quiches, "cheesecakes," blended puddings or parfaits or mousses.

"15% Non-dairy frozen desserts, prepared entrees, sandwiches, baked goods, soups.

"Or, the tofu should be substituted for all of the product's typical protein source (e.g., for all of the cheese and/or meat in a lasagna). If less tofu is used, the name should be of the form 'chocolate parfait with tofu' or 'meatless lasagna with tofu.'" Address: Lafayette, California and Greenfield, Massachusetts.

1732. **Product Name:** The Gardenburger.

**Manufacturer's Name:** Wholesome & Hearty Foods.

**Manufacturer's Address:** 1416 S.E. 8th St., Portland, OR 97214. Phone: 503-796-0109.

**Date of Introduction:** 1985 March.

**Ingredients:** 1993/06: Mushrooms, onions, rolled oats, brown rice, lowfat mozzarella cheese (part skim milk, salt and vegetable rennet), cottage cheese (nonfat milk, enzymes and culture), egg white blend (egg whites, olive oil, tapioca starch, vegetable gum, natural flavoring), cheddar cheese (whole milk, cultures, salt, enzymes & vegetable color), bulgur wheat, natural seasonings & spices (no salt added).

**Wt/Vol., Packaging, Price:** 10 oz box.

**How Stored:** Frozen.

**Nutrition:** Per patty (2.5 oz = 71 gm): Calories 126, protein 6.67 gm, carbohydrate 19 gm, fat 2.6 gm (percent of calories from fat 18.5%, unsaturated 1 gm, saturated 1.6 gm), cholesterol 6 mg, sodium 191 mg, potassium 193 mg, fiber 2.3 gm.

**New Product-Documentation:** East West. 1987. June. p. 65. East West. 1988. Oct. p. L-3. Lundberg Rice Showcase. No added salt, and no soy. "Served in restaurants, airlines, hospitals, sports arenas, schools, and business cafeterias throughout the United States."

Time magazine. 1991. March 4. p. 65. To the roars of the roars of the herbivores: Entrepreneurs." Discusses the Gardenburger. Developed by Paul Wenner, the president of Portland's Wholesome & Hearty Foods Inc., this meatless competitor of the hamburger contains mushrooms, onions,



oats, brown rice, low-fat cheese, egg whites, bulgur wheat, walnuts, and seasonings pressed into a patty and baked. It contains only half the calories and one-fifth the fat of an ordinary hamburger. “Wenner expects to sell 8 million patties this year.”

Talk with Richard Gross. 1991. Sept. 3. This product is made in Portland. The flavor and texture are so-so, but the maker claims to have sold 10 million of them. It is sold baked and frozen. On his literature he writes “Soy free.” But the product contains saturated fat and cholesterol. It is meatless but it is not vegetarian since it contains cheese.

Dispatch (Columbus, Ohio). 1992. Sept. 1. “Worthington Foods sued over Veggie Burger name.” Paul Wenner, age 45, is a vegetarian who in 1984 “ran the Garden House restaurant in Gresham, Oregon, when his line of veggie burgers was born. He said he began making Gardenburgers commercially in March 1985 with a production run of 800 patties.”

Product with Label purchased at Lucky Foods supermarket in Lafayette, California. 1993. June 9. 7.5 by 6 by 1.5 inches. Paperboard box. Red, yellow, green, and brown on tan. Full color photo of a grilled patty resting on a lettuce leaf topped by 2 onion rings and 2 tomato slices. “Four gourmet meatless patties. No soy! No preservatives. No MSG.” Price: \$3.39. Company address is now 2422 S.E. Hawthorne, Portland, Oregon 97214. Phone: (503) 238-0109.

Product with Label (new design) purchased at Safeway supermarket in Lafayette, California. 1994. May 18. Price: \$2.99. Frozen. Note that the price for 10 oz of Gardenburger (4 patties) is the same as the price for 12.8 oz of Green Giant Harvest Burgers (4 burgers). The product name is now “The Original Gardenburger.” New label design shows a black outline sketch of a boy scout-like person in a yellow square. “It’s meatless, low fat, soy-free and tastes terrific.” Gardenchef Paul Wenner. Soyfoods Center Taste Test. 1994. May & June. We like the flavor, texture, and appearance of this product the best of all frozen meatless burgers sold today in supermarkets.

Note: This is the earliest commercial product seen (Sept. 2000) made by Wholesome and Hearty Foods.

1733. *Grocer (The) (England)*. 1985. Soya milk spearheads move into yogurt, ice cream. April 6. p. 23.

• **Summary:** Michael Cole, managing director of Soya Health Foods of Trafford Park, Manchester, reports that he is selling about £3 million worth of his new Sunrise soya milk each year, and producing 46,000 gallons a week in half-liter aseptic Tetra Pak cartons. Major grocery chains have shown great interest in the product. Most competing soya milks are imported to England. Cole imports only his soya beans—from Canada. His company’s biggest competitor is Granose, which is selling through Safeway and other outlets.

Cole presently has to feed his okara, a by-product of soymilk production, to pigs. “But in the next few weeks

we will be installing a vegetarian sausage and burger plant which will take care of that.”

Cole is a former health food shop owner who has all been involved in the marketing and manufacturing side of the trade, not only in England but also in India and America.

A large photo shows Cole standing next to stacked cartons of his Sunrise Soya Milk. The caption reads: “Soya yogurt possible—Michael Cole.”

Note: This was the article that led to the founding of Genice in Wales. Ray Pierce, who was with Classic Ices in Wales at the time read the article, learned that Michael Cole of Soya Health Foods Ltd. was planning to make a soy ice cream, then contacted Cole and offered to work with him in developing the product. It became Classic Ice’s first non-dairy ice cream. Seeing its potential, Ray and Irene Barclay left Classic Ices and started Genice. Address: Manchester, England.

1734. *Food Processing (Chicago)*. 1985. Tofu-based non-dairy frozen desserts: Reduced calories, no cholesterol, no lactose are health implications. 46(4):41-42. April.

• **Summary:** Discusses the introduction and composition of Barricini Tofulite. “The first introductions were made in New York during the early part of February.” The company also plans to introduce soy-based “cheesecake, frozen novelties, lasagna, frozen tofu burgers, frozen tofu enchiladas, soy-based yogurt, and soy milk.”

1735. **Product Name:** Soy Tempeh, and Tempeh Bits.

**Manufacturer’s Name:** Soy Feliz.

**Manufacturer’s Address:** 17802 N.E. 21st St., Gainesville, FL 32609. Phone: 904-485-1527.

**Date of Introduction:** 1985 April.

**New Product—Documentation:** Talk with Jose Caraballo. 1990. July 27. He started making these tempeh products at his home in May 1990 and selling them locally. In Spanish “Soy Feliz” means “I am happy.”

Talk with Jose Caraballo. 2001. July 23. In April 1982 he started making tempeh at home and selling it to his local friends. In April 1985 he started selling tempeh and tempeh bits to a local co-op distributor, who distributed them to retail co-ops.

1736. *Toyo Shinpo (Soyfoods News)*. 1985. Tônyû o beesu ni—shin seihin [Tofu and soymilk dessert shop opens in Osaka]. May 1. p. 7. [Jap; eng+]

• **Summary:** A tofu and soymilk dessert specialty restaurant will open in April in the Kintetsu department store in eastern Osaka at Fuse city. It will be named Tofeez. It is connected with Furuichian Enterprises which owns the Tofu Kan restaurant. It will serve about 30 soyfoods including tofu ice cream, soymilk bread, tofu burgers, tofu pies, soy yogurt, etc.

On 1 April 1985 a popular Western-style tofu restaurant opened in Nagoya. Named Tcha-na-Time, it is located in the

NBN Izumi Building, 1-23-36 Izumi, Higashi-ku, Nagoya, Japan, Phone: 052-951-1877. The owner is Ms. Ishiki. In addition to various soyfoods, they also serve meat and fish. Address: Kyoto.

**1737. Product Name:** Protoveg Savoury Bakes (Meatless Meatloaves) [Chicken Style, Beefy Style, Pork and Pepper Style].

**Manufacturer's Name:** Direct Foods Ltd.

**Manufacturer's Address:** Petersfield, Hampshire, England.

**Date of Introduction:** 1985 May.

**Wt/Vol., Packaging, Price:** Foil trays. Retail for £1.25.

**New Product–Documentation:** Food Report (Lehmann). 1985. May. The products require only the addition of water and can be baked in their own foil trays for just 20 minutes.

**1738. Product Name:** Loma Linda Golden Chik-Nuggets (Meatless).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1985 May.

**Ingredients:** Soy protein concentrate, soy protein isolate, corn oil, water, wheat gluten, egg whites, potato flakes, artificial flavors, whole wheat flour, salt, natural (vegetable) flavors, dried yeast, dextrose, onion powder, spices, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Breader:** Bleached wheat flour, salt, yeast, sugar, oleoresin paprika, leavening (sodium acid pyrophosphate, monocalcium phosphate, sodium bicarbonate), hydrogenated soy oil, mono and diglycerides, nonfat milk, whey. **Batter:** Water, corn flour, modified food starch, leavening (sodium acid pyrophosphate and sodium bicarbonate) and spice.

**Wt/Vol., Packaging, Price:** 12 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per approximately 5 pieces (3.0 oz–85 gm): Calories 230, protein 15 gm, carbohydrate 17 gm, fat 11 gm, cholesterol 0 mg, sodium 630 mg, potassium 200 mg.

**New Product–Documentation:** Food Report (Lehmann). 1986. Feb. The vegetarian product is chicken flavored.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1985.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

1739. Shurtleff, William; Aoyagi, Akiko. 1985. The Americanization of tempeh (1970 to 1980s) (Continued–Document part II). In: W. Shurtleff and A. Aoyagi, Akiko. 1985. *History of Tempeh: A Fermented Soyfood from Indonesia*. 2nd ed. Lafayette, California: Soyfoods Center. 91 p. See p. 43-46. May. [402 ref]

• **Summary:** Continued. “In 1974 Cynthia Bates joined the

Soy Dairy crew and learned the basic lab techniques for making tempeh starter from Alexander. She built a tempeh incubator out of an old refrigerator and by November 1974 was making 20-30 pound batches of okara tempeh, using the soy pulp (okara) left over after making soymilk. By January 1975 The Farm Tempeh Shop was making 80-200 pounds of tempeh a week. The incubator was expanded into a used bean dryer and sporulated okara tempeh (dried and ground) started to be used as a starter. In 1975, in order to share their discovery with people across America and around the world, the community (now having 1,100 members) featured a section on tempeh (written by Cynthia Bates) in their widely read *Farm Vegetarian Cookbook*, including the first tempeh recipes to be published in any European language (Farm 1975).

“In 1975, after Wang, Swain and Hesseltine at the NRRC published their paper on mass production of tempeh spores, Bates set up a little laboratory and began making tempeh starter for use on The Farm. The starter was grown on rice, using the syringe inoculation technique and a spore suspension of starter sent periodically and kindly by Dr. Wang. By 1976 powdered pure-culture tempeh starter, made by Bates at the Tempeh Lab, was being sent out or sold to interested people. Publications were now needed to explain how to use the starter to make tempeh, then how to cook the tempeh. In 1975 or early 1976 Alexander Lyon typed up a three-page flyer titled ‘Tempeh Instructions,’ which contained the first instructions in any European language for making tempeh at home, and listed The Farm as a source of tempeh starter. Bates wrote and The Farm printed a 2-page flyer titled ‘Tempe,’ which described how to make five pounds of tempeh and contained four recipes, including the world’s first Tempeh Burger recipe. This flyer was distributed with the starter, along with ‘Fermentation Funnies,’ cartoons introducing tempeh. In 1976 Bates and co-workers wrote a 20-page article titled ‘Beatnik Tempeh Making’ (later retitled ‘Utilization of Tempeh in North America’) for the Symposium on Indigenous Fermented Foods in Bangkok, Thailand.

By Sept. 1976 the Tennessee Farm community, with Suzie Jenkins as tempeh production manager, was making at least 60 pounds of tempeh a day, and they were using a centrifuge (Cynthia Bates’ idea) to dewater the soybeans after cooking and before inoculation—a technological breakthrough that soon caught on among commercial tempeh makers.

Also by 1976 The Farm’s satellite farms had established commercial tempeh shops in San Rafael, California, and Houma, Louisiana. A number of America’s early tempeh shops (such as The Tempeh Works in Massachusetts or Surata Soyfoods in Oregon) were started by people who learned the process on The Farm. America’s first soy deli, set up in August 1976 at the Farm Food Company’s storefront restaurant in San Rafael, featured tempeh in Tempeh



Burgers, Deep-fried Tempeh Cutlets, and Tempeh with Creamy Tofu Topping, the first tempeh dishes sold in an American-style restaurant.

“The media blitz for tempeh that began in 1977 created a booming little business on The Farm for tempeh ingredients. A January 1977 article in *Organic Gardening* listed The Farm as the only known source of split, hulled soybeans. Orders began to arrive. Soon Dr. Wang at the USDA in Peoria, flooded by orders for tempeh starter, was forwarding many of them to The Farm. Then articles by The Farm (Cynthia Bates and Deborah Flowers) about tempeh in *Mother Earth News* (Sept. 1977) and *East West Journal* (July 1978) led to a surge of orders for both starter and split soy beans.

“In 1977 Farm Foods was founded; it took over marketing of the tempeh starter, together with hulled soybeans and revised editions of the tempeh instructions (1977, 1978). The three items were sold nationwide as America’s first Tempeh Kit by mail order and in some natural food stores. The starter was also sold separately with the leaflet. During 1978 Farm Foods promoted its tempeh starter and tempeh kit by serving grilled tempeh at numerous natural foods trade shows. A large sidebar in the February 1978 issue of *Organic Gardening* magazine listing Farm Foods as the best source of tempeh starter and split beans, followed by letters of referral from Rodale Press thereafter, stimulated sales. Also in 1978 Hagler edited a revised edition of the *Farm Vegetarian Cookbook*; it contained 12 pages on tempeh, including many recipes. In 1982 Farm Foods began actively advertising and selling bulk, powdered tempeh starter to America’s growing number of tempeh shops, and by 1984 they had captured a majority of the market. Prior to 1979 tempeh had been available on The Farm only on special occasions. In that year, however, a Tempeh Trailer, developed in Louisiana by John and Charlotte Gabriel, was brought to The Farm. The tempeh incubator was moved out of the Canning and Freezing building and made into a walk-in incubation room in the trailer. John Pielasczyk became head tempeh maker, and thereafter any Farm member could go at almost any time to the Farm store, open the freezer, and take home tempeh. In 1981 Margaret Nofziger, Farm nutritionist, wrote an article on ‘Tempeh and Soy Yogurt,’ with five tempeh recipes, for *Vegetarian Times*.

“In late 1983 and early 1984 The Farm underwent a major financial restructuring. Farm Foods became financially independent from The Farm and in May 1984 the Tempeh Lab (under the directorship of Cynthia Bates) became independent of Farm Foods. Both became ‘for-profit’ companies. In March 1984 The Farm published *Tempeh Cookery*, America’s fourth popular book about tempeh and the first with full-page color photos (Pride 1984). To promote this book (and tempeh), in June 1984 Farm Foods and its sister company, The Book Publishing Company, served samples of deep-fried tempeh and several tofu dishes to

20,000 attendees of the American Booksellers Association Convention in Washington, D.C. Farm Foods was also planning to have one or more large tempeh companies (perhaps one on each coast of the USA) make private labeled tempeh, which would then be sold nationwide through the company’s extensive soymilk ice cream (Ice Bean) distribution channels. Farm Foods could then also use the tempeh, the starter, and the book to promote each other.” Continued. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1740. Shurtleff, William; Aoyagi, Akiko. 1985. The Americanization of tempeh (1970 to 1980s) (Continued—Document part III). In: W. Shurtleff and A. Aoyagi, Akiko. 1985. *History of Tempeh: A Fermented Soyfood from Indonesia*. 2nd ed. Lafayette, California: Soyfoods Center. 91 p. See p. 46-49. May. [402 ref]

• **Summary:** Continued. “William Shurtleff and Akiko Aoyagi of The Soyfoods Center in California were also active in helping to introduce tempeh to America. They first became aware of and interested in tempeh in March 1975 in Tokyo after reading *The Farm Vegetarian Cookbook*. In their *Book of Tofu* (1975), they included a recipe for homemade tempeh and seven Indonesian-style tempeh recipes (learned from an Indonesian tempeh maker in Tokyo), the first such recipes ever published in English. This whole section was published in *Mother Earth News* in May 1976. In late 1976, during a two-week visit to The Farm in Tennessee, they wrote (with Cynthia Bates) a 4-page pamphlet titled ‘What is Tempeh?’ which they enlarged and published in early 1977. In May 1977 they spent a month in Indonesia studying tempeh, and in June their article ‘Favorite Tempeh Recipes’ was published in *Organic Gardening* magazine. In January 1978 William Shurtleff presented a paper and demonstration on how to make tempeh from winged beans at an International Seminar on Winged Beans in the Philippines.

“In July 1979 Harper & Row published their *Book of Tempeh*, the first book in the world devoted entirely on tempeh. It contained the first sizeable collection of American-style and Indonesian tempeh recipes (130 in all), the first illustrated descriptions of making tempeh, tempeh starter, and onchom (ontjom / oncom) on various scales in Indonesian tempeh shops, the first history of tempeh, detailed discussion of tempeh in Indonesian culture and of the many varieties of Indonesian tempeh, and the first recommendations for commercial names for the more than 30 types of tempeh that could easily be made in the West. It also contained chapters and reviews of the literature on tempeh nutrition and the microbiology and biochemistry of tempeh fermentation, plus the largest bibliography on tempeh to date (including many new Indonesian references), an annotated listing of 61 people and organizations around the world connected with tempeh, and the first list of tempeh companies in the West. By early 1984 16,600 copies

of the paperback edition and 960 copies of the enlarged professional hardcover edition had been sold. Between 1976 and 1982 they wrote eight articles on tempeh for popular and trade magazines.

"In March 1980 The Soyfoods Center published *Tempeh Production*, the first book describing how to start and run a commercial tempeh plant in industrialized or Third World countries. In 1981 Shurtleff and Aoyagi wrote a book on tofu, miso, and tempeh that was published in Mexico in Spanish, and in 1982 they published books containing bulk tempeh recipes and tempeh labels. Starting in 1982 Shurtleff did extensive annual surveys of the tempeh industry and market in the USA, which were published yearly by The Soyfoods Center in *Soyfoods Industry and Market: Directory and Databook*. The Center also developed and sold color slide sets on "Tempeh," "Tempeh Production in the USA," and "Tempeh Production in Indonesia." In 1985 *The Book of Tempeh* will be published in German as *Das Tempeh Buch*.

"Another early pioneer of tempeh in America was Rodale Press in Emmaus, Pennsylvania, best known as the publisher of *Organic Gardening* and *Prevention* magazines. In the spring of 1975 Rodale's R&D department decided to follow up on the work with tempeh done by Hesseltine and Wang at Peoria. In early 1976 R&D food technologist Mark Schwartz began to work with Dr. Wang in Peoria to develop a simple, inexpensive way to make tempeh at home. They devised a tempeh kit including an incubator made from an inexpensive Styrofoam picnic cooler heated by a light bulb. For a Reader's Research Project, they sent the kit with instructions and a questionnaire to 60 readers across the country, and asked for feedback. The unanimous response was that people found the new food easy to make and delicious (Podems 1976). This R&D work led to five major articles in 1976 and 1977. In March 1976 Brenda Bortz in 'The Joys of Soy' introduced tempeh and Rodale's tempeh research to readers of *Organic Gardening* (OG). In January 1977 OG ran 'Tempeh Keeps 'em Coming for More Soybeans.' Jack Ruttle, a Rodale staffer, summarized the results of Rodale's research on tempeh to date and gave detailed instructions for making tempeh at home. This was the first major popular article on tempeh published in America. In June *Prevention*, the largest health-food magazine in America, ran a cover story and editorial by Robert Rodale titled 'Tempeh, a New Health Food Opportunity.' He visited America's first Caucasian-owned tempeh shop (run by Gale Randall), encouraged others to start tempeh shops and to 'get in on the ground floor of a new industry,' and predicted that tempeh might well become America's most popular way of using soybeans as part of the 'coming soy boom.' 'Tempeh is on its way up,' he wrote. 'Before long it will be eaten widely and lovingly across this land of ours.' Also in June OG published Shurtleff and Aoyagi's 'Favorite Tempeh Recipes' and Wang, Swain, and Hesseltine's 'Calling all Tempeh Lovers.' In addition

Rodale Press published books with extensive information on tempeh: *Home Soyfood Equipment* (Wolf 1981) and *Tofu, Tempeh, & Other Soy Delights* (Cusumano 1984). Wolf's book included a new method for making tempeh at home using unsalted soynuts, which took less time and cost only about 28% (10 cents) more per pound than the traditional method. Detailed plans for making a home tempeh incubator were given. *Organic Gardening* (March 1982) summarized Wolf's quick tempeh method.

"Starting in 1971, the American media first began to take an interest in tempeh, when Food Processing magazine, in its 'Foods of Tomorrow' section did an article on 'Specialty Fermented Foods,' discussing their potential acceptability in the American market. It concluded: 'But of all fermented foods, tempeh, with its high ratings in taste, nutritional benefits, and simple, low cost processing techniques, appears to be the most likely candidate for Americanization . . . Tempeh may be one of the next to appear in the US market place.' In May 1976 *Mother Earth News* (Issue #39) ran a long excerpt on tempeh from *The Book of Tofu* by Shurtleff and Aoyagi. Media coverage expanded significantly in 1977. First came the three major Rodale Press articles mentioned above. In September *Mother Earth News* featured 'How we Make and Eat Tempeh Down on the Farm,' and in November *Vegetarian Times* ran 'Tempeh,' In July 1978 *East West Journal* ran its first tempeh story, 'Make Your Own Soyburger' about the Farm's tempeh. These many articles contained recipes and detailed instructions for home preparation, and some gave the address of the NRRC in Peoria, Illinois as a source of free tempeh starter. In less than 18 months, over 25,000 people requested starter and began making tempeh at home. This early media coverage for tempeh was a veritable blitz for a largely unknown food, and most of the publications had large circulations. In addition descriptions of tempeh began to appear in popular books, such as Beatrice Hunter's *Fermented Foods and Beverages* (1973).

"The first commercial Caucasian American tempeh shop was started in the winter of 1975 by Mr. Gale Randall in Unadilla, Nebraska." Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1741. Faris, Charlene. 1985. Bean curds and why. *Women's Sports and Fitness* 7:46-47. June. [2 ref]

• **Summary:** A brief, positive introduction with one recipe for Mariah's yummy tofu burgers. "The restaurant offering the most tofu dishes on its menu is the Oasis Buffet Dining Room at Alive Polarity's Murietta [sic, Murrieta] Hot Springs in (where else?) California."

1742. Kushi, Aveline; Jack, Alex. 1985. Aveline Kushi's complete guide to macrobiotic cooking: For health, harmony, and peace. New York, NY: Warner Books. xvii + 414 p. June. Illust. Index. 23 cm. [36 ref]



• **Summary:** Index entries include: Miso 61, Tofu 50, Tamari 19, Tempeh 17, Whole dry soybeans 6, Natto 3, Soymilk 3, Yuba 1. This book calls ganmodoki “Tofu Croquettes” and further states that “*Gan* means ‘crane’ and *modoki* means ‘looks like.’” Among the 31 chapters are ones titled Beans (incl. basic black soybeans, and brown rice with black soybeans); Tofu, Tempeh, and Natto (including yuba); Sea Vegetables; Condiments and Garnishes (incl. miso), and Fish and Seafood.

Under “Black Soybeans” (p. 257) we read: “These nice shiny beans are also called Japanese black beans. They have a strong, delicious taste. Their juice is said to make the voice clear and beautiful. Throughout Japan, mothers prepare their children for music tests and singing lessons with this dish. Black soybeans are also used medicinally to help discharge animal toxins from the body.” Note: This is the earliest macrobiotic cookbook seen that uses the term “Black soybeans” in a recipe title. All previous macrobiotic cookbooks called them “Black beans.”

Contains recipes for homemade tofu, tempeh, and natto. Address: Brookline, Massachusetts.

1743. **Product Name:** Tempeh Burgers, and Tofu Burgers.

**Manufacturer’s Name:** Sooke Soy Foods Ltd.

**Manufacturer’s Address:** 2625 Otter Point Rd., R.R. 2, Sooke, Vancouver Island, BC, V0S 1N0, Canada. Phone: 642-3263.

**Date of Introduction:** 1985 June.

**Ingredients:** Tofu (or tempeh), natural soy sauce, herbs and spices.

**Wt/Vol., Packaging, Price:** Tofu: 8 oz. Tempeh: 6 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels. 1985. 3 inch diameter. Self adhesive. Brown (Tofu) or Green (Tempeh) on beige. “Ready to serve, or steam for 5 minutes. Meatless.”

1744. Worthington Foods, Inc. 1985. Nothing tops Tofu Topper, on potatoes, sandwiches, canapes, vegetables... and on your shelf (Ad). *Natural Foods Merchandiser*. June. p. 47.

• **Summary:** See next page. This full page color ad shows three cans of tofu topper on a wooden cutting board surrounded by vegetables and crackers. On top of one can is a baked potato, on top of the 2nd some chips and dip, and atop the third a veggie burger with Tofu Topper inside.

Note: Worthington Foods has created the Natural Touch brand for introducing its products into natural- and health food stores; for supermarkets it generally uses the Morningstar Farms brand. Address: Worthington, Ohio 43085.

1745. Sheraton, Mimi. 1985. International pot luck: Variety spices the country’s rich culinary life. *Time* 126(1):98-99. July 8.

• **Summary:** This article is part of a special issue of *Time*

magazine about immigrants. It notes that as Americans learn about new ethnic cuisines, they are also “busy naturalizing foreign ingredients into native dishes: tofu, the cheeselike soybean curd, as the base for burgers and ice cream... Tempeh, the Oriental fermented soybean cake, is here formed and flavored to simulate bacon and pastrami.”

“How long can it be before Benihana is joined by chains with names such as Tacorama, the Piteria, Dim-summery and even Tofusion.”

A photo captioned “A sundae kind of love,” notes that “there is not one drop of dairy product in the tofu-based “Ice cream.” Developed for Jews who observe kosher laws and cannot combine dairy and meat products in the same meal, this creamy soybean-based frozen dessert also satisfies those on low-calorie diets.”

Note: This is the earliest known article in *Time* magazine that mentions tempeh.

1746. *Toyo Shinpo (Soyfoods News)*. 1985. Nyūjō kyaku 5,000 nin ni apuroochi [Nearly 5,000 people attended]. July 21. p. 8. [Jap; eng+]

• **Summary:** About the 1985 No-Salt Fermented Soybean Conference, July 15-16 at Tsukuba Research Center. Natto products were exhibited at a vegetable protein fair. It was sponsored by the Dep. of Agriculture and Forestry (*Nōsuisho*), from Aug. 26 to Sept. 7 at their building. Vegetable protein is a basic part of our daily life. At that time the Japanese Natto Association introduced tempeh, and they took a poll of 140 people. 4.9% of women were aware of tempeh. Mr. Kanasugi introduced tempeh foods to people. Samples of tekka miso, croquettes, fried tempeh, and tempeh burger were served. People like the flavor of these.

1747. *Grocer (The) (England)*. 1985. Sunrise hopes soya yogurt will follow milk success. July 27. p. 18.

• **Summary:** “Six months ago, Michael Cole, a strict vegetarian for most of his life, formed the Soya Health Foods company and opened the first soya milk factory of its kind in this country at Trafford Park, Manchester. In that time sales of his Sunrise no-added-sugar UHT soya milk have risen from 46,000 litres a week to 250,000.

“Recently he signed a two-year own-label contract for sweetened soya milk with Lancashire Dairies, and is now supplying Co-operative Retail Services, and supermarket chains.

Cole has now launched three more soya products under his brand: (1) Sunrise Soya yogurt in four flavors—strawberry, peach melba, black cherry and raspberry. Cole says there have never previously been any soya milk yogurts available in the UK or Ireland; (2) Sunrise Ice Dream (soya milk ice cream) in two flavors—hazelnut and vanilla. “This is a natural ice product, free from dairy produce, lactose and cholesterol and containing only sugar made from fruit.”; and Sunrise Vegetarian Burgers, each weighing ¼ pound; they

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are high in proteins and fibres. A photo shows his company's four products, including 2 flavors of soy yogurt. Cole says there are three large markets for soya products in the UK: (1) The slimmers, dietary and allergy foods market; (2) the natural food market; and (3) the Kosher market. Address: Manchester, England.

1748. Collins, Alf. 1985. Fresh Today: Busy days at Island Spring. *Seattle Times*. July 31. p. C-7.

• **Summary:** Island Spring's tofu-based frozen dessert comes in vanilla-almond, black cherry-amaretto, chocolate, peanut butter, and coffee. Tofu burgers, tofu-based sauces and spreads will soon be introduced. "Luke Lukoskie, Island Spring president, figures the new products will boost the firm's annual sales from \$1 million to \$30 million in 3 years. Then he can concentrate on building a new plant somewhere between here and Tacoma. He's putting together about \$4.4 million in financing for the project." Address: Washington.

1749. Farah, Adelaide P. 1985. Food: Build a better burger. *Health (New York)* 17(7):36-38, 40-41. July.

• **Summary:** This article about making burgers from everything except red meat contains a recipe for "Bliss on a Bun" burger, made with tofu and mashed potatoes.

1750. **Product Name:** Pita Pocket Sandwiches (Filled with a Tofu Spread & Tomatoes & Alfalfa Sprouts) [Exotic Tofu Spice, Tuna Curry, Seafood Delight, Hummus Lite, or Mexican Lite].

**Manufacturer's Name:** Street Natural.

**Manufacturer's Address:** 1148 Liberty Bell Dr., Cherry Hill, NJ 08003.

**Date of Introduction:** 1985 July.

**Ingredients:** Seafood Delight: Pita bread, tomatoes, alfalfa sprouts, shrimp, crab, tofu mayonnaise (self-made), celery, cabbage.

**Wt/Vol., Packaging, Price:** 6 oz. Retail for \$2.85 to \$3.35. Assembled on the spot, wrapped in waxed paper.

**How Stored:** Unrefrigerated and perishable.

**Nutrition:** Avg. 300 calories per sandwich.

**New Product–Documentation:** Interview with Scott Gordon. 1987. Oct. 13. These products sold for 4 months in summer of 1985 from an upscale pushcart (stained wood & hanging plants) in Philadelphia. Vendors wore tuxedo jackets. Calorie counts were advertised under each sandwich.

1751. Tofu Shop Specialty Grocery & Deli (The). 1985. Thank you Humboldt County (Leaflet). Arcata, California. 1 p. Single sided.

• **Summary:** Contains a quotation from *Whole Life Times* magazine, New York, June 1985. "The Tofu Shop is the delicatessen of the future... The quality of the food... is about as high as you'll find anywhere... This is without a doubt the best (natural foods) take-out eatery in the country."

Also: "Delicatessen items: Hot tofuburgers. Sandwiches. Salads. Desserts. Fresh coffee. Herb teas. Specialty groceries: Fresh tofu. Wholegrain baked goods. Fresh juices. Local foods. Macrobiotic supplies.

"As the Tofu Shop approaches its sixth year, it continues to offer the highest quality foods available for your eating pleasure and good health."

An illustration (lower left) shows a little tofu shop on stilts by the ocean, with an Oriental-style roof and a wind-blown tree arching overhead. Address: 768 18th St., Arcata, California 95521. Phone: Take out 822-7409.

1752. *Toyo Shinpo (Soyfoods News)*. 1985. Beikoku no tokkyo o shutoku "tôfu suteeki" seihô. Tôyû Shokuhin [Toyu Foods granted U.S. patent on method for making "tofu steak"]. Aug. 1. p. 1. [1 ref. Jap; eng+]

• **Summary:** The company was issued U.S. Patent 4,525,373, which is valid for 17 years.

1753. Altaner, David. 1985. His passion flavors the blandest of foods. *Courier-News (Bridgewater, New Jersey)*. Aug. 6. p. A8-A9.

• **Summary:** The company receptionist answers the phone "Tofutti-All-Rootie." "Thank God, I've been blessed with taste buds that like what the masses love." New products? "Next comes tofu jogger, an instant breakfast soy drink. In the future, consumers can expect to see soy-based chocolate and vanilla pudding, potato topping, onion dip, tofu cultured non-dairy yogurt, tofu whipped cream and pancakes... His personal Mount Everest is a tofu burger... To meet the competition Tofu Time is rolling out its first television commercial, which was unveiled last week. In it, the question, 'Has New York gone totally Tofutti?' causes a staid board of directors meeting to erupt into frenzied dancing to 'Tofutti-All-Rootie,' which sounds a lot like Little Richard's 1955 hit 'Tutti-Frutti.'"

A large photo shows David Mintz, behind many of his products, holding a Tofutti bar on a stick.

1754. Cloud, Jon. 1985. Work with okara and other soyfoods (Interview). Conducted by William Shurtleff of Soyfoods Center, Aug. 15. 1 p. transcript.

• **Summary:** Jon Cloud has done a great deal of work to develop a high-quality okara tempeh; it is now the best he has ever tasted—although Richard Jennings also makes excellent tempeh. He has added rice and other binders.

SoyPro is the name of his soy sausage and Soyettes are made from okara, using 50% okara. Soy City Foods also sells an okara granola, and falafels. He is required by the Canadian government to call okara "soy mash." They have prohibited use of the word "okara." He has also developed 2 flavors of ice cream sandwiches.

Soy City Foods—a corporation that is worker owned—now makes 4,000 lb/week of tofu and 144 kg/week of

tempeh. Address: Soy City Foods, Toronto, ONT, Canada.

1755. Eckett, Alison. 1985. Beating the protein crunch: A growing number of people are discovering the range of soyfoods, both traditional and modern, that can be made from this bean. *Food Processing (UK)* 54(8):25-28. Aug.  
 • **Summary:** “The term ‘soyfoods’ is a recent generic expression that has been used to describe the complete range of soy products prepared for human consumption. It covers both high technology, modern products such as soy [protein] fibres, concentrates and isolates which are mainly used as ingredients by food manufacturers... and includes the traditional low technology products of soymilk, soy sauce, miso, natto, tofu, tempeh and soy sprouts that have formed part of the staple diet in East Asia for thousands of years.”

Soyfoods are divided into non-fermented and fermented. Photos show: (1) Miso Dip (front of two packages). (2) Cubes of tofu under water. (3) Nasoya Tofu Vegi-Dip. (4) Sliced cakes of tempeh. (5) The front of four tempeh packages, made by The Tempeh Works. (5) White Wave tempeh, a tempeh burger, and a promotional piece. (6) A box of Tofu Lasagna, made by Legume, Inc. (7) The front of a package of “6 All Natural Vanilla Ice Bean Sandwiches,” made from Ice Bean by Farm Foods.

1756. **Product Name:** [Hera Soya Stroganoff].

**Foreign Name:** Hera Soja Stroganoff.

**Manufacturer’s Name:** Hafen-Muhlen-Werke.

**Manufacturer’s Address:** West Germany.

**Date of Introduction:** 1985 August.

**Wt/Vol., Packaging, Price:** 200 gm cartons retail for DM 5.60.

**How Stored:** Shelf stable.

**New Product–Documentation:** Food Report (Lehmann). 1985. Aug. “A classical Russian addition to the noodle or potato dishes based on soya.”

1757. Leneman, Leah. 1985. Tomorrow’s world [soyfoods]. *Vegetarian (The) (England)*. July/Aug. p. 21-24.

• **Summary:** There are now 8-9 brands of soya milk sold in Britain. “It is a shame that most people’s introduction to tofu is in the form of Morinaga silken tofu which... is now found in most health food stores. Silken tofu is pleasant and nutritious, but is much softer than regular tofu and is therefore much less versatile. Following recipes meant for firm tofu with it can be frustrating.

“Granose is the first big-name health food manufacturer to feature a line of tofu-based products (imported from Denmark). Two of the three tinned convenience meals seem to me less than ideal. The tofu adds nothing special to either the Tofu and Tomato Sauce nor to the Tofu in a Savoury Bean Sauce; they might just as well have used tvp. However, the Chinese-Style Tofu is really excellent, with a nice balance of tastes and textures, including the cubes of tofu–

just about the nicest tinned convenience meal around.

“The first national distributor of tofu (to the best of my knowledge) was *The Regular Tofu Company*... Like all other national distributors, their tofu is vacuum-packed, which considerably lengthens its shelf-life... *Paul’s Tofu* (The Old Brewery, Wheathampstead House, Wheathampstead, St. Albans, Herts.) produces another vacuum-packed firm tofu, which is available in London and South-East England...

“*Bean Machine* (Station Road, Crymch, Dyfed) produces not only tofu but also a range of ‘soysage’ foods made from okara... They also make ‘Soyannaize,’ a dairy-free dressing. *Duchesse All-Natural Tofu Dressing and Dip* (made by St. Giles Foods Ltd, St. Giles House, Sandhurst Road, Sidcup, Kent DA15 7HL) is another mayonnaise-type product...”

She is writing *The International Tofu Cookery Book* for Routledge & Kegan Paul. Address: 19 Leamington Terrace, Edinburgh EH10 4JP, Scotland.

1758. *Soya Foods (ASA, Europe)*. 1985. The Soyfoods Interview: Mr. Wil Puik, Heuschen B.V., Netherlands. Aug. p. 7-8.

• **Summary:** Heuschen started their activities in 1958 selling Oriental foods, including tofu (tahoe). They began to make their own tofu in 1964. By 1968 they were making 2,000 cakes of tofu a day. The present plant at Deurne started in 1982. Its automatic production line presently makes 10,000 cakes of tofu a day. The company employs 9 people. They distribute their products via the wholesale trade, and export to West Germany and Belgium. They believe the soyfoods industry has an excellent future. They would like to launch several convenience soyfoods such as tofunaise, soyburgers, tofu dips, creams, and sauces. They sell to both the mainstream and Reform markets.

Note: Puik is pronounced “Powk”; the “Pow” rhymes with “How.” Address: Heuschen B.V., Dr. Huub van Doorneweg 16, 5753 PM Deurne, Netherlands.

1759. **Product Name:** Sunrise Vegetarian Quarterpound Burgers (Made from Tofu or Soya Proteins) [Tandoori, Herbs & Spices, Tofu, or Mexican Chili].

**Manufacturer’s Name:** Soya Health Foods, Ltd.

**Manufacturer’s Address:** Unit 4, Guinness Rd., Trafford Park, Manchester M17 1UA, England.

**Date of Introduction:** 1985 August.

**Ingredients:** Herbs & Spices: Okara (soya fibre and protein), textured soya flour, hydrogenated vegetable oil, wholewheat rusk, soya flour, modified starch, stabiliser (of vegetable origin), hydrolysed vegetable protein, mixed vegetables, mixed herbs, mixed spices, tamari.

**Wt/Vol., Packaging, Price:** 1 lb paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm: Protein 11 gm, fat 14 gm, carbohydrate 12.6 gm, dietary fibre 5.2 gm.



**New Product–Documentation:** Natural Food Trader (UK). 1985. Sept. p. 25. The burgers are quarter pounders that come 4 in a pack. Michael Cole is director of this company. Poster. Sunrise–Be good to yourself! A photo shows a burger box.

Label. 1988. Paperboard box. 9 by 4.5 by 1.5 inches. Full color in red, green, and brown. Photo on front of open-face burger. “Free from animal fats. No artificial colours. Low in salt and high in fibre. No animal has suffered in the making of this product.” Other products available from Soya Health Foods: Sunrise Soya Milk, Soya Milk Yogurt, Soya Ice Dream in 1 litre tubs.

1760. *Sunday Times (Singapore)*. 1985. Fowl play with the soya bean. Sept. 15.

• **Summary:** William Soh runs Kiat Lim vegetarian stall at #01-563 Blk 91, Whampoa Hawker Centre, Whampoa Drive, Singapore. He makes meatless entrees, such as goose, fish, chicken, and five spice roll from *tau kee* (bean curd skin [yuba]), which is molded and stuffed. He also uses gluten flour to make vegetarian pork. A photo shows Soh with his meatless meats.

1761. Archer Daniels Midland Co. 1985. Annual report 1985: We bring home America’s harvest. P.O. Box 1470, Decatur, IL 62525. 16 p.

• **Summary:** Part I describes ADM’s daily work. “ADM. Where the people who feed the world buy their groceries.” Pages 8-9 note: “We unlock the protein inside the soybean.” Contains color photos of many soy products including Protoveg Vegetable Goulash, and Betty Crocker Hamburger Helper (p. 1), Similac (p. 7), ProSobee, Rich’s Coffee Rich, Betty Crocker Bac\*O’s, and Protoveg Sizzles (p. 9), Tofutti (p. 15).

Part II, an insert in the portfolio, is the annual report financial data (34 pages). Net sales and operating income: \$4,738,767,000. Net earnings: 163,908,000. Total current assets: \$1,367,826,000. Total current liabilities: \$328,822,000. Address: Decatur, Illinois.

1762. **Product Name:** Soy Scream Ice Cream, Tofu, Soy Mayonnaise, Okara Burgers.

**Manufacturer’s Name:** Country Farmhouse Project. Renamed Country Farmhouse Lifeline by Fall 1987. Renamed Country Farmhouse Soya Products by 1989. Renamed Country Farmhouse Soya Products Co. Ltd. by Aug. 1997.

**Manufacturer’s Address:** Affiliate of the Country Farmhouse Lifeline, 12 Faulkner Ave., Duhaney Park, Kingston 20, Jamaica. Phone: 809-933-4617.

**Date of Introduction:** 1985 September.

**New Product–Documentation:** Plenty Bulletin (Summertown, Tennessee). 1986. Fall. p. 1-3. Jamaica Soy. The Country Farmhouse Project in Kingston, Jamaica

is run with the help of two Jamaican young people, Rasino D’Aguilar and his wife, Mohi. This small-scale cottage industry, which has been in business for 1 year on a shoestring budget, makes soy ice cream, tofu, soy mayonnaise, and a variety of okara burgers. Some of their products are sold at a weekly market sponsored by the Jamaica Vegetarian Society.

Plenty Bulletin. 1987. Fall. p. 4. Two full time and two part time staff, working out of a tiny 5 x 30 foot shed on the back of a house, produce 150 lb of tofu a week for sale to restaurants and health food stores in Kingston. First listing in Soya Bluebook. 1989. Country Farmhouse Soya Products. Affiliate of The Country Farmhouse Lifeline. Same address shown above. Phone: 809-92-281 10-9. Products: Salads Delight salad dressing, soymilk, frozen desserts, tofu & tofu products, soy burgers, high protein soy bread, tofu soysage.

Plenty International. 1994. Jan. A Guide to Growing and Using Soybeans for Food. p. 30. This company, which makes fresh soyfoods, is now named Country Farmhouse Soy Products, located at 12 Faulkner Ave., Duhaney Park, Kingston 20, Jamaica. Phone: 809-933-4617.

Talk with Marlon D’Aguilar, owner. 1996. May 20 (which see).

Talk with then letter from Marlon D’Aguilar. 1997. Aug. The letterhead states that the company is now named “Country Farmhouse Soya Products Co. Ltd. Directors: Marlon D’Aguilar, Elaine Lawson, Mrs. Winsome D’Aguilar, Keith Brown.”

1763. Groom, Jon; Groom, Sarah. 1985. Bean Machine story. *Point Soja–Soyfoods*. Autumn. p. 8. [Eng; Fre]

• **Summary:** Jon and Zorah Groom started a business in 1982 making tofu, soysage, and Soyanaize (vegan mayonnaise) from their kitchen. They learned how to make tofu and soymilk while living in Eire [Ireland] with some people from Stephen Gaskin’s Farm in Tennessee. With a co-op of 7 people (The Bean Machine Co-op Ltd.) they transformed an old car spares shop at Crymych into Wales’ first soy dairy. It began operation in January 1984. A new product was Tofu Pasties. They are now building a new plant in Cardigan. Address: Crymych, Wales.

1764. *Natural Food Trader (England)*. 1985. Soya yoghurt launched [by Soya Health Foods of Manchester, England]. Sept. p. 25.

• **Summary:** “And now we have a dairy product-free yoghurt! Sunrise soya yoghurt is the latest addition to the range offered by the new Soya Health Foods company... The yoghurt comes in four flavors–strawberry, peach melba, black cherry, and raspberry. Says Michael Cole: ‘This product is unique. There have never previously been any soya milk yoghurts available in the United Kingdom or Ireland. Being lactose and cholesterol free, this product will be very popular.’”

“These products are available from various distributors throughout Britain. For details and prices contact Soya Health Foods, Unit 4 Guinness Road, Trafford Park, Manchester M17 1AU. Phone: 061-872-0549.” A large photo shows Sunrise Soya Milk (2 types), Sunrise Yogurt (2 types), Sunrise Ice Dream, and Sunrise Vegetarian Burgers.

Note: This is the earliest document seen (Sept. 2012) that uses the term “soya yoghurt” to refer to soy yogurt. Address: Manchester, England.

**1765. Product Name:** Lightlife Meatless Tofu Pups (Meatless Hot Dogs).

**Manufacturer’s Name:** Tempehworks (Product Developer/Marketer).

**Manufacturer’s Address:** Greenfield, MA 01302.

**Date of Introduction:** 1985 September.

**Ingredients:** Tofu, water, soy oil, isolated soy protein, spices, nutritional yeast, sea salt, beet powder, paprika oil, natural liquid hickory smoke, guar gum. No nitrites.

**Wt/Vol., Packaging, Price:** 12 oz package.

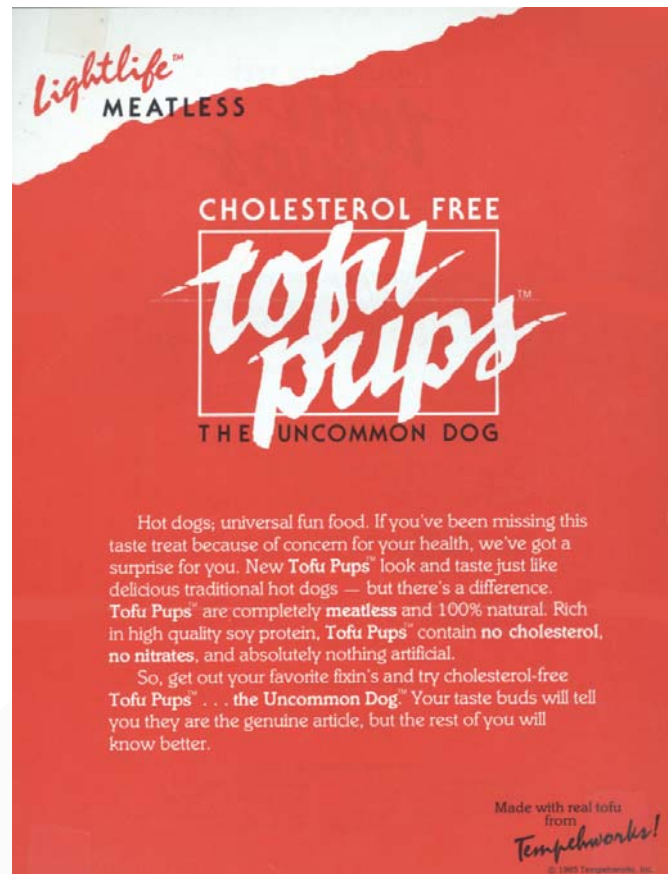
**How Stored:** Refrigerated or frozen.

**Nutrition:** Per Pup: Calories 95, Protein 8.8 gm, sodium 204 mg, fat 7.5 gm carbohydrates 5 gm, cholesterol 0.

**New Product–Documentation:** Label. 1985, undated. 4.5 by 6 inches. Red and black on white. “Cholesterol free. The Uncommon Dog. No nitrates. Nothing artificial.” Leaflets. 1985 (dated). Front and back, 8½ by 11 inches. “Cholesterol free. Tofu pups: The uncommon dog.” Reprinted in *Soyfoods Marketing*. Lafayette, CA: Soyfoods Center. *Organica*. 1985. Autumn. p. 9. “Whatever happened to the American Hot Dog?” *USA Today*. 1985. Oct. 4. Life Section. Headline. “Hot dog! A new tofu treat called Tofu Pups. Tempehworks meatless hot dogs taste like the real thing and are high in protein, but have no cholesterol or nitrates. \$2.79 for 10.”

*American Health*. 1986. Feb. “Weenies of the New Age.” Leaflet. 1986. “If you love the thought of a delicious, juicy hot dog... but hate the thought of what’s in it, Read On! It has no cholesterol and no nitrates. It contains less than half the sodium of a meat frank and about half the fat.”

Ad (1/3 page, black and white) in *East West Journal*. 1987. July. p. 77. “Simply the best tasting completely vegetarian hot dog available anywhere! Cholesterol free. Tofu Pups.” *Soya Newsletter*. 1987. Sept/Oct. Party Pups and Tofu Pups Food Service Pack (three 40-pup vacuum packed packages per case) introduced. Ad in *Natural Foods Merchandiser*. 1987. Oct. p. 93. “The #1 Selling Tofu Hot Dog in America.” Richard Rose review. 1987. Oct. 28. “Still the best tofu hot dog.” Spot in *Natural Foods Merchandiser*. Feb. p. 58, and *East West*. 1988. March. “Fighting Hunger with Tofu Pups.” Lightlife Foods is donating 5 cents from the sale of each specially marked package of Tofu Pups to American non-profit hunger relief organizations. Fifty percent of the proceeds will go directly to local community meal programs in western Massachusetts. Layton. 1988.



*Greenfield Recorder*. May 20. p. 25. Tofu Pups cost more than their pork counterparts—\$2.49 to \$2.99 for a 16 oz package of 10 versus \$1.49 to \$2.39 for meat wieners.

**1766. Product Name:** Tomsun Tofu Burgers.

**Manufacturer’s Name:** Tomsun Foods Inc.

**Manufacturer’s Address:** 305 Wells St., Greenfield, MA 01301.

**Date of Introduction:** 1985 September.

1767. Tofu Shop Specialty Grocery and Deli (The). 1985. Try an authentic Humboldt Tofu Burger “Hot with all the fixin’s” (Ad). *Tri-City Weekly, Northern Humboldt edition*. Oct. 22. p. 19.

• **Summary:** This 5¼ inch square ad features a large illustration of the Specialty Grocery and Deli storefront done by Laurie Teske (a woman) in 1985. There is a bench by the front door, a planter in front of the windows, and a thatched roof. Hanging from the top of the doorway is a Japanese *noren* or composite cloth curtain with Japanese characters written vertically on each of the pieces of cloth.

“Just over the foot bridge from HSU” [Humboldt State University]. Buy 1 hot tofu burger and get the 2nd at ½ price with this ad. Plus—Hot turnovers. Unique salads. Delicious desserts. Specialty groceries, & more. Open daily 8-8.”

Note 1. Letter (e-mail) from Matthew Schmit. 2009.



April 6. The “cloth in the doorway did come from Japan. It was a gift from a neighbor who had been in the service in Japan and made regular trips back there. On one of these trips, I asked him to look for any appropriate tofu shop art, etc. He also brought back a jacket, of the style shown in your books worn by tofu makers, black with white logo on the back. For years, we used to display it at demos and fairs until a Japanese woman translated the figures as the name of a lawn service company! Anyway, I never found out what the figures in the doorway cloth translated as.”

The “thatched” roof is actually “artistic license.” The “roof” as shown is actually a canvas awning. The actual roof of the building is flat. The building is 1,000 square feet, 25 by 40 feet.

Note 2. Many shops (including tofu shops) in Japan have *noren* or curtains over their entrances. It generally bears the name and trademark of the shop in white on cotton cloth dyed in black, brown or grey. The *noren* is more than a sign; it symbolizes the reputation or standing of a shop. When a shop apprentice finished his long apprenticeship and became an expert in the trade, he was formally allowed to leave and start his own business, with permission to use the *noren* of his master-employer. This was called *noren-waké* or “dividing the noren.” “This privilege was not given unless the apprentice was found able to keep up the tradition and reputation of his master’s shop.” This may be seen as a self-regulating system of quality control (Source: *Things Japanese*, by Mock Joya; 1960, p. 85-86).

Note 3. Letter (e-mail) from Matthew Schmit. 2012. May 18. “Our Tofu Burger was baked. If I remember correctly, the ingredients were based on a recipe we found for deep-fried ‘Dragon Balls’ made with ganmo. Our Tofu Burger has always been baked. We still offer this burger today.” Address: 768 18th St., Arcata, California. Phone: Take out: 822-7409.

1768. Engel, Margaret. 1985. Relaxation and rice: Its mind over body at Natural Foods Expo. *Washington Post*. Oct. 27. p. G4.

• **Summary:** This Expo is a four-day gathering in Washington, DC, of 5,000 food manufacturers who are selling “everything from soy-burgers to no-sugar candy bars” and even “tofu hot dogs.”

1769. **Product Name:** Tofu Burgers.

**Manufacturer’s Name:** 21st Century Foods Inc.

**Manufacturer’s Address:** 30A Germania St., Jamaica Plain, MA 02130. Phone: 617-522-7595.

**Date of Introduction:** 1985 October.

**Ingredients:** Organic tofu, sourdough bread crumbs, vegetables, roasted sesame seeds, herbs, spices.

**Wt/Vol., Packaging, Price:** 5.5 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1987. 3 inches

diameter. Red, green, black, orange, and white. “All natural. Organic. Gourmet. Ready to eat. Pareve.” Howard Posner. 1987. 21st Century Whole Foods Cook Book. Inside rear cover. Talk with Rudy Canale. 1988. Sept. 13. The invoice for printing the labels for this product is dated Oct. 1985.

1770. *Organica*. 1985. What ever happened to the American hot dog? 4(5):9. Autumn.

• **Summary:** Praise for Lightlife Tofu Pups (meatless tofu-based hot dogs), seen at the Whole Life Expo in Boston, Massachusetts.

1771. **Product Name:** [Tofu Burgers].

**Foreign Name:** Tofu–Bratlinge.

**Manufacturer’s Name:** Tofuhaus Tiefenthal.

**Manufacturer’s Address:** Hauptstrasse, D-6719 Tiefenthal, West Germany. Phone: 06351-43718.

**Date of Introduction:** 1985 October.

**Ingredients:** Tofu, okara, brown rice, whole wheat flour, vegetables, sesame, flaxseeds, soy sauce, sea salt, and spices.

**Wt/Vol., Packaging, Price:** 2 pieces per 150 gm vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet. 1988. The ingredients are freshly prepared, fried, and packed after cooling. They make 5,000 to 7,000 pieces/month. Form filled out by Albert Hess. 1988. Dec. 1. This product was introduced in July 1986. Label. 1988, received. 5.5 by 4.25 inches. Black on tan.

Label brought by Albert Hess. 1995. March 11. 2.5 by 4 inches. White and green on orange. An illustration shows a large personified cake of tofu, with smiling face and arms held out. The product name is now simply “Tofu Bratlinge.”

1772. **Product Name:** Lamp-Lite Tofu Entrees [Stuffed Shells Florentine, Stuffed Cheese Shells, Carrot Pasta Manicotti, Carrot Pasta Lasagna, Lasagna Florentine, Manicotti Florentine].

**Manufacturer’s Name:** Virgo Foods.

**Manufacturer’s Address:** Burbank, California.

**Date of Introduction:** 1985 October.

**How Stored:** Frozen.

**New Product–Documentation:** Food Report (Lehmann). 1985. Oct.

1773. Francese, Peter. 1985. More will give thanks with tofu. *Detroit Free Press*. Nov. 17. [1 ref]

• **Summary:** This Thanksgiving, some imaginative vegetarian cooks will mold their tofu in the shape of a turkey. Since 1979, retail sales of tofu and other soy foods (including soy sauce) have increased nearly fivefold in the USA, from about \$41 million in that year to \$104 million in 1981, rising to about \$200 million in 1984—according to Business Trends Analysts (Commack, New York).

A graph from American Demographics shows “soy food sales” from 1979 to 1984. Address: Michigan.

**1774. Product Name:** Island Spring Tofu Burgers [Oriental Style, Italian Style, or Mexican Style].

**Manufacturer’s Name:** Island Spring, Inc.

**Manufacturer’s Address:** P.O. Box 747, Vashon, WA 98070.

**Date of Introduction:** 1985 November.

**Ingredients:** Oriental Style: Tofu (soybeans grown without chemical pesticides or fertilizers; water; bitter melon or nigari, an extract of seawater; natural calcium sulfate, traditional Chinese ingredient); highfiber tofu (as stated previously, plus soybean fiber); rolled oats; sesame seed; carrot; onion; green onion; soy sauce; ginger; corn oil.

**Wt/Vol., Packaging, Price:** Two 3-oz (170 gm) burgers per vacuum pack. 16 units per case.

**How Stored:** Refrigerated or frozen.

**Nutrition:** Per 3 oz: Calories 210, protein 11 gm, fat 12 gm, carbohydrates 15 gm, sodium 300 mg.

**New Product–Documentation:** Product Alert. 1986.

March. Beachcomber (Vashon, Washington). 1986. Nov. 26.

Talk with Yvonne Kuperberg of Island Spring. 1988. June 2.

The product was introduced in November 1985 and vacuum packed. Label. 3.5 inches diameter. Self adhesive. Purple, black, yellow, red and green. Illustration of the moon rising over the hills behind a lake or sound. “A Fitness Food from the Pacific Northwest, USA.”

1775. Levoy, Gregg. 1985. Fast food for the rest of us [McDharma’s in Santa Cruz, California]. *New Age Journal* (Boston, Massachusetts). Nov. p. 8.

• **Summary:** Since 1982 restaurateur Clark Heinrich has been serving up Brahma Burgers (containing soy protein), Big Monks, Dharma Dogs (tofu), I’m Not Chicken (breaded tofu), and Nuclear Subs at his converted ‘50s style milkshake and burger joint in Santa Cruz, California. His walk-in vegetarian fast food relies heavily on tofu and beans. McDonald’s is suing McDharmas for infringement of trademark, their famed prefix “Mc.”

**1776. Product Name:** [Soy Burgers / Taifun Hop Sing Tofu & Okara Burgers].

**Foreign Name:** Sojaboerger / Taifun Hop Sing Gemuesebratling.

**Manufacturer’s Name:** Life Food.

**Manufacturer’s Address:** Wallstrasse 3, D-7800 Freiburg, West Germany. Phone: 0761/50 61 55.

**Date of Introduction:** 1985 November.

**New Product–Documentation:** Interview by Anthony Marrese. 1990. March. And price list. This was the company’s first product. The original variety was “Full of cracked kernels” (*Kernig, knackig*) with green corn and sunflowers, or soybeans and fresh vegetables; they now

make 600/week. In Dec. 1986 they introduced a cheese and paprika variety; they now make 350/week. In April 1989 they launched a hearty & spicy smoked tofu burger; they now make 400/week. These are also sold to restaurants in either fried or unfried form. Thus in early 1990 make they 1,250/week of three types.

The original name of the product was Sojabörger. But at the same time they used the name Hop Sing on special occasions when they went to present food in the marketplace or in pubs, or give it out at a rock concert. They have an ad with a cook and Hop Sing. It is a soy burger and most of it is okara.

**1777. Product Name:** Earthling Tofu Vegetable Burger.

**Manufacturer’s Name:** Pacific Soyfoods.

**Manufacturer’s Address:** 6644 Sexton Dr., N.W., Olympia, WA 98502-9551. Phone: 206-866-9661 or 206-866-9246.

**Date of Introduction:** 1985 November.

**Wt/Vol., Packaging, Price:** 8 oz. or 16 oz.

**New Product–Documentation:** Talk with Peter Lesser of Northwest Natural. 1991. Feb. 8. In about Nov. 1985. he introduced his first tofu burger, the Earthling Tofu Vegetable Burger. He bought the tofu for this burger from Boo Han.

1778. Friedman, Martin. 1985. New entries crowd health food market: Even more tofu desserts and frozen entrees. *Adweek East* (New York). Dec. 9.

• **Summary:** Discusses various new products. As “reports of weakening sales of frozen tofu desserts are filtering in, there were a half-dozen new tofu dessert items that were being confidently introduced to the health food market.”

“Tofu items are becoming so popular that they have a section of their own at health food shows. Legume’s success with frozen entrees is spawning such imitators as Walker & Wilks Tofoods (sweet and sour, Bar-B-Q and teriyaki) and Lamp Lite Natural Foods’ six Italian tofu entrees... Harvest Earth Foods offers Tempeh Delites, fully cooked cutlets and sticks that are made from cultured organic soybeans; and Light Foods sampled Light Links (tofu hot dogs) and Tofu Bagel Links. In the frozen dessert arena, Tofu Today presented Tofruzen, while Tofreezi was sampled by Melta [sic, Metta] Tofu Products. Other new low-calorie and low-cholesterol desserts promoted were Imagine Foods’ Rice Dream and Nouvelle Sorbet.”

1779. *SoyaScan Notes*. 1985. Chronology of soybeans, soyfoods and natural foods in the United States 1985 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. 2. The soybean crushing industry begins a year of major restructuring as the big get bigger and two pioneers drop out. Ralston Purina announces that it has sold six of its soybean crushing plants to Cargill, Inc. A seventh at Memphis was closed. This removed the company from the



soybean commodity business. With this transaction Cargill passes ADM to become America's largest soybean crusher.

Jan. 3. "Myth or Miracle: Debunking the Tofutti Fad," by Mark Medoff published in *Whole Life Times*. The first exposé of Tofutti, which contains very little tofu. Jan. 13 Medoff appears on the Gary Null Show, Natural Living, to discuss his findings for 1 hour on prime time radio.

Jan. 12. A.E. Staley Manufacturing Co. announces that it is basically getting out of the soybean crushing business. It has sold five of its six soybean plants (having a combined crushing capacity of some 275,000 bushels daily) to Independent Soy Processors Co., which is closely affiliated with Archer Daniels Midland. Staley was unable to sell its Decatur facility, which ceased operations indefinitely in Jan. 1984. With this transaction ADM has probably regained a slight lead as America's largest soybean crusher.

Jan. 14-26. Soybean Utilization Workshop held at Soyfoods Research Center in Gannoruwa, Peradeniya, Sri Lanka, sponsored by the Sri Lanka Soybean Project and INTSOY. 24 representatives from 12 developing countries participate. The world's first event of its kind (*Soynews*, Dec. 1985).

Jan. 25-27. Natural Foods Expo at Anaheim. Soy ice creams steal the show. Tofu standards are debated heatedly at Soyfoods Association board of directors meeting on Jan. 28, especially by Ralston Purina attorney. Board decides funds are too limited to try to hire an executive director for SAA. Jan. 31. Paul Obis, founder and editor of *Vegetarian Times*, is seriously considering buying *Soyfoods* magazine from Doug Fiske. He makes a firm offer in late March.

Feb. "Designer Beans," an excellent overview of the U.S. soyfoods movement and its gourmet connections by Sandy MacDonald, published in *New Age* magazine.

Jan. American Soybean Association introduces SIS (Soybean Information Service), a computerized database focusing on soybean production and marketing, and oil and meal. The earliest record is 1958.

Feb. 21. *Tofutti and Other Soy Ice Creams: Non-Dairy Frozen Dessert Industry and Market*, by Shurtleff and Aoyagi published by The Soyfoods Center. Two volumes, 352 pages. This is the first study of the rapidly emerging soy ice cream market, and of Tofutti.

Feb. 27. "Tofu Products May Be In, but Its Fans Wonder if There's Tofu in the Products" by Trish Hall published in *The Wall Street Journal*. Second major exposé on so-called "tofu ice creams" (such as Tofutti and Gloria Vanderbilt Glace), which contain only a token amount of tofu, as a marketing gimmick.

March 13-14. The theme of the Feb. 27 *Wall Street Journal* article picked up by the NBC evening news and the Today Show. Very positive coverage for tofu. Gary Barat of Legume, David Mintz of Tofu Time, and Gloria Vanderbilt each speak about tofu.

March 22. *The Book of Tempeh*, extensively revised

second edition by Shurtleff and Aoyagi, published by Harper & Row. New bibliography (374 entries), history chapter, and list of tempeh producers.

March 26. Soyfoods Association's Tofu Standards (7th draft) presented to eight senior officials at the U.S. Food and Drug Administration's Center for Food Safety and Applied Nutrition, in Washington, DC, by Tom Timmins (Head of SAA Standards Committee), Gary Barat (President of SAA), Steve McNamara and Tom Donegan (SAA Food & Drug attorneys). The FDA group hears an hour long presentation on tofu, the standards, and the Soyfoods Association of America.

March. Soyarella (later renamed Soy Mozzarella), a tofu-based cheese, is introduced. It becomes an instant hit. Distributed by Neshaminy Valley Natural Foods of Huntingdon Valley, Pennsylvania, it is labeled as "non-dairy," yet it melts, and it tastes like cheese. Shrouded in secrecy, its manufacturer is unknown and the ingredients are questionable. It is sold in large blocks and labeled at individual stores.

March. American Soybean Assoc. launches a campaign among its members to write USAID and encourage them to cancel support for U.S. programs (such as INTSOY) aiding soybean production in Third World nations. The campaign is successful.

April 1. INTSOY signs a new cooperative agreement with USAID. Their work will henceforth focus on soybean utilization. The shift toward utilization began in 1983 and all work on soybean production and varietal development stopped in Aug. 1986.

April. *Tempe: An Annotated Bibliography*, compiled by Siagian and Sofia in Indonesia. Containing 273 references, it is the first bibliography to introduce the extensive Indonesian-language research on tempeh, the majority of which has been published since 1980.

April 15-16. International Symposium on Tempeh held in Jakarta, sponsored by the Indonesian Ministry of Health. 113 people attend.

April. Central Soya buys Griffith Laboratories' line of protein products.

May 31. Barricini Foods acquires Farm Foods, which then becomes a trade name for Barricini's natural / health foods line of non-dairy frozen desserts, including the pioneering product, Ice Bean, and Barricini Tofulite.

May. Morinaga, one of Japan's largest dairy companies, establishes Morinaga Nutritional Foods, Inc., a subsidiary with offices in Los Angeles, to focus on promoting their long-life silken tofu in America.

May. At the 6th Annual Natural Foods Merchandiser Merchandising Awards, soyfoods do well. Miso Mustard by American Natural Foods and Malted by Westbrae win gold medals. Ah Soy by Great Eastern Sun wins a silver.

May. Soft Tofu Cheese, a non-dairy cream cheese cultured in miso, launched by Simply Natural, Inc.

June. Tofu Topper launched by Worthington Foods.

June. Ralston Purina publishes its 1985 Consumer Attitudes Monitor. Soy Protein in Foods, based on a nationwide survey of 628 adults. Indicates positive attitudes toward soy protein and soyfoods.

July 19. Shamrock Capital, a private company headed by Roy Disney, buys Central Soya, a publicly owned corporation. Agreement to buy was announced April 2.

July. Soy Supreme, spray-dried tofu powder, launched by Oberg Foods Div. of St. Peter Creamery.

July. Asian Symposium on Non-Salted Soybean Fermentation held at Tsukuba, Japan.

July 31. Tofu Time's sales of Tofutti increased more than sevenfold last year to \$17,114,886 as compared with \$2,361,391 for the previous year. Net income increased nearly 100-fold to \$2,006,451.

July. New Gallup survey on vegetarianism of 1,033 Americans shows that millions are eating less meat and tens of millions agree with the move away from meat. 72% disagree with what used to be the standard notion: "The vegetarian diet is just a fad that will pass." A majority (52%) believe that "no one really needs to eat meat more than once or twice a week."

Aug. The DE-VAU-GE soymilk plant in West Germany starts production. Built by STS, with 4,000 liters/hour of soymilk capacity, they make Granose and GranoVita brands of soymilk.

Aug. Lightlife Meatless Tofu Pups (hot dogs) introduced by Tempehworks / Lightlife Foods of Greenfield, Massachusetts. The product sold nearly \$250,000 in the next 10 months.

Sept. Soyfoods Center introduces SOYA, a computerized bibliographic database on soybean utilization, history, nutrition, processing, marketing, and production. Contains 18,500 references from 1100 B.C. to the present.

Sept. 30. Fearn Natural Foods in Illinois is sold by Louis Richard to Modern Products, Inc. in Milwaukee, Wisconsin.

Sept. 30 to Oct. 4. Tropical Soybean Workshop held at the International Institute of Tropical Agriculture (IITA), Ibadan, Nigeria. Proceedings are published in 1987 as Soybeans for the Tropics. Also this year IITA established a soybean utilization unit.

Sept. Tofulicious, a tofu-based non-dairy ice cream launched by Eastern Food products of Minneapolis. It was developed in conjunction with the University of Minnesota and funded by the Minnesota Soybean Research and Promotion Council. By 1986 it has become the first soyfood product in recent times to be actively promoted by state soybean associations, who sell it at many state and county fairs... where it is a big hit. Through Tofulicious many soybean growers begin to warm up to soyfoods.

Oct. 8th Draft of the Tofu Standards finished, incorporating extensive suggestions from FDA. Compiled by William Shurtleff.

Oct. Mori-Nu brand aseptically packaged tofu introduced by Morinaga Nutritional Foods.

Oct. Cream of the Bean Soygurt, a cultured soymilk yogurt, launched by Cream of the Bean, Inc.

Nov. Kikkoman introduces a long-life tofu in a foil retort pouch, imported from Japan. Poor quality causes the product to be withdrawn. It was re-introduced later.

Dec. Tofu Time starts exporting Tofutti to Japan. The first order by Daiei (a large retailer) of tubs for their parlors, is \$350,000. This may be the first major export of a soyfood product (not including ingredients such as soy protein isolates) to Japan.

\* The International Institute of Tropical Agriculture (IITA) in Ibadan, Nigeria, starts a program to promote processing and utilization of soybeans in Nigeria and throughout Africa. Continued.

1780. *SoyaScan Notes*. 1985. Chronology of soybeans, soyfoods and natural foods in the United States 1985 (Continued) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued. 1985 New Trends:

Dramatic Rise of Tofutti and Other Soy Ice Creams. 1985 will go down in the soyfoods history books as the "Year of Tofutti." Never before in history of the United States has any soyfood product achieved such widespread and sudden popularity or notoriety.

During 1985 at least 50 brands of soy ice cream (many with "Tofu" on the label) were on the market worldwide, most in the USA. And many were made by America's biggest dairy companies. An estimated 2.5% of all frozen desserts except novelties (popsicles, bars, etc.) sold in supermarkets were soy-based nondairy. The result of all this was to introduce tofu and isolated soy proteins to millions of people in a very positive context.

But many of the companies that sold so-called "tofu ice creams," while emphasizing tofu in their product names and marketing programs, actually had surprisingly little (if any) tofu in their products. In fact they contain so little that this marketing gimmick might be misbranding and a deliberate deception of the consuming public.

Rise of Soyfoods in Europe. Thanks to the Belgian Office of the American Soybean Association (ASA), and specifically to the efforts of Michael Martin, Europe's growing soyfoods movement is starting to become organized and active. In March 1984 Martin launched Europe's earliest known soyfoods newsletter, *Soya Foods*, and in September organized the First European Soyfoods Workshop, for which bound proceedings were published. This is the first time in recent decades that ASA has promoted soyfoods (other than soy oil) in the Western World. The strong U.S. dollar has led to a recent dramatic decline in imports of soybeans and soybean meal to Europe for feed and oil use (European rapeseed and sunflowerseed are being substituted), so the



ASA is exploring new outlets where soy is unique.

The launching of tofu production and marketing by Switzerland's biggest supermarket chain, Migros, and by Galactina, a large and respected maker of dietetic and pharmaceutical products (including soymilk) is a landmark for tofu in Europe. In early January, *Tages Anzeiger*, one of Switzerland's biggest newspapers, had a special report on tofu, followed on Jan. 9 by a 30-minute TV feature on tofu.

The total number of soyfoods companies in Europe continues to show a steady increase. Many of these are being founded by people interested in macrobiotics. By Jan. 1985 there were 1,113 names on The Soyfoods Center's computerized mailing list of people actively involved with soyfoods in Europe.

At the 1984 ASA soyfoods workshop, Martin reported the following estimates of annual European soyfoods consumption: A table with three columns shows: Soyfood name, consumption, percentage of U.S. consumption.

Soy oil—1.7 million metric tons—38%

Modern soy protein products—40 million kg—28%

Soymilk—9 to 10 million liters—7%\*

Tofu—5 to 6 million kg—22%

Tempeh—400,000 to 500,000 kg—50%

Miso—250,000 to 300,000 kg—11%

\* U.S. figure includes soy based infant formulas.

European figure is not clear on this point.

Note that the population of the USA is about 234 million compared with 489 million for all of Europe (not including the USSR), but 237 million for Northern and Western Europe, where most of these products are consumed.

Rapid Growth of Second Generation Soyfoods. In the 1984 edition of this book, we stated that the three fastest growing soyfoods in the USA (in terms of production increases) were tempeh (33% a year compound annual growth rate), tofu (15%), and soy sauce (14%). But now the picture has changed. In 1984 the fastest growing category was second generation products, ready-to-eat, all-American preparations, especially those based on tofu. The leader in this group is clearly soy ice creams (led by Tofutti), with a production growth rate of roughly 600% a year for the past 1-2 years. Then comes convenience tofu-based entrees such as Legume's products, tofu burgers and tofu burger mixes, and the like. This is the number one way that soyfoods are now entering the mainstream American diet. And the biggest gains are being made by marketing companies, rather than manufacturers. The second fastest growing category may now be imported soymilks, growing at about 40-60% a year. Major New Capital Influx. The following is a brief summary of new capital influx to the soyfoods industry: A table with four columns shows: Company name, date of offering, \$ amount, equity or debt; use.

Legume—Oct. 1982—\$100,000 net—Equity. For tofu frozen entrees

Legume—Oct. 1982—\$100,000—Debt. For tofu frozen

entrees

Legume—Nov. 1983—\$400,000 net—\*Equity. For tofu frozen entrees

Legume—Nov. 1983—\$200,000—Debt. For tofu Frozen entrees

Hinode Tofu—Nov. 1983—\$2,500,000—Equity For general expansion

Tofu Time—Dec. 1983 \$2,760,000 net—Equity. For soy ice cream

Tempehworks—July 1984—\$265,000—Debt. For tempeh expansion

Legume—Feb. 1984—\$200,000—Debt. For tofu frozen entrees

Legume—Aug. 1984—\$1,248,000 net—Equity. For tofu frozen entrees

Brightsong—Dec. 1984—\$500,000—Equity. For tofu products

Legume—April 1985—Expecting lots more. For tofu frozen entrees

White Wave—Expecting.

Note: Equity = Sale of equity ownership in the company via stock in a public offering or in a private placement. Debt = Debt financing by taking out a private loan.

How have these companies fared? Tofu Time has done spectacularly well. The value of the company has increased more than five-fold since Dec. 1983, and profits are excellent. Legume, a marketer of low-calorie, cholesterol-free frozen entrees featuring tofu, has had the hardest sledding. A preliminary prospectus by Huberman Margaretten & Straus dated 5 June 1984 stated that from its inception through 31 March 1984, the company incurred aggregate losses of \$709,773, including a loss of \$18,465 in 1982, then \$225,302 in 1983, increasing again to roughly \$486,500 in 1984. Legume's common stock had a negative book value; 1984 sales were "a little less than \$1 million." Yet the company has excellent products and in early 1985 landed some foods big chains, which could help its bottom line considerably.

Growing International Interest in Tempeh. During 1983-84 Japan became a major tempeh producer. By May 1984 the world's largest tempeh producing company was Marusan-Ai (of Japan), which made 15,150 lb. a week. New marketing and production techniques were pioneered. The full story was described by Shurtleff and Aoyagi in *Tempeh Production* (1984).

Three Major International Symposia Featuring Tempeh were held: 15-16 April 1984 in Jakarta, Indonesia; 15-17 July 1984 in Tsukuba, Japan; and May 1986 in Honolulu, Hawaii. A special 13-day group study tour on Japanese Food Fermentations, led by Dr. Keith H. Steinkraus, has been organized by the Japanese-run, New York-based Technology Transfer Institute. Tempeh continues to be one of the fastest-growing soyfoods in the USA.

Growing Interest in Spray-Dried Tofu. Eleven articles

were published this year on a product that promises to revolutionize the tofu industry. The first and largest manufacturers (St. Peters Creamery and Clofine) are both dairy companies. Spray dried tofu should appeal to the food industry, since it is easy to ship, store, and process.

Dairy Magazines Publishing Many Positive Articles About Soy-Based Dairylike Products. Traditionally the dairy industry has seen dairy analogs as a threat and fought to oppose them. The decades-long struggle against margarine is a good example of this. But now, many small dairies, struggling to survive, are looking for new products. A number (such as St. Peter Creamery and Clofine) have gained a new lease on life by starting production of soyfoods.

Major Changes in the U.S. Soybean Crushing Industry. Narrow crushing margins, a depressed export market for U.S. soybean meal, and poor profitability have led two of America's biggest soybean crushers, the A.E. Staley Manufacturing Company and Ralston Purina, to decide to get out of the soybean crushing business in Jan. 1985. Clearly they view poor profitability as a long term problem, and plan to diversify away from unpredictable agricultural commodities toward the "value added," retail end of the nation's food supply. Staley, in effect, sold its plants to ADM and Ralston Purina sold its to Cargill. In Nov. 1984 Staley acquired CFS Continental, Inc., the nation's second largest supplier to the foodservice industry. Staley, previously the oldest existing soybean crusher in America (since 1922), now relinquishes that honor to ADM. ADM is now the largest soybean crusher in America, but Cargill (which has many overseas plants) is the biggest in the world. These changes have led to a concentration of control in the U.S. soybean crushing industry. Both Staley and Ralston Purina plan to keep their edible soy protein (isolates, concentrates, etc.) operations.

Biotechnology is Emerging as a Major, Promising Factor in future soybean breeding development. Some agricultural experts are predicting that it could usher in the latest agricultural revolution, following the agrichemical revolution of the 1940s and the Green Revolution of the 1960s and 1970s.

The "Calcium Craze" Starts in America, aiding sales of tofu (curded with calcium sulfate), which is one of the best non-dairy sources of calcium.

1781. Rosetree, Laura. 1985. Discover okara. *Bestways*. Dec. p. 50-51, 58.

• **Summary:** The subtitle continues: "When you make soymilk or bean curd (tofu) from soybeans, the left over part of the beans is okara. Frankly, the stuff doesn't look prepossessing but don't let appearances trick you. When you use the recipes given here, culinary magic will transform okara completely."

One cup of okara contains as much protein as one cup of milk. And okara is rich in fiber, while cow's milk contains

none. Contains 14 recipes including: Okara scrambled eggs. Okara quiche. Peggy's burgers. Maple nut cheesecake. Also contains a section on soy grits or granules—with cooking ideas but not recipes.

1782. **Product Name:** [Grinioc Grain and Tofu Burgers (Rice, Millet, or Bulgur)].

**Foreign Name:** Grinioc: Galettes de riz (millet, or blé) aux légumes.

**Manufacturer's Name:** SOY (Société Soy).

**Manufacturer's Address:** Plateau de l'Ardennais, 91590 Cerny, France. Phone: (6) 457.52.01.

**Date of Introduction:** 1985 December.

**Ingredients:** Rice: Whole grain rice\* (66%), legumes (15%): Peas, tomatoes, onions, hot red and green peppers, soya, sunflowerseed oil, spices and aromatics. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 200 gm.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm: Protein 3.3%, lipids 10.3%, carbohydrates 19.5%, calories 186.

**New Product—Documentation:** Leaflet. 1988. Front and back. 6 panels. "Grinioc fresh wholemeal burgers. The best way to eat wholemeal cereals (rice, millet, wheat), as an accompaniment to vegetables or as is when you are feeling a little peckish, Grinioc is actually a complete meal in itself."

Labels for all 3 products. About 1988. 3.5 by 7 inches. Self adhesive. Shows a color photo of one burger/croquette on a plate with garnishes such as shrimp, mushrooms, or sliced tomatoes. Refrigerate at 4°C.

Letter from Bernard Storup. 1989. March 3. These products were launched in Dec. 1985.

1783. Tofu Shop Specialty Foods (The). 1985. Price increase Jan. 1 (Leaflet). Arcata, California. 1 p. Single sided.

• **Summary:** Due to rising operating costs, the prices of all Tofu Shop products will go up approximately 5% starting January 1, 1986.

"Traditional tofu? Did you know that The Tofu Shop in Arcata is one of only a few such traditional-style tofu companies operating successfully in the United States today." They do not make "mass-produced" tofu.

"About The Tofu Shop: Founded in 1980, The Tofu Shop employees eight trained soyfoods workers who produce monthly: 6,000 pounds of fresh, traditional-style tofu, 2,500 tofuburgers, 50 quarts of soymilk, and thousands of tofu cutlets, sausages, salads and desserts. Almost all of our products are distributed right here in Humboldt County!"

The Tofu Shop also operates a retail delicatessen near Humboldt State University in Arcata (768 18th Street).

Illustrations show: The front of the deli. (2) The little house on stilts by the ocean, with an Oriental-style roof and a wind-blown tree arching overhead. Address: 768 18th St., Arcata, California 95521. Phone: (707) 822 7409.



1784. **Product Name:** Tree of Life Spaghetti Sauce with Tofu.

**Manufacturer's Name:** Tree of Life, Inc. (Distributor).

**Manufacturer's Address:** 315 Industrial Dr., P.O. Box 410, St. Augustine, FL 32084. Phone: 904-829-3483.

**Date of Introduction:** 1985 December.

**New Product–Documentation:** Talk with Donna Detoro at Tree of Life. 1988. Sept. 23. This product was introduced in Dec. 1985.

1785. **Product Name:** Natural Touch Spicy Chili.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1985 December.

**Ingredients:** Water, wheat gluten, red beans, tomato paste, soybean oil, spices, food starch, yeast, garlic, onion, sea salt, fruit juice concentrate.

**Wt/Vol., Packaging, Price:** 20 oz can.

**How Stored:** Shelf stable.

**New Product–Documentation:** “Ready to heat and eat.”

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

1786. **Product Name:** Dynoburger (Meatless Patties with Textured Soy Protein).

**Manufacturer's Name:** All Right Foods Marketing.

**Manufacturer's Address:** -

**Date of Introduction:** 1985.

**Ingredients:** Incl. textured soy protein, sesame seeds, sunflower seeds, plus 50 herbs and spices.

**Wt/Vol., Packaging, Price:** 3 oz patties.

**New Product–Documentation:** Business Trend Analysts. 1986. *The Health and Natural Food Market.* p. 113.

1787. **Product Name:** Bean Supreme Soysage (Vegetarian Okara-Based Sausage).

**Manufacturer's Name:** Bean Supreme Soyfoods.

**Manufacturer's Address:** P.O. Box 78084, 1 Wallingford St., Grey Lynn, Auckland, New Zealand.

**Date of Introduction:** 1985.

**Wt/Vol., Packaging, Price:** 300 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Poster. 1986. Form filled out by Trevor Johnston, Marketing Director. 1989. April. This product was introduced in 1985. They now make 1,500 kg/month.

1788. **Product Name:** California Nhot Dog (With Tofu).

**Manufacturer's Name:** East Coast West.

**Manufacturer's Address:** Fashion Island Mall, California. Phone: 341-4133.

**Date of Introduction:** 1985.

**New Product–Documentation:** Talk with Paul Duchesne. 1989. July 31. This man and his wife have been around for 4-5 years. He ran a deli and bakery in a mall selling the Nhot-Dogs (his main product), knishes, bagels, muffins, cookies, cheesecakes, etc. Sold T-shirts and sold his products at fairs. Paul has a menu of his. He might be in San Francisco under California Nhot Dog. Paul has a menu from the place mat, but does not recall the persons name.

1789. **Product Name:** [Exitex Rice Marinara, Rice “Beef Flavor,” Neapolitan Macaroni, “Beef” and Noodle Soup, “Chicken” and Noodle Soup, Beef-Flavored Chunks in Sauce].

**Manufacturer's Name:** Exitex Mundial S.A. Subsidiary of Exitex Caribe Inc.

**Manufacturer's Address:** Apartado 475-1150, La Uruca, San Jose, Costa Rica. Phone: 31-41-16.

**Date of Introduction:** 1985.

**Ingredients:** Grains and textured soy flour.

**How Stored:** Shelf stable.

**New Product–Documentation:** Talk with Gil Harrison.

1989. April 17. Carla Weaver has set up a company in San Jose, Costa Rica named Exitex that imports soy products to Central America. She represents American manufacturers that are exporting those products.

Talk with Roy Beery, head of Exitex Caribe Inc. and brochure describing the company, its history and goals. 1990. Oct. 23. Mary Carla Weaver was originally from Houston, Texas, then in the early 1980s went to work as a missionary in San Jose, Costa Rica. In 1985 she founded Exitex in San Jose, Costa Rica. She imported textured soy protein plus some flavors from the U.S. to Costa Rica then blended them there with either pasta or rice plus spices, flavors, etc. The dry product, which is sold in cellophane bags, is boiled in water to provide a very low-cost, well-balanced, highly nutritious meal (plus employment) for the low-income people with whom Carla was working. A typical package serves 5-8 people. All contain textured soy protein. None contain any animal proteins. The products taste good and are well accepted in Central America. The problem is to get adults to change their personal eating habits. The foods are consumed more by adults than kids, often through feedings programs. In 1989 business was increasing, with about 15 employees. Then on 21 Oct. 1989 Carla (who was the heart and soul of the operation) was killed in a Sahasa Airlines crash in Tegucigalpa, Honduras, along with about 130 other people. Her family and friends in Houston who had been supporting her wanted to keep the food program going, so after 8 months they hired Roy (who lives in Houston) to restart the business and manage and promote operations. He works at Exitex Caribe Inc., 2200 Post Oak Blvd., Suite 607, Houston, TX 77056.

Fact Sheet. 1990, undated. Describes and gives a

nutritional analysis of each of the 6 products.

Note: This is an interesting product concept and one that has not yet been widely tested in Third World countries. It is basically a low-cost dry (shelf-stable) mixture of meat-flavored textured soy protein (usually textured soy flour) with a grain or pasta. Most products with a similar goal are mixtures of soy flour and a cereal flour. When prepared they have a consistency like porridge or mush.

Talk with Roy Beery of Exitex. 1991. Sept. 24. His company is still selling six entrees in Central America. They have just sent their first shipment, one container, to Kazakhstan, a Muslim area in the USSR.

**1790. Product Name:** GlobaLite Vegetarian Entrees [Sweet 'n Sour, Italian, Mexican, Stroganoff, Ala King, Chili, Vegetable Soup, "Chicken" Noodle Dinner, Spaghetti, Country Style Breakfast, Chunky Stew, Chicken Flavored Noodle Soup, Seafood Chowder, Sloppy Joe, Tetrizzini, Burgundy Tips, "Ham" & Potato Bake, Home Style Stew ("beef," or "chicken")].

**Manufacturer's Name:** Global Foods.

**Manufacturer's Address:** 2881 Parkway Dr., Decatur, IL 62526.

**Date of Introduction:** 1985.

**New Product-Documentation:** Ad (full page, color) in Vegetarian Times. 1987. Dec. p. 53. Announcing GlobaLite Instant Tofu and GlobaLite Vegetarian Entrees. "Quick—about ½ hour from package to table. Easy—just add water and cook. Delicious—only the finest ingredients are used. Nutritious—One serving contains 25% of the U.S. RDA of protein."

**1791. Product Name:** Hera Vegetable Savoury Mixes [Fibre-Rich Burgers, Meatballs, Meatloaf, Shawburger, or Soysage].

**Manufacturer's Name:** Haldane Foods Ltd.

**Manufacturer's Address:** Units 16 & 20, Long Furrow Trading Estate, East Goscote, Leicester LE4 8XJ England.

**Date of Introduction:** 1985.

**Ingredients:** Meatballs: Textured soya protein food, oatmeal, potato powder, vegetable fat, hydrolysed vegetable protein, oatbran and germ, vegetable oil, onion powder, guar gum, garlic powder, herbs, spices.

**Wt/Vol., Packaging, Price:** 200 gm (7 oz) in cellophane envelope in paperboard box.

**How Stored:** Shelf stable.

**Nutrition:** Meatballs: Per 33 gm: Calories 123, protein 9.3 gm, fat 4.7 gm, carbohydrate 11.7 gm, fibre 3 gm, minerals 2.6 gm.

**New Product-Documentation:** Labels. 1985, undated.

"Meatballs: A complete natural mix of Soya Protein, Herbs, and Spices. High fibre. Requires only water. Needs no eggs. No added salt."

**1792. Product Name:** Hera Vegetable Soup Mixes [Bran Paysanne, Farmhouse Vegetable, Tomato, or Vegetable Goulash].

**Manufacturer's Name:** Haldane Foods Ltd.

**Manufacturer's Address:** Units 16 & 20, Long Furrow Trading Estate, East Goscote, Leicester LE4 8XJ England.

**Date of Introduction:** 1985.

**Ingredients:** Goulash: Wholemeal wheat flour, dried onions, vegetable oils, cornflour, hydrolyzed vegetable proteins, textured vegetable protein food, tomato powder, paprika powder, sea salt, wheat germ, potato powder, caraway seeds, herbs, spices.

**Wt/Vol., Packaging, Price:** 125 gm (4.4 oz) plastic envelope.

**How Stored:** Shelf stable.

**Nutrition:** Per 100 gm Goulash: Calories 393, protein 16 gm, fat 13 gm, carbohydrate 53 gm.

**New Product-Documentation:** Label. 1985, undated.

"Goulash: Wholesome soup mix based upon natural ingredients and with added natural supplements." Soya Bluebook. 1987. p. 100.

**1793. Product Name:** Hera Vegetable Meals [Bolognese, Casserole, Chili, Curry, Goulash, or Stroganoff].

**Manufacturer's Name:** Haldane Foods Ltd.

**Manufacturer's Address:** Units 16 & 20, Long Furrow Trading Estate, East Goscote, Leicester LE4 8XJ England.

**Date of Introduction:** 1985.

**New Product-Documentation:** Label. 1985, undated. "A complete natural mix of Soya Protein..."

**1794. Product Name:** Miso Master Gold Label Spaghetti Sauce.

**Manufacturer's Name:** Just In Foods, Inc.

**Manufacturer's Address:** Box 541, Route 3, Rutherfordton, NC 28139.

**Date of Introduction:** 1985.

**New Product-Documentation:** Leaflet. Back to back, 8½ by 11 inch, 3 color. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center. Introducing Miso Master. Gold Label Spaghetti Sauce. Its the perfect marriage of tomatoes and miso.

**1795. Product Name:** Magic Bean Tofu Jerky.

**Manufacturer's Name:** Larry's Magic Bean Tofu Jerky.

**Manufacturer's Address:** 1116 East Belmont, Fresno, CA 93701. Phone: 209-485-3759.

**Date of Introduction:** 1985.

**New Product-Documentation:** Talk with Larry Barber. 1988. April 4. He sold this product briefly in about 1985 in San Francisco (Rainbow Grocery) and Santa Cruz (Staff Life), but it took him 1 hour to make 1 pound. He is now trying to automate the process and capitalize the company. The product has been off the market for 3 years. He gets his



tofu from Brad Kubota of Fresno Tofu Co.

Note: This is the earliest known commercial tofu jerky product. It contained textured soy protein.

**1796. Product Name:** Millstone Vegeburger (Meatless Burger).

**Manufacturer's Name:** Loma Linda Foods Inc.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1985.

**Ingredients:** Wheat gluten, water, whole wheat flour, hydrolyzed vegetable protein, oat flour, soy flour, dried yeast extract, onion powder, caramel color, salt, garlic powder, thyme, celery powder.

**Wt/Vol., Packaging, Price:** 19 oz can.

**Nutrition:** Per 3.8 oz.: Calories 110, protein 20 gm, carbohydrate 3 gm, fat 2 gm, cholesterol 0 mg, sodium 450 mg, potassium 75 mg.

**New Product–Documentation:** Loma Linda took over the Millstone line from Millstone Foods Inc. (Box 323, Penryn, CA 95663. Phone: 916-663-3302) in 1985. Label sent by Loma Linda Foods. 1988. Oct. 5. 11 by 4.25 inches. Green, yellow, black, and white. A color photo of the ready-to-serve dish is on the front panel.

Bowles. 1987. Total Health. Aug. p. 24. Called Information. 1988. Sept. 22. No listing for Millstone in Penryn or Sacramento, California.

**1797. Product Name:** Millstone Burger-Like.

**Manufacturer's Name:** Loma Linda Foods Inc.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1985.

**Ingredients:** Water, textured soy protein, soy sauce, salt, onion powder, caramel color, garlic powder, cumin, sage, celery powder, thyme.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 4 oz.: Calories 90, protein 13 gm, carbohydrate 8 gm, fat less than 1 gm, cholesterol 0 mg, sodium 440 mg, potassium 430 mg.

**New Product–Documentation:** Loma Linda took over the Millstone line in 1985. Label sent by Loma Linda Foods. 1988. Oct. 5. 11 by 4.25 inches. Green, yellow, black, and white. A color photo of the ready-to-serve dish is on the front panel.

**1798. Product Name:** Millstone Burger Mix (Dry Mix).

**Manufacturer's Name:** Loma Linda Foods Inc.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1985.

**Ingredients:** Flavored textured soy protein (soy flour, natural [vegetable] flavors, salt, spices, caramel color), rolled oats, dehydrated onion, egg whites, garlic powder, spices (basil, parsley, dill weed).

**Wt/Vol., Packaging, Price:** 4.5 oz can.

**How Stored:** Shelf stable.

**Nutrition:** Per 1 oz.: Calories 90, protein 10 gm, carbohydrate 12 gm, fat less than 1 gm, cholesterol 0 mg, sodium 370 mg, potassium 35 mg.

**New Product–Documentation:** Loma Linda took over the Millstone line in 1985. Label sent by Loma Linda Foods. 1988. Oct. 5. 11 by 4.25 inches. Green, yellow, black, and white. A color photo of the ready-to-serve dish is on the front panel.

**1799. Product Name:** Millstone Bacon-Like Bits.

**Manufacturer's Name:** Loma Linda Foods Inc.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1985.

**Ingredients:** Soy flour, soy oil, salt, natural (vegetable) flavor, artificial colors.

**Wt/Vol., Packaging, Price:** 6.5 oz can.

**How Stored:** Shelf stable.



**New Product–Documentation:** Loma Linda took over the Millstone line in 1985. Label sent by Loma Linda Foods. 1988. Oct. 5. 11 by 4.25 inches. Green, yellow, black, and white. A color photo of the ready-to-serve dish is on the front panel.

**1800. Product Name:** Millstone Nut Meat.

**Manufacturer's Name:** Loma Linda Foods Inc.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1985.

**Ingredients:** Water, peanuts, soy flour, corn flour, onion powder, salt.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 71 gm.: Calories 150, protein 7 gm, carbohydrate 6 gm, fat 10 gm, cholesterol 0 mg, sodium 280 mg, potassium 260 mg.

**New Product–Documentation:** Loma Linda took over the Millstone line in 1985. Label sent by Loma Linda Foods. 1988. Oct. 5. 11 by 4.25 inches. Green, yellow, black, and white. A color photo of the ready-to-serve dish is on the front panel. Loma Linda also makes three Millstone products that contain no soy: Wheat Fries, Vege-Beans, and Breeding Meal.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

**1801. Product Name:** Quorn (Meat Alternative Made from Mycoprotein).

**Manufacturer's Name:** Marlow Foods.

**Manufacturer's Address:** Stokesley (a small market town), North Yorkshire, in northern England.

**Date of Introduction:** 1985.

**Ingredients:** Based on mycoprotein.

**New Product–Documentation:** Byrne, Maureen. 1988. "Whatever happened to new protein?" *Food Manufacture* (London) 63(10):51-52, 54, 57. Oct. "The most exciting new protein food to have emerged in recent years is undoubtedly mycoprotein, developed by RHM [Rank, Hovis, McDougall] in the UK, which is the result of nearly 20 years of research... Called Quorn, this protein-rich food, with a texture very similar to that of meat, is now produced and marketed by Marlow Foods (formerly New Era Foods), a company jointly owned by RHM and ICI." The ideal source material for Quorn is "a microscopic plant called *Fusarium graminearum*, which is similar to the mushroom and which was eventually discovered not far from RHM's development centre near Marlow, Bucks (hence the name Marlow Foods). Marlow has now been producing Quorn at its factory in Stokesley in the North East of England for two years."

**1802. Product Name:** Wheat Meat Balls.

**Manufacturer's Name:** Sheffield Seitan.

**Manufacturer's Address:** South Wheelock, Vermont.

**Date of Introduction:** 1985.

**Ingredients:** Seitan (wheat gluten cooked in a broth of soy sauce, garlic powder, and cayenne).

**Wt/Vol., Packaging, Price:** 1 lb+.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Leo Denby, owner of Sheffield Seitan. 1998. Feb. 3. This frozen product was introduced in 1985. The balls were about 1 inch in

diameter and weighed about ½ ounce each. But it was too labor intensive to try to roll all the little balls then cook them in broth—so they dropped the idea.

**1803. Product Name:** Solnuts, and Solnuts Bacon Bits.

**Manufacturer's Name:** Solnuts, Inc.

**Manufacturer's Address:** Highway 64 N. (Houlton), Route 1, Box 271, St. Joseph, Wisconsin 54082. Or Solnuts B.V., P.O. Box 5066, Swaardvenstraat 41, 5004 EB, Tilburg, Netherlands.

**Date of Introduction:** 1985.

**New Product–Documentation:** Manufacturer's Catalog. 1985. "Solutns, a Soy Specialty: A New Development in Processing of Soy Beans." 4 p. Soya Bluebook. 1986. p. 108. Address: 5780 Osgood Ave., North, Stillwater, MN 55082. James J. Becker; p. 110. "Solutns ice cream toppings, nut extenders, dry salad ingredients."

**1804. Product Name:** Soya Nova Tofu.

**Manufacturer's Name:** Soya Nova Tofu Shop.

**Manufacturer's Address:** R.R. #2 Rourke Road, C-28, Ganges, Saltspring Island, BC, V0S 1E0, Canada. Phone: 604-537-9651.

**Date of Introduction:** 1985.

**New Product–Documentation:** Two early entries in the Soyfoods Center NAMES database: (1) Chris Kodaly, R.R. #1, Mayne, BC, V0N 2U0, Canada. for Debbie Lauzon and Chris Kodaly. 1987. June 4. Nova Food at R.R. #1, Isabella Point Rd., Fulford Harbour, Saltspring Island, BC, V0S 1C0, Canada, is making tofu. Phone: 604-653-9259.

Talk with Greg Lundh of Silverking Soya Foods in Nelson, BC, Canada. 1990. Oct. 20. Soya Nova Tofu Shop makes tofu at R.R. #2 Rourke Rd., C-28, Ganges, Saltspring Island, British Columbia, V0S 1E0, Canada. Phone: 604-537-9651. The owners are Chris and Debbie Kodaly. Saltspring is one of the "Gulf Islands" in the Strait of Georgia between Vancouver Island and southern southwest tip of the mainland of BC. They have been in business for 5-7 years. They started the business themselves and they have been in the same location for at least the last 5 years. They make tofu, herb tofu, and many other soyfood products. They label their products. They make 700 lb/week of tofu (plain and herb), plus soysage, soysage pastries (made by a French pastry chef).

Letter from Deborah Lauzon. 1991. Feb. 6. They moved to Ganges in 1985.

Talk with Silverking. 1992. Sept. They have a new Takai pressure cooker and boiler. They used to make 900 to 1,000 lb/week of tofu, but now they hope to make that much in one day.

**1805. Product Name:** Meatless Burger. Marinated Soy Tempeh.

**Manufacturer's Name:** Soyfoods Unlimited, Inc.



**Manufacturer's Address:** 14670 Doolittle Dr., San Leandro, CA 94577.

**Date of Introduction:** 1985.

**Ingredients:** Soy tempeh (made with cultured soybeans organically grown in accordance with the California Health and Safety Code, Section 26569.11), soy sauce, garlic, onion, and spices.

**Wt/Vol., Packaging, Price:** 6 oz vacuum packed.

**How Stored:** Frozen or refrigerated.

**New Product–Documentation:** Label. Undated. “All the Sizzle... None of the steak. Ready to eat in 3 minutes.” This product, introduced in September 1981, was originally called “Tempeh Burgers.”

1806. **Product Name:** Tempeh Burgers (Marinated).

**Manufacturer's Name:** Western Soy Complements.

**Manufacturer's Address:** 1560 Mansfield Ave., Suite D, Santa Cruz, CA 95062. Phone: 408-479-05968.

**Date of Introduction:** 1985.

**New Product–Documentation:** Talk with Jeremiah Ridenour. 1988. Aug. 31. This product was launched in 1985.

1807. **Product Name:** Beanificial Buffet Entree (With Textured Soy Protein) [Lone Star Chili, Pepper Steak Provencal, Down East Sloppy Joe, Italian Sauce Milanese, Ukranian Stroganoff, Sweet-Sour Oriental, or Tijuana Taco Mix].

**Manufacturer's Name:** Yankee Enterprises, Inc.

**Manufacturer's Address:** 642 North Lake Rd., Oconomowoc, Wisconsin. Phone: 414-567-5416.

**Date of Introduction:** 1985.

**Ingredients:** Lone Star Chili: Soy flour, tomato powder, spices, dehydrated onion and celery, soy oil, natural flavorings, garlic powder.

**Wt/Vol., Packaging, Price:** Dried product in 1.0 to 1.75 oz, 1-2 serving white plastic package, which retails for about \$1.50.

**How Stored:** Shelf stable.

**Nutrition:** Per serving: 12.1 gm protein, 1.4 gm fat, 71 calories, 9.5 mg sodium.

**New Product–Documentation:** Labels (7). Text on package: “Tasty new dish. Low sodium, low fat. A vegetable protein entree. Low calories. No cholesterol. High nutrition; Connole. 1987. Business Journal (Milwaukee, Wisconsin). March. p. 1, 24. “The dried product comes in 1.5-ounce, two-serving packages, which retail for about \$1.50. 45-191 calories/serving.” Letter from Hinds. 1987. April 16. This line is the dehydrated, add-only-water type.” Taste test, April 1987. Lone Star Chili is Bill’s favorite flavor, but it doesn’t have much texture. The pieces are too small to give real texture. One packet contains two very small (not generous) servings. Pepper Steak has good texture.

1808. **Product Name:** [Soyburger, and Okara’s Croquette].

**Manufacturer's Name:** Zuaitzo.

**Manufacturer's Address:** Calle Diputacion 5\* Piso, Calle Correria 39 Bajo, 01001 Vitoria-Gasteiz, Spain. Phone: 945/28 86 30.

**Date of Introduction:** 1985.

**Ingredients:** Tofu, okara.

**New Product–Documentation:** Soya Bluebook. 1985. p. 83, 101. Letter from Javier Arocena. “I started to work with soy in 1982 on a family scale and in 1984 on an industrial level. I started to make hamburgers of tofu and seitan in about Nov. 1987, but they didn’t sell very well.”

Note: This is the earliest Spanish-language document seen (Nov. 2014) that mentions a meatless burger–Soyburger.

1809. Batt, Eva. 1985. Eva Batt’s vegan cooking.

Wellingborough, Northamptonshire, England: Thorsons Publishers Ltd. 144 p. Illust. (55 line drawings) by Margaret Leaman. Index. 22 cm.

• **Summary:** Across the bottom of the front cover: “The classic vegan cookbook. Recommended by The Vegan Society.”

Contents: Acknowledgements. Introduction. Mueslis. Soups and small savouries. Salads and Salad dressings. Ways with vegetables. Main meals. Small savouries. Savoury sauces, stuffings and spreads. Desserts and ice cream. Bread, cakes and buns. Pastry, biscuits and cookies. Miscellaneous. Useful information.

Soy related: In the Introduction are sections on “Soya” (p. 13-14) and “Textured Vegetable Protein (TVP)” (p. 17; several brands are available. “Most come in flavoured and unflavoured varieties, in chunks and mince.” This nutritious food is low in fat, “high in protein, economical, easily stored, requires very little cooking, and no waste {bone, skin, gristle or fat} is involved”).

Recipes include: Beauty breakfast (with “3 tablespoons vegetable milk” [Plantmilk concentrated soymilk], p. 28). Fresh fruit muesli (with vegetable milk, p. 29). Cream of onion soup (with “2 teaspoons soya flour” and “¼ pint {140 ml} undiluted concentrated vegetable milk,” p. 34). Salad cream (with “1 tablespoon undiluted concentrated vegetable milk,” p. 41). Tofu mayonnaise (with “4 oz {120 gm} silken tofu,” p. 41). Basic nutmeat mixture (with “2 level teaspoons soya flour,” p. 54). Curried textured vegetable protein (with “1½ oz {45 gm} unflavoured textured vegetable protein, mince or chunks,” p. 55). Mushroom pie (with soya flour, p. 62). Fricassee with mushrooms (with “2 oz {55 gm} tvp mince,” p. 63). Savoury steak (with “tvp slices” and “soy sauce,” p. 66). Bengal curry (with “1 teaspoon soya sauce,” p. 68). Pizza (with “10 oz {285 gm} cooked tvp or tin of soya beans,” p. 75). Onion tart (with “Soya sauce,” p. 76). Soya fritters (with soya flour, p. 79). Soya burgers (with “2 oz. tvp mince,” p. 81). Soya crispie (with soya flour, p. 92). Junket (with “½ pint {285 ml} concentrated soya milk,” p. 96). Banana ice-cream (with “¼ pint soya milk,” p. 97).

Plamil ice-cream (with “7 fl oz {200 ml} concentrated soya milk,” p. 97). Fruit and nut loaf (with “7 fl oz {200 ml} soya milk,” p. 101). Tiger’s bread (with 1 oz {30 gm} soya flour,” p. 102). Small fruit cakes (with soya flour, p. 102). Soya ‘cheese’ (cream style) (with “4 oz soya flour,” p. 122). Soya ‘cheese’ (cheddar style) (with “3½ oz Soyolk or other heat-treated soya flour,” p. 122). Soya compote (with “2 oz. soya flakes”). Soya milk and/or soya flour are used in many baked goods (breads, cakes, and buns, etc., see p. 99-137).

Note: Eva has basically not yet realized how tofu, tempeh, miso and good-tasting soymilk can transform a vegan diet.

Previous edition published as *Eva Batt’s Vegan Cookery*, the first major vegan cookbook ever published, with over 300 recipes, plus practical advice and nutritional information. The “corporate author” is given on OCLC as the Vegan Society.

Plamil Foods put this at the top of its list of recommended vegan cookbooks. “This cookery book is most comprehensive and advises on preparing nutritious appetising meals without meat, fish, eggs or dairy products. Essential nutrients from vegetable sources, planning meals for best food value, savoury dishes, snacks, desserts, cakes, bread, biscuits, sauces, garnishes, etc.” Address: Vegan Society, UK.

1810. Hsiung, Deh-Ta. 1985. Chinese vegetarian cooking. London: The Apple Press; Secaucus, New Jersey: Chartwell Books. 128 p. Illust. (color). 29 cm.

• **Summary:** Every page of this excellent book is in full color on glossy paper, loaded with color photos. Contains over 70 recipes. Contents: Introduction: History of Chinese vegetarian cooking, essential tools and utensils, basic techniques and cooking methods, regional cooking styles (northern, eastern, western, and southern groups), special ingredients and seasonings (with a photo of each), how to plan your menu. Cold dishes. Soups. Quick stir-fried dishes. Braised & steamed dishes. Rice, noodles & sweets.

History (p. 8): “Vegetarian cooking has a long history in China,” and Chinese have traditionally been highly aware of it because of their deep interest in the connection “between food and health, whether physical or spiritual.” Chinese Buddhists are vegetarians because they abhor the killing of all living creatures.

“Until quite recently, many people believed that vegetarian cooking in China originated in the Buddhist temples, and that it was first introduced into China with Buddhism from India during the reign of the Han emperor Ming (AD 58-75).” However scholars in China have now found that the earliest known mention of vegetarianism on record was during the Zhou Dynasty (beginning ca 1028 B.C.). Other “references also exist in ancient texts all pre-dating the introduction of Buddhism into China by several hundred years.”

“It is generally agreed that the development of vegetarianism in China owed more to the introduction of many foreign fruits and vegetables during the Han Dynasty (206 BC–AD 222) than to Buddhism. Many Chinese vegetarians were influenced by the indigenous philosophy of Taoism, which developed the hygienic and nutritional science of food closely related to the basic yin-yang principles. The appearance of bean curd (tofu)—also during the Han dynasty—and many other soy bean products, together with the discovery of making gluten from dough, helped to enrich and further diversify the vegetarian diet.”

It is interesting and important to note “that despite their continual introduction, milk and dairy products are, to date, not prominent in Chinese cuisine. Therefore, unlike their counterparts in the West, Chinese vegetarians will not use butter, cheese, or milk in their cooking, and a true Buddhist will eat neither eggs nor fish.” However this book uses eggs (p. 33, 40, 64, 78 etc.).

“One of the best known poets of the Southern Song period, Lu You (1125-1210; W.-G. Lu Yu) was a noted vegetarian. He lived to the ripe old age of 86.

The section on ingredients (p. 13-14) includes concise descriptions of: Bean curd (tofu). Gluten. Red bean paste (also called “sweetened red bean paste,” p. 124) [azuki, sweet]. Salted black beans [fermented black soybeans]. Sesame seed oil. Soy sauce (“Use Light Soy Sauce which has more flavour and does not discolour the food as much as the Dark or Rich Soy Sauce”). Sweet bean paste or Hoi Sin sauce (Made from soy bean sauce...). Yellow bean sauce (“This thick sauce is made from crushed yellow [soy] beans, flour and salt”). Photos here show (p. 15, 19): (1) Dried bean curd skins [yuba]. (2) Six squares of tofu on a rectangular wooden cutting board, and many cubes of deep-fried tofu on a sieve [for deep frying]. A can of “Black beans with ginger” under the label Yang Jiang Preserved Beans with Ginger.” With very few exceptions, the Chinese drink neither water nor tea during the meal; they drink soup instead. A surprisingly large percentage of the recipes in this book call for “bean curd (tofu).”

Soy related recipes: Five spice bean curd (tofu) (with “4 cakes bean curd,” p. 34). Hot and sour coup (p. 42). Spinach and bean curd (tofu) soup (p. 43). Deep fried bean curd (tofu) and wood (tree) ear soup (with 50 gm / 2 oz deep-fried bean curd or 1 cake fresh bean curd (tofu), p. 48-49). Dried bean curd (tofu) skin and vermicelli soup (with 15 gm / ½ oz dried bean curd skin [yuba], p. 50-51). Bean curd (tofu) with mushrooms (quick stir fried, p. 68). Stir-fried spinach and bean curd (tofu) (p. 70). Vegetarian chop suey (with tofu, p. 81). Chinese cabbage casserole (with deep-fried or fresh tofu, p. 82, 84). ‘Buddha’s delight—Eight treasures of Chinese vegetables (with 15 gm / ½ oz dried bean curd (tofu) skin sticks [dried yuba sticks], p. 92-93). Fried gluten (Mianjin, homemade, starting with 2 lb flour, p. 95). Kao fu—Sewed gluten in sweet bean sauce (with 1 tablespoon sweet bean



paste or hoi sin sauce, p. 96). Casserole of vegetables (with 1 cake bean curd (tofu), p. 97). Fu-yung bean curd (tofu) (with 1 cake bean curd (tofu), 4 egg whites, and 50 ml / 2 fl oz milk, p. 98-99; Fu yang usually means omelette, but literally means scrambled eggs). Sichuan bean curd (tofu) (with 3 cakes bean curd and 1 teaspoon salted black beans, p. 100-01). San shian—'The tree delicacies' (with 275 gm / 10 oz fried gluten or deep-fried bean curd, p. 104-05). Braised 'three precious jewels' (with 2 cakes bean curd (tofu), p. 106-07). Vegetarian 'lion's head' casserole (with 4 cakes bean curd and 100 gm / 4 oz fried gluten, p. 108-09). Shanghai vegetable casserole (with 2 cakes bean curd (tofu) or 50 gm / 2 oz deep-fried bean curd, p. 110-11. "For some reason, the best vegetarian restaurants in China are found in Shanghai...").

"Rice and noodles provide the bulk of the Chinese meal. The best plain boiled rice is obtained by using only the long grain [white] rice known as patna." Photos show that many dishes are served with a small bowl of white rice. Chow mein—Fried noodles (with 25 gm / 1 oz dried bean curd skin sticks, p. 119). Vegetarian spring rolls (handmade using 1 pack of 20 frozen spring roll skins, p. 122-23).

Note: Many, if not most, recipes call for soy sauce—either light, dark, or both.

About the author (inside rear dust jacket): "Deh-ta Hsiung is a native Chinese who gained his knowledge of Chinese cooking directly from some of the great Chinese chefs. He has made several television and radio appearances in connection with his expertise on Chinese foods and now writes widely on the subject and teaches at Kenneth Lo's Chinese Cookery School [in London]."

From Gareth Jones' Food blog (posted 9 Feb. 2011) titled "'Kung Hay Fat Choy' Deh-Ta Hsiung." "Cooking Chinese food at home—complete with wok, steamer and all—took off in the early 1980s. Deh-Ta was at the spearhead of the movement, along with Ken Lo and Chef But from the Ken Lo Cook School. His Chinese Regional Cooking was published in 1979 and was out of print before it got to take off." "Eating Chinese home cooking, for me, is far superior to most restaurant food—dim-sum excluded."

1811. Hume, D.J.; Shanmugasundaram, S.; Beversdorf, W.D. 1985. Soyabean (*Glycine max* (L.) Merrill). In: R.J. Summerfield and E.H. Roberts, eds. 1985. Grain Legume Crops. London: Collins. xvi + 859 p. See p. 391-432. Illust. Index. 24 cm. [192 ref]

• **Summary:** Contents: Introduction: History, current status and future projections. Principal economic yield and uses of crop products. Principal farming systems. Botanical and agronomic features: Symbiotic nitrogen fixation potential. Principal limitations to production and yield: Developing countries, developed countries. Fertiliser requirements. Quality of seed constituents. Germplasm resources. Principal breeding strategies: Adaptation to new geographic areas,

breeding methodology, breeding objectives, seed quality, pest and disease tolerances, current trends in soyabean breeding. Avenues of communication among researchers (INTSOY, AVDRDC, IITA, FAO). Prospects for larger and more stable yields.

Tables: (1) Area (1000 ha), yield (kg per ha), and production (1000 tonnes) of soyabeans from 1969-71 to 1982. (2) Maturity durations and productivity potentials of soyabeans in selected countries. (3) *Glycine* species collections around the world. (4) Sources of resistance among soyabeans to selected insect pests. (5) Sources of resistance among soyabeans to selected diseases.

Table 9 shows that there are soybean germplasm collections in 15 countries. This table has 4 columns: Country, location (city), curator, and number of accessions. AVRDC in Taiwan has the largest germplasm collection in one location (10,400 accessions, Tainan), followed by USA (9,648, Illinois and Mississippi), India (4,000, Pantnagar; 1,800 Amravati), Japan (3,541, Tsukuba; 200, Morioka), USSR (3,000, Leningrad), China (3,000 Jilin; 3,000 Hubei; 2,930 Shadong [sic, Shandong {W.-G. Shantung}]; 2,500 Beijing; 960 Heilungjiang [Heilongjiang]). Also: Australia 400, France 500, Nigeria 1,300, Indonesia 600, South Korea 2,833, North Korea 300, South Africa 600, Sweden 1,200, and Thailand 1,686. Address: 1&3. Univ. of Guelph, Dep. of Crop Science, Guelph, Ontario N1G 2W1, Canada; 2. Asian Vegetable Research and Development Centre (AVRDC), PO Box 42, Shanhu, Tainan 741, Taiwan, Republic of China.

1812. Klein, Hermine. 1985. Die neuen Sojagerichte: Schnell und delikate—Natuerliche Rezept-sammlung No. 3 [The new soy recipes: Quick and delicate—Natural recipe collection No. 3]. Vienna, Austria: Fachverlag Gesundheit GmbH. 50 p. Illust. 24 x 15 cm. [Ger]

• **Summary:** An attractive cookbooklet. Contents: Introduction. Green seeded soybean recipes. Yellow soybean recipes. Making tofu at home. Tofu sweets. Soymilk recipes. Miso soups. Soy granule recipes. Soy granule sweets. TVP recipes. Soy burgers (*Sojastangerln*). Address: Vienna, Austria.

1813. Loma Linda Foods Inc. 1985. Millstone Foods product catalog. Riverside, California: Loma Linda Foods. 4 panels.

• **Summary:** See next page. In 1985 Loma Linda began making the following ten products under the Millstone label. A color photo shows each can: Tender cuts. Vegeburger. Burger-like. Wheat fries. Nut meat. Meatless loaf. Breeding meal. Bacon-like bits. Vege-beans. Burger mix. A description of each product is given as well as the weight and number of cans per case, but no prices. Address: 11503 Pierce St., Riverside, California 92515. Phone: 1-800-442-4917 or 1-800-932-5525.

1814. Patel, John. 1985. Re: Unisoy Milk and By Products



**M**illstone products - natural wholegrain goodness, are especially prepared with your health and well-being in mind.

No harsh spices, animal fats or preservatives are used. Millstone's rich and hearty flavors are a blend of nature's finest ingredients.

Millstone recipes are available by writing to:

Loma Linda Foods, Inc., 11503 Pierce Street, Riverside, CA 92515

### **BURGER-LIKE**

Burger-Like is a seasoned all soy product, juicy and tender. Excellent in chili, stuffed peppers, tacos, spaghetti sauces and more.

**Case pack - 12/19 oz.**

### **NUT MEAT**

A delicious nut-flavored, "meatless" loaf. Open both ends of can, loosen with a knife and push out of the can. Use cold in sandwiches, salads or as cold cuts. Serve hot in casseroles or with a variety of sauces.

**Case pack - 12/19 oz.**

### **TENDER CUTS**

Juicy, tender, whole wheat, gluten steaks in tasty broth. For easy entree, just bread, brown, and serve with gravy.

**Case pack - 12/19 oz., 12/50 oz.**

### **VEGE-BEANS**

Delicious white beans, cooked in its own homemade tomato sauce. Ready to serve, Vege-Beans can be heated or enjoyed right out of the can.

**Case pack - 12/19 oz.**

### **VEGEBURGER**

Delicately flavored, ground wheat gluten. Vegeburger has endless uses, sandwiches, loaves, casseroles, anywhere ground meat is called for.

**Case pack - 12/19 oz., 12/50 oz.**

### **WHEAT FRIES**

Tasty and tender chunks of gluten simmered in a savory broth. Wheat Fries is delectable in stews, kabobs, sweet and sour, and casseroles. Save broth for gravies, soups, or stews.

**Case pack - 12/19 oz., 12/50 oz.**



**Millstone Foods**



Ltd. Letter to William Shurtleff at Soyfoods Center. 1 p. Typed, with signature on letterhead. Undated.

• **Summary:** This company plans to make Gold Soy Ice Cream and “Burgers.” Note: Mr. Patel died on 5 Nov. 1985. He never became actively involved with the Unisoy company.

Note: This is the earliest document seen (Aug. 2013) concerning Unisoy in England. However the company’s first product was not launched until May 1986. Address: 24 Chorlton Dr., Cheadle, Cheshire SK8 2BG, England. Phone: (061) 428-9433.

1815. Richie, Donald. 1985. A taste of Japan: food fact and fable. What the people eat. Customs and etiquette. Tokyo, New York, San Francisco: Kodansha International. 112 p. Illust. (some color photos). Index. 27 cm.

• **Summary:** This book contains a nice chapter titled “Tofu” (p. 34-41) in which the different types are described including *momengoshi-dofu* (“cotton” tofu) and *kinugoshi-dofu* (“silk” tofu). It also discusses *okara*, noting: “Now mainly used as livestock feed, it once also nourished one of Japan’s greatest scholars. Arai Hakuseki, who lived during the Edo period (1615-1868), proudly related that in his impoverished student days he lived almost entirely on *okara* and that in gratitude he later, rich and famous, gave large sums of money to his charitable tofu maker.”

On pages 38-39 are color photos of: “(1) Atsu-age. (2) Koya-dofu. (3) Ganmodoki. (4) Unohana or *okara*. In Kyoto, this humble food is rounded into balls and sold. (5) *Yudofu* course in a Kyoto restaurant. The course includes *yuba* tempura, simmered *hiryozu* (known as *ganmodoki* in the Kanto [Tokyo] area) and *goma* (sesame) tofu. (6) *Aburage* (two sizes).

Even today, Chinese and Japanese view tofu in very different ways: “... Chinese cooking tends to regard tofu as an additive, as something which enhances something else. The Japanese, on the other hand, relish the taste of tofu itself...” for example as *Hiyayakko* [chilled tofu; summer] or *Yudofu* [simmering tofu; winter]. Each is seasoned with soy sauce or a soy-based dipping sauce. The names of various popular Japanese tofu recipes are given (p. 40).

“Freeze-dried tofu” is said to have originated one cold night in a temple at the summit of Mount Koya [*Kōya-san*] when a forgetful acolyte left the tofu offering of the day on the altar. The next morning it was found frozen. It was also found that this tofu had a completely different texture from ordinary tofu and it could be kept for a long dried since it contained very little water. This tofu has at least four different names: (1) Koya-dofu. (2) Misuzu-dofu. (3) Shimi-dofu. (4) Kori-dofu.

Note 1. This is the earliest English-language document seen (April 2013) that uses the term *shimi-dofu* to refer to dried-frozen tofu.

A large illustration (p. 40-41) shows tofu being made

from the *Kinsei Shokuhin Zukushi Ekotoba* (1805). The basic process has not changed to this day.

The copyright page notes: “The text of this book is based on a series of articles that appeared in *Winds* magazine, 1981-83.” “In this book, all twentieth-century Japanese names appear in Western order, and all earlier names appear in traditional order, surname first.”

Note 2. There are also chapters on sushi, *sukiyaki*, tempura, *menrui* (noodles), *onigiri*, *mochi*, *tsukemono* (pickles), *okashi* (Japanese sweets, confections). *Saké*. *Ocha* (tea). Address: Japan.

1816. Scott, David. 1985. Protein-balanced vegetarian cookery. London: Rider Books, Century Hutchinson Ltd. 183 p. Illust. (by Steve Hardstaff). Index. 24 cm. [31\* ref]

• **Summary:** This book was originally published in 1980, and the latest reference in the bibliography is 1978. A second edition was published in 1985, then a 1987 edition was published in the USA by CRCS Publications, P.O. Box 20850, Reno, Nevada 89515. The author has a poor knowledge of soyfoods, and makes little mention or use of them in this book. He refers to tofu as “beancurd,” has a recipe for “Beancurd Burgers,” mentions miso and a Miso-Tahini Spread, soy sauce, plus an Sunflower Seed, Soya Bean and Almond Casserole. Pages 160-61, information about soya beans, contains many errors.

1817. Christian Nagel. 1985? Tofu-Werkstatt [Tofu workplace (Leaflet)]. Hamburg, Germany. 2 panels each side. Each panel: 21 x 14.8 cm. Undated. [Ger]

• **Summary:** Printed black on golden-yellow paper. At top of front panel, logo of a soybean plant growing in a circle. Plus company address and phone number.

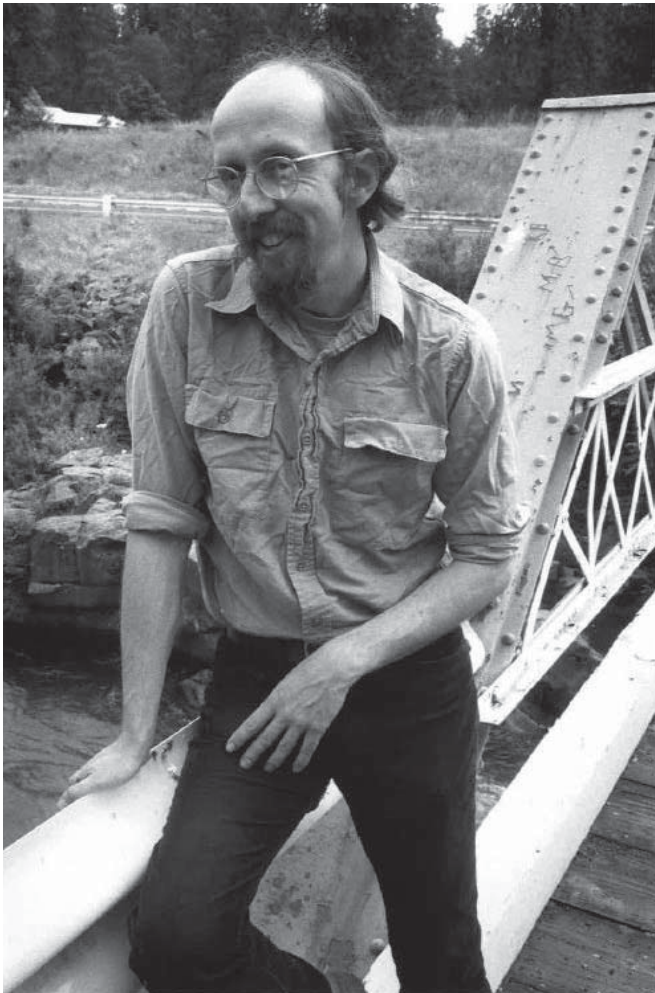
Contents: Introduction. The many benefits of tofu: Rich in high-quality protein, excellent for protein complementarity, low in calories, free of cholesterol, rich in vitamins and minerals, easily digestible, extremely versatile in the kitchen.

A table shows the nutritional composition of tofu, soymilk, fried tofu, grilled tofu, *okara*, and vegetable tofu (*ganmodoki*). Ideas for cooking with tofu (recipe ideas). Use of tofu as a medicine (tofu plaster). Tofu as a possible solution to the world food problem; the protein yield of different foods and animals from 1 hectare of land. Soybeans are #1 and meat gives the lowest yield. References (2).

Note: A subsequent edition of this leaflet was printed before Dec. 1989, with black ink on bluish-gray paper. The content is basically the same, however it is typeset rather than typewritten. The title is “Nagel’s Tofu,” by Tofu-Manufaktur Christian Nagel GmbH, Osdorfer Landstrasse 4, 2000 Hamburg 52, Germany. Phone: (040) 89 49 37. Address: Osdorfer Landstrasse 4, 2000 Hamburg 52, Germany. Phone: 89 49 37.

1818. **Product Name:** Tofeata Tofu Spicy Burgers.  
**Manufacturer's Name:** Haldane Foods Ltd.  
**Manufacturer's Address:** Unit 25, Hayhill Industrial Estate, Sileby Rd., Barrow-Upon-Soar, Leicester, England.  
**Date of Introduction:** 1985?  
**Ingredients:** Water, tofu (soybean curd), wheat germ, bulgur wheat, rolled oats, sesame seeds, tomatoes, sunflower seed oil, hydrolysed vegetable protein, sea salt, paprika, chili powder, spices.  
**Wt/Vol., Packaging, Price:** 2 burgers weigh 8 oz (227.2 gm).  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Label. 1987, undated. 4 x 7.5 inch box. Color photo with red, yellow, and black design on white. "A blend of tofu (soybean curd) with wheat germ, cereals and spices. By Hera. A ready to eat vegetarian meal. Keep chilled." Soya Bluebook. 1987. p. 96. "Tofeata Tofu and Tofu Burgers."

1819. Photograph of Seth Tibbott on bridge at Husum Falls, Washington state, ca. 1985. 1985? Husum, Washington Undated.



• **Summary:** This digital photo, with caption, was sent to Soyinfo Center by Seth Tibbott, founder and CEO of Turtle Island Foods. Address: Husum, Washington.

1820. Lee, Susan Hem. 1986. Re: History of making and selling tofu in Trinidad. Letter to William Shurtleff at Soyfoods Center, Jan. 15. 2 p. Typed, with signature.

• **Summary:** "For two years or more I have been supplying tofu, single handedly, to various health food stores and individuals. On an average I have been producing 70-80 pounds per week. I have also been producing tofu burgers (approx. 10 doz. per week) as well as traditional Yuletide food known as pastels which is like the Mexican tamale.

"I have been making tofu in our laundry room at home, where counters and 2 large burners have been installed and I imported a one gallon Waring blender. I sell tofu at TT\$6.50/lb.

"I first became interested in making tofu as a vegetarian mother. I was first taught how to make tofu by a visiting English dietitian, then I read "The Book of Tofu" by William Shurtleff and Akiko Aoyagi, and the final chapter entitled "Sending Tofu to the Four Directions" convinced me I wanted to try to make tofu for a living.

"Through Rex Lassalle (macrobiotic teacher), who was opening his macrobiotic shop and consultancy at this same time, I was able to import organic soy beans from Oak Feeds, Miami, Florida, at about TT\$3.00/lb. Eventually I was able to purchase locally grown, government subsidized soy beans from the government agricultural station at approx. TT\$1.30/lb.

"At that time the TT\$ was valued at TT\$2.42 for US\$1.00. In December of 1985 the TT dollar was devalued to TT\$3.65 per US\$1.00.

"Buying soy beans through the agricultural station has been a profitable situation for me.

"However the government agricultural station's priority is to maintain seed stock to supply farmers and therefore only grow a small quantity of beans, the surplus of which I purchased, approx. 1,000 lbs. This supply lasted me about 4-5 months. (The government has attempted for years to interest local farmers to grow soy beans but have been unsuccessful.)

"I then attempted to import soybeans once again from Oak Feed through an import agency and by the time the US\$16, 50 lb. sacks of beans arrived in Trinidad the CIF price was TT\$177.00. That shipment was purchased before the devaluation. I now find it impossible to import soy beans in this way.

"At this point in time my husband (he works for a computer company) and I are considering the possibility of starting a soy food related business.

"We write to you to hear your point of view;"

"Our National Flour Mills will be importing soy beans for making oil in October of 1986 and there is the possibility



of buying beans from them.” Address: #5 Sunny Acres, off Sam Boucaud Rd., Santa Cruz, Trinidad, West Indies.

**1821. Product Name:** [Tofu Burger–Deep-fried].

**Foreign Name:** Tofu-Burger–Frittiert.

**Manufacturer’s Name:** Byodo Naturkost GmbH.

**Manufacturer’s Address:** Hirschbergstr. 9, D-8000 Munich 19, West Germany. Phone: (089) 16 85 70.

**Date of Introduction:** 1986 January.

**Ingredients:** Soybeans, water, vegetables (Carrots, zucchini, soy sprouts) in varying proportions by weight, whole oats, whole wheat, brown rice, sesame seeds, sunflower seeds, spices, soy sauce (shoyu), sea salt, nigari coagulant (traditional Japanese). Ingredients predominantly organically grown.

**Wt/Vol., Packaging, Price:** 130 gm plastic bag.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Anthony Marrese. 1990. March 22. Based on a March 21 interview with Bernd Steyer. The company started in 1984, when they started to make their own tempeh. Letter (fax) from Harry Whitford. 1990. May 11. “In the fall of 1985 we started making our own tofu after a scandal: We had been buying tofu from Sapia to make our burgers for the Munich market. But he bought conventionally grown beans and sold the tofu as bio [organic]!”

Label sent by Anthony Marrese. 1990. April 15. 5 by 2.25 inches. Green on yellow, printed on front and back of plastic bag. “A nutritional soya specialty (Eine vollwertige Soja-Spezialität). Store at 4-8°C.”

**1822.** Frentz, Jean-Claude. 1986. Le tofu [Tofu]. *Filiere Viande [The Meat Industry]* 9(85):49-50. Jan. [1 ref. Fre]

• **Summary:** This article, in a meat industry magazine, begins: This mysterious product, whose origin is lost in the mists of time, actually seems to be going through renewed interest. Already well known and appreciated in the United States, on the West coast in particular, it has appeared in Europe, and, more precisely, in France.

Discusses the composition of tofu and the processes used to make it. A table gives the nutritional composition of the following: Tofu, firm tofu, (*tofu ferme*), soft or silken tofu (or perhaps tofu cutlets *tofu “flanc”*—it’s water content is higher than that of regular tofu), tofu burger (fried), soymilk, grilled tofu, dried-frozen tofu, okara, dried yuba, pressed tofu, whole dry soybeans.

Concerning the journal title *Filière Viande*, the word *filière* normally means the thread, the path that leads to discovery. However here it is being translated as ‘meat industry.’ When advancing anti-meat arguments, one can speak of *la filière viande sur le grill* (“The meat industry on the grill”)—a sort of play on words. Address: Directeur technique, Soussana SA, France.

**1823. Product Name:** [Tofu, Smoked Tofu, Tempeh, and Tofuburger].

**Foreign Name:** Tofu, Tofu Fumé, Tempeh, Galette: Petit Roti Végétal.

**Manufacturer’s Name:** Gaec de La Lix: United Macrobiotic Company.

**Manufacturer’s Address:** 32260 Tachaires–Seissan, France. Phone: 62.65.35.04.

**Date of Introduction:** 1986 January.

**New Product–Documentation:** Form filled out for Anthony Marrese. 1989. Sept. These four products were introduced as follows with the amount presently produced shown in parentheses: Tofu (80 kg/week) and Soyaburger (800 pieces/week), Jan. 1986. Smoked Tofu (8 kg/week), June 1986. Tempeh (40 kg/week), Oct. 1986. Anthony visited the community in mid-Oct. 1989 and noted: “They are a small group similar to Terre Nouvelle, but doing more with soya. Very nice kitchen production (see color slide), which is growing. They sell through markets and through 10 stores, which helps them to educate people. They are all Germans who came to France about 5 years ago mainly because land prices were lower in France. They also make small quantities of miso (experimental stage) and 4 kg/week of koji for amazake and miso.

Labels for all 4 products. 1989. 4 by 2.75 inches. Each photocopied with black handwritten letters on pastel color paper, and each with the Nature et Progres logo indicating organically grown. Each label has a description of the food on the back.

For details and an update to 1989 see the letter from Gaec de La Lix: United Macrobiotic Company to Anthony Marrese, of Sept. 1989.

**1824.** Gavin, M. 1986. Fine-milling of full-fat soya.

*Diagram (Buehler-Miag, Uzwil, Switzerland)* No. 84. p. 7-8. Jan. [Eng]

• **Summary:** “Recently, a simple method has been developed to grind full-fat soya to such a fineness (on the average 20 microns) that the high-protein flour which is obtained becomes essentially soluble in water. The object of this development was to obtain a product which requires little energy to make and promises a high yield, and which can be used directly as a raw material for food production.”

“By dissolving soy flour in water and pasteurizing and homogenizing the product, soymilk is obtained, from which soy drinks can be made. The bean taste is virtually eliminated. By increasing the concentration of soy flour and adding flavorings and jellying agents, a jelly is obtained. If we add calcium or magnesium salts to the soymilk instead of the jellying agent, as is done in the Far East, and after incubation, we will get a kind of ‘silk tofu’ which, by slight pressure, can be changed into ‘cotton tofu.’ A large number of other products can be made at pleasure in this way, eg: sausages, fermented (yoghurt-like) products, cheese-like

products, instant foods, ice creams, 'tofu-burgers,' desserts.”

Photo micrographs show Micrographs of full-fat soy flour: (1) Milled on a hammer mill with 0.5 mm screen. (2) Milled on a pin mill with air classification. (3) Milled according to the Buhler process.”

Note the interesting term “Full-Fat Soya” in the title of this article used to mean either “Whole Soybeans” or “Full-Fat Soya Flour” or “Full-Fat Soya Powder.”

Note 2. Buhler recently patented this milling process.

Note 3. Zwicky is a flour milling company in northeast Switzerland. They made a joint venture with Bottighoffen (Dr. Unger’s) but it is not yet commercial.

Note 4. This flour sells for about \$2/kg in Switzerland. Address: PhD, Head, Analytical Lab., Buehler Brothers Ltd., CH-9240 Uzwil, Switzerland.

1825. **Product Name:** Chili Con Tempeh.

**Manufacturer’s Name:** Surata Soyfoods.

**Manufacturer’s Address:** Eugene, Oregon.

**Date of Introduction:** 1986 January.

**Ingredients:** Incl. Soy tempeh, spiced meatless chili, tomato sauce.

**How Stored:** Refrigerated.

**New Product–Documentation:** Food Report (Lehmann). 1986. Jan. Ready to eat.

1826. **Product Name:** Tofu-Vegie Burgers.

**Manufacturer’s Name:** Wildwood Natural Foods of Santa Cruz, Inc.

**Manufacturer’s Address:** 1560 Mansfield Ave., Suite D, Santa Cruz, CA 95062. Phone: 408-476-4448.

**Date of Introduction:** 1986 January.

**Ingredients:** Wildwood Tofu (organic soybeans grown without synthetically compounded pesticides or fertilizers in accordance with Section 26569.11 of the California Health and Safety Code, filtered water and nigari), any of the following fresh vegetables (carrots, onions, celery, kale, or potato), garlic, pure expeller-pressed hi-oleic mono-unsaturated safflower oil, unrefined peanut oil, sea salt.

**Wt/Vol., Packaging, Price:** 6.5 oz vacuum pack.

**How Stored:** Refrigerated.

**Nutrition:** Per 3.25 oz.: Calories 205, protein 15.4 gm, fat 10.8 gm, carbohydrates 11.5 gm, Vitamin A 3396 I.U., calcium 115 mg, iron 3 mg, sodium 271 mg.

**New Product–Documentation:** Talk with Jeremiah Ridenour. 1988. Aug. 26. The company started making Tofu Burgers in January 1986. Label. 1986. 3.25 inches diameter. Red on yellow. Logo of birds flying over a forest silhouette. “Complete protein. 25% fresh vegetables. Great flavor. Cholesterol free. Easy to prepare: Heat in toaster, microwave, or on a barbecue. Serve hot or cold or as an appetizer or with your favorite burger garnishes and enjoy.”

Label sent by Billy Bramblett. 1990. Round. Red on yellow. Logo of birds flying over a forest silhouette.



“Complete protein.” “25% fresh vegetables.”

Label sent by Billy Bramblett. 1998. July. He says this product was introduced in 1986, and made at Wildwood’s plant in Fairfax.

1827. Amatos, Christopher A. 1986. No fat in sight at Worthington Foods: The new president’s goals—crack the mass market he sees developing for his company’s product lines of fatfree substitutes and double 1985 sales of \$30 million by 1990. *Dispatch (Columbus, Ohio)*. Feb. 16. p. C1. Business section.

• **Summary:** President Dale Twomley thinks that Worthington’s future lies in avoiding fat—both the corporate and the animal kind.”



“A fertile market can produce many opportunities, and Worthington Foods plans to pursue most, if not all, of them. The company plans to encourage grocers to put more of its products in the main food aisles vs. the specialty sections; supply products to the ever more health-conscious fast-food industry; license its protein production technology to overseas interests; develop its institutional sales operation, and complete at least one major acquisition this year...”

“The company has had three successful years under new ownership... Profits last year were slightly under \$1 million with per share results for the 265-employee firm growing to \$1.98 from \$1.43.

“Worthington Foods was started in 1939 by Dr. George T. Harding Sr. in the basement of a white Colonial house on Proprietors Rd. Harding, a Seventh Day Adventist, saw a business opportunity in supplying food for hospital patients and church members, many of whom adhere to a meat-free diet. At that time, the company developed the process of spinning soy protein...”

“In 1970, Worthington Foods was acquired by Miles, which at the time was interested in the health-related food market and introduced the Morningstar Farms brand to the product line. One of Morningstar’s most successful products is a cholesterol-free egg substitute now called Scramblers.

“Miles’ interest in the company waned, however, when it was bought [in late 1977] by Bayer A.G. Ltd., the German chemical concern. So, the company’s founders arranged a leveraged buyout, which was completed in October 1982...”

“While Worthington Foods still relies on the religious market for about 50 percent of its sales, that’s not where the company is putting its emphasis.”

A sidebar titled “Demographics, health concerns cook up ready market” notes that Worthington made the cover of *Time* magazine on 26 March 1984; the subject was cholesterol.

Photos show: (1) Dale E. Twomley (portrait). (2) Women packaging Morningstar Breakfast Patties in paper trays as they come out of automated fryer. (3) Employees operating food equipment. Address: Dispatch business reporter.

1828. Shurtleff, William. 1986. Estimate of commercial utilization of okara in the United States (Overview). *SoyaScan Notes*. Feb. 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** 95% is used as livestock feed, mainly for dairy cows and pigs.

2% is used as compost, fertilizer, mulch.

1% is used as methane feedstock.

1% is used as human food. Of this latter 1%, an estimated 40% is made into Soysage (meatless sausage).

40% is added to breads, muffins, granola, and other baked goods.

10% is used to make tempeh.

10% finds other foods uses, such as added to Japanese-style recipes. Address: Founder and Director, Soyfoods Center, Lafayette, California 94549.

1829. *Eiyo to Ryori (Nutrition and Food, Tokyo)*. 1986. Daizu, daizu seihin: Mijika na tanpakushitsu-gen [Soybeans and soyfoods: A protein source which is close at hand]. Feb. p. 22-34. [Jap]

• **Summary:** A collection of recipes, each accompanied by a color photo, using tofu, deep-fried tofu pouches, tofu cutlets, dried-frozen tofu, boiled soybeans, tofu burgers (ganmodoki), okara, and yuba. Address: Japan.

1830. **Product Name:** Legume Meatless Pepper Steak with Kofu (fresh wheat gluten) and Noodles.

**Manufacturer’s Name:** Legume, Inc.

**Manufacturer’s Address:** 170 Change Bridge Road, A-4, Montville, NJ 07045. Phone: (201) 882-9190.

**Date of Introduction:** 1986 February.

**New Product–Documentation:** Talk with Gary Barat.

1986. March. Legume introduced this product at the Natural Products Expo at Anaheim in Feb. 1986. Ad in *Natural Foods Merchandiser*. 1986. Oct. p. 110. “A Break from Steak.” Spot in *East West*. 1986. Dec. p. 12. “Wheat meat market.” This all-natural frozen entree uses kofu (also known as seitan or wheat meat).

Talk with Lenny Jacobs of *East West Journal*. 1990. Sept. 10. Legume bought the wheat gluten for this product from Upcountry Seitan in Lenox, Massachusetts.

Talk with Sandy Chianfano of Upcountry Seitan. 1991. Nov. 16. Legume bought kofu (fresh wheat gluten) not seitan, from her company for this product. “I told Barat I didn’t think it was a good product to start with. You should put it in either your Mexican line or your Italian line. You’re mixing a grain with a grain, and it doesn’t even look good. He had Celentano’s make the finished product. He didn’t put the money into promoting it that he had planned to so it fizzled out.”

1831. Sims, Pat. 1986. “Tofu Pups.” *Weenies of the New Age. American Health*. Jan/Feb. p. 105.

• **Summary:** “Tofu Pups (launched in Sept. 1985) are totally vegetarian, contain no nitrates or cholesterol and have only half the fat and less than one-half the sodium of beef franks. Price: \$2.59 for an 8-pack.”

1832. **Product Name:** [Tofu Burger (With Sesame)].

**Foreign Name:** Tofu-Burger (Sesam).

**Manufacturer’s Name:** Sojarei Ebner-Prosl.

**Manufacturer’s Address:** Augasse 2, A-2500 Baden bei Wien, Austria. Phone: 02252/85101.

**Date of Introduction:** 1986 February.

**Ingredients:** Soybeans, millet, rolled oats (from controlled cultivation), whole wheat flour, vegetables, herbal salt, herbs,

spices.

**How Stored:** Refrigerated.

**New Product–Documentation:** Brochure sent by Sojarei Ebner-Prosl. 1989. Oct. 12. “Fresh products.” “Tofu patties in various sizes and flavors” (Tofu-Laibchen in verschiedenen Grössen un vielen Geschmacksvarianten). Note: The tofu burger apparently has no added bread crumbs like a laibchen.

Label, received 1989. Oct. Red, black, green, and white on yellowish orange. 1.75 by 3.75 inches. Made purely from plants (rein pflanzlich), of high quality. Without chemical preservatives, artificial colorings or flavorings. Logo is a green soybean plant against a white circular background. In the company’s Jan. 1989 catalog this product is called Tofu-Burger, is described as a crisp patty with basil and sesame, precooked. It sells retail in 75 gm weight.

1833. **Product Name:** Laufer’s Gourmet Tofu Red Chili.

**Manufacturer’s Name:** Tumaro’s Inc.

**Manufacturer’s Address:** 5300 Santa Monica Blvd., Los Angeles, CA 90029.

**Date of Introduction:** 1986 February.

**Ingredients:** Tomatoes, water, tofu, red beans, corn, onions, bell pepper, carrots, mushrooms, chili powder, celery, garlic, cumin, tamari, corn oil.

**Wt/Vol., Packaging, Price:** 11 oz.

**Nutrition:** Per 11 oz.: Calories 260, protein 18 gm, carbohydrates 24 gm, fat 11 gm, sodium 421 gm.

**New Product–Documentation:** Leaflet. 1986, undated. 8½ by 11 inches. Black on beige. “The complete line of homemade chili entrees. No meat. No preservatives. Nothing artificial.” Food Report (Lehmann). 1986. Feb.

1834. Jones, Paul. 1986. On Michael Cole and his many soyfoods successes in England (Interview). *SoyaScan Notes*. March 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Cole started in late 1984. His partner, who has all the risk and 51% equity, is Mr. Arora, a Sikh from India. Cole has 30% equity and the finance company has 19%. Cole spent years in Los Angeles, and is a bit of a hype artist. He launched a soymilk ice cream for the Regular Tofu Co. He now has an inexpensive Japanese tofu plant with a continuous roller extractor. He tanks the milk to a spray drier or Tetra Pack machine. He has had big success with soymilk in the supermarkets. Before him all soymilk came from Vandemoortele/Alpro in Belgium. He produces private label Tetra Pak soymilks for 3-5 national supermarket chains. He is also doing an organic soymilk. His ice cream looks like it will be very successful. It is made under license for him by Bayvilles, a big company. He has made genuine inroads into the mainstream market. Last year his total sales were \$525,000. He also has okara burgers. He tried a soy yogurt made from thin soymilk but it fell flat on its face. Address:

Owner, Paul’s Tofu, England.

1835. **Product Name:** Tempeh Delites Breakfast Naturals (Meatless Breaded Tempeh Sausages).

**Manufacturer’s Name:** Harvest Earth Foods.

**Manufacturer’s Address:** 2789 Steamboat Springs, Rochester, MI 48063.

**Date of Introduction:** 1986 March.

**Wt/Vol., Packaging, Price:** 6 oz vacuum pack bags.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Food Report (Lehmann). 1986. March.

1836. **Product Name:** The Soy Deli Tofu-Tempeh Burgers.

**Manufacturer’s Name:** Quong Hop & Co.

**Manufacturer’s Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1986 March.

**Ingredients:** Organic tofu, organic tempeh, fresh carrots and onions, sesame seeds, sunflower seeds, currants, safflower oil, sea salt, garlic powder.

**Wt/Vol., Packaging, Price:** 7 oz (199 gm) vacuum pack.

**How Stored:** Refrigerated.

**Nutrition:** Per 3.5 oz.: Calories 268, protein 18.6 gm, carbohydrate 9.3 gm, fat 17.3 gm.

**New Product–Documentation:** Leaflet. 1986. 8½ by 11 inches, color. “There is Quality & Variety after 80!” Shows all products. Pre-cooked, they are quick and easy to prepare by toasting, broiling, frying, or microwaving. Labels (front and back). 1987. 5 inches square. Orange and brown on white film. “High in protein. No cholesterol, contains no meat. Pop ‘n serve.”

Product Alert (Naples, WY), 1986. March 17. “27. Misc. foods.” Soy Deli Tofu-Tempeh Burgers were spotted “at a recent health food show.”

1837. **Product Name:** The Soy Deli Pacific Tempeh Burger [Original, or Marinated].

**Manufacturer’s Name:** Quong Hop & Co.

**Manufacturer’s Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1986 March.

**Ingredients:** Marinated: Organic soy tempeh, water, shoyu (natural soy sauce), lemon juice, natural herbs and spices, safflower oil.

**Wt/Vol., Packaging, Price:** 7 oz (199 gm) vacuum pack.

**How Stored:** Refrigerated.

**Nutrition:** Marinated: Per 3.5 oz. Calories 247, protein 18 gm, carbohydrates 12.1 gm, fats 13.75 gm, sodium 13 gm, vitamin B-12 2.2 mg.

**New Product–Documentation:** Labels for both. 1987. 3.5 inches diameter. Front and back. Front is full color, with orange, yellow and red lettering. Photo of a round burger with onions rings on top, on mushrooms, lettuce and tomato.



“Pop ‘n Serve. Meatless. Delicious. High Protein. No Cholesterol. Good food in minutes.”

1838. **Product Name:** Sombrero Joe (Mexican Flavored Sloppy Joe with Tofu).

**Manufacturer’s Name:** Simple Soyman.

**Manufacturer’s Address:** 4877 North Green Bay, Milwaukee, WI 53209. Phone: 414-264-4133.

**Date of Introduction:** 1986 March.

**New Product–Documentation:** Talk with R. Jay and Barbara Gruenwald. 1989. June 12. This product was launched in March 1986. It is used as a filling for tacos, burritos, or enchiladas.

1839. **Product Name:** [Yves Tranches Deli Slices. Bologna Style].

**Foreign Name:** Style Saucisson de Bologne.

**Manufacturer’s Name:** Yves Natural Foods (Yves Fine Foods Inc.).

**Manufacturer’s Address:** 1138 East Georgia St., Vancouver, BC, V6A 2A8, Canada.

**Date of Introduction:** 1986 March.

**Ingredients:** Tofu (soybeans, nigari, water), pure vegetable oil, wheat gluten, dried [egg] albumen, wheat germ, nutritional yeast, spices, hydrolysed vegetable protein, natural hickory smoked flavor, natural color, beet powder, sea salt, guar gum.

**Wt/Vol., Packaging, Price:** 6 oz (165 gm) vacuum packed. 155 gm retails for \$2.29 (8/91).

**How Stored:** Refrigerated, 28 day shelf life. Or frozen.

**New Product–Documentation:** Label. 1987. 3.5 inch diameter. Self adhesive Yellow, red, and black. Self adhesive. A second self-adhesive label on the back lists ingredients, in black only. Company name is Yves Fine Foods Inc., Vancouver, Canada V6B 1G4. Soy Power Co. 1987. Catalog.

Label. 1991. Aug. new design. 4.5 by 5.5 inches. Plastic. Red, blue, white, and tan. “Yves Deli Slices do not contain any animal products and are prepared with fresh organic tofu.”

1840. Jones, Irmarié. 1986. Local firm finds joy in tofu. *Recorder (Greenfield, Massachusetts)*. April 2. p. 15.

• **Summary:** Tomsun has become the largest non-Oriental-owned tofu manufacturing company in the world, and it has expanded its product line accordingly to include Tomsun won-ton and egg roll wrappers, fresh noodles, ginger soy sauce, five spice powder, and tofu burgers. Tomsun also makes firm and soft tofu, herb tofu and spicy tofu, plus Jofu, the first chilled, spoonable blend of tofu and fruit. Tomsun now sells more than 3,000,000 lb/year of tofu. Gives a recipe for Sweet apple egg roll surprise. An illustration (line drawing) shows labels of the first 5 products listed above. Address: Staff reporter.

1841. *Compas (Le) (France)*. 1986. Des saucisses de soja [Soy sausages]. No. 26. p. 26-27. March/April. Interview with Eric Dewilde of De Hobbit. [Fre]

• **Summary:** About the tempeh and tempeh sausages made by De Hobbit in Belgium. Three photos show the company cooking and centrifuging the soybeans to make tempeh, adding the tempeh starter culture, and forming the tempeh sausages. De Hobbit is located at Waterstraat 4, B-9980 Sint Laureins, Belgium. Phone: 091/79.96.22. Their distributor in France is Traditions du Grain, 16 avenue Jean-Jaurès, 94200 Ivry, France. Phone: (1) 46.71.89.88. Address: France.

1842. **Product Name:** [Frika Vita].

**Manufacturer’s Name:** Pural.

**Manufacturer’s Address:** 15 rue Leon Blum, 92113 Clichy cedex, France.

**Date of Introduction:** 1986 April.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Ad in *Le Compas*. 1986. March-April. Inside front cover. “Le No. 1 de la proteine vegetale vous propose une gamme complete de produits a base de soja [The Number One in Vegetable Protein Offers You a Complete Line of Soyfoods].” Canned.

1843. **Product Name:** [Meatless Soya Cutlets].

**Foreign Name:** Koletts.

**Manufacturer’s Name:** Pural.

**Manufacturer’s Address:** 15 rue Leon Blum, 92113 Clichy cedex, France. Phone: 731.25.75.

**Date of Introduction:** 1986 April.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Ad in *Le Compas*. 1986. March-April. Inside front cover. “Le No. 1 de la proteine vegetale vous propose une gamme complete de produits a base de soja [The Number One in Vegetable Protein Offers You a Complete Line of Soyfoods].” Canned.

1844. **Product Name:** [Meatless Soy Meat].

**Foreign Name:** Soja Mignon.

**Manufacturer’s Name:** Pural.

**Manufacturer’s Address:** 15 rue Leon Blum, 92113 Clichy cedex, France. Phone: 731.25.75.

**Date of Introduction:** 1986 April.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Ad in *Le Compas*. 1986. March-April. Inside front cover. “Le No. 1 de la proteine vegetale vous propose une gamme complete de produits a base de soja [The Number One in Vegetable Protein Offers You a Complete Line of Soyfoods].” Canned.

1845. **Product Name:** [Meatless Soy Meat].

**Foreign Name:** Sojafleisch.

**Manufacturer’s Name:** Pural.

**Manufacturer’s Address:** 15 rue Leon Blum, 92113 Clichy

cedex, France. Phone: 731.25.75.

**Date of Introduction:** 1986 April.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Ad in *Le Compas*. 1986. March–April. Inside front cover. “Le No. 1 de la proteine vegetale vous propose une gamme complete de produits a base de soja [The Number One in Vegetable Protein Offers You a Complete Line of Soyfoods].” Canned.

1846. **Product Name:** [Spiced Soya Quenelles].

**Foreign Name:** Sojanelles Epicees.

**Manufacturer’s Name:** Pural.

**Manufacturer’s Address:** 15 rue Leon Blum, 92113 Clichy cedex, France. Phone: 732.25.25.

**Date of Introduction:** 1986 April.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Ad in *Le Compas*. 1986. March–April. Inside front cover. “Le No. 1 de la proteine vegetale vous propose une gamme complete de produits a base de soja [The Number One in Vegetable Protein Offers You a Complete Line of Soyfoods].” Canned.

1847. Soppe, Fennie. 1986. Jonathan, Histoire d’un boucher reconverti. Interview de Jos Van De Ponselee [Jonathan. History of a reconverted butcher. Interview with Jos Van De Ponselee]. *Compas (Le) (France)* No. 26. p. 14–16. March/April. [Fre]



• **Summary:** It all started in 1974, when Jos’s wife experienced serious health problems. There were suspicions of lung cancer. She went to Switzerland for care, and had a fever of 38–40°C for 6 months without improvement. One day someone gave them a small book about natural

foods. She then began to eat macrobiotically and her fever disappeared after 3 months.

At the beginning, this diet was not at all attractive. The food was very poor, and Jos began to ask himself questions and to read books on the subject. He learned that it wasn’t a bad diet at all. Not wanting to have to prepare two types of food, he started to eat the same diet as his wife. His health did not improve much, but he found he had the capacity to work much more, and a need for less sleep. His days started at 6:00 A.M. and ended between 11:00 P.M. and midnight.

Upon seeing the results, he began to think and live



differently. In the long run, the work at the butcher shop worried him. He no longer ate meat, but he was still selling it. That wasn’t logical. He then decided to sell organic meat products at the butcher shop, and they sold very well. However that was a form of hypocrisy.

You must understand that at that time, macrobiotic people in the area were very fanatical. Meat was considered bad, in fact a poison. A more moderate viewpoint was needed; a bit of meat in itself is not bad, but its consumption in large quantities can present problems.

Jos opened two natural food shops in succession, and they were a success in part because he had experience in running a business. He tried to sell his butcher shop, which was very large. Through his new shops he met people who wanted to stop eating animal proteins, but they knew of no replacement. Back then, you could not find any tofu, or seitan, just beans. When a person decides to change her diet, she cannot fully benefit from the proteins in beans: the process is too slow. This made it hard for a person to change his or her diet.

Jos attended a seminar conducted by Michio Kushi at Drogen (Germany). They talked about these problems. Michio spoke to Jos about miso and tamari, and advised him to come to Boston, Massachusetts, where he could learn and see everything for himself. He did. Indeed miso and tamari were available, but they were made in a foreign country. He was somewhat deceived in the early days. Most of the products came from Japan. At the same time, he worked at the famous macrobiotic restaurant The Seventh Inn. He became friends with a Japanese person and they worked together making seitan. Finally, he started commercial



production with two Americans.

Tofu was very well known, but it was made in [Boston's] Chinatown. The Chinese did not want to show others how to make it, but they were allowed to look. This interested him very much.

Upon returning to Belgium, after his studies in Boston, Jos began commercial production of seitan. At the beginning people were very closed. They thought that one should consume only beans. Their fanaticism seemed very natural to them, but that made it very difficult for Jos to survive economically by making only seitan. He started by producing 500 gm a week of seitan for Souen, a macrobiotic restaurant in Gent [Gand]. He urged the restaurant to serve seitan to each customer so that it would become well known. That was successful. After several months, the natural food stores began to order seitan from him; that was his goal. Subsequently he began to make fresh organic tofu. He encountered new opposition when he suggesting sterilizing the tofu, which would cause loss of vitamin C, etc.

People got to know seitan but they were getting tired of it, so now he has the seitan burger between two buns, with onion and lettuce. They are also thinking about introducing seitan brochettes and seitan in sauces. The starch left over from making large quantities is used in making soups, spreads for bread, goulash, etc.

How did his customers react initially to all this? They thought he was crazy—in 3 ways. (1) They thought macrobiotics was folly; (2) Who but a fool would sell a butcher shop that was doing so well, employed 16 persons, and was the first to sell organic meat with great success. They thought that America had made him lose his head; (3) They thought artificial meat was absurd and would not sell. But these people have changed their opinions as things have developed.

His best invention is seitan sold sterilized in jars; it is now a very successful product. He is also very proud of his tofu burgers (*les beignets, les ganmos*; made from tofu, sesame seeds, onions, mushrooms, and arrowroot), his sauces, and his mushroom tarts. Neither his soy croquettes nor his carob products sell well. His basic products are seitan, tofu, and mochi (made according to a traditional Japanese recipe). The company will soon focus more on exporting its products, especially to Germany, followed by France (starting in 1987) and Austria. He has created a company in France named Jonathan France (La Comba 24620, Les Eyzies. Phone 53.06.94.68), directed by Frenchmen, because it is very difficult to export to France; he has been trying for 2 years.

Black-and-white photos show: (1) A portrait shows Jonathan, with a large beard, rimless glasses, and thinning hair. (2) Twenty-three of his sterilized products in jars, which have a shelf-life of 2 years. Among these are Sojapastei, Sojaboont Jes, Azukiboont [Azuki bean] Jes, Brown Rice Casserole with Seitan, and Tofu Salade. The company is

studying a tempeh spread for bread. The company now has 16 employees, including 3 in stores and a representative. Most of the employees like this food. Not all are macrobiotic but most have changed their diet, usually without fanaticism.

The company's name Jonathan comes from the name of the book *Jonathan Livingston Seagull* (Jonathan Le Goëland), about a seagull who wants to live differently. Jos believes that vegetable proteins can play an important role in world hunger. His dream, which he hopes to realize, is to establish small food companies in Zaire, Rwanda, and all of southern Africa. "For example, a small tofu machine can produce 800 to 1,000 cakes of tofu/day. I would like these people in poor countries to be able to make tofu themselves."

Jos is not a vegetarian. He still likes meat and eats it in small quantities, often fish or organic meat. He has 3 children. Address: Pays-Bas (Netherlands).

**1848. Product Name:** [Light Tofu Burgers {Low-fat, Cooked without Oil} (Italian-Style, Chinese-Style, and Breaded)].

**Foreign Name:** Croque Tofu Léger: Galettes Fraiches de Soja (Italienne, Chinoise, Gratinée).

**Manufacturer's Name:** SOY (Société Soy).

**Manufacturer's Address:** Plateau de l'Ardennais, 91590 Cerny, France. Phone: (6) 457.52.01.

**Date of Introduction:** 1986 April.

**Ingredients:** Garlic and Fines Herbs: Tofu (water and soybeans\*), rolled oats\*, soy sauce, garlic and fines herbs (3.4%), sunflowerseed oil, spices. \* = Organically grown (issus d'agriculture biologique).

**Wt/Vol., Packaging, Price:** 2 x 100 gm patties.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm: Protein 15.4 gm, lipids 9.6 gm, carbohydrates 7.8 gm, calories 179.

**New Product—Documentation:** Labels sent by Bernard.

April 1989. Croque Tofu Léger. 4 by 7.75 inches. Red, brown, and green on white. Printed on poly bag. Nature et Progres logo. Text in French and Dutch. Two burgers are vacuum packed side by side behind the one label. "Reheat at low heat without oil in an oven or frying pan." A simple illustration (line drawing) on front the panel shows vegetables.

Letter from Bernard Sturup of Société Soy. 1990. June 6. Tof'in was introduced first (in 1986) and Croque Tofu Léger came second (Feb. 1987). They are the same product but the packaging for each was different.

**1849. Product Name:** [Tof'in Tofu Burgers {Precooked without Oil} (Garlic and Fines Herbes, Provençale with Tomato & Onions, or Forest Mushrooms)].

**Foreign Name:** Tof'in (Ail/Fines Herbes, Provençale, Forestière).

**Manufacturer's Name:** SOY (Société Soy).

**Manufacturer's Address:** 1 rue du Crêt de la Perdrix,

42400 Saint-Chamond, France. Phone: 77.31.24.42.

**Date of Introduction:** 1986 April.

**Wt/Vol., Packaging, Price:** 2 x 100 gm cakes in vacuum pack.

**How Stored:** Refrigerated, 28 day shelf life at 4°C.

**Nutrition:** Per 100 gm.: Protein 11.6 gm, fat 8.8 gm, carbohydrates 8.1 gm, calories 158.

**New Product–Documentation:** Soyfoods (ESFA), 1987. Jan. “Launched at SIAL (Oct. 1986). Tofu cakes, precooked without oil, containing different vegetables, spices, and seasonings. Must be heated before serving, and can be included in snacks or the main meal instead of animal proteins. The three flavors are Garlic & Herbs, Provençale, and with Mushrooms.

Letter from Bernard Storup. 1989. March 3. Tof’in (low fat tofu burgers, cooked without fat) in 3 flavors (Garlic & Fines Herbes, Provençale, and Forestiere) were introduced in April 1986 and discontinued in March 1988. Three other flavors (Italienne, Chinoise, and Gratinée) were introduced in Sept. 1988, which see.

Letter from Bernard Storup of Société Soy. 1990. June 6. Tof’in was introduced first (in 1986) and Croque Tofu (deep-fried burgers) came second (Feb. 1987). They are the same product but the packaging for each was different.

Talk with Bernard Storup. 1990. June 13. Tof’in (pronounced toe-FEEN) was packaged for supermarkets. It was the same as Croque Tofou, but not the same as Croque Tofou Léger, which came in Italienne, Chinoise, and Gratinée flavors. Tof’in was discontinued about 2 years ago. Then 18 months later the company launched, for supermarkets, a product named Dorés de Soja, which is the same as Tof’in (i.e. deep-fried).

Letter from Bernard Storup. 1990. Dec. 26. This product was not deep-fried. It was prepared without fat.

**1850. Product Name:** Lite Chef Tofu Mixer [Pasta Italiano, Rancheros Fiesta, Mandarin Almond Stir-Fry, California Burger, or Shanghai Sweet ‘n Sour].

**Manufacturer’s Name:** Sunfield Foods (Distributor). A Sunmark Company.

**Manufacturer’s Address:** 8155 Hampshire St., St. Louis, MO 63123. Phone: 314-832-7575.

**Date of Introduction:** 1986 April.

**New Product–Documentation:** Ad in Whole Foods. 1986. April. p. 41. “Lite Chef Introduces a World of Taste to Tofu, and a World of Profit for You.” Ad in Natural Foods Merchandiser. 1986. Oct. p. 46. “Tofu. Traffic!” Leaflet. 8½ by 11 inches, color. “Tofu. Terrific!” Note: This line was first introduced by Essential Foods in 1984. Pasta Italiano 240 calories, Rancheros Fiesta 280, Mandarin Almond 310, California Burger 190 calories. Size: 3.8 to 5.5 oz. Retail: \$1.99. Soya Newsletter. 1987. Sept/Oct. p. 6. These are now called Life Chef Entrees (which see). The newest “quick and easy” dinner is Shanghai Sweet ‘n Sour. Talk with Craig

Ramsell. 1989. March 14. The Lite Chef line of products was discontinued in about Sept. 1988, after a large production run, shortly before Sunfield was acquired by Barbara’s Bakery. Barbara’s was not interested in buying the line.

**1851. Product Name:** Crispy Chik (Breaded) [Patties, or Chunks].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1986 April.

**Ingredients:** Chik pieces: Textured vegetable protein (soy protein isolate and concentrate), egg whites, soybean and/or corn oil, flavorings (hydrolyzed vegetable protein, onion powder, turmeric, spice extractives), monosodium glutamate, carrageenan, niacinamide, etc. Batter: Water, wheat flour, corn flour, salt, leavening (sodium acid pyrophosphate, sodium bicarbonate), monosodium glutamate, paprika, spices, corn starch, onion powder, dextrose, garlic powder, turmeric, yeast, nonfat dry milk, hydrolyzed plant protein, eggs. Breading: Bleached white flour, yeast, sugar, salt.

**Wt/Vol., Packaging, Price:** Patties: 10 oz (284 gm) paperboard box. Chunks: 12 oz (340 gm) box.

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet with coupon. 1986. “New! Crispy Chik.” Expires Dec. 31, 1986.

*Vegetarian Meal Plan. 7th ed. Appendix A.6-27.*

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. 8 by 4 by 1¼ inches. Red, black, and golden brown on white. “A breaded vegetable protein product. Completely meatless. Microwaveable. Heat and serve convenience.” Package design is copyright 1987. The main ingredients are now: Patties: Textured vegetable protein (soy protein concentrate and isolate), egg whites, wheat flour, soybean oil, corn oil, corn flour, salt, whey, partially hydrogenated soybean oil, sugar, yeast leavening (sodium acid pyrophosphate, sodium bicarbonate), nonfat milk, natural and artificial flavors from non-meat sources, monosodium glutamate, spices, vegetable gum, celery, onion, garlic, niacin, iron, etc.

Soyfoods Center product evaluation. 1990. July 21. Too salty if served by itself. The photo on the package looks better than the actual product. When microwaved, they do not brown. When heated in an oven, they are too dry. Deep fried, they are good but still somewhat dry. Package design: Excellent.

**1852. Toyo Shinpo (Soyfoods News).** 1986. Faasuto Fuudo wa tōfu kara. Tomii Cheen. Gyōkai no sakigake mezasu [Fast foods from tofu. The Tomi Chain aims to be a pioneer in the industry]. May 21. p. 3. [Jap; eng+]

• **Summary:** Yoshiaki Saruda, president of the Tomi chain in Kyoto, is franchising the concept. He got the idea from McDonald’s. His shop sells tofu ice cream, tofu yogurt,



tofu hamburgers, tofu pies, Tomi crepes, Tomi pies, etc. These second generation products are all made by machines, produced by Saruda Shoten, which is pioneering such food equipment. Saruda Shoten is owned by Yoshiaki Saruda's father.

1853. *Toyo Shinpo (Soyfoods News)*. 1986. Tenpe ryôri no tokuchô reiji. Torigoe Goorudo. Torigoe Seifun ga PR [They demonstrate the special characteristics of tempeh cookery. Torigoe Flour Milling Co. does PR for its Tempeh Gold, with recipes]. May 21. p. 9. [Jap; eng+]

• **Summary:** Recipes include Gojiru, Takikomi Gohan, Tempeh Hamburger, Potato Croquettes, Kakiage, Banana Doughnuts. Address: Kyoto, Japan.

1854. **Product Name:** Tofu Burger.

**Manufacturer's Name:** Michigan Soy Products Co., Inc.

**Manufacturer's Address:** 1213 N. Main St., Royal Oak, MI 48067. Phone: 313-544-7742.

**Date of Introduction:** 1986 May.

**Ingredients:** Tofu, brown rice, whole wheat flour, onion, carrot, sesame seeds, oats, sunflower seeds, corn oil, safflower oil, arrowroots, salt, garlic, corn meal, seaweeds.

**Wt/Vol., Packaging, Price:** 8 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Blair. 1987. *Detroit News*. Nov. 4. p. 1E, 2E. Tofu. Talk with Dorothy Hwang. 1988. Feb. 18. This product sells very well. They will soon change the packaging from a tofu tray to a printed paper box. Label. 1987. Dot matrix printed on white gummed label.

1855. Domitz, Lynne. 1986. "Soysage" maker offers a healthful alternative. *Messenger (Athens, Ohio)*. June 1.

• **Summary:** A photo shows Nancy Hauber, founder and operator of Golden Soy Foods, 26½ East State St., Athens, Ohio. She is posing with equipment she uses to make "soysage, a soy-based, vegetarian sausage substitute."

A vegetarian since 1977, she graduated from Ohio University in 1978 (with a degree in elementary education) and started her company 2 years ago. She also makes a tofu-based dill salad dressing and a tofu sandwich spread; she says the latter is used just like mayonnaise.

Soysage is low in fat and high in protein, which is just what vegetarians need if they're not going to get their protein from meats.

"She said she got most of her business advice from Susan Spataro, director of the Athens Small Business Center, and some help from her father, who has been a businessman all his life."

1856. Forman, Gail. 1986. Where's the beef? Just substitute bean curd skin. *Washington Post*. June 15. p. K1, K6.

• **Summary:** Special to the Washington Post: Bean curd has a 2,000 year history [sic] as a dietary staple all over East

Asia and recently it has developed a following in the United States. Less well known is a relative of bean curd called "bean curd skins."

Before the coagulant is added to hot soy milk to make bean curd, "a thin skin forms on top, much like the skin that forms when cow's milk or cream is heated... This very thin skin, carefully lifted off and hung up to dry, is called tiem jook [sweet dried yuba] by the Chinese, yuba by the Japanese. In English it goes by the various names of bean curd skin or tofu skin, bean curd sheets and bean curd robes."

Note: This is the earliest English-language document seen (Oct. 2012) that uses the word "robes" or the term "bean curd robes" to refer to yuba.

The thinner the bean curd sheets, the better. Oriental groceries stock them in various dried forms: flat sheets, rolls, folded sticks, strips, circles, and small triangles. They are brittle and break easily, but last almost indefinitely without refrigeration. Some grocery stores now also sell fresh and frozen bean curd skins, which are easier to handle and more flavorful than dried.

Bean curd skins first became widely used millennia ago in Chinese Buddhist vegetarian cuisine, where they were used in place of meat—as in mock Peking duck. They are widely used as wrappers of almost any small packet of tasty ingredients. Steamed bean curd sticks [dried yuba sticks], made of rolled or folded sheets, add substance to a bowl of vegetable broth.

Contains the following recipes, from various restaurants, for using bean curd skins: China Harbor lobster roll (a good way to stretch a small amount of lobster). Meat stuffed bean curd skins (calls for "2½-inch square pressed bean curd"). Yellow birds (vegetarian). Mock Peking duck (vegetarian). Bean stick soup. Steamed fish with bean curd sticks (calls for "2 ounces bean curd sticks, broken into 2-inch sections"). Fukien stuffed shrimp in bean curd skins. Buddha's delight (vegetarian).

Note: This very creative article is the first to mention the word "yuba" in a major American newspaper. Address: Japan.

1857. **Product Name:** Light Tofu Browners, Sausage Style (Meatless Sausage).

**Manufacturer's Name:** Light Foods Inc.

**Manufacturer's Address:** St. Louis, MO 63017.

**Date of Introduction:** 1986 June.

**Ingredients:** Water, tofu, TVP (textured vegetable protein), soyoil, egg whites, salt, natural herbs and spices, honey, tamari, wheat gluten, malt powder.

**New Product–Documentation:** Poster. 1986. "No cholesterol, no MSG, no sugar, no meat." Spot in *Natural Foods Merchandiser*. 1987. March. p. 99. Adweek East. 1987. April 6. *Soya Newsletter*. 1988. Sept/Dec. A new smaller size, (8 links in a 12-oz. package) was introduced

in late 1988. Address is now 613c Broadmoor, St. Louis, Missouri 63107. Ingredients include water, tofu, TVP, soy oil, salt, honey, soy isolate, malt powder, and natural herbs and spices.

1858. **Product Name:** [Okara Burger].

**Foreign Name:** Okaraburger.

**Manufacturer's Name:** Sojatopf. Renamed Soto in April 1989.

**Manufacturer's Address:** Friedrich-Ebert-Str. 40, D-8323 Trostberg, West Germany. Phone: 08621-62538.

**Date of Introduction:** 1986 June.

**Ingredients:** Incl. okara, tofu, hazelnuts, tamari.

**Wt/Vol., Packaging, Price:** 80 gm vacuum pack.

**New Product–Documentation:** Letter (fax) from Harry Whitford. 1990. May 30. Gives full details on product based on interview with Gerhard (Oskar) Schramm. On 1 Jan. 1990 the company moved to Wolfbergerstr. 47, D-8211 Breitbrunn am Chiemsee, West Germany.

1859. Stein, Margery. 1986. The winning formula: Ten years of testing and tasting made David Mintz a millionaire. *Success!* June. p. 28-32. Cover story.

• **Summary:** In 1969 he opened Mintz's Buffet on Manhattan's trendy Upper East Side... "One day I read about tofu in a health food magazine. When I saw the words 'looks like cheese but its not,' I said, 'That's what I've been looking for.' My antenna went up." Mintz made a trip to Chinatown, bought several buckets of bean curd, and went into his kitchen to experiment. "Plans for franchises are proceeding—more than 800 would-be owners are already in Tofu Time's files... A tofu TV dinner is in the works, along with cookies, biscuits, pastas, breads, sauces, dips, drinks, yogurts, low-fat and sugarless Tofutti, and a tofu patty that tastes like a hamburger."

1860. **Product Name:** Natural Touch Taco Mix (Meatless Entrees Dry Mix).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1986 June.

**Ingredients:** Textured soy protein concentrate, tomato powder, natural flavors from vegetable sources, fructose, sea salt, onion and garlic powder, spices.

**Wt/Vol., Packaging, Price:** 3.25 oz paperboard box. Retail for \$1.50 (7/90, California).

**How Stored:** Shelf stable.

**New Product–Documentation:** Food Report (Lehmann). 1986. June. "Meatless main courses in minutes."

Ad (full page, color) in Natural Foods Merchandiser. 1986. Sept. "New! Natural Touch Entrée Mixes."

Poster. 1987. March (undated). "New! Natural Touch Entree Mixes. The taste nobody can touch. Purity Pledge."

1861. **Product Name:** Natural Touch Stroganoff Mix (Meatless Entrees Dry Mix).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1986 June.

**Ingredients:** Sour cream powder (sour cream solids, nonfat milk solids, citric acid), natural flavors from vegetable sources, textured soy concentrate, corn starch, wheat flour, corn oil, fructose, dextrose, onion, mushrooms, garlic powder, caramel.

**Wt/Vol., Packaging, Price:** 3.1 oz paperboard box. 3.2 oz retails for \$1.50 (7/90, California).

**How Stored:** Shelf stable.

**New Product–Documentation:** Ad (full page, color) in Natural Foods Merchandiser. 1986. Sept. "New! Natural Touch Entrée Mixes."

Poster. 1987. March (undated). "New! Natural Touch Entrée Mixes. The taste nobody can touch. Purity Pledge."

1862. Wilson, Abigail. 1986. Tempeh Works making money—but not a profit. *Recorder (Greenfield, Massachusetts)*. July 18.

• **Summary:** Tempeh Works had sales of \$550,000 in 1985 and Michael Cohen anticipates they will reach \$650,000 in 1986. "The company's potential is proven but money is scarce. Cohen has been able to secure \$325,000 in seven years in both state and federal loans. But while the money helped him buy property and move into a new facility, most of it could not be used to meet two critical needs of his business: marketing and working capital." He has found that money for R&D is impossible to find.

"The single financier who invested \$50,000 in Tempeh Works for a high-risk venture—Tofu Pups, a soybean hotdog with no cholesterol or nitrates—gave birth to a product that in one year has brought in 65 percent of the company's sales."

Cohen now plans to raise \$500,000 through a public stock offering. Half that sum will go to marketing.

1863. **Product Name:** Sesame-Wheat Tempeh (Sausage Shaped).

**Manufacturer's Name:** 21st Century Foods Inc.

**Manufacturer's Address:** 30A Germania St., Jamaica Plain, MA 02130. Phone: 617-522-7595.

**Date of Introduction:** 1986 July.

**Ingredients:** Organic soybeans, purified water, bulghur wheat, roasted sesame seeds, fresh *Rhizopus* culture.

**Wt/Vol., Packaging, Price:** 8 oz or 16 oz flat, or 8 oz roll.

**How Stored:** Refrigerated, 21 day shelf life.

**Nutrition:** Per 4 oz.: Calories 197, protein 23 gm, carbohydrate 15 gm, fat 5 gm, fiber 3.45%.

**New Product–Documentation:** Label. 1987. 6 by 8 inch plastic bag. Orange, blue, yellow, black, and white. "Whole



food for a healthy world. Low calories. Low sodium. No cholesterol. No preservatives. What is Tempeh? (Lengthy description on back). Dark areas may occur on our tempeh, which indicates ripeness, and are normal on foods naturally cultured.” Talk with Rudy Canale. 1988. Sept. 13. The invoice for printing the labels for this product is dated July 1986.

1864. Bean Supreme Soyfoods. 1986. Price list. P.O. Box 78 084, 1 Wallingford St., Grey Lynn, Auckland, New Zealand.  
**• Summary:** The company makes Tofu, Tempeh, Cottage Spread, Soymilk, Soysage, and Non-Dairy Frozen Dessert. Address: Grey Lynn, Auckland, New Zealand.

1865. **Product Name:** Tofu (Vacuum Packed), Tofu Sloppy Joe, and Tofu no-Egg Salad.

**Manufacturer’s Name:** Fresh Tofu Inc.

**Manufacturer’s Address:** 900 Line St. (P.O. Box 1125), Easton, PA 18042. Phone: 215-258-0883.

**Date of Introduction:** 1986 July.

**New Product–Documentation:** Talk with Gary Abramowitz. 1989. Aug. 21. The company bought a vacuum packaging machine in about July 1986 and added a 1 lb packaged tofu to their bulk tofu. At about the same time they launched a Tofu Sloppy Joe, the only product of theirs that has ever failed. In Sept. 1986 they introduced a Tofu No-Egg Salad.

1866. **Product Name:** [Kip Lumpia (Spring Rolls or Soya Croquettes with Chicken)].

**Foreign Name:** Kip Loempias.

**Manufacturer’s Name:** Mora.

**Manufacturer’s Address:** Belgium.

**Date of Introduction:** 1986 July.

**Wt/Vol., Packaging, Price:** Each 125 gm and packed in two to retail for 69 BF.

**New Product–Documentation:** Food Report (Lehmann). 1986. July.

1867. *Natural Foods Merchandiser*. 1986. 7th Annual Natural Foods Merchandiser merchandising awards. July. p. 42-43, 45.

**• Summary:** Soyfoods won the following awards: Gold: San-J Tamari (wheat-free soy sauce) and Shoyu; Silver: Fantastic Foods’ Tofu Scrambler & Tofu Burger, Westbrae Natural miso soups; Honorable mention: Walker & Wilks Tofoods frozen entrees, White Wave boxed tofu. Color photos show each.

1868. Realeat Company. 1986. Meat in decline. The 1986 Realeat Survey (News release). Gregory Sams, The Realeat Company, 2 Trevelyan Gardens, London NW10 3JY, England. 2 p. July. [2 ref]

**• Summary:** A three year look at Great Britain’s changing

attitudes to meat eating. A survey conducted for Realeat Co. by Gallup (Social Surveys) Ltd. polled 3,881 adults age 16 and over at 200 points across the British Isles. Realeat Co. is a natural foods firm that introduced the popular VegeBurger in 1983. The percentage of Britishers who are vegetarian grew to 2.7% in 1986 from 2.1% in 1984. An additional 3.1% avoided red meat in 1986, up from 1.9% in 1984. Students aged 16 and over are now 4 times as likely as the rest of the population to be vegetarian. In 1986, 18.2% of students ate no meat (11% ate no meat, fish or poultry), up from 9.8% and 4.8% respectively in 1985. 7.3% of all women eat no meat versus 4.2% of all men. Of those eating less meat, the upper classes are cutting back the most (mainly for health reasons) and the lower classes the least (if so, more for cost reasons). Address: Gregory Sams, London, England.

1869. Shurtleff, William; Aoyagi, Akiko. 1986. Tempeh production: A craft and technical manual. Lafayette, California: Soyfoods Center. 176 p. Illust. by Akiko Aoyagi Shurtleff. Index. July. 28 cm. [28 ref]

**• Summary:** The table of contents of this edition is basically the same as that of the original 1980 edition. Major changes have been made in the ads at the back of the book and small changes in several other parts of the book.

Print history: Pre-publication: 100 photocopy copies. 1980 March 15: 1,021 paperback and 150 hardcover. 1986 July: 330 paperback. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

1870. Lundberg, Kirsten O. 1986. Move over high tech, here comes tofu: Or, can soybeans fuel Massachusetts’ economy into the 21st century? *Boston Globe*. Aug. 5. p. 25, 36. [1 ref]

**• Summary:** About Tomsun Foods Inc. and Nasoya Foods. John Paino says that Tomsun is focusing on products for the dairy section, whereas Nasoya has chosen to remain in the produce section. “Both companies have branched out into tofu-based ‘second-generation’ products”—in hopes of reaching a wider market. These include salad dressings, soy mayonnaise or Soyannaise, and tofu burgers.

“Nasoya has been more conscious of purity over the years because of their macrobiotic background. It gives them a philosophical attitude to water, coagulant and soybeans that translates into high quality, and they present their product that way,” says William Shurtleff, author of ‘The Book of Tofu’ and director of the Soyfoods Center in Lafayette, California.”

Tofu is made from soy milk, “mixed with the coagulant nigari—a residue of dried seawater imported from Japan—and compressed.”

Photos show Tom Timmins (age 40) with Jofu and John Paino with his tofu products. Address: Massachusetts.

1871. **Product Name:** Natural Prepared Entrees: Tofu Burger.

**Manufacturer's Name:** Natural, Inc.

**Manufacturer's Address:** 6650 Santa Barbara Ct., Elkrige, MD 21227. Phone: 301-796-3211 (Balt.); 301-621-5388 (DC).

**Date of Introduction:** 1986 August.

**Ingredients:** Nigari tofu, carrots, cabbage, onions, celery, okara, soymilk, sesame seeds, sunflower seeds, soybean oil, sea salt, spices.

**Wt/Vol., Packaging, Price:** 7 oz vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1986, undated. “Completely vegetarian. All natural. No preservatives.” Talk with Larry C. Betzler of American Soyfood Industries. 1988. April 1.

1872. **Product Name:** Tempeh Burger.

**Manufacturer's Name:** Nutrisoy Pty. Ltd.

**Manufacturer's Address:** 255 Forest Road, Arncliffe 2205, NSW, Australia.

**Date of Introduction:** 1986 August.

**Ingredients:** Organic soybeans, water, soy sauce, sunflower oil, cider vinegar, spices, herbs, and culture (*Rhizopus oligosporus*). “Black spots are normal sporulation and do not indicate spoilage.”

**Wt/Vol., Packaging, Price:** 200 gm in plastic bag.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label with date sent by Tony Wondal of Nutrisoy. 2005. April 26. He started making and selling this product in Aug. 1986. Orange, green, yellow, black and white on red. “Sandwich filling. Ready to serve, hot or cold.”

1873. Watanabe, Tokuji. 1986. Traditional foods: Their values, problems and research and development. In: V.H. Potty, et al. eds. 1986. Traditional Foods: Some Products and Technologies. 292 p. See p. 201-08. Aug. Presented at the UN University Workshop on “Traditional Food Technologies: Their Development and Integrated Utilisation with Emerging Technologies.” Held June 1983 at CFTRI, Mysore, India. [7 ref]

• **Summary:** Contents: Introduction (ways of classifying traditional foods). Structural characteristics of traditional food industries in Japan. Traditional food processing technologies. Problems and reevaluation of traditional foods. New food processing technologies applied to traditional foods. Technologies applicable to traditional foods. Assessment in modernization of traditional food production. Some activities related to traditional foods. Conclusion.

Traditional foods can be classified as staple or non-staple, fresh or processed (processing technologies include fermentation [e.g. miso, soy sauce, natto], salting, acidifying, drying after freezing [kori-tofu], sun-drying, fractionation [tofu], fabrication [ganmodoki], simulation of animal foods [soy milk, ganmodoki, su-ho-tai made from yuba in

China]), animal or vegetable origin, and region or national production.

In Japan, rice consumption is decreasing year after year. It is thus not surprising that consumption of traditional foods closely associated with rice production are also decreasing. The reevaluation of traditional foods and their advantages and disadvantages are discussed. New food processing and packaging technologies are being applied to traditional foods, including tofu, miso, natto, and koji. Recently a method has been found to extend the shelf life of natto beyond the traditional 1-2 day period. Miso has been freeze-dried.

“Another application of a new process for the traditional foods is the emulsion curd which is a semi-solid mixture with definite proportion of soybean protein, oil and water. It keeps its form without flow. Even the dried or frozen product recovers its original texture by hydration or thawing. Therefore, it is used as a substitute in dried or frozen *Tofu*. Regular *Tofu* cannot recover its texture once it is frozen or dried...

Miso can be enriched with vitamin B-2 and calcium, and its salt content lowered. Since 1980 the Laboratory of Food Science at Kyoritsu Women's University has been conducting a research survey on traditional foods and dishes in Japan in cooperation with the Cooking Research Laboratory. “This project consists of three components: (a) survey of the present status of traditional foods on local basis at respective regions by visiting prefectural research organisations—universities and colleges; (b) sending questionnaires to students for seeking information on the position of the traditional foods in the dietary patterns of individual homes and also to obtain their comments on the future prospects of the local traditional foods; (c) and documentation regarding local traditional foods, followed by classification according to preparation or cooking method for analysis. On the basis of the collected data, the relationship between each local traditional food and its natural, cultural and historical background has been studied and published in the university's journals. More efforts are being made to identify the reasons as to why and how some traditional foods have survived in certain regions, while the others have disappeared or reached the verge of extinction.

“Another related activity is the one carried out by Ajinomoto Company, a major food manufacturer in Japan, which has got the modern audio-visual media, video-tapes and 36 mm-films. Their team has been documenting the processing of some selected traditional foods like *Tofu*, *Yuba*, *Fu* and such other foods as demonstrated by professionals by using the old traditional methods and facilities. This would help in the documentation of traditional technologies before they disappear in the event of modernisation of such foods. Such tapes and films have been made available by the company...

“Traditional foods, especially those of plant origin, are



prepared by such complex multi-step processes as to be called 'products of human wisdom.' Therefore there is so much to learn from such products if serious attention be paid. Indeed they have great potential for developing new food industries." Address: Kyoritsu Women's Univ., Tokyo, Japan.

1874. *Plenty Bulletin (Summertown, Tennessee)*. 1986. Jamaica soy. 2(3):1-3. Fall. [5 ref]

• **Summary:** "Recently, the Jamaican Government has launched an aggressive agricultural program (titled 'AGRO 21') which is designed to boost production of foods that can be grown locally, in order to decrease the need for precious foreign exchange... Consequently, soybean production has been conceived as one of the top priorities by the Ministry of Agriculture. Ironically the plan focuses on the use of soybeans to provide cooking oil and animal feed... With the participation of the Israelis and other foreign investors, soybeans are fast becoming one of the major field crops on the island..."

"In 1983, Plenty USA's sister organization, Plenty Canada, established an agricultural project on the north-central coast of Jamaica. Craig Bialick, an agronomist and soy foods technician who had worked 3 years with Plenty's soy projects in Guatemala in the late 1970's, was hired by Plenty Canada for the Jamaica project.

"Craig spent 15 months in Jamaica, June 1984-September 1985... He organized a school lunch program and set up a soy foods processing training center in Claremont, St. Ann. He also carried out numerous 'soy demonstrations' wherein local participants were taught how to prepare soy foods using only the facilities available in their home kitchens. 107 of these public demonstrations reached over 6,000 people from 4 different parishes on the island. Typical locations were schools, churches, clinics, youth clubs and weekly markets."

The Country Farmhouse Project in Kingston, Jamaica is run with the help of two Jamaican young people, Rasino D'Aguilar and his wife, Mohi. This small-scale cottage industry, which has been in business for 1 year on a shoestring budget, makes soy ice cream, tofu, soy mayonnaise, and a variety of okara burgers. Some of their products are sold at a weekly market sponsored by the Jamaica Vegetarian Society.

Photos show: (1) Jamaican kids making soy ice cream in Kingston. (2) Rasimo D'Aguilar preparing soymilk for making tofu at the Country Farmhouse kitchen in Kingston, Jamaica.

1875. **Product Name:** Spicy Tempeh Chili.

**Manufacturer's Name:** Hain Pure Foods.

**Manufacturer's Address:** Los Angeles, Calif.

**Date of Introduction:** 1986 October.

**Ingredients:** Incl. Tempeh, soy sauce.

**Wt/Vol., Packaging, Price:** 15 oz can. \$1.69.

**How Stored:** Shelf stable.

**New Product-Documentation:** Interview with Lonnie Stromnes. 1987. Sept. 3. He helped Hain develop the product. Hain was owned by Ogden for 4-5 years. Now it is owned by Pet of St. Louis, Missouri, a huge conglomerate.

1876. **Product Name:** Lemon Broil Tempeh.

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 1990 North 57th Court, Boulder, CO 80301.

**Date of Introduction:** 1986 October.

**Ingredients:** Soy rice tempeh (cultured soybeans, water, brown rice), olive oil, soy oil, soy sauce, concentrated lemon juice, granulated garlic, onion powder.

**Wt/Vol., Packaging, Price:** 6 oz. Plastic wrapped.

**How Stored:** Refrigerated or frozen.

**New Product-Documentation:** Label. 1986. 3 inches square. Yellow and white on blue background. "Great on Sandwiches or Add to Stir Fry or Grill on Barbecue. Heat and serve. Pareve." Soyfoods Center product evaluation.

Delicious! Interview with Lonnie Stromnes. 1987. Aug. 31.

New Label. 1989. April. **Ingredients:** Soy Rice Tempeh, olive oil, soy oil, soy sauce, concentrated lemon juice, granulated garlic, onion powder.

By March 1996 this tempeh was classified by White Wave as a type of Veggie Burger.

1877. *Beachcomber (Vashon, Washington)*. 1986. Versatility is what sells tofu. Nov. 26.

• **Summary:** A large photo shows all Island Spring products, including soymilk, firm and extra firm tofu, Tofu Ranch House Dressing, Tofu Dessert (ice cream), Tofu Burgers, and Tofu Frozen Dessert Mix. Address: Vashon, Washington.

1878. Dawson, Barbara M. 1986. Vegetarian spa resorts to innovative purchasing. Murrieta Hot Spring's typical weekly grocery order might include 1,000 pounds of tofu. *Restaurants & Institutions (Des Plaines, Illinois)*. Nov. p. 172.

• **Summary:** In a 6-month period, Murrieta purchased 23,400 pounds of tofu, or 130 lb/day. The San Diego Soy Dairy sells 4,500 lb of tofu a week, 25% of it to Murrieta. Popular dishes include tofu links (hot dogs) marinated in almond oil, liquid aminos, ketchup and mustard, and grilled on the barbecue. Breakfast features a scrambled tofu dish blend in with almond oil.

Note: As of Aug. 1991 Murrieta Hot Springs is closed and a mess, with broken windows, no owner, and facing receivership.

1879. **Product Name:** Natural Prepared Entrees: Vegi Burger.

**Manufacturer's Name:** Natural, Inc.

**Manufacturer's Address:** 6650 Santa Barbara Ct.,

Elkridge, MD 21227. Phone: 301-796-3211 (Balt.); 301-621-5388 (DC).

**Date of Introduction:** 1986 November.

**Ingredients:** Nigari tofu, carrots, cabbage, onion, celery, potato, yam, okara, soymilk, sesame seeds, sunflower seeds, soybean oil, sea salt, spices.

**Wt/Vol., Packaging, Price:** 7 oz vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Larry C. Betzler of American Soyfood Industries. 1988. April 1. Eddie Tsai, the Taiwanese manager, makes Tofu Burgers and Veggie Burgers for Larry.

1880. *Soyfoods Report*. 1986. ProFiles: Golden Soy Foods, Inc. Fall. p. 11-12.

• **Summary:** Hauber, a vegetarian for 10 years, started the company in 1986 making Soysage in her kitchen.

1881. **Product Name:** Deep-Fried Tofu (Ganmodoki, Atsuage, or Namaage).

**Manufacturer's Name:** Tacoma Tofu.

**Manufacturer's Address:** 11018 Bridgeport Way S.W., Tacoma, WA 98499.

**Date of Introduction:** 1986 November.

**New Product–Documentation:** Talk with Ron Johnson, owner. 1987. Nov. 13. His wife is Japanese. Sells his tofu mostly to Japanese Americans under these names.

1882. Tofu Shop Delicatessen (The). 1986. Thanksgiving specials (Leaflet). Arcata, California. 1 p. 28 cm. Single sided.

• **Summary:** Handwritten, with an illustration of The Tofu Shop, on pillars and with a tree growing overhead, at the edge of the ocean. "Tofu-Turkey: Deli 5 lb. 'birds' made from the freshest tofu, fully stuffed, basted, and baked. Tastes like the real thing and the leftovers are delicious. No animal products. Price—\$12.95, with \$5.00 non-refundable deposit. Pre-order.

"Traditional stuffing: All natural with whole-wheat croutons, mushrooms, tofu trimmings and select veggies and spices. Price—\$1.75 / qt. Pre-order.

"Pumpkin tofu pie: Large 9" pie serves eight. A delicious dessert with whole wheat crust, free of dairy and eggs. Price—\$5.75. Pre-order.

Ordering & pick-ups: Order deadline: Mon. Nov. 19. All pick-ups: Wed. Nov. 21.

"This year. Save the bird & eat it, too!" Address: 768 18th St., Arcata, California. Phone: 822-7490.

1883. **Product Name:** Tofu-Turkey, Traditional Stuffing, Pumpkin-Tofu Pie.

**Manufacturer's Name:** Tofu Shop Delicatessen (The).

**Manufacturer's Address:** Arcata, California. Phone: 822-7490.

**Date of Introduction:** 1986 November.

**Ingredients:** Tofu (soybeans, water, nigari). Stuffing: Wholewheat seasoned croutons, parsley, celery, onions, mushrooms, carrots, tofu, miso, okara, soy margarine, tamari, sage, paprika, basil. Basting: Tamari, soy margarine, garlic, onions, sage.

**New Product–Documentation:** Leaflet (28 cm, single sided) sent by Matthew Schmit. 1986. Handwritten, with an illustration of The Tofu Shop, on pillars and with a tree growing overhead, at the edge of the ocean. "Tofu-Turkey: Deli 5 lb. 'birds' made from the freshest tofu, fully stuffed, basted, and baked. Tastes like the real thing and the leftovers are delicious. No animal products. Price—\$12.95, with \$5.00 non-refundable deposit. Pre-order.

"Traditional stuffing: All natural with whole-wheat croutons, mushrooms, tofu trimmings and select veggies and spices. Price—\$1.75 / qt. Pre-order.

"Pumpkin tofu pie: Large 9" pie serves eight. A delicious dessert with whole wheat crust, free of dairy and eggs. Price—\$5.75. Pre-order.

Ordering & pick-ups: Order deadline: Mon. Nov. 19. All pick-ups: Wed. Nov. 21.

"This year. Save the bird & eat it, too!"

See similar, but more professional. leaflets from 1987, 1988, 1989, and 1990.

1884. Eilers, Richard. 1986. Vegetarian's work rooted in low-calorie soy products [Nancy Hauber of Golden Soy Foods]. *Plain Dealer (Cleveland, Ohio)*. Dec. 21.

• **Summary:** Hauber produces 400 lb of soysage and 1,600 pints of tofu spreads and dressings a week. A photo shows Nancy Hauber with her meatless Soysage, Tofu Dill Salad Dressing, and Tofu Sandwich Spread.

1885. *SoyaScan Notes*. 1986. Chronology of soybeans, soyfoods and natural foods in the United States 1986 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. Ron Ishida, an attorney with no previous knowledge of tofu, working for Azumaya Inc. (South San Francisco, California), rewrites the Tofu Standards without authorization. They have already gone through 8 drafts. This creates a crisis.

Jan. Soymage, the first casein-free soy cheese, is introduced by Soyco Foods.

Jan. *Soyfoods: The Journal of the European Soyfoods Association (ESFA)* begins publication from Paris. Philippe Vandemoortele of Alpro is president of the association and Guy Coudert is editor of the periodical. The association plans to organize a soyfoods conference every 2 years. But the journal is discontinued after 3 issues.

Jan. Tomsun Foods is reorganized, changing its name (for the fourth time) to Tomsun Foods International. The firm's new chairman is Juan Metzger, founder of Dannon



Yogurt. The company produces nearly 3 million lb. of tofu a year.

Jan. First Tofutti Shop opened in Japan by Daiei Co. Inc, Japan's largest retailer. Shop sells non-dairy soy-based ice cream and related snacks.

Feb. 7. Fire destroys Island Spring tofu plant in Vashon, Washington, with an estimated \$1 million loss.

Feb. Soya Kaas, an imitation cheese containing soymilk and casein, launched by American Natural Snacks, a marketer. The manufacturer is Swan Gardens of Georgia.

Feb. Jofu, a tofu-based, non-dairy, nonfermented, yogurt-like product, sweetened with fruits, launched by Tomsun Foods International of Greenfield, Massachusetts. The product is a hit, grossing nearly \$400,000 in its first 32 weeks on the market.

Feb. Barricini Foods has its first public stock offering. Raises \$1.5 million, gross to use in marketing Tofulite and Ice Bean soy ice creams.

Feb. Central Soya purchases Staley's protein line, including Mira-Tex, Procon [soy protein concentrate], and Textured Procon brands.

Feb. ASA hires Jim Guinn as technical director of soybean quality programs. Soybean quality is an area of growing interest, with two parts: 1. The traditional area of soybean condition, concerning grades, damage, foreign material, etc. 2. The newly emerging area of soybean composition and its relation to grades. New measurement technologies make it likely that soybeans may soon be sold based on their composition of oil and protein. Both effect exports and price.

March 5. Pesticide control now tops the Environmental Protection Agency's list of most pressing problems, announces *The New York Times* (and *Soybean Digest*, June/July). Stricter pesticide laws are enacted.

March 7. Richard E. Lyng of California becomes U.S. Secretary of Agriculture, replacing John R. Block. Policies remain unchanged.

April 18. Wm. Shurtleff, in charge of compiling the original tofu standards, submits a strong criticism of the illegitimate Ishida draft in the form of a detailed chronology of the development of the tofu standards.

April. Tofu cheesecake revolution in New York City profiled by *Whole Life*. Thirteen restaurants now offer them.

May. Tofutti Love Drops (chocolate covered graham cookie drops) launched by Tofutti Brands with much fanfare.

May. Nasoya's new million-dollar automatic tofu-making system, imported from Sato Shoji in Japan, begins operation.

June. Increasing consumer deception by "soy cheese" manufacturers. *Whole Life* publishes "Whole Frauds in the News: Will the Real Soy Mozzarella Please Stand Up (That is, If There is One)," an exposé of mislabeling involving Soyarella, Tofu Mozzarella, and Soya Kaas (though the latter brand is not at fault). Argues that it is deceptive for

health food stores to call a product "non-dairy" if it contains casein (milk protein), even though FDA rules allows such a designation. In Oct. *Whole Life* shows that "Independent lab tests prove Soyarella hoax; Large quantities of casein [19.6%] found in so-called soy cheese." Soyarella had previously been marketed as casein free.

July. Ralston Purina Co. starts publication of Nutrition Overview, a newsletter focusing on soy protein and fiber.

July. Soyfoods win big in 7th Annual Natural Foods Merchandiser merchandising awards: Gold: San-J tamari and shoyu. Silver: Fantastic Foods' Tofu Scrambler and Tofu Burger, Westbrae Natural miso soups. Honorable mention: Walker & Wilks frozen entrees, White Wave boxed tofu.

July. Vitasoy reintroduces its line of reformulated and repackaged soymilk products, originally launched in 1984. They contain more solids and nutrients, and are sweetened with barley malt instead of maple syrup.

July. A Roper poll in the U.S. finds that tofu is the "most hated" food. 35% of a sample of 2,000 adults checked it on a list of foods said to be disliked, ahead of liver (34%), yogurt (29%), Brussels sprouts (28%), and prunes (24%). Results do not vary significantly by age, but tofu dislike is somewhat less among those with higher incomes. The poll results are very widely publicized, and are even the subject of a question on the TV program *Jeopardy* (in early 1988)—and its rerun! These findings suggest both a widespread awareness of tofu and a split image: Some like it and others don't.

Aug. Kikkoman's new shoyu plant starts operation in Chitose, Hokkaido, in northern Japan. The first product was shipped on 30 Jan. 1987.

Sept. 9. American Soy Products Inc. plant dedicated in Clinton, Michigan. A \$10 million joint venture between Eden Foods and four Japanese companies (Kawasho, Marusan, Muso, Seikensha), construction on the plant began in Oct. 1985. It will make Edensoy soymilk in Tetra Brik cartons. The first products are shipped in November.

Sept. 19. Tofu standards passed by Tofu Standards Committee in San Francisco, after all committee members except Shurtleff agree to start with a blank slate in drafting new standards—thus erasing years of work by hundreds of people. Shurtleff resigns in protest, arguing that this is a violation due process. Shortly thereafter Barricini and Ralston Purina also refuse to give final approval. Tofu standards are stalled indefinitely after many years of hard work.

Sept. 24. First International Tofu Products Expo, Seminar, and Soyfoods Buffet, held in Munich, West Germany. Sponsored by Bernd Lehmann International Consultants. 100 people attend.

Oct. Supersoy brand soymilk introduced to America by Mitoku USA. It is made by Kibun Health Foods Co. in Japan.

Oct. Ralston Purina sells its domestic agricultural products business, Purina Mills. Total sales for 1986 were

\$5.5 billion.

Nov. Island Spring announces \$6.5 million investment from Edward Lynch Co. to finance an expansion plan. Construction of a new 30,000 square foot factory is now underway on Vashon Island.

Dec. 1. White Wave of Boulder, Colorado, acquires Soyfoods Unlimited, a tempeh manufacturer of San Leandro, California. This makes White Wave America's largest tempeh manufacturer.

Dec. 8. Central Soya purchases 7 of 9 Bunge processing plants. ADM is now estimated to control 30% of U.S. crushing capacity followed by Cargill (25%), Central Soya (20%), and other (25%).

Dec. Tomsun Foods International nets about \$3.45 million in its first public stock offering. Most of the funds will be used for sales and marketing of Jofu, and to repay \$800,000 in debts. Total Tomsun sales in 1986 were about \$3.1 million.

Dec. Haagen-Dazs will drop Tofutti and start distributing Barricini Tofulite, a non-dairy frozen dessert.

Dec. Brightsong Foods is named as one of the top ten food innovators for 1986 by Food & Beverage Marketing magazine. In fact, Brightsong is listed first!

Dec. Tofruzen Inc., a soy ice cream marketer from Englewood, Colorado, raises \$1.6 million in a public stock offering. Sales of Tofruzen in fiscal 1986 were \$91,000, rising to \$158,000 in 1987, and \$213,000 in the first quarter of 1988.

Dec. Edible Soy Products in Hudson Iowa is sold to Solnuts of Tilburg, The Netherlands, and renamed Solnuts, Inc. The Hudson and Tilburg plants are the only ones in the world that dry roast soybeans to make soynuts.

Dec. More than 60,000 Italian farmers harvested nearly 25,000 hectares (61,700 acres) of soybeans this year. Italy is now Europe's largest soybean producing country, followed by France. Five years ago, Italy produced virtually no soybeans. The Ferruzzi Group is the leading promoter, helped by hefty subsidies from the EEC.

#### 1986 New Trends:

So Called Tofu Cheeses. Eight new soy cheeses were launched during 1986, many with the term "Tofu" in the product name. Many have been shrouded in mystery, with the names of the manufacturer and ingredients often not disclosed. There has been much consumer deception, mislabeling, and several attempts to conceal the fact that they usually contain casein, the protein in cow's milk.

Soy Yogurts and Yogurt-Style Products. The leader in this exciting new category is Jofu from Tomsun Foods. The two basic types are fermented soymilk products (e.g. Cream of the Bean, Soy-O), and non-fermented tofu-fruit blends (e.g. Jofu).

Move to Manufacturing Soymilk in America. The rising cost of soymilk imports is making them unprofitable. Domestic production, which obviates shipping U.S. soybeans

to Japan, then shipping the beans and water back, will have major, beneficial long-term Edensoy, Ah Soy, and Westbrae Malted. Still imported are Vitasoy (from Hong Kong, whose exchange rate is tied to the dollar) and Sunsoy (from Belgium).

The declining value of the dollar against the yen starting in late 1985 led to a steady rise in soymilk prices. But the combination of domestic production and larger size packages (see below) has led to a drop in soymilk prices during 1986. For example, Edensoy, selling for 6 times the price of dairy milk per unit volume in early 1984, was selling for only 3.5 to 4.1 times as much in late 1986, a drop of about 37%.

Soymilk Switches to Tetra Brik Cartons and Liters or Quarts. Edensoy, Westsoy, and Ah Soy have all switched to Tetra Brik cartons this year. Lower total manufacturing and shipping cost is the main reason. The liter/quart size was pioneered in the U.S. by Alpro/Vamo Foods/Sunsoy, and followed by Edensoy, Ah Soy, and Vitasoy. These counterparts of dairy milk in quarts suit the needs of regular soymilk users by offering a more economical price per unit volume plus greater convenience. Soymilk may be the first liter-size Tetra Brik product to succeed in America.

INTSOY is doing outstanding, pioneering work with soyfoods and soybean utilization in the Third World and America. Research is focusing on extrusion cooking, extruder-exPELLER processing for small-scale oil expression, and fresh green soybeans. Since April 1987 the INTSOY Newsletter has become one of the best soy-related publications available.

Morinaga Long-life Silken Tofu becomes a major force in the U.S. tofu market. Traditional manufacturers consider the product a major threat to their markets. Azumaya has hired an attorney who spends considerable time causing troubles for Morinaga.

1886. Fukukara, Noriko. 1986. Shûdan kyûshoku ni okeru tenpe no riyô [Use of tempeh in group feeding or institutional foodservice programs]. In: Kô Aida, et al. eds. 1986. Proceedings of the Asian Symposium on Non-Salted Soybean Fermentation. Japan: Takeshima Shigeru. 319 p. See p. 291-97. Held July 1985 at Tsukuba, Japan. English-language summary in Symposium Abstracts, 80. [Jap]

• **Summary:** Contains seven tables showing how students and faculty rate the following tempeh dishes on odor/smell, overall appearance, texture, flavor, congeniality with other foods, overall impression: Karinto (sweet), tempeh sandwich, Tatsuda-age (fried), tempeh soup, tempeh dog (like hot dog), tempeh salad, tempeh on noodles (Katsudon-fu). For every dish, the faculty liked it better than the students, which were consistently on the "dislike" side of neutral. The faculty liked the tempeh dog and tempeh sandwich best, but not that much. Address: Teikoku Joshi Daigaku [Japan].

1887. Haytowitz, David B.; Matthews, Ruth H. 1986.



Composition of foods: Legumes and legume products. Raw, processed, prepared. *USDA Human Nutrition Information Service, Agriculture Handbook* No. 8-16. 156 p. Dec. See p. 126-152. By Nutrition Monitoring Division. [29 ref]

• **Summary:** Data are presented for 133 legumes and legume products. Of these, only 53 were included in *USDA Agriculture Handbook* No. 8, published in 1963. The following soy-based foods are included: Simulated meat products (bacon, meat extender, and sausage), raw soybeans, cooked boiled soybeans, roasted soybeans, dry-roasted soybeans, soybean products: miso, natto, tempeh, full-fat soy flour (raw, and roasted), defatted soy flour, low-fat soy flour, defatted raw soy meal, fluid soy milk, soy protein concentrate, soy protein isolate, soy sauce (shoyu, tamari, and HVP), raw tofu (firm {p. 147}, regular, dried-frozen/koyadofu, and fried) [Note 1. Tofu is called “tofu” and at “Soybean curd” it says, see “tofu.” Note 2. Footnote 2 states that the calcium content of tofu curd with calcium sulfate is 683 mg/100 gm, compared with 205 mg/100 gm for tofu curd with nigari. As of May 1997 Soyfoods Center believes that both these values are far too high; the two figures should be about 159 mg/100 gm (range 128-168) and 45 mg/100 gm respectively], okara, salted and fermented tofu (fuyu).

For each food the following information and number of values are given: Vertically: Proximate (7 values), Minerals (9), Vitamins (9), Lipids (Fatty Acids [Saturated (9), Monounsaturated (5), Polyunsaturated (7)], Cholesterol, Phytosterols), Amino acids (18). Horizontally: Amount in 100 gm edible portion (mean, standard error, number of samples), amount in edible portion of common measures of food (e.g. ½ cup or 1 cup), amount in edible portion of 1 lb of food as purchased.

Minerals include calcium, iron, magnesium, phosphorous, potassium, sodium, zinc, copper, and manganese (not aluminum).

Vitamins include ascorbic acid, thiamin, riboflavin, niacin, pantothenic acid, vitamin B-6, folacin, vitamin B-12, vitamin A.

Amino acids include tryptophan, threonine, isoleucine, leucine, lysine, methionine, cystine, phenylalanine, tyrosine, valine, arginine, histidine, alanine, aspartic acid, glutamic acid, glycine, proline, and serine.

For Adzuki beans (raw, cooked boiled, canned sweetened, and Yokan {yōkan–sugar-sweetened confection}) see p. 24-27.

For peanuts (all types raw, cooked boiled, oil-roasted, dry-roasted, Spanish raw, Spanish oil-roasted, Valencia raw, Valencia oil-roasted, Virginia raw, Valencia oil-roasted) see p. 109-18. For peanut butter (chunk style, smooth style), defatted peanut, and low-fat peanut flour, see p. 119-22. Address: USDA Human Nutrition Information Service.

1888. **Product Name:** Ganmodoki, Abura Age.

**Manufacturer’s Name:** Aloha Products.

**Manufacturer’s Address:** 4515 Centinela Ave., Los Angeles, CA 90066. Phone: 213-822-2939.

**Date of Introduction:** 1986.

**New Product–Documentation:** Visit to Yaohan supermarket in Los Angeles. 1988. Oct. 23. All tofu products stocked are made by this company and House Foods & Yamauchi. Talk with Tom Uyehara. 1988. Oct. 24. These products were launched in 1986.

1889. **Product Name:** ADM Veggie Burger (Dry Mix with Textured Soy Protein Concentrate) [Meat Style, Curry Style, Gyros Style, and Herbs & Spices Style].

**Manufacturer’s Name:** Archer Daniels Midland Company.

**Manufacturer’s Address:** Box 1470, Decatur, IL 62525.

**Date of Introduction:** 1986.

**Ingredients:** Meat Style: Textured soy protein concentrate, partially hydrogenated corn, and/or soybean and cottonseed oils, soy protein isolate, wheat gluten, methylcellulose, natural flavor, onion powder, salt, dehydrated worcestershire sauce (no anchovies), malt extract, beet powder, black pepper, zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate (vitamin B1), pyridoxine hydrochloride (vitamin B6), riboflavin (vitamin B2), cyanocobalamin (vitamin B12).

**Wt/Vol., Packaging, Price:** 170 gm plastic or foil bag.

**How Stored:** Shelf stable.

**Nutrition:** Per 34 gm.: Calories 140, protein 16 gm, carbohydrates 7 gm, total dietary fiber 4 gm, fat 4.5 gm (Saturates 1.3, Monounsaturates 2.7, Polyunsaturates 0.5), cholesterol 0 mg, sodium 350 mg, potassium 425 mg.

**New Product–Documentation:** Talk with Clyde Boismenu of Basic Foods Co. 1990. Nov. 13. ADM’s Veggie Burger comes in 4 flavors in dry form: Meat Style, Curry Style, Gyros Style, and Herbs & Spices Style. They were introduced about 4 years ago. ADM also makes pre-cooked, frozen patties.

Labels sent by Clyde Boismenu. 1990. Nov. 18. 5 by 3 inches. Self adhesive. Black on white. Meat Style: “A delicious vegetarian entree that is based upon a savory blend of textured soy protein concentrate with natural flavorings. The veggie burger can be used in a multitude of recipes. In addition to a grilled patty, the veggie burger can be baked, steamed, poached, or cooked in a variety of ways. Cooking instructions: Empty the contents of the package [it is gray chunks and flour] into a bowl and add 1¼ cups (290 ml) cold water. Mix well and allow to stand 15 minutes. Form into desired shape and fry in vegetable oil until golden brown or bake in an oven at 375°F for 20-25 minutes. For best results, serve immediately after cooking... One packet make five 3.2 ounce burgers or about 1 pound of finished product.”

Soyfoods Center product evaluation of Meat Style. 1990 Dec. 4. CW: Beef flavor. Texture very much like ground

meat, both to feel and to eye. Fries up nicely; holds together, browns. Little taste except for slightly unpleasant aftertaste, so needs addition of spices. Excellent in flavorful sauces. Convenient for travel and backpacking. WS: Gyros flavor. When served as pan-fried patties the flavor is not very good (tastes slightly like dog-food), the texture is dry, not juicy, with some hard pieces reminiscent of gristle. It tastes much better when the patties served as chunks in a tomato or spaghetti sauce. AA: Easy and quick to make. CW: Curry. “I think people who are switching from a meat to a vegetarian diet would go for this. It has the right look and feel, and is easy to fix. The curry flavor was very mild (I added more curry powder); the flavor was a C+.”

1890. Bean Supreme. 1986. Tofu, tempeh, soysage: Quality vegetable protein (Poster). P.O. Box 78084, 1 Wallingford St., Grey Lynn, Auckland, New Zealand. 59 x 42 cm.

• **Summary:** See next page. This large, glossy poster, dark purple on white, shows a sliced chub of soysage, two packs of tempeh, add a cake of tofu plus a knife, some soybeans, and a prepared dish. At the lower left: “Bean Supreme—The protein source. All natural. Cholesterol and lactose free. Low sodium. Low calories. No preservatives.” Address: Auckland, New Zealand.

1891. Cole, Michael. 1986. Soya Health Foods Ltd. Company profile. Unit 4, Guinness Road, Trafford Park, Manchester M17 1AU, England. 4 p.

• **Summary:** Michael Cole is an entrepreneur, born in Manchester, England. The company was formed in 1984 in Manchester. The factory is sited in Trafford Park Industrial Estate and was the first to be built for the sole purpose of Soya Milk manufacture. The company is headed by Mr. M.S. Arora (Chairman), Mr. M.P. Cole (Managing Director), and Burns Anderson p.l.c. (Financial Controllers). Production of Soya Milk began in January 1985. The Sunrise brand is currently being sold throughout the 2,500 independent health food shops and in many supermarkets. The company has 5 products. Their soymilk is private labeled for 5 other companies. Soya Health Foods Ltd. has also been established in Australia and New Zealand, with its own private labels (milk in New Zealand and Burgers, Ice Cream, and Dessert in Australia). Address: Manchester, England.

1892. **Product Name:** Soysage Rolls.

**Manufacturer’s Name:** Dayspring Soyacraft Corporation.

**Manufacturer’s Address:** 626 Esquimalt Rd., No. 5., P.O. Box 7285, Station D., Victoria, BC, V9A 3L4, Canada.

**Date of Introduction:** 1986.

**New Product–Documentation:** Soya Bluebook. 1986. p. 111.

1893. **Product Name:** [Tempeh Sausage].

**Manufacturer’s Name:** De Hobbit.

**Manufacturer’s Address:** Waterstraat 4, B-9980 St. Laureins, Belgium.

**Date of Introduction:** 1986.

**New Product–Documentation:** Soya Bluebook. 1986. p. 92. *Le Compas*. 1986. March-April. No. 26. p. 26-27; Soya Bluebook. 1987. p. 73.

1894. **Product Name:** Protoveg Sizzles [Smokey Bacon Flavour].

**Manufacturer’s Name:** Direct Foods Ltd.

**Manufacturer’s Address:** Petersfield, Hampshire, England.

**Date of Introduction:** 1986.

**Wt/Vol., Packaging, Price:** 175 gm bag.

**New Product–Documentation:** Color photo of package in *Linda McCartney’s Home Cooking*. 1990. p. 18. Upright paper bag. Illustration shows two round patties sizzling in a skillet. “Contains no meat or animal fat.”

1895. **Product Name:** Protoveg 5 Grain Burgamix.

**Manufacturer’s Name:** Direct Foods Ltd.

**Manufacturer’s Address:** Petersfield, Hampshire, England.

**Date of Introduction:** 1986.

**Wt/Vol., Packaging, Price:** Bag.

**How Stored:** Shelf stable.

**New Product–Documentation:** Color photo of package in *Linda McCartney’s Home Cooking*. 1990. p. 18. Upright paper bag. Illustration shows two burger patties in buns. A vegetable mix with blended whole grains. Package is brown and gold on white.

1896. **Product Name:** [Fried Tofu, Tofu with Herbs, Tofu Burgers (With Sea Vegetables, With Seitan)].

**Manufacturer’s Name:** Fonte della Vita S.r.L. (La).

**Manufacturer’s Address:** Via Circonvallazione 87, 12049 Trinita (Cuneo), Italy.

**Date of Introduction:** 1986.

**New Product–Documentation:** Talk with Michael Brenger, production manager at Fonte della Vita. 1990. July 18. These products were introduced after the move to Trinita in April 1986. They are now located in the same place but the address has changed: Via Monviso 18, 12049 Trinita.

1897. **Product Name:** [Tofu Burger, Tofu Felafel, and Tofu Schnitzel].

**Manufacturer’s Name:** Jerusalem Tofu.

**Manufacturer’s Address:** Moshav Orah, Jerusalem 90880, Israel. Phone: 02-413-809.

**Date of Introduction:** 1986.

**New Product–Documentation:** Talk with Susan Ergas.

1989. May 1. The products were introduced in the order shown above. The Tofu Schnitzel was made from frozen tofu, but it was discontinued because she couldn’t get kosher soy sauce that satisfied the rabbi.

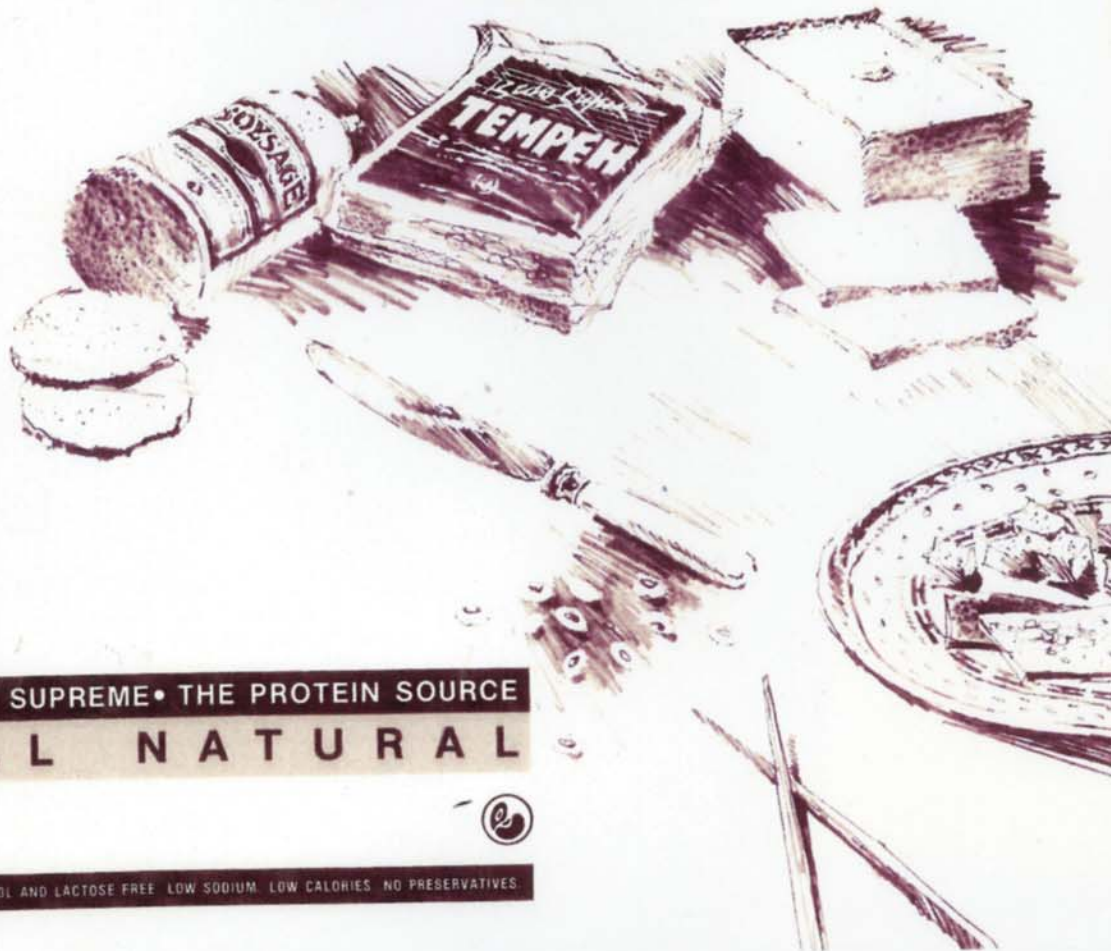


# TOFU

# TEMPEH

# SOYSAGE

QUALITY VEGETABLE PROTEIN



BEAN SUPREME • THE PROTEIN SOURCE  
ALL NATURAL



CHOLESTEROL AND LACTOSE FREE LOW SODIUM LOW CALORIES NO PRESERVATIVES

1898. **Product Name:** Soysage. A Spicy Vegetarian Soy Pate.

**Manufacturer's Name:** Local Tofu.

**Manufacturer's Address:** 307 Route 59, West Nyack, NY 10994. Phone: 914-358-2309.

**Date of Introduction:** 1986.

**Ingredients:** Soy pulp and soymilk from farm verified organically grown soybeans, whole cornmeal, whole wheat flour, nutritional yeast, wheat germ, safflower oil, tamari sauce, herbs and spices.

**Wt/Vol., Packaging, Price:** 16 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Sam Weinreb. 1987. Dec. 29. Label. 1987. 3.25 inch diameter. Orange or red and blue. “Mold into non-meat balls, scramble with eggs, slice-heat-eat, pre-cooked, refrigerate or freeze, spread on bread, use in lasagna, sprinkle on pizza.” Sam learned this from a Scotch tofu maker, Sian McLean, in Nova Scotia, Canada.

1899. **Product Name:** Loma Linda Chik-Patties (Meatless Chicken-like Patties).

**Manufacturer's Name:** Loma Linda Foods.

**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1986.

**Ingredients:** Soy protein concentrate, soy protein isolate, corn oil, water, wheat gluten, egg whites, potato flakes, artificial flavors, whole wheat flour, salt, natural (vegetable) flavors, dried yeast, dextrose, onion powder, spices, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

Breader: Bleached wheat flour, salt, yeast, sugar, oleoresin paprika, leavening (sodium acid pyrophosphate, monocalcium phosphate, sodium bicarbonate), hydrogenated soy oil, mono & diglycerides, nonfat milk, whey. Batter: Water, corn flour, modified food starch, leavening (sodium acid pyrophosphate and sodium bicarbonate) and spice.

**Wt/Vol., Packaging, Price:** 10 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 1 patty (2.5 oz–71 gm): Calories 190, protein 11 gm, carbohydrate 13 gm, fat 11 gm, cholesterol 0 mg, sodium 540 mg, potassium 150 mg.

**New Product–Documentation:** Bowles. 1987. Total Health. Aug. p. 25.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1986.

1900. **Product Name:** BLT with Fakin' Bacon (Tempeh).

**Manufacturer's Name:** Martha's Sandwiches.

**Manufacturer's Address:** Putney Rd. Brattleboro, VT 05301. Phone: 802-254-4778.

**Date of Introduction:** 1986.

**How Stored:** Unrefrigerated and perishable.

**New Product–Documentation:** Talk with Martha Brown. 1988. Aug. 31. This product was introduced in 1986. The Fakin' Bacon was purchased from Lightlife Foods. She sold the sandwiches only at Llama, Toucan & Crow in Brattleboro, Vermont.

1901. **Product Name:** Café Mexico 2 Shredded Beef & Bean Sanchos [Mild].

**Manufacturer's Name:** Multi-National Food Service.

**Manufacturer's Address:** Marshall, Minnesota 56258.

**Date of Introduction:** 1986.

**Ingredients:** Filling: Beef, refried beans, water, cheddar cheese, tomato paste, textured vegetable protein (soy flour, caramel color), salt, onion, soy protein concentrate, sodium stearoyl lactate, spices, garlic powder, sugar. Tortilla: Enriched flour, water,...

**Wt/Vol., Packaging, Price:** 11.6 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Package with Label sent by Dr. Wolf of Peoria, Illinois. 2000. Aug. 5. Package is copyrighted 1986. On the front panel is a color photo of two rolled tortillas filled with refried beans, cheddar cheese, and shredded beans. “Microwaveable. Keep frozen. Free sunglasses.”

1902. **Product Name:** Tofu Burger (Uncooked).

**Manufacturer's Name:** Natural Alternatives.

**Manufacturer's Address:** 721 T St., N.W., Washington, DC 20001.

**Date of Introduction:** 1986.

**New Product–Documentation:** Talk with Robert Ashton, owner of Natural Alternatives / Promart. 1992. Sept. 14. He introduced this product in 1986, after moving from Alexandria, Virginia, to Washington, DC. The product failed because people did not want a burger that they had to cook themselves; the market wanted a precooked convenience burger.

1903. **Product Name:** Noble Bean Tempeh Chili.

**Manufacturer's Name:** North Coast Tempeh Co.

**Manufacturer's Address:** 18320 Euclid Ave., Cleveland, OH 44112.

**Date of Introduction:** 1986.

**Ingredients:** Tempeh, tomato sauce, kidney beans, water, tomatoes, whole wheat flour, onion, green pepper, tamari, sesame oil, parsley, garlic, spices.

**Wt/Vol., Packaging, Price:** 16 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1987. 4.25 inches diameter, self adhesive. Blue, green, yellow, and red on white, with logo of Jack and the Beanstalk. “No Cholesterol.” Jeff Narten. 1987. “History of North Coast Tempeh and its Products.” 4 p. Dec. 7.



1904. **Product Name:** Tofeata Tofu Burgers, and Patties.  
**Manufacturer's Name:** Regular Tofu Company Ltd.  
**Manufacturer's Address:** Hayhill Industrial Estate, Unit 25, Barrow-Upon-Soar, Leicester, Leicestershire, England.  
**Date of Introduction:** 1986.  
**New Product–Documentation:** Soya Bluebook. 1986. p. 92. Letter from Simon Bailey. 1988. Sept. 28. This company is now owned by Haldane Foods.

1905. **Product Name:** Kokeyal (Imitation Shrimp and Scallops).  
**Manufacturer's Name:** Sopro Products, Inc.  
**Manufacturer's Address:** 111 West Ave., Albion, NY 14411.  
**Date of Introduction:** 1986.  
**New Product–Documentation:** Soya Bluebook. 1986. p. 110.

1906. **Product Name:** Sloppy Mo (Made with 4-Grain Tempeh; Later Renamed Tempeh Sloppy Joe).  
**Manufacturer's Name:** Southwest Soy Foods.  
**Manufacturer's Address:** 2889 Trades West Rd., Santa Fe, NM 87501. Phone: 505-471-8979.  
**Date of Introduction:** 1986.  
**Ingredients:** Tempeh (pulp [okara] from organically grown soybeans, rolled oats, bulghur, sunflower seeds, vinegar, *Rhizopus oligosporus* culture), water, wheat, onions, celery, green peppers, tomato paste, molasses, safflower oil, vinegar, herbs, spices, salt.  
**Wt/Vol., Packaging, Price:** 20 oz.  
**How Stored:** Frozen in tofu tubs.  
**New Product–Documentation:** Talk with Richard Jennings of Southwest Soyfoods. 1990. Aug. 2. This tempeh-based version of Sloppy Joe was launched in one flavor in about 1986. Made with the scraps from the tempeh burger, crumbled.

Label for “Tempeh Sloppy Joe” brought by Richard Jennings. 1990. Sept. 20. 3.5 by 3 inches. Self adhesive. Reddish brown on yellow. Illustration of burger-like product between two buns. “Real Fast Foods. All natural ingredients. Heat & serve.”

1907. **Product Name:** Bar-B-Q Tempeh Burgers.  
**Manufacturer's Name:** Southwest Soy Foods.  
**Manufacturer's Address:** 2889 Trades West Rd., Santa Fe, NM 87501. Phone: 505-471-8979.  
**Date of Introduction:** 1986.  
**Ingredients:** Tempeh (pulp [okara] from organically grown soybeans, rolled oats, bulghur, sunflower seeds, vinegar, *Rhizopus oligosporus* culture), water, tomato paste, molasses, tamari (water, soybeans, salt), vinegar, safflower oil, herbs, spices, natural smoke flavor.  
**Wt/Vol., Packaging, Price:** 10 oz.  
**How Stored:** Frozen or refrigerated.

**New Product–Documentation:** Talk with Richard Jennings of Southwest Soyfoods. 1990. Aug. 2. This was an unfried, square tempeh burger, launched in about 1986, and marinated in a barbecue sauce. The tempeh was fermented in trays. Richard made a roll with many spikes protruding (sort of like a lawn aerator), which he would roll across the tempeh to perforate it in many places to facilitate absorption of the thick marinade. After being marinated, it was baked, cut, packaged, and frozen. It was introduced at the same time as Sloppy Mo; the broken pieces and scrap tempeh from the burgers were used in the Sloppy Mo/Joe.

1908. **Product Name:** Tofu Savvy products: Boloney, Salsa, Curry, and Spice-Seed.  
**Manufacturer's Name:** VegPro Co.  
**Manufacturer's Address:** Brighton, Massachusetts.  
**Date of Introduction:** 1986.  
**Ingredients:** Incl. tofu.

**New Product–Documentation:** Talk with Johnny Weissman. 1992. March 31. In about 1986, based on the success of his Weissman's Original Tofu Sausage (6 oz), he introduced a new Tofu Savvy line of products (starting with a 3-lb Boloney), each in a 2-3 lb loaf shape like a meatloaf, and sold to delis. He buys his tofu from a tofu maker in Massachusetts. With names like Tofu Salsa Savvy (bulgur and tofu), Curry (with brown rice and veggies), Spice-Seed, and Boloney, these are offshoots of the tofu sausage, but they involve a highly proprietary process that John has developed. Delis sell the sliced loaves for use in sandwiches.

1909. Cross, Doris. 1986. Diet recipes from Doris' kitchen. Published by the author, 1111 West Eskridge, Stillwater, OK 74075. 139 p. Recipe index. 22 cm.

• **Summary:** Two years ago the author lost 100 pounds on Diet Center's Reducing Diet. Since then she has been working as a Diet Center Counselor in Stillwater. This cookbook (which is not vegetarian) contains Mori-Nu Tofu in more than half its recipes. Page 6 contains an endorsement for Mori-Nu Tofu. “All of the recipes in this cookbook were created and tested with Mori-Nu Tofu. I found it to be fresher and lighter in taste and texture than any other tofu I have used.” Tofu is a major ingredient in Non flour zucchini caraway bread, Banana bread, Strawberry cheesecake, Sour cream cake (with “5 oz. Mori-Nu Tofu”), Strawberry cake, Banana-Almond cake, Hawaiian delight, Lemon chiffon dessert, Sloppy Joe dip, Cinnamon apple dip, Taco chicken dip, Yasmine's Malaysian dip, Bacon and horseradish dip, Pineapple and curry dip, Chopped spinach dip, Tofu spread or dip, Tofu potato salad, Quiche, Tofu burgers, Chicken fruit salad, Chicken dumplings, Lemon pie, Strawberry pie, Polynesian pie, Blueberry pie, Raspberry pie, Mocha pie, Berry pie, Summer lemon chicken salad, Tofu pancakes, Tofu ice cream, Pimento spread, Cream of chicken soup, Trout chowder, Egnog. The eighth printing of this book was

April 1988.

Art Mio notes that Sibyl Ferguson, the founder of Diet Center, had a cookbook that contained some tofu recipes. Doris tried some of these and told Art (in her Oklahoman southern accent) that she “had to run to the sink and spit it out.” Address: Stillwater, Oklahoma.

1910. Durston, Diane. 1986. *Old Kyoto: a guide to traditional shops, restaurants, and inns*. Tokyo, San Francisco: Kodansha International. 240 p. Foreword by Donald Richie. Illust. (photos by Lucy Birmingham). Indexes (by type of shop; alphabetical list of shops). 19 cm. [17 ref]

• **Summary:** “A completely revised version of the classic guidebook to Kyoto, with a foreword by Donald Richie. Down the cobbled paths and behind the tranquil noren curtains of Kyoto, the old way of life goes on, nurtured in the restrained furnishings of the traditional inns and in the old shops where fine handmade items still add a touch of quality to life. Since the first edition appeared in 1986, this lovingly written travelogue-cum-guidebook has become de rigueur for knowledgeable travelers seeking to find ‘the real Kyoto.’ With 51 maps and over 120 photos of the living heart of this ancient capital—and a vanishing way of life. Each shop featured in the book is accompanied by a photo showing its front and a map showing its location” (from the publisher).

Tofu is mentioned on pages 9, 30, 53, 55, 116, 121 (Okutan), 123, 147, 158, 193, 201, 234, 239.

Miso is mentioned on pages 53, 100, 123 (dengaku), 147, 179, 213, and 233.

Yuba is mentioned on pages 30, 59, 61, 147, and 234. Natto is mentioned on pages 49, 183, 233, and 239.

*Shōjin ryōri*, the vegetarian [actually vegan] food served in Buddhist temples, was also developed in Kyoto from its prototype, *fucha ryōri*, brought from China by priests. Yuba, uncooked wheat gluten (*nama-fu*), and tofu are all part of *shojin ryori* (p. 30).

Fuka (p. 50-52) is a shop that specializes in making wheat gluten, including *nama-fu*, the chewy variety, that is made from half regular wheat gluten and half glutinous rice flour (*mochi-gome*). Wheat gluten is an important part of the vegetarian diet of Zen monks.

Iriyama Tofu (p. 53-55) makes tofu (*momen-dōfu*) in the traditional way, using nigari as a coagulant. The owners (Mr. and Mrs. Iriyama) are 9th generation tofu makers, working in a 120 year old building. Using a charcoal fire they make grilled tofu (*yaki-dōfu*). They also make deep-fried tofu pouches (*o-age*) and tofu balls (*hiryōzu*).

Note: This is the earliest English-language document seen (April 2013) that contains the term *hiryōzu*; it refers to Kyoto-style deep-fried tofu treasure balls.

Yubahan (p. 59-61) makes yuba in the traditional way using a wood fire and soybeans cooked over an old clay *kamado* stove. “No clocks or timers are involved.” Tomizo

Asana is the 9th generation yuba maker. “Yubahan started making yuba in 1716, but all family records were destroyed in the huge fire of 1864 that destroyed much of the city.”

Takasebune (p. 98-100) specializes in tempura, with a tempura dinner (*tempura teishoku*) including a “generous bowl of miso soup.”

Tamatomi (p. 116-17) offers *teppin-age* (a fry it yourself tempura meal) and oden stew (with tofu).

Okutan (p. 120-23), inside the north gate of famous Nanzen-ji temple, is famous for its tofu cookery. It has served *yudofu* (fresh tofu simmered in a big ceramic pot over a charcoal fire, with a *shoyu* dipping sauce) for 12 generations and 300 years. Side dishes include vegetable tempura and tofu *dengaku*.

Nakamura-ro (p. 136-38) is famous for its tofu *dengaku* (with miso).

Bunnosuke-jaya (p. 142-44) specializes in amazake.

Ikkyū-an (Ikkyū-an, p. 145-47) serves *fucha ryori* (Chinese-style vegetarian temple food, including sesame tofu, tofu *dengaku*). It is named after the famous Zen monk and priest Ikkyū Sōjun {Ikkyū Sojun}).

Takocho (p. 158), 100 years old with 15 seats at the counter, features oden stew with tofu.

Ichiwa (p. 178-80) which makes rice cakes (*mochi*) and *abura mochi* (cakes of glutinous rice flour dough that are charcoal grilled on green bamboo skewers then dipped into a sweet miso sauce).

Isoda (p. 181-83, 41 Shimomonzen-cho, Murasakino, Kita-ku, southeast of Daitoku-ji. Phone: 075-491-7617) is said to be the best and oldest maker of Daitokuji natto in Kyoto; their fermented black soybeans are sold in a small wooden box. After Daitoku-ji “was destroyed in the Onin Wars (1467-77), an eccentric Zen priest named Ikkyū supervised the reconstruction of the temple and became its 47th (and most celebrated) abbot. According to legend it was Ikkyū who introduced the Chinese Buddhist recipe for this compact, high-protein treat” for mendicant Zen monks. The original recipe, which is still used at Isoda, is described. Because warm weather and natural sunlight are necessary, Daitoku-ji natto can only be made during the summer months, most often in August after the rainy season has abated. Even Sen no Rikyu, the famous Japanese tea master, is said to have been an ardent fan of the salty morsels—which are still served with ceremonial tea. Chūgo Isoda, the present owner, is a 17th generation maker of Daitokuji natto. He and his wife work together during the hot summer making the fermented black soybeans. A full-page photo shows Mr. Isoda mixing a shallow tub of the dark fermenting beans. Daitoku-ji natto are also mentioned on page 49.

Nishiki (p. 197-99) is famous for its *kaiseki ryori*. “Every month the ingredients are completely changed to match the season.” One dish is *karashi-dōfu* (“mustard tofu”).

Sagano (p. 201-02) serves simmering tofu (*yudōfu*) in



the bamboo forest just south of Tenryu-ji temple.

The excellent “Glossary” (p. 230-32) includes entries for: Amazake, fu (wheat gluten), kaiseki, miso, mochi, nattô (fermented soybeans), oden, o-hagi, shôjin ryôri, sukiyaki, tofu, yuba, yûdofu. Address: Kyoto, Japan.

1911. Elliot, Rose. 1986. *The vegetarian mother and baby book*. New York, NY: Pantheon Books. vii + 261 p. Index. 24 cm.

• **Summary:** A complete guide to nutrition, health, and diet during pregnancy and after—with easy recipes for mother and baby to enjoy together. The author “is one of England’s most popular cookbook writers, a radio and TV commentator, and a columnist. A vegetarian since the age of three, she is also the author of *Vegetarian Dishes from Around the World* and *The Festive Vegetarian*.” She has also raised three children according to the principles described in this book. Contents: Part I: A vegetarian diet for healthy mothers and babies. Part II: Recipes. Appendix. A. Summary of Nutrients: Where they are and what they do. B. How it all adds up: Analysis of one day’s vegetarian menus. C. Recommended daily dietary allowances for women.

In Part I, the author recommends that if soy milk is used, it should be fortified with riboflavin (vitamin B-2), and calcium. Regular soymilk provides a little (0.5 mg/cup) of zinc. In Part II, soy-related recipes include: Miso pick-me-up (p. 99; with watercress). Tofu dressing (p. 110). Soybean salad (p. 127). Curried soybean and apple spread (p. 137). Soy sausages (p. 159; made with cooked whole soybeans). Soy and walnut loaf (p. 160; made with cooked whole soybeans). Mushroom and tofu quiche (p. 175). Tofu fritters with lemon (p. 186). Creamy tofu and almond topping (p. 203; for use like heavy cream with desserts). Whipped tofu topping (p. 204). Tofu ice cream (p. 218). Vegan yogurt (p. 219; made with soy milk; fermented).

In the Sept/Oct. 1994 issue of *Vegetarian Journal*, Reed Mangels, PhD, RD, an expert on vegetarian nutrition, says that this is her favorite book on pregnancy for vegetarian women.

Note: This is the earliest English-language document seen (Oct. 2013) that contains the term “Whip tofu topping” (regardless of capitalization). Address: England.

1912. Goddard, Susan. 1986. *Focus on soya*. Hove, E. Sussex, England: Wayland (Publishers) Ltd. 48 p. Illust. Index. 21 x 22 cm. Series: Focus on Resources. [3 ref]

• **Summary:** This is a brief introduction to the subject with many color photos. Contents: 1. The importance of soya. 2. The beginnings of soya. 3. Where soya beans are grown. 4. The beginnings of soya processing. 5. The soya plant. 6. Planting. 7. Harvesting. 8. Threshing and storage. 9. At the processing plant. 10. Extracting and refining the oil. 11. Making margarine. 12. Animal feed. 13. Soya protein products. 14. Textured vegetable protein. 15. Other soya

products. 16. The nutritional importance of soya. 18. Soya as a world commodity. 19. The future. Facts and figures. Glossary. Books to read. Sources of further information.

Numerous large color photos show commercial soya products. Page 23: Granny Ann High Fibre Cooked Soya-Bran, Bilsons Fibrefit, Nature’s Way Soya Flour. Page 24: Waitrose Soya Soft Margarine, Prewetts Pure Soya Bean Oil. Page 27: Life All Natural Salad Cream Style Dressing (egg free) [with soya oil].

Page 30: Mapletons Body Bulk (Malt flavoured milk & soya protein drink mix. Make with milk), Healthcrafts Soya Protein Powder (84% protein). Page 31: Cauldron Foods Vegetable Pâté (mushroom flavour), Cauldron Foods Tofu Burgers (nut style, chilli, or vegetable), Direct Foods Protoveg Menu 5 Grain Burgamix, Direct Foods Protoveg Menu Minced Soya & \_\_\_ Mix, Direct Foods Bean \_\_\_ st (Oriental Style), Direct Foods Protoveg Menu Sizzles, Direct Foods Protoveg Menu Sausmix, Direct Foods Protoveg Menu Burgamix, Sunrise 4 Vegetarian Quarterpound Burgers.

Page 33: Direct Foods Mr. Fritz Fry’s Soy Sausage Mix, Granose Vegetarian Goulash, Direct Foods Protoveg (textured soya protein food) Beef Flavour Chunks. Page 34: Duchesse All-Natural Tofu Dressing & Dip, Amoy Light Soya Sauce, Witte Wonder Organic Tofu Spread (with paprika), Morinaga Ever-Fresh Silken Tofu. Page 35: Plamil Soya Milk Rice Pudding, Provamel Soya Dessert (vanilla [made by Alpro in Belgium]), Sunrise Soya Milk (500 ml, sugar-free, or sweetened with raw cane sugar).

1913. Hunt, Janet. 1986. *The compassionate gourmet: The best of international vegan cuisine*. Wellingborough, Northamptonshire, England: Thorsons Publishers Ltd. 160 p. Illust. Index. 22 cm.

• **Summary:** An excellent vegan cookbook, written for animal lovers. Soy-related recipes include: Avocado tofu pâté (p. 31). Celery miso pâté (p. 36). French bean salad with tofu dressing (p. 66). Tofu curry (Thailand; p. 74). Tofu and vegetable pakora (p. 86). Tofu layered casserole (p. 96). Tomato flan with tofu (p. 104). Tofu Lemon flan (p. 137). Yogurt dessert (made with cultured soya milk, p. 140). Rhubarb fool (dessert in soya milk, p. 141). Maple pancakes (with soya flour, p. 149). Walnut tofu balls (p. 156).

At least one recipe uses Holbrook’s Worcester Sauce—a Worcestershire-type sauce without animal products. Many recipes call for soy sauce or soya milk, and some for canned soy or nut “sausage.” Page 9 lists a number of special ingredients including Direct Foods Protoveg (soya “meat”), Infinity Foods (distributors [in Brighton, at Sussex University]) Soya mayonnaise, Lotus Foods TVP (soya “meats” in a varieties of forms and flavors), Plamil concentrated soya milk (use diluted as a milk, undiluted as a cream), and Tomor Margarine (the author’s favorite of the many vegan margarines now available in the UK). In

all recipes, each ingredient is listed twice in side-by-side columns: once in its Imperial (metric) form and once in its American form, e.g. 385 ml soya milk, 1 1/3 cup soya milk. A number of recipes call for the use of alcohol (whiskey, brandy, etc.). The author has written at least 14 other books on vegetarian or wholefood cookery. Address: England.

1914. Kondo, Sonoko; Stoumen, Lou. 1986. The poetical pursuit of food: Japanese recipes for American cooks. New York, NY: Clarkson N. Potter. 296 p. Illust. by Etienne Delessert. Index. 25 cm.

• **Summary:** A very artistic, attractive, and authentic book with superb (imaginative and lyrical) illustrations. The section titled “Staple foods you will need” (p. 17-20) discusses soy sauce, konbu and nori seaweeds, sesame seed paste (*atari-goma*; “Most Americans may be more familiar with the Middle Eastern version called tahini paste... Used in making salad dressings and dips”), miso, and sesame seeds. Soy-related recipes include: Grilled tofu with miso (Dengaku; p. 37). Sesame tofu (p. 38; no soy). Tuna sashimi and green onions with miso (p. 40). Daikon radish with lemon miso (p. 42). Cauliflower florets with miso (p. 42). Basic miso soup (p. 51). Clam miso soup (p. 51). Daikon radish miso soup (p. 52). Vegetable and chicken miso soup (p. 52). Tofu and wakame seaweed suimono (p. 53). Fried rice with tofu and vegetables (p. 89).

Chapter 7, titled “Tofu & egg dishes” includes (p. 103-17): Tofu in Kamakura. Description of different types of tofu: Silken, firm, grilled, pouches, deep-fried, fritters (*ganmodoki*), freeze-dried (*koya-dofu*), how to press tofu. Chilled tofu with ginger sauce. Braised koya-dofu with pea pods. Cold-day tofu. Vegetarian “chicken” tofu (with frozen tofu). Dragon’s head (*hiryoze*). Tofu from the sea (*Kenchin-mushi*). Tofu gratinée. Stuffed tofu. Scrambled tofu. Tofu treasure bags. Vegetarian “burger.” Egg tofu delight (*tamago-dofu*; no soy).

Beans for breakfast (*natto*; p. 125). Braised konbu seaweed, soybeans, and konnyaku (p. 128). Hijiki seaweed with tofu (p. 129). Stuffed tofu sushi (*Inari-zushi*; p. 157). Snapper tempura with asparagus and miso (p. 174). Marinated cod in miso sauce (p. 179). Seaweed, chicken, and vegetables with creamy miso (p. 185). Steak miso (p. 190). Sukiyaki (p. 206). Shabu shabu (p. 208). Vegetarian nabe (with tofu, p. 211). Sea and mountain (with miso sauce, p. 212-23). Winter nabe (with tofu, p. 214). Udon-suki (with tofu, p. 216). Tofu apple cake (p. 244). Chapter 15 (p. 260-71) is menu plans, by season and time of day.

The glossary (p. 272-82) includes: Agar-agar, azuki beans, konbu seaweed, kuzu, miso paste, nori seaweed, rice cakes (*mochi*), sesame seed oil, sesame seeds, soybeans—fermented (*natto*), soy sauce, tofu, tonkatsu sauce (with dark soy sauce), wakame seaweed. Address: Los Angeles, California.

1915. Ludlow, Rose Budd. 1986. Total health and food power: Principles of healthful living and outstanding vegetarian recipes from Glendale Adventist Medical Center. Santa Barbara, California: Woodbridge Press. 239 p. Illust. Recipe index. 23 cm.

• **Summary:** Section 1 of this book consists of 18 chapters on Seventh-day Adventist principles of healthful living. Part 2 contains more than 200 vegetarian recipes from the Glendale Adventist Health and Medical Center. Soy-related recipes include: Soybean waffles (p. 118). Corn chowder with imitation Baco-Bits (p. 127). Lemon juice-soy mayonnaise (with soy milk powder, p. 149). Gado-gado salad (with fried tofu, p. 165). Tofu salad deluxe (p. 171). Chinese-style sautéed tofu (p. 185). Fried tofu patties with eggs and vegetables (p. 192). Leafy Chinese tofu (p. 196). Soy-cheese patties (with tofu, p. 206). Soy-cheese scallops (p. 207). Tofu balls or cutlets (p. 210). Tofu balls with tartar sauce (p. 210). Tofu with mushroom sauce (p. 211). Tofu and brown rice casserole (p. 212).

Many recipes also use meatlike products made by Seventh-day Adventist food companies; a list is given on p. 174. These include Soyameat (p. 162), Meatless Chicken (p. 167), Nuteena (p. 200, 213), Vege-Burger (p. 211, 214). Address: Consulting Dietitian, Formerly, Director of Dietary Service, Glendale Adventist Medical Center, Glendale, California.

1916. Madison College Alumni Association. 1986. A pictorial history of Madison College, a school of divine origin 1904-1964. Madison, Tennessee. viii + 269 p. Illust. 28 cm.

• **Summary:** Several articles about Madison from other publications (e.g. Hastings 1938; Holman 1941) are reprinted in this book. Pages 42 gives a history of “The Madison Food Factory.” There are photos of the outside and inside of the building on pages 43 and 46. “In a letter dated March 10, 1907, directed to the directors of the Nashville Sanitarium and Southern Union Conference Committee, Ellen G. White wrote: ‘It would be a great advantage to the school in Madison if a food factory were put into operation in connection with the work of the school.’

“About this same year a large flakefood factory was built at Edgefield, near what is now known as Edenwold. The people of the South had not yet become conditioned to the eating of health foods; so the factory became a white elephant on the hands of the owners. It passed from hand to hand without success. [One of the operators was Jethro Kloss.] After much discussion on the part of the school faculty a decision was made to purchase the plant, dismantle it and bring it to Madison. It was opened in 1918. The plan was to begin in a small way and to educate the workers, step by step, in the new industry. Mr. and Mrs. Andrew Wheeler were in charge of the work, under the direction of Mrs. Druillard, who had had years of experience in other



institutions.

“The purpose of the Food Factory was to produce foods that would be suitable substitutes for meat in the dietary of the vegetarian and others whose health required the elimination of animal products. Consequently most of the foods manufactured were rich in protein. The foods were made from such products as soy beans, peanuts, and gluten. Some of the trade names developed were Zoyburger, Yum, Mock Chicken, Nu-Steak, Not-Meat, Vigoroast, and Ches-O-Soy. A cereal substitute for coffee was Zoy-Koff.

“Some of the men who played an important part in the later growth and development of the food factory were Joe Hansen, C.H. Dye, T.A. McFarland, Captain Calvin Bush, Edwin Bisalski, George Norris, Leslie Brooks, John Brownlee, H.M. Mathews and Frank Holland. Of this group, H.M. Mathews and John Brownlee played a very important part in experimentation and development of the foods. Dr. P.A. Webber and Ulma Doyle Register did outstanding work in research to develop better texture, more palatability, and greater nutritional value. Mr. E.M. Bisalski was outstanding in the experimentation and development of the foods. During his term as manager of the Factory, great expansion took place. A practically new plant, with one section four stories in height was constructed in 1941. Car loads of products were shipped to jobbers in Chicago, Boston, New York, and other large distributing centers until Madison products were found in all states and Canada.

“In August of 1964 Madison Foods was sold to Worthington Foods, Inc. Worthington, Ohio. The same products that had been produced in the past were continued to be available under the Madison label and brand names used in the past. Mr. K.P. Stepanske was appointed manager. The food factory was operated on the Madison Campus until 1972 when it was moved to Worthington, Ohio (p. 42).

Elder Julius Gilbert White, a nationally-known health lecturer, came to Madison and delivered a 10-day series of lectures on health, with the use of illustrated slides. This led to the development of many health institutes and short courses at Madison from 1932-1940 (p. 44).

“Vegetarian Cafeterias: Another type of health work carried on by the Madison school was the operation of a treatment room and vegetarian cafeteria in Nashville. Workers drove back and forth each day from the school to Nashville. It was started in rented quarters in 1917. In 1922, because of advancing rents, a new building was constructed on a permanent location at 151 Sixth Ave. North. A successful work continued for over a decade. Advancing trend of business in the center of the city made the location undesirable and the business closed out and the building was sold. The Birmingham [Alabama] cafeteria was started in 1920. An eighty-seven acre farm purchased as a rural base supplied vegetables and farm produce.

“In 1920 the Louisville treatment rooms were making good progress and opened a cafeteria.

“In December of 1920 a group of workers opened a city cafeteria in the cities of Knoxville, Memphis, and Chattanooga. These were among the early beginnings of this type of work in our denomination.” A photo shows the Vegetarian Cafeteria and Treatment Rooms, 151 6th Ave., Nashville, Tennessee (p. 45).

There are photos of each graduating class. Pages 126-173 are biographical sketches, usually with a photo, of Madison “Personalities,” including E.A. Sutherland, Bessie DeGraw Sutherland, Percy Magan, Nellie Druillard, Frances L. Dittes (1891-1979) and her sister Florence, Dr. Ulma Doyle Register, Dorothy Mathews, William Cruzen Sandborn, and Mable H. Towery.

A sample student menu is given (p. 265). Breakfast includes “Fried Soyburger,” and dinner includes “Soyburger Patties.” “At the noon and evening meals toasted Soyburger sandwiches, chocolate soy milk, and soy buttermilk are always available.” Cow’s milk is also available at all 3 meals. Address: Madison, Tennessee.

1917. McDougall, Mary A. 1986. The McDougall health-supporting cookbook. Vol. 2. Piscataway, New Jersey: New Century Publishers. iii + 157 p. Index. 23 cm.

• **Summary:** This is a vegan cookbook whose 250 original recipes are designed to support The McDougall Plan, which is a diet low in fat and sodium, high in complex carbohydrates. Since soyfoods are relatively high in fat, they are used sparingly and the recipes are marked by a symbol of a crown. Low sodium soy sauce is used in many recipes. Soy-related recipes include: Scrambled tofu (p. 2-3). Tofu salad dressing (p. 7-8). Dijon tofu dip (p. 9). Onion soup dip (with tofu, p. 9). Dilly tofu dip (p. 9-10). Miso soup (p. 39). Creamed tofu soup (p. 41). Tempeh Creole (p. 62-63). Rice-tofu stuffing mix (p. 88). Tempeh and grain casserole (p. 91). Tofu loaf (p. 96-97). Baked tofu cubes (p. 97-98). Spinach-tofu burgers (p. 99-100). Where’s the meat loaf? (with tofu, p. 101-02). Oat burgers (with tofu, p. 102-03). TVP stuffing mix (p. 109). Okara cookies (p. 126). Tofu banana pudding (p. 132). The section titled “Update on ingredients” (p. 133-35) includes a description of: Worcestershire sauce (Sharwood’s—natural and without anchovies), umeboshi plum sauce, tamari or soy sauce, okara, tempeh, kombu, and tahini. A portrait photo on the rear cover shows Mary McDougall.

Note: Not long after this book was published, New Century Publishers changed its name to New Win Publishing, Inc. and moved to Clinton, New Jersey. As of 2000 this book is published by Putnam/Penguin. Address: P.O. 14039, Santa Rosa, California 95402.

1918. Satchidananda, Sri Swami. 1986. The healthy vegetarian. Yogaville, Virginia: Integral Yoga Publications. viii + 115 p. Foreword by Dean Ornish, M.D. No index. 22 cm. [48 ref]

• **Summary:** With a special section on getting started by

Sandra McLanahan and Swami Premananda Ma. Tofu appears in this book on 14 pages (p. 67, 68, 71, 75, 77, 83, 86, 87, 89, 91, 96, 100, 108-09), tamari on 7 pages (p. 83, 87, 90-92, 93, 100), tempeh on 4 pages (p. 67, 68, 71, 109), Soyarella on 3 pages (p. 68, 90, 101), soybeans on 2 pages (p. 70, 71), soy sauce on 1 page (p. 71), “soy ice cream” on 1 page (p. 82), “soy cheese” on 1 page (p. 71).

The section on “Helpful hints for vegetarians,” by Swami Premananda Ma, has two subsections, each containing a table with two columns: The 1st, which notes that many companies now make “imitation meat” products, has (1) Non-vegetarian. (2) Vegetarian alternative. For example: “sausage–soy links.

“bacon–soy strips.

“luncheon meats–tofu or tempeh in slices that are so similar in consistency, shape, flavor, and packaging to bologna, salami, etc.

“egg salad–tofu spreads.

“hamburgers–soy, nut and tempeh burgers either in mixes or frozen.

“chicken–tofu sliced, wrapped in cellophane and frozen.” Later defrost in a bowl of boiling water. Taste and texture are similar to chicken.

The 2nd titled “And if you’re trying to cut down on dairy, fats and cholesterol” (p. 68): (1) Dairy [product]. (2) Non-dairy alternative. For example. “cheese–soyarella cheese that melts like mozzarella.

“ice cream–tofu, soy or rice ‘ice creams’ that look and taste like the real thing.

“milk–soy milk (plain or flavored–malted is very nice).

“butter–soy margarine.

“ricotta cheese–tofu adapts as a perfect substitute in fillings for lasagne and casseroles.

“cream cheese–tofu blended until creamy works beautifully for cheesecake and other dessert recipes.”

On the rear cover an excellent photo shows Sri Swami Satchidananda, “a beautiful example of dynamic health. He is a lifelong vegetarian and a world renowned spiritual teacher...” He is now in his 70s.

1919. Stidham, Martin. 1986. The fragrant vegetable: Simple vegetarian delicacies from the Chinese. Los Angeles, California: Jeremy P. Tarcher, Inc. x + 224 p. Illust. Index. 24 cm.

• **Summary:** Chapter 3 (p. 57-84), titled “‘Meat without bones’–Tofu,” contains 3 preparatory techniques and 16 recipes. Chapter 4 (p. 85-98), titled “More ‘meat without bones’–Pressed tofu,” contains two basic recipes for pressed and spiced pressed tofu plus 9 additional recipes. “The highly odiferous ‘stinking’ tofu (*chou doufu*) is made by fermenting tofu or pressed tofu, or allowing it to grow moldy, then deep-frying it. Usually eaten with a hot sauce, this is available at movable carts...” (p. 58).

“The dense cakes are fermented to become tofu ‘cheese’

(see Chapter 1) as well as ‘stinking’ tofu...”

Chapter 5 (p. 99-126) titled “‘Duck,’ ‘chicken,’ and other specialties,” first discusses the basic ingredients in making these traditional meatlike products (Bean curd sheet [pressed tofu sheets], bean curd skin [yuba], and bean curd sheet noodles), then gives numerous recipes, many containing soy. Chapters on fried gluten, soups, and fruit and nut desserts follow. Soy sauce, “green soybeans” [green vegetable soybeans], soymilk, soy sprouts, and soy-pickled cucumbers are also mentioned.

The author, a graduate of Northwestern University, lived in East Asia for over 10 years, first as a student at National Taiwan Univ. in the Graduate Inst. of Chinese Literature, and later as a translator of short stories, poetry, and novels. “A long-standing interest in the cuisines of the region, especially vegetarian, has taken him into home, restaurant, and temple kitchens. He has studied privately with instructors from the area’s well-known cooking schools, including Wei-Chuan and Pei Mei’s, besides being tutored in special techniques by tofu makers and manufacturers of other Chinese specialty food items.”

1920. Takahashi, Kuwako. 1986. The joy of Japanese cooking. Tokyo: Shufunotomo Company, Ltd. 311 p. Illust. (some color photos). Index. 27 cm.

• **Summary:** An excellent book with especially good descriptions of Japanese ingredients. Contents: Dedication. Foreword. Introduction. Part I. Japanese ingredients. Seasonings in Japanese cooking. Utensils and equipment. Tableware. Measurements and equivalents. Basic techniques: Making soup stock (*dashi*), cooking rice, preparing fish, boning chicken, cutting vegetables, broiling, poaching, steaming.

Part II. Seafood. Chicken. Eggs. Beef. Pork. *Tofu* (bean curd). Vegetables, dried and manufactured foods.

Part III. Appetizers (*zensai*). Soups. Salads (*aemono*). Casseroles (*nabemono*). Rice. Pickles. Desserts and Japanese sweets.

Part IV. Menu planning. Sample menus with preparation schedules. Part V. Making tea. Serving sake.

A color photo (p. 15) shows six different soyfoods made from soymilk: 1. Deep-fried soybean puffs (*age* or *aburage*). 2. Fried tofu cutlet (*atsu-age* or *nama-age*). 3. Tofu patties (*ganmodoki*). 4. Soymilk film, dried (*yuba*). 5. Bean curd cake (*tofu*). 6. Freeze-dried tofu (*Kôya dofu*).

Note 1. This is the earliest English-language document seen (April 2013) that uses the term *Kôya dofu* to refer to dried-frozen tofu.

The section titled “Japanese ingredients” (a superb glossary, with many entries accompanied by an illustration {line drawing}, p. 17-32) includes: Bean curd cake (*tofu*), incl. regular tofu (*momen dofu*), soft tofu (*kinugoshi dofu*), Ever-Fresh Silken Tofu (aseptically packaged), instant tofu, firm tofu (Chinese style). Tofu products: Deep-fried soybean



puffs (*agé* or *aburage*), fried tofu cutlet (*atsu agé* or *name agé*), freeze-dried tofu (*Kôya dofu*), grilled tofu (*yaki dofu*), tofu patties (*ganmodoki*). Beans: Red beans, dried (*azuki*), soybeans, dried (*daizu*), soybeans, fresh (*eda mamé*). Bean pastes: Bean paste, fermented (*miso*), sweet bean paste (*azuki an*). Soymilk film, dried (*yuba*). Soy sauce (*shoyu*).

The glossary also discusses: Horseradish, Japanese (*wasabi*), konnyaku, kombu, umeboshi, kabocha, daikon (4 forms), glutinous rice (*mochi gome*), red bean rice (*sekihan*), pounded rice cake (*mochi*), rice wine lees (*sakekasu*), rice wine lees pickles (*narazuke*), perilla (*shiso*), seaweeds (*hijiki*, *nori*, *yakinori*, *small sized nori*, *wakame*, *ao nori*), sesame seeds (*goma*), sweet rice wine for cooking (*mirin*), wheat gluten cake (*fu*, incl. *nama fu*, *yaki fu*, and *matsutake fu*).

The section titled “Seasonings in Japanese cooking (another superb glossary, p. 33-37) discusses: Soy sauce, incl. Regular soy sauce (*koikuchi shôyu*), light soy sauce (*usukuchi shôyu*), tamari soy sauce (darker and thicker, made from fermented soybean and brine in the Nagoya area. “It is not saltier than regular soy sauce but has a richer flavor, thicker taste, and some people prefer tamari as the dipping sauce for sashimi... Note 2. In the USA the name ‘tamari’ is mistakenly used for natural soy sauce which is not tamari”), white soy sauce (*shiro shôyu*), milder soy sauce (contains less salt). A table showing the nutritional composition of five different types of Japanese soy sauce is given. Combinations of soy sauce and mirin: Teriyaki. Miso (incl. *kome miso*, *mugi miso*, *mame miso*, mixing of miso types).

Use the good index to see how each of the ingredients mentioned above are used in recipes.

A good biography of the author is appears in the Foreword and on the inside rear dust jacket (with portrait photo). The author was also very active in introducing ikebana (Japanese flower arranging) to the Bay Area and the USA. Address: Japan and Berkeley, California.

1921. Tofu Shop Specialty Foods Company (The). 1986. Price list. Arcata, California. 1 p. Single sided.

• **Summary:** At the top left is an illustration of a dragon in a circle. At the top right is an illustration of a tofu shop on stilts on a cliff by the ocean, with a tree arching over the top—all in a diamond. “Fresh prepared natural foods since 1977.”

The Tofu Shop now makes 39 products in seven categories: (1) Tofu, organic nigari: 14 oz water-pac, bulk pounds, bucket deposit. (2) Soymilk, organic: Natural unflavored (pint, quart, half gallon, or gallon), vanilla-maple (1/3 quart or quart), carob-barley (1/3 quart or quart). (3) Cold cuts, pre-baked: Tofu-vegie patty tray (3), 10 oz, tofu-vegie patty bulk (12 minimum). Marinated tofu cutlet tray (5), 8 oz, marinated tofu cutlet bulk (12 min). Tofu sausage patty tray (6), 8 oz tofu sausage patty bulk (12 min). (4) Combo’s: Tofu-cutlets ‘n rice, 8 oz. Tofu-sausage ‘n pasta, 8 oz.

(5) Deli salads: Eggless-tofu (5 oz or 2 quart). Potato-

tofu (5 oz or 2 quart). Tahini-tofu (5 oz or 2 quart). Corn pasta primavera (4 oz or 2 quart). Brown rice ‘n vegies (4 oz or 2 quart). Sea palm & bean sprout (4 oz or 2 quart). Tabouli (4 oz or 2 qt).

(6) Desserts: Cocoa-carob mousse, 5 oz. Maple-almond charlotte, 5 oz. Pina colada pie (6 oz or 9 inch). Pumpkin pie (6 oz or 9 inch). Address: 768 18th St., Arcata, California 95521. Phone: (707) 822 7409.

1922. Tsuji, Shizuo; Hata, Koichiro. 1986. Practical Japanese cooking: Easy and elegant. Tokyo, New York & San Francisco: Kodansha International. 151 p. Illust. (color photos by Yoshikatsu Saeki). Index. 31 cm.

• **Summary:** A beautiful, elegant book. M.F.K. Fisher says of this book (rear dust jacket): “The recipes are clear and easy to follow, and the illustrations are especially delightful, truly top high-style Japanese simplicity. Messrs. Tsuji and Hata have given us the best of the old and the new.”

The Preface, by Shizuo Tsuji (born in 1948) notes that the many-faceted Japanese “cooking tradition relies heavily on two primary ingredients—delicate bonito stock (*dashi*) and, not unexpectedly, soy sauce. Most, if not all, dishes call for one or both.” The recipes generally call for either “dark soy sauce” [*koikuchi*] or “light soy sauce” [*usukuchi*].

Soy related: Squid and asparagus with mustard miso sauce (... *karashi su miso ae*, with “5 Tbsps nonsweet white miso paste,” p. 19). Tofu, pork, and vegetable soup (*Kenchin jiru*, with “1 block regular {‘cotton’} tofu, about 10 oz {300 gm}, p. 24). Pureed corn soup (with “2 Tbsps nonsweet white miso paste,” p. 24). Miso soup with pork and vegetables (*Buta jiru*, p. 25). Yellowtail teriyaki (*Buri teriyaki*, p. 35). Simmered mackerel in miso (*Saba miso-ni*, p. 37). Tofu as a possible ingredient (p. 38). Deep-fried trout in vegetable sauce (Tofu can be added to the sauce to give the dish more volume, or tofu can easily be substituted for the trout, p. 39). Stuffed spiny lobster (“In place of egg, softened miso can be used in the filling,” p. 40-41). Squid teriyaki (*Ika teriyaki*; the teriyaki sauce includes mirin, sake, dark soy sauce, and tamari soy sauce, p. 44). Shrimp and leeks with mustard-miso sauce (... *karashi-su-miso kake*, p. 48). Grilled beef (with tamari soy sauce in Lemon-soy dipping sauce {Ponzu}, and dark soy sauce in sesame dipping sauce, p. 50-51). Grilled beef with miso (*Gyuniku miso-yaki*, with “4 Tbsps Red Miso Sauce {p. 85},” p. 54). Nagasaki-style braised pork (*Buta kaku-ni*, with “1 cup {250 gm} unpacked okara {tofu pulp} or milk, optional,” p. 58).

The section titled “Tofu” includes: Simmered tofu (*Yudofu*, with “2 blocks tofu, about 20 oz {600 gm} total,” p. 71). Night-dried tofu with chicken sauce (*Ichiya-dofu tori soboro ankake*; regular tofu is allowed to freeze overnight to give it a different texture, p. 72). Simmered tofu dumplings (*Ganmodoki uma-ni*, p. 73-74). Deep-fried tofu (*Agedashi-dofu*, p. 75). Scrambled tofu (*Iri-dofu*, p. 76). White salad (*Shira-ae*, p. 77). Tofu sandwiches (*Tofu hakata-ni*, p. 78-

79). Tofu hamburger steak (with miso, p. 80). Freeze-dried tofu with egg (*Koya-dofu tama-jime*, p. 81).

Grilled eggplant (*Taki-nasu*, with Soy-ginger sauce, p. 84). Deep-fried eggplant with miso sauce (*Nasu dengaku*, with Red Miso Sauce, p. 85). Turnip with ginger-miso sauce (*Furo-fuki kabura*, with 1 cup Red Miso Sauce, p. 88). Chinese cabbage and deep-fried tofu (*Hakusai usuage uma-ni*, with “4 pieces thin deep-fried tofu {*usuage*}, about 3 oz (80 gm) total,” p. 90). Deep-fried and simmered acorn squash (*Eikon sukasshu no age-ni*, with “2 blocks thick deep-fried tofu {*atsuage*}, about 5 oz {150 gm} total,” p. 93). Simmered soybeans (*Nimame*, with “1 cup {120 gm} dried soybeans;” “The real secret... is to allow the beans a long pre-soak before beginning to cook,” p. 94). Vegetables with white sesame dressing (*Goshiki yasai gomashirasu-ae*, with 1 block regular tofu, p. 96). Mixed rice (*Kayaku gohan*, has “thin deep-fried tofu” as an alternative ingredient, p. 100). Scattered sushi (*Bara sushi*, with “1 cake freeze-dried tofu {*Koya-dofu*}, about ½ oz {15 gm},” and “2 Tbsp dark soy sauce,” p. 106-07). Thick roll sushi (*Futo-maki-zushi*, with “2 cakes freeze-dried tofu {*Koya-dofu*}, about 1 oz {30 gm} total,” p. 113). Inari sushi (*Inari-zushi*, with “10 pieces thin deep-fried tofu {*usuage*}, each about 3 inches {8 cm} square, p. 114-15). Udon noodles with deep-fried tofu (*Kitsune udon*, with 4 pieces thin deep-fried tofu, p. 120). Sukiyaki (“... actually only appeared on the horizon of Japanese cuisine some one hundred years ago,” with “½ block regular {‘cotton’} tofu,” p. 122-23). Oden stew (*Oden nabe*, with “4 blocks thick deep-fried tofu,” p. 124-25). Seafood pot (*Yose nabe*, with 1 block regular tofu,” p. 126-27). Deep-fried mixed kebabs (*Kushi-katsu*, with 1/3 cup Worcestershire sauce in the Dipping sauce, p. 132-33).

The section titled “Ingredients” (p. 144-49) has a photo and excellent description for each entry, including: Ginger (fresh). Ginger (red vinegared). Ginger (sweet vinegared). Green seaweed flakes (*ao-nori*). Hot yellow mustard (*karashi*). Kelp (*konbu*). Kelp (salted) (*shio-konbu*). Mirin. Miso paste (Sweet white miso, nonsweet white miso, red miso). Nori seaweed. Pickled plums (*umeboshi*). Rice cakes (*mochi*). Rice vinegar. Saké. Sesame seeds (white, black, or brown). Seven-spice pepper. Shiitake mushrooms. Shiso leaves. Soba noodles. Somen noodles. Soybeans (fresh young) (*edamame*). Soy sauce (dark, light, tamari). Tofu (freeze-dried) (*Koya-dofu*, *kori-dofu*, or *shimi-dofu*). Tofu (fresh). Tofu (thick deep-fried). Tofu (thin deep-fried). Udon noodles. Wakame seaweed. Wasabi horseradish (“has a tingling hotness that goes straight to the nose”).

About the authors (inside rear dust jacket, with small color portrait photos of each): “Shizuo Tsuji is president of the Ecole Technique Hôtelière Tsuji, the largest culinary school in Japan. It comprises three divisions, whose total enrollment currently exceeds three thousand. At the main school, which offers intensive courses in Japanese, French, Italian, and Chinese cooking, aspiring chefs receive the

training necessary to become professionals. At the Ecole Supérieure de Pâtisserie Tsuji students may perfect their confectionery techniques. The Centre de Perfectionnement in Liergues, France, accepts those desirous of completing their education with firsthand experience in Europe.” All classes are conducted in Japanese. He is author of the classic book *Japanese Cooking: A Simple Art* (1980, in English). Address: Tsuji Professional Culinary Inst., Osaka, Japan.

1923. **Product Name:** BPH Foods Soya Mixes (Biryani, Chicken Mutton, Curry, or Qormah).

**Manufacturer’s Name:** Bangalore Pickle House.

**Manufacturer’s Address:** P.O. Box 3219, Bangalore 560 032, India.

**Date of Introduction:** 1986?

**New Product–Documentation:** On back of label for Soya Bean Soup: “Try our other Soya products.”

1924. **Product Name:** [Meatless Tempeh Meatballs].

**Foreign Name:** Tempeh-Bulletten.

**Manufacturer’s Name:** Morgenland Pflanzenkost.

**Manufacturer’s Address:** Kurze Strasse 1, D-3406 Lengler, West Germany.

**Date of Introduction:** 1986?

**New Product–Documentation:** Manufacturer’s catalog. 1987. Kleine Warenkunde. Yellow. 4 pages. Describes each of the 13 soyfood products. “Tempeh is an Indonesian specialty soyfood that is fermented with a special mold culture. Easily digested and rich in protein and vitamin B, tempeh enables you to conjure up the most interesting recipes. Tempeh Buletten are made with rice, whole wheat flour, vegetables, sunflowerseeds, and exotic seasonings. Sold 2 per pack.”

1925. **Product Name:** [Tofu Meatballs].

**Foreign Name:** Tofuletten.

**Manufacturer’s Name:** Morgenland Pflanzenkost.

**Manufacturer’s Address:** Kurze Strasse 1, D-3406 Lengler, West Germany.

**Date of Introduction:** 1986?

**New Product–Documentation:** Manufacturer’s catalog. 1987. Kleine Warenkunde. Yellow. 4 pages. Describes each of the 13 soyfood products. In German a “Bulette” is a meatball, or rissole. These are made from tofu, soy bran (okara?), rice, whole wheat grits, vegetables, herbs, and seasonings. Sold in packs of 6.

1926. **Product Name:** Firm Tofu, Tofuburger, Tofu Pasty, Okara Bread.

**Manufacturer’s Name:** Soyfoods Ltd.

**Manufacturer’s Address:** Wheathampstead House, The Old Brewery, St. Albans, Herts. AL4 8DS, England. Phone: 0664-60572.

**Date of Introduction:** 1986?



**New Product–Documentation:** Letter from Simon Bailey. 1988. Oct. 10. Paul Jones has moved from his Wheathampstead House address to 66 Snow Hill, Melton Mowbray, Leicestershire, LE13 1PD, England. Same phone. He doesn't make tempeh. But he now makes Firm & Soft Tofu, Tofuburger, Tofu Pasty, and Okara Bread.

Talk with David de Korsak. 1990. Jan. 31. David, a Frenchman, worked for this company in England from Oct-Dec. 1987 and May-June 1989. The first time he made tofu and the second time he made okara bread and burgers. They also made a seasonal Christmas Cake with tofu. The company moved to Melton Mowbray in about 1985. It sells to about 80-85 retail outlets in London. The company is very small. Paul and his wife and one driver are the only full-time employees.

1927. **Product Name:** [Tofu Burgers].

**Foreign Name:** Tofuburgers.

**Manufacturer's Name:** Svadesha R. Urban.

**Manufacturer's Address:** Ostpreussenstr. 22, D-8000 Munich 81, West Germany. Phone: 089 / 93 90 05.

**Date of Introduction:** 1986?

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Svadesha R. Urban. 1990. June 13. This product was introduced after he moved to Ostpreussenstr. 22.

1928. **Product Name:** Vegetarian Nature's Patties Burger with Tofu [Original, or BBQ].

**Manufacturer's Name:** Nature's Path.

**Manufacturer's Address:** 9451 Van Horne Way, Richmond, BC, V6X 1W2 Canada. Phone: 604-278-4584.

**Date of Introduction:** 1987 January.

**Ingredients:** Tofu (organic soybeans, nigari, water), soya protein, sunflower seeds, brown rice, potato, rolled oats, sesame seeds, walnuts, gluten, tomato, onion, pimento, carrots, peppers, celery, sunflower oil, Engevita nutritional yeast, herbs and spices, tamari soy sauce, psyllium seed, molasses, dijon mustard.

**Wt/Vol., Packaging, Price:** Family size 10 x 3.3 oz patties, or 4 x 3 oz patties. Each is a plastic bag.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm: Calories 236, protein 17.4 gm, carbohydrate 22.9 gm, fat 12.0 gm, sodium 185 mg, potassium 185 mg, fiber 1.5 gm.

**New Product–Documentation:** See next page. Leaflet. 1987, undated. 8½ by 11 inches, color. "Nature's Path Vegetarian Nature's Patties with Tofu. Contains no animal fats, eggs, dairy products, nitrates, or cholesterol. Succulent non-meat patties. 17% protein."

Spot in Soya Newsletter. 1987. 1(4):6. "Made with tofu (17%) and a wide selection of grains and vegetables. Contains no egg or dairy products."

Label. 1988. 10 by 5.5 inches. Plastic bag. Red, black,

and blue on white with color photo of burger and vegetables.

Letter from Rick Furdal, manager. 1988. April 4. They have moved to #170-2540 Simpson Rd., Richmond, BC V6X 2P9. Their restaurant, Woodlands Natural Foods, 2582 West Broadway, Vancouver, BC V6K 2G1 (Phone: 604-733-5411) makes over 100 fresh soyfoods recipes on a rotational basis.

1929. **Product Name:** Organic Tofu Burgers.

**Manufacturer's Name:** Oasis Wholefoods.

**Manufacturer's Address:** Unit 3C, Dart Complex, Steamer Quay Rd., Totnes, South Devon, England.

**Date of Introduction:** 1987 January.

**Ingredients:** Organic brown rice, tofu, carrots, onions, sunflower seeds, okara, garlic, shoyu, sea salt, vegetable oil, spices.

**Wt/Vol., Packaging, Price:** 160 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Simon Bailey. 1988. Oct. 10. Company name is now Oasis Wholefoods. Phone: 0803-863167. They now make Organic Tofu (plain & smoked), Tofuburger, and Organic Tempeh. In Dec. 1987 Francis Checkley sold the company to I.J. Mohammed.

Letter from I.J. Mohammed. 1991. Sept. 30. This product was introduced in Jan. 1987. There is only one type/ flavor. Label sent by I.J. Mohammed. 1991. Sept. 30. 2.5 inches diameter. Pea green on yellow. Illustration of palm trees. "Ready for eating hot or cold."

1930. Elmer, Vickie. 1987. Loma Linda Foods Inc. consolidates for growth. *Daily Commerce (Los Angeles, California)*. Feb. 2. Also in *Press-Enterprise (Riverside, CA)*. Jan. 26.

• **Summary:** Loma Linda Foods was founded in October 1906. Company sales now top \$20 million a year, growing at 7% annually. Worthington sales top \$30 million, and grew last year by 13%. Loma Linda Foods plans to shut down its plant in Mount Vernon, Ohio, and move it to Riverside in late 1987. Mr. Alejo Pizzaro is now company president. Address: Riverside, California.

1931. *Toyo Shinpo (Soyfoods News)*. 1987. Kôji-kin baiyô okara aji, kaori, shokkan ryôkô. Okara shori ni idomu. Okara hanbaagu tanpaku na aji de katasa yoshi (ryo) [Culturing okara with koji molds. The taste, fragrance, and texture are good. Processing okara by chilling. Okara hamburger–light taste and good firmness]. Feb. 2. p. 2. [Jap; eng+]

• **Summary:** In this experiment, raw okara, white rice, bran, and konnyaku powder were cultured with koji molds (*Aspergillus oryzae*), *Rhizopus* molds (*kumonosu kabi*), and one other type. Afterwards, the mixture was used in deep-fried tofu burgers (*ganmo*), croquettes, and hamburgers. The best results occurred when ground pork was mixed in to make a hamburger. The end product had a light taste and a nice firm texture.



VEGETARIAN

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1932. *Irish Times (Dublin)*. 1987. Plenty of products on the boil. Feb. 17. p. 17.

• **Summary:** “The Food Technology Business Unit in the Food Centre at Raheen is a place where people can come and try out their food ideas, while at the same time receiving basic business training.” About 20 people are presently working on projects.

Lin Thakker, who trained as a nurse in England before coming to Limerick with her husband six years ago, is supplying the public in Limerick with foods she ate growing up in Japan. “Her first product was tofu, a fermented bean curd [sic], which has a mild flavor and which can be used instead of cheese.” She first had the idea when she saw the high price of imported tofu. Now she also makes fresh soya milk, vegetarian pizzas and vegetarian burgers.” She sells all of these to hotels and fastfood outlets as well as to wholefood shops.

Note: Tofu is also occasionally called “soybean curd.” It is not fermented, and is very different from “fermented tofu,” which is rarely found in Japan.

1933. Lease, Carol Ann. 1987. Firm’s bread and butter comes from meatless foods. *Dispatch (Columbus, Ohio)*. Feb. 18. p. 2. Neighbor news section.

• **Summary:** “The inside of the Worthington Foods plant at 900 Proprietors Rd. looks like any meat packing plant... The only difference is, there’s no meat at Worthington Foods,” now in its 48th year with about 270 employees. Discusses the company’s history and 3 product lines. “Meat rationing during World War II gave the company a shot in the arm as people turned to Choplets when they couldn’t get pork chops.

“Worthington Foods still makes some peanut-based products, but most of its no-meat meats today are made from soy protein. The work of Robert Boyer, a Michigan researcher, enabled the company to spin soy into a substance resembling muscle fiber.”

David Schwantes, manager of marketing communications, said the Morningstar Farms line is in about 70% of U.S. Supermarkets. James Remer, director of manufacturing, said Scramblers, which are made from egg whites, also is the company’s fastest-growing product. Schwantes said that “a 1985 Gallup poll turned up 6 million vegetarians in the United States. That’s a five-fold increase since the last time they asked the question in 1979.

“According to the National Institutes of Health, he added, one in four households has someone on a low-cholesterol diet, whether self-imposed or recommended by a doctor...

“The company also is to break ground this spring on a 80,000-square-foot storage facility on Sinclair Rd. and is expanding manufacturing activities into second-floor areas of its Proprietors Rd. plant that now are being used for

storage. All this growth is not happening without problems. The sanitary sewer line serving the plant, for example, is at capacity. Last year, a clog in the line caused sewage to back up in the basements of homes on E. Stafford Ave. The city has suggested that Worthington Foods put in a pumping station to pump the sewage to another line or that a new sewer line be built on Proprietors Rd. to serve Worthington Foods exclusively. The latter would cost an estimated \$525,000.”

1934. Golden Soy Foods, Inc. 1987. Soy for all seasons. *Whole Life*. Jan/Feb. p. 37. [1 ref]

• **Summary:** Each of these recipes calls for Hot & Spicy Soysage or Soysage Tofu Sandwich Spread (both vegetarian), made by Golden Soy Foods of Athens, Ohio. Soyballs with gravy and rice. Stuffed zucchini. Sliced soysage sandwich. Soysage pizza sandwich. Soy burgers. Soysage casserole. Address: Athens, Ohio.

1935. Kijima, Hiromachi. 1987. Tōfu gyōkai no genjō to atarashii ugoki [The Japanese tofu industry and market: Current status and recent trends]. *Daizu Geppo (Soybean Monthly News)*. Feb. p. 24-30. [Jap]

• **Summary:** Nationwide, 28.2% of all tofu sales is from regular (momen) tofu, 22.5% is from deep-fried tofu pouches (aburaage), 19.9% is from lactone silken tofu, 13.8% is from regular silken tofu, 4.7% is from grilled tofu, and 10.9% is from other types (mainly deep-fried tofu cutlets and burgers).

Among large manufacturers, 24.8% of all tofu sales is from regular (momen) tofu, 18.3% is from tofu pouches (aburaage), 24.8% is from lactone silken tofu, 15.1% is from regular silken tofu, 4.1% is from grilled tofu, 7.1% is from tofu cutlets (nama-age), and 5.8% is from other types (mainly deep-fried tofu burgers). Address: Zenkoku Hoso Tofu Kyokai, Senmu Riji.

1936. **Product Name:** Soyboy Tofu Burgers.

**Manufacturer’s Name:** Northern Soy, Inc.

**Manufacturer’s Address:** 30 Somerton St., Rochester, NY 14607. Phone: 716-442-1213.

**Date of Introduction:** 1987 February.

**Ingredients:** Harvest Light Tofu (filtered water, organically-grown soybeans, natural calcium chloride nigari—a natural mineral coagulant, not a preservative), red miso (water, rice, soybeans, salt), carrots, dried onion, sesame seeds, sunflower seeds, spices, guar gum, carrageenan.

**Wt/Vol., Packaging, Price:** 6.25 oz 2 burgers per package.

**How Stored:** Refrigerated, 45 day shelf life. Or frozen.

**Nutrition:** Per burger (3.125 oz.): Calories 180, protein 14 gm, carbohydrate 4.3 gm, fat 12.5 gm, sodium 350 mg.

**New Product–Documentation:** Manufacturer’s catalog.

1987. Oct. Gives ingredients. Talk with Andy Schechter. 1988.

Feb. 17. Launched in Feb. 1987. Label. 1987. 3.25 inches

diameter. Red, green, and black on yellow. “All natural

meatless entrees. Cholesterol-free. No preservatives and nothing artificial. Precooked for your convenience.”

1937. **Product Name:** Tofu Lasagna, and Tofu Pizza [Super Veggie, Soy Cheese, or Spinocli].

**Manufacturer’s Name:** San Diego Soy Dairy.

**Manufacturer’s Address:** 1330 Hill St., Suite B., El Cajon, CA 92020. Phone: 619-447-8638.

**Date of Introduction:** 1987 February.

**New Product–Documentation:** Talk with Gary Stein. 1989. Feb. 17. He recalls that these products were launched in about Feb. 1987.

1938. *Soya Newsletter (Bar Harbor, Maine)*. 1987. Tomsun Foods International nets \$3.46 million from public offering. Jan/Feb. p. 5.

• **Summary:** In mid-December 1986, Tomsun grossed \$4.25 million in its first public stock offering. It expects to net \$3.46 million. Total sales have grown from \$1.25 million in 1981 to \$3.1 million in 1986. For the 32 weeks ending 9 Aug. 1986, 58% of sales were from tofu, 21% from Jofu (yoghurt-style product), 18% from Oriental pasta and condiments, and 3% from tofu burgers. Projected uses of the new funds are 43% for sales and marketing, 23% for repayment of \$800,000 debt, 8.7% for expansion of Jofu, 7.2% for R&D, and 18% for working capital.

1939. *Soya Newsletter (Bar Harbor, Maine)*. 1987. Sales of Tofu Pups sizzle. Jan/Feb. p. 6.

• **Summary:** First introduced in Aug. 1985, Tofu Pups (like hot dogs) sold nearly \$250,000 in the next 10 months. A 12 ounce package retails for \$2.49. Michael Cohen’s company is now called Lightlife Foods, formerly Tempehworks.

1940. Worthington Foods. 1987. Health Wise (Portfolio). Worthington, Ohio. 22 inserts. March 18. 30 cm.

• **Summary:** See next page. The inserts (each 8½ x 11 inches, glossy) are: (1) New! Crispy Chik (leaflet, front and back). (2) Worthington and Natural Touch product catalog (4 p.). (3) Sodium content per serving. (4) Less than 500 mg sodium per serving. (5) Less than 50, 100, and 150 Kcal [calories] per serving. (6) Less than 200, 300, and 450 Kcal [calories] per serving. (7) Composition of foods having similar uses in the diet (2 p). (8) Day codes / shelf life. (9) Decal and banner: The good taste of natural living. (10) Health Wise point of purchase sign. (11) Meat free. Cholesterol free (banner). (12) Tofu Topper. (13) Worthington Foods order form. (14) Worthington. For all the right reasons. (15) Ingredient information (Glossary of terms). (16) Soar into spring with savings on these Worthington specials. (17) Bill back form. Address: Worthington, Ohio 43085.

1941. *Jewish World (W. Palm Beach, Florida)*. 1987. Kosher expo: Putting kosher on the map. March 19.

• **Summary:** “But the word—and the taste—on everyone’s lips at the gala affair seemed to be tofu. The once lowly soy product has evidently made it big in the kosher world.” TofuBurgers and Jofu from Tomsun Foods International of Greenfield, Mass.

1942. Ransom, Kevin. 1987. Soy Plant hits profit trail with tofu dogs. *Crain’s Detroit Business*. March 23. p. 3, 33.

• **Summary:** Bruce Rose, president of Rosewood Products Inc., an Ann Arbor distributor of health-food products, is now calling the shots at The Soy Plant, a tofu producer mired in Chapter 7 bankruptcy proceedings since January, with \$37,900 of debts. Rosewood has been distributing the Soy Plant’s tofu for 6 years. Rose plans to install \$85,000 of new tofu equipment and to concentrate on “higher margin prepared products” such as “tofu dogs, soysage, and missing egg salad.” Address: Detroit, Michigan.

1943. **Product Name:** [Tofu Line Tofu Entrees (Tofu Lindstrom/Tofu-Beet Patties, Marinated Tofu, or Tofu Burgers)].

**Foreign Name:** Tofu Line Tofu Lindstroem, Tofu Marinerad, or Tofu Burgare.

**Manufacturer’s Name:** Aros Sojaprodukter KB.

**Manufacturer’s Address:** Bergsvagen 1, 190 63 Orsundsbro, Sweden. Phone: 0171-604-56.

**Date of Introduction:** 1987 March.

**Wt/Vol., Packaging, Price:** 400 gm.

**New Product–Documentation:** See page after next. Letter from Ted Nordquist. 1984. Makes 192 kg/week each of Tofu Burgers and Lindstrom, 144 kg/week of Marinerad. Leaflet. 1987. Full color. 8½ by 11 inches; Labels. Each product is packed in a handsome 4-color outer box; Recipe booklet titled “Tofu-den nya sunda och smala linjen.”

1944. Aros Sojaprodukter. 1987. Tofu–den nya sunda och smala linjen [Tofu–The new wise and slim line (Poster)]. 190 63 Orsundsbro, Sweden. 28 x 22 cm. Color. Reprinted in Soyfoods Marketing. Lafayette, CA: Soyfoods Center. [Swe]

• **Summary:** Advertises four entrees “Tofu Lindstrom” (beet patties), “Indian curry,” “marinated,” and “burgers.” Plus “Tofu Naturel.” Address: Orsundsbro, Sweden.

1945. Johnsson, Julie. 1987. The case for meatless meats: Meat substitutes have lower fat and cholesterol than meat. And they sort of, kind of, maybe taste like meat! *Signs of the Times*. March. p. 12-13, 27. [3 ref]

• **Summary:** Meat substitutes or analogs have lower fat and cholesterol than meat, and the sort of, kind of, maybe taste like meat. Address: Washington, DC.

1946. Loma Linda Foods. 1987. Loma Linda product catalog. Quality foods since 1906. Riverside, CA 92515.

• **Summary:** See two pages after next. Lists 36 VP [vegetable





**FRI CHIK®**  
Zero cholesterol.



**CRISPY CHIK**  
Rich in polyunsaturates.



**STRIPPLES®**  
Only 100 calories.



**MEATLESS CHICKEN SLICES**  
Rich in vegetable protein.

# WORTHINGTON. FOR ALL THE RIGHT REASONS.



**VEGETARIAN BURGER™**  
Low in saturated fat.

Sound eating habits are a choice you make as a Seventh-day Adventist.

Worthington Foods, owned and managed by Adventists, satisfies that preference with delicious foods. For nearly half a century, foods free of cholesterol. Balanced in calories. Rich with the nutrition of vegetable protein.



You have good reasons for treating your body well. And we're proud to share that healthy commitment with you.



**FRI PATS®**  
Zero cholesterol.



**PRIME STAKE™**  
Free of preservatives.



**CHOPLETS®**  
Almost fat free.



**VEJA-LINKS®**  
A good source of fiber.



**Worthington**

Write for free Health-Wise recipes:  
Worthington Foods, Inc., 900 Proprietors  
Road, Worthington, OH 43085.



**STAKELETS®**  
A good source of fiber.



**VEGETABLE SKALLOPS®**  
No added salt.



**LEANIES®**  
Less than 100 calories.



# Tofu - den nya sunda och smala linjen.



**Tofu Lindström**  
Tofubiffar med rödbetor och kaptis.

Endast 130 kalorier per biff.

Färdiglagade  
Värm i ugn under lock i 200°, 15 min.

6 biffar, ca 6 portioner.  
400 g.



**Tofu Indisk curry**  
Tofubiffar med ärter, morötter och indisk curry.

Endast 140 kalorier per biff.

Färdiglagade  
Värm i ugn under lock i 200°, 15 min.

6 biffar, ca 6 portioner.  
400 g.



**Tofu marinerad**  
Smaksatt och färdiglagad tofu som passar utmärkt färsk, grillad eller ugnsgatinerad.

God i soppor, grytor och sallader eller på smörgås.

Endast 137 kalorier per 100 g

400 g.



**Tofu burgare**  
Tofubiffar med morötter och selleri.

Endast 130 kalorier per biff.

Färdiglagade  
Värm i ugn under lock i 200°, 15 min.

6 biffar, ca 6 portioner.  
400 g.



**Tofu naturell**  
Tofu är annorlunda och spännande. Ett näringsriktigt alternativ till kött, fisk och mycket annat. Naturligt fri från laktos, mjölkprodukter, salt, socker, gluten och kolesterol.

Vegetabilisk och lättsmält.

Endast 122 kalorier per 100 g. 400 g.

Fem spännande och läckra alternativ till kött och fisk. Näringsriktiga och kalorislåga tack vare den hälsobringande Tofun.  
Framtidens vettiga mat är här. Smaka den nya sunda Tofu-linjen och bli mätt på ett lätt sätt.  
Ät gott och må bra.

Säljes på Åhléns i Stockholmsområdet och i hälsokostbutikerna. Kylvara.

**Tofu line**  
Aros Sojabalprodukter, 190 63 Örsundsbro  
Tel 0171-604 156.



## FROZEN FOODS



### SIZZLE BURGER

Pre-cooked frozen patties with an outstanding flavor and texture. They make quick, easy and great tasting burgers.

Code #0/004/0	Packed: 12/30 oz. (1 lb. 14 oz.)
Code #0/005/0	Packed: 6/75 oz. (4 lb. 11 oz.) (Institutional)
Code #0/007/0	Packed: 12/10 oz.

### MEATLESS BOLOGNA

Flavor and texture make this a perfect meatless sandwich. Ready-to-serve luncheon also tastes great with a savory gravy served over mashed potatoes.

Code #0/008/0	Packed: 12/8 oz. (Deli Slices)
Code #0/012/0	Packed: 4/64 oz. (4 lb. Roll)

### SAVORY MEATBALLS

Vegetable Protein Savory Meatballs are pre-cooked, ready to heat and serve. This versatile product makes meal planning quick, easy and delicious.

Code #0/016/0	Packed: 12/10 oz.
Code #0/019/0	Packed: 6/80 oz. (5 lb.) (Institutional)

### CHIK - NUGGETS

Tasty chunks of chicken-flavored goodness are great as a hot hors d'oeuvre or an easy-to-fix entree. Try them for school lunches and picnics with tangy barbeque or sweet & sour sauce.

Code #0/022/0	Packed: 12/12 oz.
Code #0/025/0	Packed: 6/4 lbs.

### CHIK - PATTIES

Discover the golden goodness of tasty Chik-Patties. These thick chicken-tasting patties are generously coated with crispy-crunchy breading. Serve Chik-Patties in the sauce of your choice, or serve crisp in bun with lettuce and tomato.

Code #0/024/0	Packed: 12/10 oz.
Code #0/029/0	Packed: 6/75 oz. (4 lb. 11 oz.)

### MEATLESS FRIED CHICKEN

This frozen fried chicken-like entree can be heated in a pan or the oven, and served with a variety of savory sauces. It is also delicious cubed in salads or in sandwiches.

Code #0/023/0	Packed: 12/8 oz.
Code #0/026/0	Packed: 6/80 oz. (5 lb.) (Institutional)

### MEATLESS CHICKEN

These ready-to-eat, all vegetable protein slices are mild and deliciously flavored to your taste. A new idea for chicken salads and soups.

Code #0/031/0	Packed: 12/8 oz. (Deli Slices)
Code #0/033/0	Packed: 4/64 oz. (4 lb. roll)

### MEATLESS ROAST BEEF

Hearty roast beef flavor without the animal fat makes these not just good-tasting, but good for you, too! A healthy alternative that works great in grinders and sandwiches.

Code #0/036/0	Packed: 12/8 oz. (Deli Slices)
Code #0/038/0	Packed: 4/64 oz. (4 lb. roll)

### MEATLESS SALAMI

These spicy, cholesterol-free slices are perfect for any meal. Try them with scrambled eggs or hash browns, in luncheon salads, or in your favorite casserole recipe.

Code #0/041/0	Packed: 12/8 oz. (Deli Slices)
Code #0/043/0	Packed: 4/64 oz. (4 lb. roll)

### MEATLESS TURKEY

A soy protein delicacy with mild turkey flavoring. A must for your Christmas and Thanksgiving holiday recipes.

Code #0/046/0	Packed: 12/8 oz. (Deli Slices)
Code #0/048/0	Packed: 4/64 oz. (4 lb. roll)

### GRIDDLE STEAKS

Rich and hearty in a tasty, tender, meatless steak. It's pre-cooked, so just heat and serve. Great fried or barbecued, too.

Code #0/051/0	Packed: 12/10 oz.
Code #0/055/0	Packed: 6/80 oz. (5 lb.) (Institutional)

### OCEAN FILLETS

Fillets with a mild white fish flavor and texture. They're ideal for main entrees, sandwiches and salads.

Code #0/061/0	Packed: 12/10 oz.
Code #0/065/0	Packed: 6/80 oz. (5 lb.) (Institutional)

### MEATLESS CORN DOGS

Drenched with a delicious corn bread batter, these Big Franks can be served hot with relishes or dips. Kids love 'em.

Code #0/070/0	Packed: 12/10 oz.
Code #0/072/0	Packed: 6/50 oz. (3 lb. 2 oz.)
Code #0/075/0	Packed: 1/90 oz. (5 lb. 3 oz.) (Institutional)

Loma Linda Foods' commitment to quality, health and customer satisfaction began in 1906 and continues as we develop new recipes, modify existing ones, and explore new processes in technology; all in search of excellence.

At Loma Linda Foods our mission goes beyond the marketing of textured vegetable proteins and infant formulas. Instead, we consider ourselves to be in the healthful living business. Equal with this mission is the responsibility to educate the public in healthful and economical living and to provide the health foods and beverages needed for this quality lifestyle. We trust that Loma Linda's extensive product range will continue to be your #1 choice whenever the occasion calls for a delicious meatless adventure.

Tastes Great . . . Naturally!

**LOMA LINDA FOODS INC. ®**

RIVERSIDE, CA 92515, U.S.A.  
(714) 687-7800  
CALIF. ONLY: (800) 442-4917 / (800) 932-5525

protein, canned or dry mixes] products, all shelf stable, and 13 frozen food products. All are vegetarian. The products are grouped into categories, which are not named. For each product is given: Product, code, and how packed (e.g., 12/14 oz.).

The VP products are: Nuteena. Proteena. Vegelona. Sandwich spread. Sizzle franks. Linkettes. Big Franks. Little Links. Dinner Cuts. Tender Rounds with Gravy. Swiss Steak with Gravy. Tastee Cuts. Stew Pack. Vege-Burger, Redi-Burger. Fried Chicken with Gravy. Chili Beans. Green Soybeans. Soybeans Boston Style. Vege-Scallops. Tender Bits. Savory Dinner Loaf. Patty Mix. Chicken Supreme. Ocean Platter. Vita-Burger Chunks. Vita-Burger Granules. Gravy Quik. Krispy Quik Breading Mix. Loma Linda Wheat Bran. Loma Linda 7 Grain-Crunchy. Loma Linda 7 Grain-No Sugar. Ruskets. Breakfast Cup (free of caffeine). Soyagen Powder. Savorex (savory vegetable-yeast seasoning).

Frozen foods: Sizzle Burger, Meatless Bologna. Savory Meatballs. Chik-Nuggets. Chik-Patties. Meatless Fried Chicken. Meatless Chicken. Meatless Roast Beef. Meatless Salami. Meatless Turkey. Griddle Steaks. Ocean Filets. Meatless Corn Dogs.

At the bottom of the last page we read: "Loma Linda Foods' commitment to quality, health and customer satisfaction began in 1906 and continues as we develop new recipes, modify existing ones, and explore new processes in technology; all in search of excellence.

"At Loma Linda Foods our mission goes beyond the marketing of textured vegetable proteins and infant formulas. Instead, we consider ourselves to be in the healthful living business. Equal with this mission is the responsibility to educate the public in healthful and economical living and to provide the health foods and beverages needed for this quality lifestyle. We trust that Loma Linda's extensive product range will continue to be your #1 choice whenever the occasion calls for a delicious meatless adventure." Address: Riverside, California.

1947. Loma Linda Foods. 1987. Soeey, soeey, soeey. Soy, soy, soy [Make big money imitating sausage] (Ad). *Natural Foods Merchandiser*. March. p. 82-83. Also in *Whole Foods*. March. p. 56-57.

• **Summary:** See next page. A 2-page full color ad for Loma Linda's soy-based sausage analogs: Little Links, Big Franks, Sizzle Franks, Linkettes, Meatless Corn Dogs.

Note: A 4-page version, available from the company and titled "Make big money imitating a sausage," also lists the company's 42 U.S. distributors. Address: Riverside, California.

1948. **Product Name:** [Tofu-Burger (In a Roll)].

**Foreign Name:** Tofu-Burger, in einer Rolle.

**Manufacturer's Name:** Tofukost-Werk TKW GmbH.

**Manufacturer's Address:** Siemensweg 1, D-4724

Wadersloh-Diestedde, West Germany. Phone: 02520-1300.

**Date of Introduction:** 1987 March.

**Ingredients:** Tofu, soybeans, rice, wheatgerm, flaxseeds (linseeds), starch, seasonings, sea salt.

**Wt/Vol., Packaging, Price:** 500 gm sausage-shaped rolls, 7 rolls per carton.

**How Stored:** Refrigerated, 60 day shelf life at 8°C.

**Nutrition:** Protein 10.3%, water 65.7%, fat 5.1%, pH 6.0, ash 2.1%, carbohydrate 10.7%, energy 130 calories/100 gm.

**New Product-Documentation:** Form filled out by Hermann Berief, owner. 1988. Jan. Lists 4 products. TKW color products catalog. 1988. April. Shows Labels. Black on orange-yellow. Rolls are red.

1949. Barricini Foods Inc. 1987. Baseball and Barricini, Part II: Tofulite served to N.Y. Yankees' fans (News release). 123 South St., Oyster Bay, New York 11771. 1 p. April 30.

• **Summary:** "Milton Namiot, Chairman of the Board of Barricini Foods, Inc., announced that Canteen Corp., concessionaires of Yankee Stadium, had authorized the product's introduction as of opening day... This is the second step in a national sports stadium marketing plan, the first being the extremely successful introduction of Tofulite to New York Mets' fans at Shea [pronounced SHAY] Stadium last year [spring 1986]. The Mets have doubled their commitment to Tofulite in 1987."

Talk with Robert Tepper of Barricini. 2001. Oct. 3. Tofulite was a soy-based, non-dairy ice cream closely related to Ice Bean, developed by the Farm Food Company in California and launched in August 1976. Robert had a free pass to Yankees' and Mets' baseball games to monitor their ice cream, which was always sold from soft serve machines (like frozen yogurt) at two locations in each ballpark. ARA was probably the foodservice distributor. He took his son, who was just 6 years old, to watch many games. Tofulite lasted for about two seasons at the Mets' stadium (1986-1987) and one year at Yankee Stadium (1987). This was 2-3 years before any veggie hot dogs were sold at major league ballparks. In 1988 Robert left Barricini and went to Natural Nectar. Address: Oyster Bay, New York.

1950. **Product Name:** Burgers (With Okara, Fried).

**Manufacturer's Name:** Bean Machine.

**Manufacturer's Address:** Grymych, Wales, UK.

**Date of Introduction:** 1987 April.

**Ingredients:** Incl. Okara, rice, nuts, vegetables, spices.

**Wt/Vol., Packaging, Price:** Vacuum packed.

**How Stored:** Refrigerated.

**New Product-Documentation:** Carolyn Rees. 1987. April. Soyfoods (ESFA). "The Bean Machine story." The main ingredient in burgers is okara. No tofu is used. "The burgers are relatively new products to us... At the moment we make only one flavor, which is the nut one, but we hope to do a regular one and a chili in the near future. When we first



# SOY, SOY, SOY.



**LOMA LINDA FOODS.**

Quality Foods Since 1906.

11503 Pierce Street, Riverside, CA 92515

introduced it, they were fried, 11 at a time in a frying pan, and all the mixes were made manually.” Now they are deep fried.

1951. **Product Name:** Soysage Burgers.

**Manufacturer’s Name:** Bean Machine.

**Manufacturer’s Address:** Grymych, Wales, UK.

**Date of Introduction:** 1987 April.

**Ingredients:** Soysage, pepper, onion.

**New Product–Documentation:** Carolyn Rees. 1987. April. Soyfoods (ESFA). “The Bean Machine story.” “Soysage burgers have the same basic recipe as the soysage, but with added pepper and onion. They are put into the same packaging and cooked in the same way as the soysage. They are then formed into a burger shape and covered with the same mixture of flour and spices as for the Tofu bites. They can be cooked either by frying, grilling, or in a microwave.”

1952. **Product Name:** Tofu Franks.

**Manufacturer’s Name:** MGM Brands.

**Manufacturer’s Address:** 59 Howden Rd, Unit H., Scarborough, ONT, M1R 3C7, Canada. Phone: 416-752-6600.

**Date of Introduction:** 1987 April.

**New Product–Documentation:** Talk with company. 1988. March 2. He says Stephen Yu of Victor Foods is out of business! Tofu Masters was an interim company name.

1953. Rees, Carolyn. 1987. The Bean Machine story. *Soyfoods (ESFA)* 1(2):8-10. April.

• **Summary:** “In the bad winter of 1981, the founders of Bean Machine were cut off by snow with only a jar of soybean and little else. They had a soybean recipe book written by a community farm [The Farm] in Tennessee and decided to have a go at making Tofu.

“They found others who believed in the same ideas and started the Bean Machine in their kitchen, at home. From there the business expanded in a little Welsh village. As demand grew more people came to work, and it became a full fledged cooperative.

“In 1984, our founders had to leave us, sadly, because of illness, but their example and courage was and is now an inspiration to us all...

We are now 9 full time members. The first two years of existence were very difficult; breaking down resistance to the product, finding a market, and solving distribution problems used up most of the Bean Machine scanty resources.” The company decided to focus on second generation tofu products. They obtained a Regional Aid grant to help fund an expansion program. Tofu is sold vacuum packed in 227 and 454 gm sizes. They produce 60 lb/tofu every 2 hours. The company’s product range includes Soysage, Soyanaise, Burgers (with okara and rice), Pasties (with tofu filling), Somozas (pouches filled with tofu), Tofu Bites (deep-fried

marinated tofu cubes), and Soysage Burgers. “We hope to do an iced bean [soy ice cream] when the grant comes through. Then we will get the facilities and soon we shall be expanding to a bigger premises, in Grymych, where the Bean Machine is now, which is ideal for us.

“A third of the Bean Machine profit will go towards a third world organization.” Address: A principal of The Bean Machine, Crymych, Wales.

1954. Rose, Richard. 1987. Rose International: Special services bulletin. Santa Rosa, California. 4 p. 28 cm.

• **Summary:** The earliest description seen of the services and activities of Rose International.

Contents: Summary. Background (Brightsong Foods was recognized as one of the ten leading innovators of 1986 by *Food and Beverage Marketing* magazine). Product and services available. Contact. Services: Research and development, marketing, manufacturing, management. Products: Frozen desserts, cultured products, dry instant tofu, soymilk or yogurt mixes, spreads, dips, salad dressings / mayonnaise, soups, desserts, beverages, entrees, burgers, tofu, other concepts.

Attached to the main document is Richard Rose’s business card. Both are printed with blue ink on white paper. Address: President, Rose International, P.O. Box 2687, Petaluma, California 94953-2687. Phone: 707-778-7721.

1955. Burum, Linda. 1987. Rosebrock’s tofuburgers. *Los Angeles Times*. May 31. p. 95-96.

• **Summary:** If you think the words tofu and burger don’t belong in the same sentence, sample Rosebrock’s tofuburgers before making your decision final. These subtly seasoned, meatless patties are good by themselves and even more delightful in various presentations. Try the pestoburger. (Rosebrock’s has hosted numerous pesto contests with renowned local chefs, and they do know their pesto.) Or sample the knock-your-socks-off garlic sauce on the Maliburger. The whole-wheat rolls are substantial yet not too heavy. And should you show up with someone for whom meaty meals are required, Rosebrock’s does a mean chickenburger. Rosebrock’s Tofuburger Cafe, 1697 Pacific Ave., Venice, California, (213) 450-9169. Open daily.

1956. **Product Name:** Pate, and Chili (Both Made with Seitan), and Mochi.

**Manufacturer’s Name:** Great Lakes Grainfoods.

**Manufacturer’s Address:** 225 Parsons St., Kalamazoo, MI 49007. Phone: 616-382-0830.

**Date of Introduction:** 1987 May.

**How Stored:** Refrigerated.

**New Product–Documentation:** Colby Wingate. 1988. *Seitan Ethnic Recipes*. p. 2. By Sept. 1987 Great Lakes Grainfoods was making “(seitan) pate, (seitan) chili, and mochi.”



Talk with Crick Haltom. 1991 Nov. 23. He started making these three products about a year after the company opened, so in about May 1987. The word “Pate” was spelled without accents. Since the seitan grew slowly, it wasn’t long before he could see that he would need new products to boost sales and pay the rent.

1957. Hesser, J.M. 1987. Uses and functionality of wheat gluten. In: R. Lásztity and F. Békés, eds. 1987. Proceedings of the 3rd International Workshop on Gluten Proteins. xvi + 618 p. See p. 441-55. [4 ref]

• **Summary:** Contents: Introduction. Processing (how commercial wheat gluten, gum gluten, and vital wheat gluten is made and dried). Milling and flour fortification. Bakery products. Breakfast cereals. Meat, fish and poultry products (incl. meatlike products or meat analogs and soy/wheat gluten textured meat extender). Pasta. Cheese analogs and pizza. Nutritional snacks (incl. gluten balls in Europe, vegetarian items in the U.S., Yachi-fu and Yachiyo-fu in Japan, fried gluten items in China, and wafers of 30-45% wheat gluten content in Australia). Breadings, batter mixes, coatings and flavorings (incl. gluten-based HVP). Pet food. Aquaculture. Non-food applications. Modified glutens. Acknowledgement.

“Wheat gluten is the water insoluble complex protein fraction separated from wheat flours. It is, primarily, a mixture of two types of protein from the wheat kernel—glutenin and gliadin. Gliadin is highly extensible, less elastic, soluble in alcohols, low molecular weight (less than 100,000), and has intramolecular bonds. Glutenin is less extensible, highly elastic, insoluble in alcohols, high molecular weight (greater than 100,000), and has intra and intermolecular bonds. These two major protein components of wheat gluten interact in an aqueous system to produce a unique property known as viscoelasticity... The major use of wheat gluten has traditionally been and continues to be in bakery products.”

The International Wheat Gluten Association, chartered in 1979, consists of 18 members in 11 countries. The primary objective of the IWGA is to promote the common interests of its members and the general welfare of the international wheat gluten industry. Address: Executive Director, International Wheat Gluten Assoc., 4510 West 89th St., Prairie Village, Kansas 66207. Phone: 913-341-1155.

1958. Lumen Food Corp. 1987. Lumen: The ‘meatless’ solution for the 21st century. Today (Leaflet). Lake Charles, Louisiana. 4 panels each side. Each panel: 22 x 9 cm. [1 ref]

• **Summary:** “Lumen is the term we use to describe a whole range of products that have the ‘look, taste, and texture of real meat products.’” It is sold in poly bags. Flavors currently in stock include beef, Mexican beef, pepperoni, chicken, unflavored, ground beef, teriyaki beef, smoked ham, and Italian sausage. Address: 409 Scott St., Lake Charles,

Louisiana 70602.

1959. *Technocrat (India)*. 1987. Great Shake: Soya milk success. May.

• **Summary:** “On the 27th of April, Noble Soya, a company promoted by Godrej, launched its premium Milk Shake—Great Shake, in Bombay. After promising feedback from both Delhi and Pune markets, Dr. A.S. Alyar, the brain behind the concept, is very hopeful that it will be a hit in this market, too.” Great Shake is soya milk that is flavoured. The soyamilk is processed using Kibun’s special deodorizing process. Soymilk can be used whenever dairy milk is used and has a wide range of applications. It can also be processed into products such as tofu, a soft cheese. Tofu provides a base for a variety of snack foods such as tofu burger, tofu scramble, tofu ice-cream and others. Soyamilk can be used to make desserts and puddings.

1960. Pozel, Lynda. 1987. Local products: Unique to the north coast. *Tri-City Weekly, Northern Humboldt edition*. June 9.

• **Summary:** Matthew Schmit started making tofu in Colorado in 1977 after tasting it for the first time when he was in Arcata visiting his sister. Later when he moved to this area planned to leave tofu-making behind him. But being unable to find work, he evaluated his skills and turned, once again, to tofu making—a decision he seems pleased he made. He puts in 50-60 hours a week. And he *does* make tofu, turning over a ton of organic soybeans into 7,000 pounds of tofu each and every month. About 2,000 pounds of the tofu produced is turned into salads, dessert, sausage, patties, and cutlets. Most of the 7,000 pounds of tofu produced each month is sold in Arcata and Eureka. Tofu lovers all have their favorite ways to use tofu, Matthew’s personal favorites are baked, marinated cutlets and tofu burgers. Address: [Nutritionist, Arcata Co-op].

1961. Daum, Peggy. 1987. Stable staple: LA firm touts tofu that stays fresh on the supermarket shelf. *Journal (Milwaukee, Wisconsin)*. June 10.

• **Summary:** Julia Weinberg [sic, Steinberg], who runs a food styling business, is traveling on behalf of Morinaga Nutritional Foods of Los Angeles. Generally people first think of using tofu in stir-fry recipes. But she has developed recipes for Creamy Tofu Tarragon Salad Dressing or Dip, Eggless Salad, and Tofu Burgers. A photo shows Steinberg, who visited Milwaukee to talk about tofu.

1962. Kennedy, Shawn G. 1987. A soy-based business flourishes in Brooklyn [Appropriate Foods]. *New York Times*. June 24. p. C6.

• **Summary:** Robert Werz, a carpenter, started making tempeh patties in a corner of the kitchen of a friend’s catering business. After 6 months he set up in Nassau County. Today,

with 6 employees, he produces about 10,000 lb/month of tempeh. Half is sold to health food distributors and half delivered to 100 stores in Metro New York. The company also makes soymilk and tofu products (quiches, tortellini, and salads). In March the company moved from Franklin Square, Long Island, to an East Brooklyn Industrial Park; there was more space at lower rent.

When Mr. Wertz became a vegetarian more than 14 years ago [i.e., before 1970], the only place he could buy tofu was in Chinatown. Appropriate Foods is owned by Robert Werz and Shelley Martin.

1963. Propper, Jonathan. 1987. The soybean eaters: Everybody is a suspect. *New York Times*. June 24. p. C1, C6. Living section.

• **Summary:** Central Soya has \$1,370 million annual sales. L.D. Williams, head of the chemurgy division, recalled the early 1970s. "Positioning textured soy protein as an extender was a mistake which set the industry back. The cost saving image just didn't fly." Dan Reuwee of the American Soybean Assoc. notes: "We haven't done much in this country on promoting soy foods, because the livestock industry is our biggest customer. We don't want to promote meat substitutes."

Worthington Foods Inc. (of Worthington, Ohio) has yearly sales of \$34 million. The Morningstar Farms line accounts for 55-60% of total sales, has grown at 15-18% over the past 4 years, and is sold in 80% of U.S. supermarkets. Their market is divided between those age 50 and over having cholesterol concerns and those age 25 to 40 who don't eat meat.

William Shurtleff is director of Soyfoods Center, a "clearinghouse for information on soy products" in Lafayette, California. He believes that tofu will follow the same growth pattern that yogurt did in the USA, building slowly then growing rapidly when larger food companies begin to apply their marketing clout. Tofu is a \$75-\$100 million/year industry growing at about 15% a year, according to Shurtleff.

1964. Jahnke, Pamela. 1987. It's not burger, its Betsy's Tempeh—and its new on mid-Michigan market. No cholesterol, high in protein, say producers. *State Journal (Lansing, Michigan)*. June 29.

• **Summary:** Betsy Shipley and her husband Gunter Pfaff are both vegetarians. She is a library clerk at MSU [Michigan State University] and he is a retired MSU employee. They hope to produce 500 lb/month of vegetarian hamburger. Added barley gives tempeh a nuttier flavor. Address: Michigan.

1965. Ariyaratne, K.G.S. (Mrs.). 1987. Tempeh—The soya health food. *Soyanews (Sri Lanka)* 9(1):6-8. Jan/June. [1 ref]

• **Summary:** Discusses: Tempeh nutrition, how to make

tempeh, how to store or preserve tempeh, preparation of foods with soy tempeh. The favorite preparation is to prepare tempeh like dry fish with tomatoes and other condiments. Address: Agricultural instructress, Sri Lanka.

1966. Johnson, Kirk. 1987. Hidden fats in whole foods diets. *East West*. June. p. 62-68.

• **Summary:** A full-page table (p. 65) titled "How the substitutes stack up" shows total fat and serving size for the following categories: Dairy products. Substitute dairy products. Meat. Substitute meat products. Frozen dinners. Miscellaneous. The substitute dairy products include: Tofu Cream Chie (21st Century). Soya Kaas (soy cheese from American Natural Snacks). Tofutti (Tofu Time). Le Tofu (Brightsong Foods). Ice Bean (Farm Foods). Tofu, silken (Nasoya). Tofu, soft (Nasoya). Tofu, firm (Nasoya). Soybean margarine (Willow Run). Soymilk (Edensoy). Soymilk (Health Valley). Soymilk (Vitasoy).

Substitute meat products include: Fakin' Bacon (Tempehworks). Tofu Wieners (Yves). Tofu Pups (Tempehworks). Vegie Burger (Bud, Inc.). Tofu Burger (Bud, Inc.). Gardenburger (Wholesome & Hearty). Tofu Sausage (Vegetable Protein Co.). Tempeh, 3-grain (Tempehworks). Seitan ("wheat meat").

Meatless frozen dinners include: Tofu Lasagna (Legume). Meatless Pepper Steak with Kofu & Noodles (Legume). Sweet and Sour Tofu (Legume).

Miscellaneous products include: Nasoyannaise (Nasoya Foods). Salad dressing, Creamy Tofu (Nasoya). Miso.

1967. **Product Name:** Cajun Jerky (Meatless. Based on Textured Soy Protein) [Beef Style, Spicy Italian Style, Hot Pepperoni Style, or Smoked Ham Style].

**Manufacturer's Name:** Lumen Food Corporation.

**Manufacturer's Address:** 409 Scott Street, Lake Charles, LA 70601.

**Date of Introduction:** 1987 June.

**Ingredients:** 1995 Smoked Ham Style: Soy protein, water, soybean oil, yeast extract, cayenne, salt, potassium sorbate.

**Wt/Vol., Packaging, Price:** 1.5 oz poly bag. Retail for \$0.89 (1987).

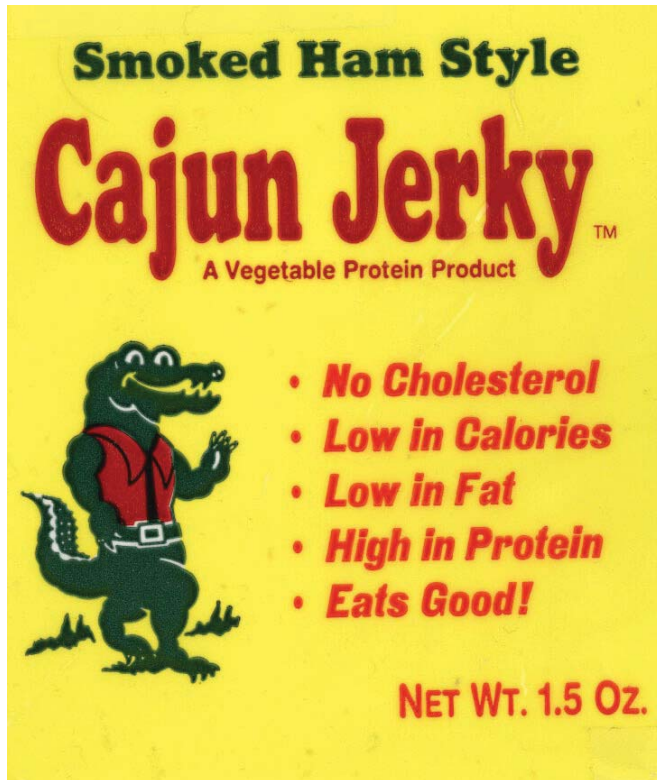
**How Stored:** Shelf stable.

**Nutrition:** Per ½ oz.: Calories 50, protein 6 gm, carbohydrates 1 gm, fat 3 gm, sodium 185 mg, fiber 1 gm.

**New Product—Documentation:** Distributor Price List.

1987. Aug. 1. Label. 1987. "A Vegetable Protein Product. Made with Pride in the Heart of Cajun Country." Brochure. 1987. "Cajun Jerky! The Jerky Snack That's Good for You." Spot in Natural Foods Merchandiser. 1987. June. p. 56. Spot in Soya Newsletter. 1987. 1(4):4. Letter from Greg Caton, CEO. 1987. Nov. 3. "Our product is double extruded using a Wenger and starting with defatted soy flour. We use no concentrates or isolates. We pride ourselves as the world's foremost authorities on industrial applications if extruded





soy flour products in the non-refrigerated IM (Intermediate Moisture) mode. All of our products use these technologies.” M. Friedman. 1987. Adweek East. Nov. 16. “The most interesting new [soy-based] food is Lumen... a surprisingly close analog to meat.”

Label for Cajun Jerky–Smoked Ham Style from about 1990. 4.75 x 5.24 inches. Dark brown and pink on beige. A brown pelican is sitting on the horizontal leg of a pink map of the state of Louisiana; in its beak it holds a bamboo rod with “Smoked Ham Flavor attached to one end.

Product with Label purchased by mail order from Lumen Foods. 1995. Dec. 22. Smoked Ham Style. 4 by 5 inches. Plastic bag. Red and green on yellow. Illustration of an alligator in a vest standing upright. “A vegetable protein product. No cholesterol. Low in calories. Low in fat. High in protein. Eats good!”

1968. **Product Name:** Betsy’s Tempeh. Vegetarian Patties (Meatless Burgers).

**Manufacturer’s Name:** S&P Farm.

**Manufacturer’s Address:** 14780 Beardslee Rd., Perry, MI 48872. Phone: 517-675-5213.

**Date of Introduction:** 1987 June.

**New Product–Documentation:** Label. 1986, dated. 4 by 5 inches. Red and green on yellow background. “Cultured soybeans with barley. 12 easy-to-use, pre-cooked patties. Cholesterol free. Preservative free.” Plant opened 21 June 1987.

Letter from Betsy Shipley. 1988. March 3. “Enclosed are

two articles from the local papers (Towne Courier, 24 June 1987, p. 5) from our open house and an article from the New Alchemy Institute (Journal, spring 1987, p. 7). Sales to date are slow. I have the product in two food co-ops and a local Krogers store;... My next step is to set up demonstrations in people’s homes with interested people. When giving out samples of the tempeh in a pasta sauce, people like it and usually buy a package; unfortunately there doesn’t seem to be a lot of repeat business. We will continue to plug away at it.”

Talk with Gunter Pfaff. 1990. Sept. 11. The soy and barley patties sell better than the grated tempeh, and the barley aids the production process. His company hopes to take the burger national, and expand their plant or build a new one. They are starting a research project with state funding in cooperation with a local university.

Recipe cards (photocopied on beige paper with black ink) for Tempeh Patties sent by Betsy and Gunter. 1991. Aug. 19. Sweet & sour tempeh (with 4 x 2 oz). Tempeh Patties, cubed. Tempeh stew. Betsy’s Tempeh Patties are easy to use: Marinade, burgers, fastest pattie. On the back of each card is a different interesting message.

1969. **Product Name:** [Breaded Tofu for Frying (Cutlets with Bread Crumbs, or Grated Coconut; Little Slices, or Burger Patties)].

**Foreign Name:** TK–Tofu -Bratscheibe, paniert mit Paniermehl/Kokosraspeln; Staebchen, Paniert; Burger, Paniert.

**Manufacturer’s Name:** Tofukost-Werk TKW GmbH.

**Manufacturer’s Address:** Siemensweg 1, D-4724 Wadersloh-Diestedde, West Germany. Phone: 02520-1300.

**Date of Introduction:** 1987 June.

**Ingredients:** Cutlets: Tofu, moist breading, dry breading.

**Wt/Vol., Packaging, Price:** Cutlets: 50 pieces, each 115 (or 110) gm in plastic bag in a carton. Each piece is 150 x 15 x 15 mm.

**How Stored:** Refrigerated, 6 months shelf life at 18°C. Or frozen.

**Nutrition:** Bread crumb type: Protein 9.8%, water 69.0%, fat 3.1%, pH 5.8, ash 1.4%, carbohydrate 13.2%, energy 120 calories/100 gm.

**New Product–Documentation:** TKW color products catalog. 1988. April. Photo of each item on a silver plate.

These are ready for frying by a foodservice organization. The Little Slices are 25 gm each, 200 per 5 kg carton, and contain 11.3% protein. The burgers are 60 gm each, 96 pieces per 5.76 kg carton. Burger ingredients are tofu, soybeans, rice, wheatgerm, linseeds, starch, seasonings, seasalt, moist breading, dry breading. They contain 9.8% protein.

1970. **Product Name:** Homestyle Tempeh Vegetarian Sandwiches [Tempeh “No Chicken,” or Tempeh “No Chicken” Sub].

**Manufacturer's Name:** Homestyle Foods (Formerly Sonoma Specialty Foods).

**Manufacturer's Address:** Santa Rosa, CA 95403.

**Date of Introduction:** 1987 July.

**Ingredients:** Sandwich: Wholewheat bread, Homestyle Tempeh "No Chicken" Salad, sprouts, eggless mayonnaise. Note: Sub adds lettuce.

**Wt/Vol., Packaging, Price:** 7.5 oz (sandwich) or 6 oz (sub).

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels. 1987. 2 by 3 inches. Black or red on white.

1971. Moore, Waveney Ann. 1987. Tofu, the food people love to hate. Plain tofu is now being dressed for success, making appearances in hot dogs, sausages, lasagne and frozen desserts. *Food Distributors Magazine*. July. p. 52, 54, 56, 58. [1 ref]

• **Summary:** Largely an interview with Peter Golbitz, based on information published in *Soya Newsletter*. Sales of tofu prepared foods totalled about \$4-5 million retail. Soymilk retail sales grew from \$3 million in 1983 to \$12 million in 1985. "From 1983 to 1986 about 80% of the soymilk was imported from Japan. The other 20% came from Belgium and Hong Kong." The price was about \$18 a gallon, expected to fall to \$3 a gallon.

1972. *Soybean Digest*. 1987. Tofu: Ancient protein for modern times. June/July. Supplement. p. 4.

• **Summary:** New tofu makers are popping up from coast to coast in the USA. More than 150 companies are making \$100 million worth of tofu a year. In supermarkets, tofu can be found in everything from burgers to hot dogs, from entrees to desserts. A "designer line" of tofu-based frozen desserts sports the name "Gloria Vanderbilt" on the label.

1973. **Product Name:** Tofu-Sausage 'n Pasta (Also called Sausage 'n Pasta Combo).

**Manufacturer's Name:** Tofu Shop (The).

**Manufacturer's Address:** 768 18th St., Arcata, CA 95521. Phone: 707-822-7409.

**Date of Introduction:** 1987 July.

**Ingredients:** Baked sausage made with tofu, tamari, spices and sunflower oil; pasta salad made with corn macaroni, fresh vegetables, olive oil, red wine vinegar, tamari, spices, and salt.

**Wt/Vol., Packaging, Price:** 8 oz (226.8 gm).

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1987. 3.5 x 1.5 inches. Self adhesive. Red on yellow. "A simple meal from the Tofu Shop. Ready to eat or reheat." Illustration of the shop on stilts on a cliff over the ocean.

1974. **Product Name:** Natural Touch Mexican Entrees: Vegetarian "Beef" & Cheese Burritos, Bean & Cheese

Burritos, Cheese Enchiladas.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1987 July.

**Ingredients:** Vegetarian "Beef" & Cheese Burritos: Vegetable protein (wheat gluten, soy protein concentrate), soybeans and/or corn oil, egg white solids, calcium caseinate (milk protein), soy isolate, natural flavors (from vegetable sources), carob, onion, sea salt, garlic, spice, mild cheddar cheese, white colby cheese, flour tortillas (flour, water, vegetable shortening, sea salt, baking powder). Includes Hot Green Chili Sauce and Mild Red Chili Sauce.

**Wt/Vol., Packaging, Price:** 15 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Ad in *Vegetarian Times*.

1987. Aug. Inside front cover. Full-page color. "Olé! Finally true south of the border flavor in all-natural entrees! Try new Mexican Entrees from Natural Touch—four savory combinations made with real cheeses, whole pinto beans and vegetable protein. They're meat-free, but sizzling with more natural flavor than you can shake a sombrero at. You'll find them in your store's frozen-food section." Across the bottom is a 25¢ coupon on any Natural Touch Mexican Entree.

Leaflet. 1987. New Mexican Entrees. Lists ingredients.

1975. **Product Name:** Natural Touch Mexican Entrees: Bean, Vegetarian "Beef" & Cheese Burritos.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1987 July.

**Ingredients:** Beans (water, pinto beans, butter, onion, sea salt), vegetable protein (wheat gluten, soy protein concentrate), soybean and/or corn oil, egg white solids, calcium caseinate (milk protein), soy isolate, natural flavors (from vegetable sources), carob, onion, sea salt, garlic, spice, mild cheddar cheese, white colby cheese, corn flour tortillas (flour, water, vegetable shortening, sea salt, baking powder). Includes Hot Green Chile Sauce and Mild Red Chile Sauce.

**Wt/Vol., Packaging, Price:** 19.5 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Ad in *Vegetarian Times*.

1987. Aug. Inside front cover. Full-page color. "Ole. Finally true south of the border flavor in all-natural entrees." Leaflet. 1987. New Mexican Entrees. Lists ingredients.

1976. **Product Name:** Homestyle Tempeh "No-Chicken" Salad.

**Manufacturer's Name:** Homestyle Foods (Formerly Sonoma Specialty Foods).

**Manufacturer's Address:** 2317 Bluebell Dr., Santa Rosa, CA 95403.

**Date of Introduction:** 1987 August.





# OLÉ!

Finally, true south-of-the-border flavor in all-natural entrees!

Try new Mexican Entrees from Natural Touch®—four savory combinations made with real cheeses, whole pinto beans and vegetable protein. They're meat-free, but sizzling with more natural flavor than you can shake a sombrero at.

You'll find them in your store's frozen-food section. Just heat and serve with your choice of mild tomato or zesty green chile sauces (both included). Try all four, amigos!




FROZEN-FOOD DEPT. COUPON	EXPIRES MARCH 31, 1988
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**Save 25¢ on any Natural Touch Mexican Entree**


- Vegetarian "Beef" & Cheese Burritos
- Bean & Cheese Burritos
- Bean, Vegetarian "Beef" & Cheese Burritos
- Cheese Enchiladas

**SAVE 25¢**

100632

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**RETAILER:** Worthington Foods will reimburse you for the face value of this coupon, plus 8¢ handling, provided you and the consumer have complied with the terms of the offer. Void if copied, transferred, prohibited, taxed or restricted. Customer must pay any sales tax. Any other use constitutes fraud. Cash value 1/100¢. For redemption, mail to: Worthington Foods, Box 730011, El Paso, TX 79973.

**LIMIT: ONE COUPON PER PURCHASE**

**Ingredients:** Tempeh (organic soybeans, culture), celery, soy oil, soy milk, relish, soy sauce, mustard, vinegar, garlic, parsley, spices, and honey; Improved recipe (1988). Tempeh (organic soybeans\*, culture), celery, soy oil, soy milk, mustard, tamari, vinegar, sesame, relish, garlic, parsley, natural spices and honey. \* Grown in accordance with CA H&S Code 26569.11.

**Wt/Vol., Packaging, Price:** 8 oz plastic tub.

**How Stored:** Refrigerated.

**Nutrition:** Per 2.66 oz.: Calories 155, protein 7.5 gm, carbohydrates 7.4 gm, fat 10.7 gm, fiber 2.0 gm, sodium 0.25 gm, cholesterol 0.

**New Product–Documentation:** Label. 1987. 4.5 inches diameter. Red and blue on white plastic lid. “Natural. Non-Dairy. Cholesterol Free. No Preservatives. Use on sandwiches, in Dips and Salads.” Interview with Benjamin Hills. 1987. Sept. 7. In 8 oz plastic tubs. Label. 1988. In both 8 and 15 oz tubs. Red, black, and yellow on white. “New! Non-Dairy. Cholesterol-Free. Ready to Eat. Natural. No Preservatives. Nutritious.” Spot in Health Foods Business. 1988. April.

1977. **Product Name:** Accras (A Small, Deep-Fried Meatless Okara Burger).

**Manufacturer’s Name:** Plenty Canada Soya Utilization Project.

**Manufacturer’s Address:** 88A Kotugodella Vidiya (Postal Box 95), Kandy, Sri Lanka.

**Date of Introduction:** 1987 August.

**Ingredients:** Soya milk residue, carrots, leeks, spices, curry leaves, white wheat flour.

**Wt/Vol., Packaging, Price:** Each patty, 2 inches in diameter, sells for Rs. 1/50.

**New Product–Documentation:** Form filled out by Jane Gleason. On 23 March 1988 she visited the Plenty Canada Soya Food Centre. For details see Chocolate Milk (Aug. 1987). Adapted from a local recipe for a deep-fried food.

1978. **Product Name:** [Tofu Patties (Vegetable, Cauliflower, Grain)].

**Foreign Name:** Tofu Roestling (Gemuese, Blumenkohl, Getreide).

**Manufacturer’s Name:** Tofukost-Werk TKW GmbH.

**Manufacturer’s Address:** Siemensweg 1, D-4724 Wadersloh-Diestedde, West Germany. Phone: 02520-1300.

**Date of Introduction:** 1987 August.

**Ingredients:** Cauliflower: Tofu (water, soybeans), cauliflower, wheat grits, vegetables, lemon juice, plant protein extract.

**Wt/Vol., Packaging, Price:** 250 gm or 500 gm.

**How Stored:** Refrigerated.

**Nutrition:** Per 121 gm: 8.5 gm protein, 5.7 gm fat, 9.9 gm carbohydrates, 124.9 calories.

**New Product–Documentation:** Labels. 1987. The 500

gm size is 4 by 3 inches. Dark green on yellow. “Made purely from plants (Rein pflanzlich). Röstling in Scheiben, schneiden und braten.” The 500 gm size was introduced in Aug. 1987 and the 250 gm size in Nov. 1987.

1979. Thompson, Sharon. 1987. Tofu is gaining acceptance as a healthful meat substitute. *Herald-Leader (Lexington, Kentucky)*. Sept. 2.

• **Summary:** Martin Downer had had sinus problems and four surgeries. He used to be a McDonald’s fan; he craved fast food. But friends convinced him that a change of diet would be beneficial to his health.

First he gave up soft drinks and sugar. Two years he stopped eating meat and dairy products. Today his sinus problems are gone. “I can breathe through my nose,” he proclaims. Address: Food writer.

1980. Shurtleff, William. 1987. History of Appropriate Foods Inc. and The Soy Source. Lafayette, California: Soyfoods Center. 3 p. Unpublished manuscript, based on interviews with Robert Werz, Sept. 9.

• **Summary:** “Appropriate Foods was founded by Robert Werz in the fall of 1980 as a tempeh manufacturer. Born on 29 Dec. 1952, he had been a vegetarian since about 1970. Quite early he developed an affinity for soyfoods. He had been enjoying tofu since the early 1970s, when it was only available from Chinatown. He first heard about tempeh in 1975 from a friend in California, then first tasted it in about 1977. In 1979 he began to make tempeh part time at home in Sea Cliff, New York, for himself and a few friends while working as a carpenter and a boat builder. He also sold some of this tempeh to one store, Rising Tide, as a test market.

“In 1980 Werz decided to try making tempeh as a part time business. So in October 1980 he founded Appropriate Foods, Inc. He rented a small kitchen (down 2 long flights of stairs in the Bayside Jewish Center) from a friend who was a kosher caterer in Bayside, New York. Commercial production of Tempeh Brothers Tempeh started there in Nov. 1980. When Werz first made tempeh at home and at the temple, he had a partner, David Sibek; friends called them “tempeh brothers.” Hence the product name. The only other tempeh sold in the area was that made by The Tempeh Works in Greenfield, Massachusetts.

“In the spring of 1981 Werz and Sibek decided to make tempeh a full-time business. They were distributing their products to about 10 health food stores and making about 20 pounds of tempeh each batch, 200 pounds a week. So they rented an old meal packing plant, complete with tile walls and floor drains, at 137 New Hyde Park Rd., Franklin Square, Long Island, New York.

In Feb. 1982 tempeh production started at the new location, and soon the company had two small distributors in New York. But now there were 12 tempeh brands on the market. In about June the distributors dropped ‘Appropriate



Foods' products. So they built an insulated box in the back of a pickup truck and began to deliver their own products. From this painful experience Werz learned a key lesson: "In the food business, distribution is everything." If a company does not have control over the distribution of its products, it is extremely vulnerable.

Werz and Sibek quickly realized that they had to expand their product line, so in June 1982 they started making three new products: (1) Tempeh Brothers brand Soyfurters, a cake of tempeh sliced lengthwise into 4 sticks, marinated, and seasoned with liquid smoke, to sort of resemble hot dogs; (2) No Cow brand Soymilk (the soybeans were ground in a motor-driven Corona mill) in plain, cinnamon-honey, and carob-honey flavors; and (3) Tempeh Brothers brand Tempehburgers.

In the summer of 1982 the company added Tempeh Brothers brand Super Tempeh and Soy-Rice-Sesame Tempeh, and dropped the Soyfurters. Dave Sibek left in early 1983."

"In Feb. 1984 Werz and a partner, Shelley Martin, started a second business, The Soy Source, to allow Appropriate Foods to start selling their products, under The Soy Source Brand, to supermarkets. Their first products were shoyu (Japanese-style soy sauce) and tamari (wheat-free soy sauce). The first new tofu product in the new line (launched in Feb. 1985) was Perfect Pasta brand Tofu Tortellini (frozen). The tofu was purchased from Nasoya and the product made by the pasta maker. In Sept. 1985 Vegetarian Gourmet Traditional Pot Pie with Tempeh and Tofu Quiche, both frozen, were added to the new line."

"On 1 Dec. 1986 Appropriate Foods completed its move to a larger building in the East Brooklyn Industrial Park at 292 Liberty Ave., Brooklyn, New York. Production began there in March 1987. In mid-March four new tempehs were launched as gourmet items, with silver and gold labels, under the Emperor's Best Brand: Garbanzo Tempeh (with no soy), Soy & Amaranth Tempeh, Rye-Caraway-Soy Tempeh, and Brown Rice Tempeh (with no soy). A nice article in the *New York Times* (24 June 1987) noted: "Today, with six employees, the company produces about 10,000 pounds of tempeh a month. About half is sold to health food distributors and the rest is delivered to about a hundred stores and restaurants in the metropolitan area."

"As of September 1987 products made under the Appropriate Foods brand include Soy Tempeh, Super Tempeh, Soy-Rice-Sesame Tempeh, Tempeh Burgers, Soymilk, and Tofu Salads. Garbanzo Tempeh and Amaranth Tempeh are sold under the Soy Source gourmet brand. Soy Source is still an independent company with its own books. The distribution arm of the company, called Appropriate Foods Distributing, is trying to broaden its line. The future seems to lie in 'crossover products,' sold in supermarkets."

The company is now one of America's largest tempeh manufacturers. They have developed many innovative

tempeh and tofu second generation products. Address: Lafayette, California.

1981. *Toyo Shinpo (Soyfoods News)*. 1987. 61 nendo no tōfu shōhi tōkei [Tofu consumption figure in 1986 is 5.29% lower than last year. Natto consumption is up]. Sept. 11. p. 4. [Jap; eng+]

• **Summary:** This is the first time in 23 years that tofu consumption per family per year has gone down 2 years in a row. In 1987, the Japanese people bought the least amount of tofu in 10 years. Naha (Okinawa, Japan) was first in the amount of household income spent on tofu, while Morioka was the top in the number of cakes sold per family (118 cho). The top selling location for deep-fried tofu pouches and burgers (*aburage* and *ganmo*) was Fukui while sales dropped in Kobe.

Natto, on the other hand, reached the highest number of packets bought per family in history. In Mito, families spent an average of ¥5700 on natto in 1987—a new record. Included in the article are two graphs giving figures of how much tofu per family per year was bought in the period 1977-1987, and how much tofu was bought per family per month in the period 1985-1987.

1982. Rahman, Majeedah. 1987. The Belize soyfoods and nutrition education project (Interview). *SoyaScan Notes*. Sept. 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Majeedah got interested in nutrition in about 1969, when she started working with the Breakfast for Children Program run by the Black Panthers in Oakland. She then went to work for a community program called Akbar that fed breakfast, lunch, and dinner to 350 children.

Majeedah, who started the project, was first introduced to soyfoods in about 1970 by two black American twins, who had become Rastafarians. They were making and selling tofu burgers and tofu enchiladas in the San Francisco Bay area, mainly at flea markets. They went to Belize and made a little soymilk and soynuts for children at one of the primary schools. To start their program, they received a little financial help from REACH, an organization in Stancreek, south of Belmopan, Belize.

During the 1970s Majeedah became a Black Muslim. Elijah Muhammad believed that his followers should not eat soybeans because they were fit only for animals. That has changed recently. "Your Black Muslim Bakery" on San Pablo Ave. in Oakland now makes tofu burgers at its restaurant and bakery. In 1980 Majeedah transferred to U.C. Berkeley from College of Alameda and studied health and law, focusing on how law affected health. She got an undergraduate degree in social science and law. In 1981 she started an MPH program and also started to work at the U.C. Cooperative Extension, Expanded Food and Nutrition, Education Program.

In 1985 Majeedah attended the Women's Conference in Kenya. Right after that, in December 1985, she went to Belize (formerly British Honduras) to show some films. While there, because she was interested in nutrition, she noticed deficiencies of protein and vitamin A. She returned in January 1986, paying her own way, to study the nutritional situation further. She fell in love with the country, the blend of ethnic groups, the lovely scenery. She had been a vegetarian for about 15 years (partly because she is a Muslim and doesn't eat pork) and began using soyfoods about 8 years ago. So she noticed that a few farmers were growing soybeans for animal feed. She met with the minister of health, the nutritionist, and got permission to do some further studies at the hospital. In February 1987, after 8 trips to Belize, the project mentioned above was finally approved by the Belize government.

The project, which will run from June 1986 to June 1987, has 3 components: 1. Nutrition education, the most important, directed at the general public and health centers. Will train 1 person from each of 7 districts to be a nutrition education assistant. They will train others. 2. Get young farmers to form a cooperative and grow soybeans on the 25 acres of land. There is a trend away from farming in Belize. Presently (she thinks) all of Belize's soybeans are grown domestically; none are imported. The Mennonites in Belize grow most of the soybeans. They came from the U.S. (during the Civil War) and from Germany, and they own a lot of farm land. 3. A breakfast and lunch program from some schools in Belmopan, the capital. They are renting a 3-bedroom house in Belmopan and they have turned it into a nutrition education center plus a soy dairy to make soymilk for two schools, 2 times a week. They hope the Minister of Education will expand the program. The soymilk will be served to kids at school as a snack. Address: Project Director (nutritionist), 526 44th St., Oakland, California 94609.

1983. Karas, Thomas. 1987. Tofu in Germany, Soyastern, and Heuschen (Interview). *SoyaScan Notes*. Sept. 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Soyastern started making tofu in about December 1983, and is now the largest tofu manufacturer in West Germany. They now make 4,000 kg/week and sell it for DM 5/kg. Their other tofu products include Tofu & Herbs, Smoked Tofu, Paprika Spiced Tofu, Tofu Burgers. A Tofu Mayonnaise will be launched soon. Company is growing at 40% a year. Second largest in Germany is Yamato Tofuhaus GmbH. Heuschen in the Netherlands in the largest in Europe. They use Sermi, a new coagulant, which may be lactic acid, for their tofu is sour but inexpensive, DM2/kg. All other Dutch tofu companies except Morgenstond have quit; they can't compete with Heuschen's prices. DE-VAU-GE now makes their own soymilk. They used to buy from Alpro. But they buy tofu from Heuschen. Address: Soyastern Naturkost GmbH, Osterather Str. 26, 5000 Cologne/Koeln 60, West

Germany.

1984. *Plenty Bulletin (Summertown, Tennessee)*. 1987. Business school grads help build soy dairy in the Caribbean. 3(3):1-4. Sept.

• **Summary:** A food processing kitchen and soy cafe was constructed on the northeast coast of Dominica on the Carib Indian Reserve by locals with help from 8 MBA volunteers from the Wharton School of Business [at the Univ. of Pennsylvania in Philadelphia]. Carib farmers are now selling soybeans to the Plenty Soy Center in Roseau, Dominica's capital. Each week the Center produces 100 lb of tofu, 25 lb of soysage, 20 lb of tempeh, 30-50 gallons of soy ice cream, and 30-40 gallons of soymilk. Most of these soyfoods are sold through two co-ops that are managed by Plenty-trained Dominican staffs: the Ebenezer Women's Co-op in Marigot and the Kairi Soy Co-op on the outskirts of Roseau.

At the Soy Development Center in Roseau, Plenty Canada offers 2 six-week classes each year in home, village, or small industrial scale soyfoods processing. The staff also conducts two 16-hour training courses on other parts of the island mainly for home preparation of soyfoods. Fifteen farmers are growing ¼ acre each of soybeans. In Jamaica, Country Farmhouse Lifeline, a soyfoods production center in Kingston, makes 150 lb/week of tofu.

1985. **Product Name:** Vegetarian Wheat Cutlets (Seitan) [Garlic, Ginger, or Plain]. Renamed Wheatlets.

**Manufacturer's Name:** Sooke Soy Foods Ltd.

**Manufacturer's Address:** 2625 Otter Pt. Rd., R.R. 2, Sooke, BC, Canada V0S 1N0. Phone: 604-642-3263.

**Date of Introduction:** 1987 September.

**Ingredients:** Ginger: Gluten from organic wheat, water, shoyu (soybeans, wheat, salt), herbs and spices, kombu sea vegetables.

**Wt/Vol., Packaging, Price:** 225 gm (7.9 oz).

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Calories 124, protein 15 gm, carbohydrates 6 gm, fat 1 gm.

**New Product-Documentation:** Leviton. 1982. In a Small Bright Building. Talk with and letter from Wayne Fatt. 1988. Sept. 28-29. The business was started in 1980 in a small building in Sooke, a community on the outskirts of Victoria. It has since relocated twice. In May 1988 Wayne Fatt purchased the company from Wayne Jolley, and in July 1988 moved from 2625 Otter Point Rd., R.R. 2, Sooke, BC, V0S 1N0 to a much larger facility at 4247 Dieppe, in Victoria. The company name is unchanged. They now make Wheatlets (seitan, formerly called Vegetarian Wheat Cutlets, launched in Sept. 1987), available in garlic, ginger, or plain flavors.

Label for Wheat Cutlets sent by Wayne Fatt. 1988. Sept. 6 by 4 inches. Self adhesive. Dark brown and white on orange-yellow. The product is now named "Grainwave Vegetarian Wheat Cutlets," Made by Grainwave, Sooke,





“The soy milk ice cream was only made for the staff and patients at our institutions, the Shanghai Sanitarium and Hospital, and the Shanghai Sanitarium Clinic down town. It wasn’t for sale, and wasn’t

B.C. VOS 1N0.

1986. **Product Name:** Tofu-Veggie Treasure Balls.

**Manufacturer’s Name:** Wildwood Natural Foods of Santa Cruz, Inc.

**Manufacturer’s Address:** 1560 Mansfield Ave., Suite D, Santa Cruz, CA 95062. Phone: 408-476-4448.

**Date of Introduction:** 1987 September.

**Ingredients:** Wildwood Tofu (organic soybeans grown in accordance with Sec. 26569.11 of the Calif. health and safety code, filtered water and nigari), any of the following vegetables (carrots, onions, celery, mushrooms, kale or potato), garlic, pure expeller-pressed hi-oleic mono-unsaturated safflower oil, unrefined peanut oil, and sea salt.

**Wt/Vol., Packaging, Price:** 6.8 oz vacuum packed. Retail for \$1.95 (8/88, Berkeley, CA).

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Jeremiah Ridenour. 1988. Aug. 26. The company started making Treasure Balls in Sept. 1987. These are also sold to restaurants. Product with Label purchased at Berkeley Natural Grocery Co., California. 1988. 3.5 by 2 inches. Gold and red. Silhouette of a wild wood with birds. “Serve hot or cold, in a sauce or as an appetizer.” Six balls, each 1.5 inches in diameter. Curry flavor. Soyfoods Center organoleptic test: 7.

1987. Miller, Harry, Jr. 1987. Early work with soyfoods in China. Current work with Miller Farms Food Co. and Solait (Interview). Conducted by William Shurtleff of Soyfoods Center, Oct. 15. 2 p. transcript. [1 ref]

• **Summary:** He is now writing a book on his lifelong work with soyfoods around the world. Note: Unfortunately (as of Aug. 2013), that book was never published and apparently even the location of the manuscript is unknown.

“The Shanghai company was named Vetose Nutritional Laboratories. Its main products were soy milk, called ‘Vetose Soya Milk.’ On the bottle the name was printed only on the tops. Glass blowers blew the milk bottles in Shanghai. The tops were a wide mouth Crown closure that went on a milk bottle. The only flavor we had was the ‘Acidophilus Vetose.’

advertised; we just called it ‘Soy Ice Cream.’ We just had it for parties etc. at the hospital. The Henningsen Produce Co. in Shanghai had a big ice cream plant; they used to make it for us at that time. Now they are in White Plains, New York (Phone 914-694-1000). They have an R&D plant in Omaha, Nebraska. Their biggest business was frozen egg whites and dried eggs. Now they are affiliated with a Chinese company in Shanghai.

“At first we made some meat analogs for our missionaries all over China. We went down to the Buddhist restaurant (I spent an awful lot of time down there) and we made gluten steaks that also contained tofu. Product name was ‘Min-Jing.’ My mother came back to the US for a vacation. While she was at the Washington Sanitarium and Hospital, the business manager asked her if she could help them make a new meat analog. They served it at the hospital. They had a little food processing plant there, and they started to make them there and can them. She showed them how to make the tofu. This happened in 1934-35. Ed Meisler or Misler (pron. MAI-zler) came out and specialized in making meat analogs. We also had a pure gluten analog with no tofu. By adding tofu we got a better grain and elasticity and it was a better vehicle for certain flavors.

“Also we took yuba, rolled it, added flavoring (duck, chicken, 2 or 3 flavors), cooked it in HVP. We were not selling these as products. They were mostly for Sanitarium use. Diet is the biggest problem that any hospital had in East Asia. My father brought out two top chefs to develop a dietary for our hospitals. We finally had 16 hospitals in China.

“We also made Nut-Mete (Dark or Light) from peanuts and starch, adopted from Battle Creek. That’s about it for Shanghai meat analogs.

“I used to know Jethro Kloss. I used to play with his boys. I am not sure whether or not he ever had a company making commercial soy products. But I think in Pennsylvania some place he did have. Not on a big scale. Maybe kitchen type. I think his products were not commercial. I know he did not have a food processing plant in Takoma. He had a couple of kids in Washington Missionary College.

"I don't like the name Willis. The kids at school used to pronounce it like 'Will Ass.' Now everybody calls me 'Harry Junior.' My son is Harry III." Willis always calls his father Dr. Miller. I promise to do it this way.

"I'm working with a woman writer. We're going to bring out a book like *China Doctor*. I've started to work on it. Dad and the older folks would go to restaurants, but the chefs were guarded and would not reveal their recipes. The next day I'd go down, a kid of just 12 years old. They called me *Hsiao Mi Lai* meaning 'small rice.' My father's name in Chinese meant 'Rice.'" Willis is dictating it. He has now got stuff down on paper. Ivan is doing the work. "It will probably be out early summer next year. Its mainly about my work with soy."

"You see what happened, Bill. Most of Dad's time was spent with his medical work. But he was so interested in this that when I finished my pre-medical work he said, 'Son, I think you better stay on foods.' That's what I followed. I was at SDA colleges: EMC = Andrews Univ. for 1 year then Washington Missionary College for 1 year then La Sierra College. I finished at Atlantic Union College. All undergraduate. Did some mechanical drawing and engineering too. Dad would tell me what he wanted. I worked out the formulas, made the machinery to do it, and his work was primarily gathering information in the field. I followed up and did the detailed work.

"I have a 4-foot long box of papers of our correspondence, on all these little plants he put in. He would ask me to design it. I would, and send him the designs.

"I'm now living in Cedar Falls." Note: In an apartment? Where is the 4-foot file?

"We've had a marvelous reception for Solait. It is powdered only. Just the natural flavor. We demoed it to Worthington Foods and Loma Linda Foods. Sold lots at Adventist Camp Meetings. We're working on an ice cream dry mix, but it's not perfect yet. We make Solait from soybean, corn oil, rice syrup, and a touch of sea salt. No stabilizers or artificial flavors.

Willis will send Soyfoods Center Solait and a label. "Its been on the market now for about 4 months. It's a Miller Farm Foods product."

Follow-up: Call Bob Fisher. Encourage the book. Please send a label. What was the introduction date of Solait. Ask him: Where is the 4 foot file of papers? Address: c/o Miller Farms Food Co., Cedar Falls, Iowa.

1988. Golbitz, Peter. 1987. Is it time for Tofuggets [Tofu Nuggets like Chicken McNuggets]. *Soya Newsletter (Bar Harbor, Maine)*. Sept/Oct. p. 2.

• **Summary:** Chicken McNuggets have been so successful that they have transformed the broiler industry. Why not introduce the same concept, using tofu instead of chicken? Address: Soyatech, Bar Harbor, Maine.

1989. **Product Name:** New Tofu Link Specials (Meatless Hot Dogs with Soy Cheese).

**Manufacturer's Name:** Light Foods Inc.

**Manufacturer's Address:** St. Louis, MO 63303.

**Date of Introduction:** 1987 October.

**Ingredients:** Water, real Tofu, isolated soy protein, non-hydrogenated vegetable oil, cheddar style soy cheese (fresh soy milk, soy oil, calcium caseinate, fresh tofu, natural flavor, salt, lecithin. citric acid, guar gum, annatto (natural color)), rice syrup, natural spices, salt, beet powder, tamari (natural soy sauce), barley flour, locust bean gum, natural flavors, onion powder, garlic powder, natural spice oils.

**New Product-Documentation:** Poster. 1986. Sept. "Tofu 'n Cheese Links. Made with Real Tofu and cholesterol free soy cheese. No cholesterol, no MSG, no sugar, no meat." Poster. 1987, undated. "Higher Still... With natural imitation soy cheddar cheese." Talk with Bob Davis. 1988. March 26. These feature soy cheese, sort of like Oscar Meyer's meat counterpart. Talk with Lauraine Davis. 1988. Aug. 28. These are made with Richard Rose's soy cheese. Leaflet. 1988. April. 8½ by 11 inches. Black on light blue. "On the rise... Now you want a link with no animal ingredients, non-hydrogenated oil, less fat, maybe a rice syrup sweetener instead of honey, and an even better flavor. Introducing the New Tofu Light Links, and New Tofu Light Link Specials, with natural imitation soy cheddar cheese." Leaflet. 1988. April. 8½ by 11 inches. Blue and red on beige. "Higher still..." Gives ingredients for New Tofu Light Links, and New Tofu Light Link Specials.

1990. **Product Name:** Lightlife Party Pups (Meatless Frankfurters. Cocktail Size Tofu Pups). Renamed Tofu Party Pups by Feb. 1988.

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302.

**Date of Introduction:** 1987 October.

**Ingredients:** Same as Tofu Pups.

**Wt/Vol., Packaging, Price:** Approximately 24 per 12-oz. package. Retail for \$2.99-\$3.19.

**How Stored:** Refrigerated, 45 day shelf life.

**Nutrition:** Per 1 oz.: Calories 62, protein 6.2 gm, carbohydrates 1.1 gm, fat 3.6 gm, sodium 104 mg.

**New Product-Documentation:** Ad in Natural Foods Merchandiser. 1987. Oct. p. 93. *Soya Newsletter*. 1987. Sept/Oct. p. 6. Spot in Natural Foods Merchandiser. 1987. Dec. p. 49. Label reads: "Reduced sodium. No nitrates. No cholesterol. Cholesterol free. All natural. Made with real tofu." New Label. 1988. 3.5 by 4.5 inches. Red on yellow. "Cholesterol free. All natural. No nitrates. Lower in fat. Lower in sodium."

Talk with Michael Cohen. 1991. Sept. 17. This product died rather soon after being launched.



1991. Mozzer, Patricia. 1987. Vegetarian cooking for diabetics. Summertown, Tennessee: The Book Publishing Co. 144 p. Illust. Index. 23 cm. [28 ref]

• **Summary:** Containing over 100 vegetarian dishes and many color photos of recipes, this vegan cookbook features many based on tofu, tempeh, and soybeans. These foods are introduced in a section on legumes (p. 20-21). Soy-related recipes include: Tofu salad I and II (p. 71). Tofu potato salad (p. 72). Tofu vegetable soup (p. 76). Tofu tomato soup (p. 78). Tofu sandwiches (p. 80-81). Tofu pita pizzas (p. 81).

In the recipe section on Main Dishes, a section titled "Tofu, tempeh, and soybeans" (p. 84-99) contains: Cashew-carrot Parmesan (with tofu). Far East fried rice (with tofu or tempeh). Savory tofu casserole. Tofu-vegie pie. Oriental tofu. Tofu-mushroom pot pies. Tofu quiche. Tofu pizza. Tempeh stuffed eggplant. Soybean-mushroom pilaf. Soyburgers with mushroom stuffing. Tempeh Parmesan. Tofu lasagne. Tofu macaroni and cheese. Sesame tofu. Crepes with tofumatouille filling (p. 112).

Diabetes mellitus affects about 11 million Americans. There is no known cure. "Proper diet is the cornerstone for any successful diabetes management plan. Generous intakes of starchy foods rich in fiber are essential to good diabetes control."

1992. Naik, D.M.; Joshi, J.M.; Tichagwa, J.S. 1987. Expanding production of soybeans in Southern Africa. In: S.R. Singh, K.O. Rachie, and K.E. Dashiell. eds. 1987. Soybeans for the Tropics. New York: John Wiley & Sons. xx + 230 p. See p. 87-92.

• **Summary:** Discusses the production and utilization of soybeans (mostly for oil and meal) in Zimbabwe, Zambia, Mozambique, Malawi, Angola, and Swaziland. The demand for edible oils is increasing in Southern Africa as is that for livestock feed, stimulating the production of soybean throughout the region. Zimbabwe (formerly Rhodesia) is the leading producer with 90,000 tonnes/year, followed by Zambia, with 10,000 tonnes/year. Malawi and Mozambique produce about 1,000 tonnes/year. During the early 1980s, nine Southern African nations formed the Southern African Development Coordination Conference (SADCC) to work together for regional improvements. In the region, 12 scientists are working on soybeans, including 5 each in Zimbabwe and Zambia. At present the bulk of soybeans is produced by large-scale growers who rotate the crop with dry-season (May-Oct.) irrigated wheat. In Zambia, soybeans are now being incorporated in flour (5% soy flour with 95% wheat flour), for breadmaking, in sausages (5-10% soy), breakfast foods, baby foods, and high protein biscuits. They are also being used in baby foods and to supplement flour in Swaziland and Zambia.

Tables show: (1) Soybean research personnel in the five SADCC countries (Malawi, Mozambique, Swaziland, Zambia, Zimbabwe). (2) Production and yield of soybeans in

Zambia and Zimbabwe (1981-1984). In Zambia production increased from 4,100 tonnes (metric tons) in 1981 to 10,500 tonnes in 1984. In Zimbabwe production increased from 65,800 tonnes in 1981 to 90,000 tonnes in 1984.

(3) Performance and characteristics of soybean cultivars grown in Zambia and Zimbabwe. In Zambia, the highest yield (1.91 tonnes/ha) came from the varieties Santa Rosa and Caleyia (both of which originated in Brazil). In Zimbabwe, the highest yield (3.47 tonnes/ha) came from the variety Duiker (which originated in Zimbabwe).

(4) Production of soybeans by the small-scale sector in Zimbabwe, 1981-84. Production peaked at 600 tonnes in 1983.

(5) Soybeans purchased by expressers [for oil] in Zimbabwe, 1980-84. They purchased 71,900 to 84,300 tonnes per year, accounting for 40-44% of the total oilseeds purchased.

(6) Uses of soybeans in five SADCC countries (Malawi, Mozambique, Swaziland, Zambia, and Zimbabwe). The uses are for cooking oil, animal feed, baby foods, and supplement flour. Address: 1&3. Dep. of Research and Specialist Services, Causeway, Harare, Zimbabwe; 2. AID, Magoye Regional Research Station, Magoye, Zambia.

1993. **Product Name:** Soyboy Tofu No Baloney.

**Manufacturer's Name:** Northern Soy, Inc.

**Manufacturer's Address:** 30 Somerton St., Rochester, NY 14607.

**Date of Introduction:** 1987 October.

**Ingredients:** Real tofu (filtered water, organically-grown soybeans, natural calcium chloride nigari—a natural mineral coagulant, not a preservative), isolated soy protein, herbs & spices, natural flavorings, onion powder, garlic powder, sea salt, vegetable gums, liquid smoke.

**Wt/Vol., Packaging, Price:** 8 oz vacuum packed.

**How Stored:** Refrigerated, 35 day shelf life. Or frozen.

**New Product—Documentation:** Manufacturer's catalog.

1987. Oct. But not yet launched. Label. 1987. 3.5 inches diameter. Red, green, and black on yellow. "All natural meatless entrees. Cholesterol free. No preservatives and nothing artificial." Talk with Andy Schecter. 1988. Feb. 17. Launched in Oct. 1987.

Talk with Andy Schecter. 1991. Feb. 5. This product was discontinued for a while then re-launched in 1990.

1994. Shurtleff, William. 1987. History of White Wave, Inc. Lafayette, California: Soyfoods Center. 11 p. Oct. Unpublished manuscript, based on interviews with Steve Demos from June 3 to Oct.

• **Summary:** A detailed history of this pioneering, very creative, and rapidly growing company. Contains production and sales statistics at each major phase of growth. Early days: White Wave was founded and started making tofu in September 1977 by Steve Demos in Boulder, Colorado.

Born on 24 April 1949 in Philadelphia, Pennsylvania, Demos attended Bowling Green State University in Bowling Green, Ohio, majoring in political science and philosophy and graduating in the fall of 1970. He was introduced to tofu in the summer of 1970, when he was traveling in a van in northern California with a friend, who bought some at an Oriental food store. Demos found it to be a good source of protein, and liked the flavor.

Right after graduation Demos took two trips to India. During the first in 1971, with Pat Calhoun, he became a vegetarian after witnessing the meat bazaar in Afghanistan. In early 1972 he took a longer trip to India, again with Pat Calhoun. It included 10-day Buddhist meditation course with a teacher from Burma, Goenka, who became his spiritual teacher. He also lived for 1-3 months in a cave near Rishikesh (in the foothills of the Himalayas in northern India), doing Hatha Yoga and meditation. There were monkeys in the forest trees, tame peacocks, a stream 10 yards in front of the cave that dropped into a bathing pool, and many sadhus (Indian holy men) practicing in other caves nearby. Then in 1974 he started a health food store [named Touch the Earth] in La Haska, Pennsylvania, where he grew acquainted with many new foods such as miso, sea vegetables, and *gomashio* (sesame salt). After 9 months he sold the store and returned to India again. He was now actively involved in meditation.

After that trip, Demos started living on the East Coast in New Hampshire. By 1974 he began buying tofu in Boston, Massachusetts, then made it a few times in the kitchen and used it in cooking for a yoga studies group, which had purchased a farm. He was in charge of food and he had learned how to make tofu from the *Ten Talents* cookbook. In March 1976, after a trip to India, he was in Santa Barbara, California, at a 76-day meditation retreat with teacher Robert Hover. He made tofu, starting at 4:00 each morning in a commercial kitchen, for 100-150 people, using *The Book of Tofu*. During this retreat Demos conceived of and developed the idea of starting a tofu company, including the name and logo. Three months later he found himself, a hippie with long hair, in Boulder, Colorado. He had an idea but no capital, and was living on food stamps. By good fortune he met a man named Anton Rogers (a talented architect and builder), who loaned him \$2,000 startup capital, after having known him less than a month. So in the summer of 1977 Steve began buying equipment for making tofu. His new company was not yet officially established or registered—though he probably opened a checking account at a local bank.

Demos started making tofu at White Wave on 27 September 1977. “At 11:30 a.m. I sold my first block. I’m staring at the astrological chart which sits next to my desk. That was when I translated the effort to a dollar.” The company began as a sole proprietorship, located in very small (300 square foot) rented quarters at 1738 Pearl Street in Boulder, Colorado. The front one-third of the

shop was used for a retail deli and the back two-thirds for food production. From day one, the tofu was made from organically-grown soybeans. Each 14-ounce block of tofu was sold, floating in water, in Chinese food take-out cartons. For details on White Wave’s early use of organically grown soybeans, see SoyaScan interview with Steve Demos (Aug. 1998). The first batch of tofu was used to feed the participants in a ten-day meditation retreat in Boulder.

One direct competitor was the Spinning Kitchen, which had started 9 months earlier, in about January 1977. They had the Boulder market locked up when White Wave started.

White Wave had three products from the opening day: Nigari Tofu, Black Walnut Mushroom tofu, and Lemon Herb tofu. The latter two innovative flavored tofus were made by mixing the natural flavorings into curds at a specific point before pressing. Shortly White Wave expanded into making sandwiches, which led to salads, drinks, pies, cakes, and muffins. One of the first stores in Boulder to sell Steve’s tofu was Green Mountain Grainery, owned and run by Bruce Macdonald. Pat Calhoun (formerly Demo’s wife), arrived in December from the Pacific Coast Bakery in California, bringing all their recipes. Recipes for baked goods (such as cinnamon rolls and cookies) were adapted.

By early 1978 soymilk (plain, honey-sweetened, or carob-maple) was introduced, sold out of a jet spray juice cooler or in quarts, and also used to make Coconut Cream Pie and Tofu-Agar Pies filled with various fruits (apples or whole strawberries, peaches, or blueberries). At about the same time the okara from the tofu started to be used to make one of America’s earliest brands of Soysage. This spicy Vegetarian Soysage (shaped like a sausage) was distributed with the tofu. Before long White Wave was making a host of delicious and innovative tofu deli products which were sold only at the Pearl Street deli. These included Macro Pizza with Tofu, Mexican Entrees, Okara Granola, and Tofu Dogs and Sauerkraut (very firm tofu cut into long rectangles and marinated broth). Soy Sannies (Miso-tahini Sandwiches) were also sold at nearby health food stores.

To help attract customers, the deli also sold an assortment of then largely unknown food products: 10-15 varieties of Japanese and American miso, many sea vegetables, shoyu, kudzu, umeboshi plums, and the like, many of the same products Demos had sold 4 years earlier at his health food store in Pennsylvania. Most of these were of great interest to macrobiotic devotees, though Steve had little personal interest in that subject.

Tofu was quickly recognized as a tremendously versatile, all-American ingredient. Now new people started coming into the company. Some were cooks and they helped to develop new products. In 1978 White Wave began to distribute a number of its most popular deli-type products to other retailers. These were among America’s earliest commercial second generation tofu products: Missing Egg Salad (America’s first, named by Trudy Stuart), Tofuna Salad



(Vegetarian Tuna Salad), and Tofu Turnovers (with spinach and feta cheese filling). Other innovative second generation products sold or used only at the Pearl Street deli included Tofu Treats or Creamies (in banana-coconut, peanut-carob, or carob mint flavors), Miso Salad Dressings (hearty or mellow), and Tofu Mayo (eggless mayonnaise used in the Missing Egg Salad). Address: Lafayette, California.

1995. Shurtleff, William. 1987. History of White Wave, Inc. (Continued—Document part II). Lafayette, California: Soyfoods Center. 11 p. Oct. Unpublished manuscript, based on interviews with Steve Demos from June 3 to Oct.

• **Summary:** Continued: At the same time White Wave started making nut and seed products in the same little shop, starting with gomashio (sesame salt), tamari-coated sunflower seeds and almonds, and nut butters.

Just a year after opening, White Wave was forced to expand out of the tiny Pearl Street shop by the demand for its deli products from outside retailers, such as Arati and other natural food stores in Boulder. Demos recalls:

“We acted with very little foresight. It was more like ‘What do you want to do today? Let’s make something new.’ Finally we couldn’t get out the front door. We had to step over the top of buckets of tofu, presses, and boxes used to deliver our little Chinese fish cartons of tofu, stacked up so high we couldn’t see out the window. It was chaotic. We were making money and business was booming, but we were only paying ourselves \$1.42 an hour.”

On 28-30 July 1978 a meeting of tofu manufacturers from across the USA was held in Ann Arbor, Michigan. The meeting was organized by Steve Fiering, Jerry MacKinnon (plus coworkers at The Soy Plant) and Bill Shurtleff, and hosted by The Soy Plant. Steve attended this historic meeting, and ended up rooming with Tom Timmins, head of the New England Soy Dairy. “I thought I was rooming with one of the idols of the industry. Just by virtue of association, I was going to do well.” At this meeting the Soycrafters Association of North America (SANA) was established, with Larry Needleman as executive director of the new trade association. Steve was elected to be one of six members of SANA’s steering committee. Various photos of the meeting show Steve, with long hair and mustache, leading and participating in the discussions. A yellow lined sheet titled “Tofu Sales” was circulated to all attendees; Steve wrote that White Wave was making medium-firm bulk and packaged tofu, which wholesaled for \$0.65 and \$0.74 per pound, f.o.b. plant. Several days after the Ann Arbor meeting, William Shurtleff and Wataru Takai visited Demos, and saw how he made tofu at his tiny shop on Pearl St. in Boulder. They sampled and enjoyed the various creative offerings in the deli, and Shurtleff took home a label from each product.

At Walnut Street: In September 1978, after just a year at Pearl Street, the tofu company had long since outgrown its minuscule ‘back room’ space. So manufacturing operations

were moved to a 3,000 square feet converted warehouse at 3869 Walnut Street. It felt like they had moved into a castle, with ten times as much space. Now there was great pressure to expand the business to use up the extra space. The company began to make new products (such as tempeh, ice cream, and new deli foods) and look for new markets.

The deli remained at Pearl Street, and was given a new name, The Cow of China (a term from *The Book of Tofu*). The name “White Wave” was reserved for the tofu manufacturing company. But there was only one set of books, under White Wave. The company now changed to a partnership, with seven equal partners, all active. Demos was president and Pat Calhoun did the bookkeeping, and only these two were interested in meditation.

Right after the move, to announce The Cow of China as a retail outlet and its vegetarian deli products, Demos did his first real advertising, using three charming posters. The first read: “White Wave Through the Cow of China Offers Food from The Kingdom of Plants. We make it all here in Boulder. 100% Dairyless.” It then listed 14 soyfoods plus some non-soy desserts, almond-, cashew-, and peanut butters, and tahini. A second poster showed a soybean, with head, tail, and legs like a cow and dotted lines to delineate the choice butcher cuts. But instead of rump roasts and flank steaks were Soysage, Miso Dressings and the like. A third showed Jack, standing under a giant beanstalk, about to trade in his cow for the magical beans at which he is gazing in wonder. The caption: “We’ve got an alternative. White Wave Soy Dairy.” The latter two posters were used as catalog advertisements with a growing number of natural food distributors.

The tofu plant now consisted of an open kettle, VCM grinder, and hand press for the curds on the end of a swinging levered bar. White Wave started to deliver product to some Denver health food stores and in late 1978, not long after the move to Walnut Street, they landed their first supermarket chain, King Soopers supermarket chains, which began to order 100 cases. As business expanded, so did the need to improve packaging and marketing, and to control costs.

New packaging: White Wave couldn’t get its tofu into supermarkets unless it was sold in water-packed film-sealed plastic tubs (trays); the Chinese carry-out food/fish cartons were not acceptable. So Demos bought a little hand-packing machine that allowed one person to pack one block of tofu at a time in water in a plastic tray, then seal the tray with a film lid. Steve remembers first using this machine at the Walnut St. plant. Initially, he would seal the tofu tray with clear, unprinted film, then run one of their oval labels (the one with a hint of green color in it, used previously on the Chinese cartons) through a gluing machine (which was less expensive than buying pre-glued labels), and slap the label on the clear plastic film. This was White Wave’s “first true commercial mass market package.” The new marketable package led

to many new accounts. After King Soopers the company got into the City Markets chain, then about a year later into Safeway, followed by a host of other chains in outlying areas. As business expanded, White Wave could afford pre-printed film labels for its tofu in plastic trays. The label design, though rectangular, was basically the same as the old oval. The ingredients new read: "High protein soybean cake contains: Soybeans grown without the use of herbicides or pesticides, filtered water, and nigari (salt bitterns). No more no less!" Soon a variety of textures were available: Extra firm press, firm organic, extra firm, and sift.

New sources of soybeans: White Wave had made its tofu from organic soybeans from day one. When the company first moved into Walnut Street, they were still buying these soybeans from Green Mountain Grainery in Boulder. But in the fall of 1978 Steve drove to a meeting of the Organic Growers Association in Iowa. He spoke about the demand for organic soybeans and met Marvin Kurpkeweight, who was already growing soybeans organically in eastern Nebraska. Steve visited Marvin's farm and contracted with him to buy organic soybeans direct from the farmer. Address: Lafayette, California.

1996. Shurtleff, William. 1987. History of White Wave, Inc. (Continued—Document part III). Lafayette, California: Soyfoods Center. 11 p. Oct. Unpublished manuscript, based on interviews with Steve Demos from June 3 to Oct.

• **Summary:** Continued: White Wave's tofu production was growing nicely. It rose from 120,000 lb. in 1978 (2,308 lb/week), to 179,000 lb. in 1979 (3,442 lb/week, up 49%), to 279,000 lb. in 1980 (5,365 lb/week, up 56% over 1979).

In February 1979 a major new product line was started: tempeh. Chip McIntosh was the first tempeh maker, followed by Chris O'Riley. An old kitchen refrigerator, warmed by light bulbs, was used as the incubator. The first two products were Soy Tempeh and Soya Rice Tempeh, the latter being America's first multi-ingredient, soy-and-grain tempeh.

At about the same time, a third new product was launched: Polar Bean. It was a soymilk based non-dairy frozen dessert, made in a soft serve machine but sold in hard-pack pints. The first flavor was Banana-carob. Later strawberry, chocolate, carob mint, and orange flavors were added. In about 1984 a soft serve version called Polar Softie was introduced but did not prove successful.

Also in 1979 Richard Leviton visited White wave and the Cow of China, and did an in-depth study of their operations and products, published in the 1979 issue of *Soycraft* magazine. Soyfoods sold both at "The Cow" and for wholesale distribution to other retailers included: Organic Nigari Tofu, Soymilk (Honey-Vanilla or Carob-Maple), Soysage, Tempeh, Missing Egg Salad, Tofu Mayo, Baked Savory Tofu Cutlets, Sweet Bean Tofu Pie, Miso Salad Dressings (Mellow or Hearty), and Tofu Treats or Creamies (Banana-Coconut, Peanut Carob, or Carob-Mint; squares of

creamy baked tofu blend on a healthful oats-coconut-flour crust).

Other ready-to-eat items sold only at "The Cow" included Soysage Pate, "Macro" Pizza (with tofu), Tofu Spinach Dill Turnovers, Tofu Cinnamon Rolls, Hot Tofu Meatballs and Meatball Sandwiches, Sloppy Joe Sandwich (made with TVP), Tofu Cream Cheese & Black Olive Sandwich, Tofuna Sandwich (like tunafish), Strawberry Tofu Pie, Soy Sesame Bars, and Tofu Butternut Squash Pie. In mid-1979 bulk recipes for about ten of these products were published, with permission, in *Tofu & Soymilk Production* by Shurtleff and Aoyagi.

Leviton noted: "The Cow of China is surely one of the nation's most ambitious and energetic soyfoods companies." It was just about breaking even with weekly gross retail sales of \$1,000, three-fourths of which came from soyfoods. Concerning the growth of the still totally unmechanized little company Demos, now the self-styled "beneficent dictator," always frank and candid, added:

"It was a hell of a struggle, especially for an undercapitalized small business. But I certainly wouldn't discourage anybody because we started with nothing, and we've been going since then, and we've been able to make it all meet. We've just rigged, we've improvised, we've done everything imaginable, as I'm sure many other people in this industry have. We cut our salaries back, we did without a lot, but its own momentum kicked in. I suppose we consider ourselves alchemists in turning sweat into money. So, let me express my gratitude to everybody and everything, seen and unseen, who have helped us pull this together."

In August 1979 Gary and Chandri Barat arrived in Boulder and spent several days studying the Cow of China. They had met Demos at the Second Annual Soyfoods Conference in Amherst, Massachusetts (July 26-29, 1979). They were driving around the country, studying tofu and developing a business plan in preparation for starting a soyfoods company, which later became Nature's Inn, then Legume. As they studied The Cow of China and Demos invited them for dinner several times. He and his wife, Ginny, served a tofu spinach feta pie and mushroom caps stuffed with tofu. Later Barat told Demos more than once how much this visit has influenced him in starting a company based on tofu entrees. The lineage of Legume's early products (Tofu Cream Pies, Tofu Spinach Pies) can be traced back to The Cow of China.

Barat encouraged White Wave to do a feasibility study on converting The Cow of China into a fast food restaurant named The Family Diner and moving into a vacated A & W root beer stand three blocks from The Cow in a very attractive location. The study was done, a potential menu was developed, but financial backing did not come through.

A White Wave catalog published in December 1979 included several new products: Doufu (extra firm Chinese style tofu), Savory Baked Tofu, and Tamarind Nuts and



Seeds (Almonds, Cashews, Spanish Peanuts, Sunflower Seeds, Nut Mix).

The Cow of China deli was doing well. By February 1980 sales were \$1,700 to \$2,000 a week and there were often lines out the door. By the summer of 1980, according to *Soyfoods* magazine, the Cow of China had been renamed the Good Belly Deli, with the slogan “Real Food, Real Fast” and White Wave was producing 7,500 pounds of tofu and tofu products a week. The new deli, an expanded and Americanized version of “The Cow,” continued to serve as an excellent showcase for the White Wave’s innovative ready-to-eat soyfood products. Working with a friend who was an advertising agent, Demos had dropped the line of assorted health foods (miso, sea vegetables, etc.), expanded the deli items, and installed a stand-up counter bar to eat at and a few tables and chairs. Formerly it had been all takeout. Hot and cold fast food was served. The deli attracted lots of business (there was still usually a line out the door), the products were very innovative and they were praised by the natural foods community in Boulder. Address: Lafayette, California.

1997. Shurtleff, William. 1987. History of White Wave, Inc. (Continued—Document part IV). Lafayette, California: Soyfoods Center. 11 p. Oct. Unpublished manuscript, based on interviews with Steve Demos from June 3 to Oct.

• **Summary:** Continued: But White Wave was growing by leaps and bounds, as were sales of tempeh and Polar Bean soy ice cream. White Wave was doing all its own delivery in its own trucks to Boulder and Denver. And the business had not been capitalized, except for one new \$3,000 loan that brought in a silent partner. A loan of \$4-5,000 was outstanding from the IRS, in unpaid taxes

The Good Belly Deli lasted only 5-6 months. Though it was doing well and was probably making money (though the financial records were poor), it increasingly became a thorn in Demos’ side, for it was getting out of control. It was a drain on his time and energy, more than he could handle, and it seemed to be less important than the manufacturing end of things. So one day in the spring of 1981 he walked in and announced that he was closing a business that had lines around the corner. He wanted to focus on his main goal: to become the largest tofu manufacturer in his region. In retrospect it was a good decision, but he adds, “We were operating on a lot of idealism in those days, and not much practical business sense.” In October 1980 White Wave changed from a partnership to a corporation, with 5 active and one silent stockholders.

After closing the deli, the first real money came into the company. With a bank loan, they paid off the IRS, then soon paid back that loan. Then in the fall of 1981 Demos landed a \$69,900 SBA loan (SBA approved a bank loan) to buy new equipment and \$100,000 worth of equipment from Mountain High, a public company which made ice cream and yogurt,

and needed to get out of their Boulder ice cream plant at North 57th Court.

At North 57th Court: In September 1981 White Wave moved again, this time to Mountain High’s former ice cream plant in an industrial park at 1990 North 57th Court. *Soyfoods* magazine reported that Demos threw a huge “factory-warming” party for several hundred friends and customers, serving Polar Bean and many favorite tofu and tempeh recipes. This represented a huge, key expansion. The square footage increased six to seven-fold, initially to 6,000 square feet including 22,000 cubic feet of walk-in cold storage space. Big new equipment was purchased with the SBA Loan. The number of stockholders was now reduced to three: Demos, Pat Calhoun, and Chip McIntosh. The business was able to survive because of loans. Demos cut his hair.

The percentage of sales generated by the various product lines was tofu 50% or more, ice cream 10-15%, tempeh 20-25%, and nut butters 10-15%.

For several years Demos had been urging King Soopers to move his product out of the produce section into the dairy section. In mid-1982, after studying a report on “The Tofu Market: Overview of a High-Potential Industry,” published in May 1981, King Soopers made the move, in part due to customer demand. Initially sales were unchanged, since customers couldn’t find the product. But there was a big advantage to King Soopers: no shrinkage from spoilage because of the lower temperature. The margin initially went down to 15%, the same as for dairy products. This brought the price down. Later they got smart and raised the margins for tofu. Not it’s higher than milk but still less than produce. “I’m glad to see them making lots of money on our products,” noted Demos.

In May 1983 White Wave made a major decision: to vacuum package their firm tofu. They bought a used Tiromat vacuum packager from a beef-jerky company in Los Angeles. Thereafter everything went wrong, so much that that one machine “almost broke the company’s back.” Demos later called it “the curse of the devil,” and his production manager would often ask only half in jest, “Do you think we are sitting in vacuum packaging hell?” They found that tofu is a very difficult product to vacuum pack, though firm tofu is easier than soft. They concluded that 30% of the problems were caused by the machine, 30% by the product, and 30% by the operator, “and the rest was absolute karma.” The process was very unforgiving, as was the machine’s maker, which gave White Wave almost no support. They tried to disown the fact that Demos got stuck with a lemon. So White Wave had to solve all the problems by themselves.

Tempeh was now doing very well. In about 1982 White Wave began to make its own starter culture in order to get better quality control and save money: Alexander Lyon, who happened to be in town, spent a week teaching them

the intricate process for \$100. They also began to sell all tempeh frozen, after steaming. The product line was steadily expanded. By 1983 the company had introduced a Tempeh Burger and 5 Grain Tempeh (with soybeans, millet, wheat, oats, and barley). By 1984 the burgers were the company's best-selling tempeh product (48% of tempeh sales), followed by frozen soy tempeh (28%), soy & rice tempeh, then 5-grain tempeh. Accounting for one-fourth of White Wave's sales in 1984, tempeh was now the company's most profitable line of products. Making 5,850 pounds a week, White Wave had become America's second largest tempeh producer (after Quong Hop & Co.) and distribution had reached California. In fact, tempeh had now passed tofu as White Wave's most important product.

Polar Bean was also doing well. In 1984 it won a silver award in the annual Natural Foods Merchandiser contest, and that summer a Polar Pal ice cream sandwich was introduced.

"By 1983-84 White Wave broke the 10,000 pounds-of-tofu a week barrier and became a regional company, shipping tofu via many distributors throughout the midwest: Chicago [Illinois], Detroit [Michigan], Dallas [Texas], Salt Lake City [Utah], and Phoenix [Arizona].

Financial Crisis and Recovery: For most of its history, White Wave had been profitable, with plenty of cash and good financial records. Though the move to North 57th Court quadrupled their overhead, the company continued to make money for the first 2 years there, running a very tight ship. Then they started to encounter major equipment problems: a compressor breakdown and major non-stop vacuum packager nightmares. A maintenance team had to be hired. White Wave was growing into a company that needed management, but the sales volume could not support that. Sales were good, profits were small, and overhead was skyrocketing. This led to a slow tailspin, losing \$1,000 a month during 1983-84. These were not considered major losses but the upward trend had been reversed.

By August 1984 White Wave was \$40,000 in debt and people were burned out. Decisive action was needed. In September Demos hired Lester Karplus to take charge of daily operations while he started to do a business plan to raise equity. But in the following months losses increased dramatically, to \$10-\$15,000 a month. White Wave lost a total of \$60,000 during the next 6 months. Finally in February 1985, amidst his first real crisis, Demos fired Karplus and McIntosh, and took over the whole company himself. His four-part strategy was cut overhead to the bone, bring in new cash quickly, hold creditors at bay as long as possible, and implement a system of data collection (which Karplus had helped develop) to generate better production and financial reports. Address: Lafayette, California.

1998. Shurtleff, William. 1987. History of White Wave, Inc. (Continued—Document part V). Lafayette, California: Soyfoods Center. 11 p. Oct. Unpublished manuscript, based

on interviews with Steve Demos from June 3 to Oct.

• **Summary:** Continued: First, he laid off all managers (who were not producing day-to-day results). Future plans were put on hold.

In October 1984 Jason Bois, who had been around the health food business for many years, approached White Wave to discuss having White Wave make him a soft serve soy ice cream. Demos advised against soft serve, but when Bois persisted, Demos developed a new soft serve formula for him, containing tofu and spray dried soymilk. Launched in January 1985 and marketed under the name Tofruzen, they failed within four months, for lack of a market. Bois quickly returned to Demos and beseeched him to develop Tofruzen in hard pack pints so that Bois could use these products to raise equity capital in a public stock offering. Demos had all the hard-pack formulas for Tofruzen developed in 30 days, using an improved version of his Polar Bean as the base mix but with totally new flavors (chocolate, strawberry, vanilla-almond). After Tofruzen launched the new products mid-1985, they realized that they didn't really own anything. So Demos, with some unexpected luck and seeing a way to bring in new cash quickly, proposed Tofruzen buy the title to the formulas for \$25,000 cash, plus \$25,000 in 6 months, plus interest. And White Wave would have an extensive supply contract. Tofruzen agreed.

In December 1985 Tofruzen, Inc. raised \$1.6 million net in a public stock offering, and at that time paid White Wave its first cash. Tofruzen Bars followed in May 1987 and low-calorie Tofruzen Light in August. Once Demos saw that Tofruzen would be a successful product, he downplayed marketing of his Polar Bean. Tofruzen sales rose from \$91,000 in fiscal 1986 to \$158,000 in 1987.

Shortly after Karplus left, White Wave started selling its tofu in a colorful box. Karplus served as an agent to negotiate with advertisers and designers. The new package helped sales.

In mid-1985, to consolidate its business focus and bring in more cash, Demos sold White Wave's nut butter business to an employee for \$35,000. White Wave retained 5% interest in the company, which is now called Naturally Nuts.

To turn the tide of losing money and get some badly needed breathing space, Pat Calhoun came up with a plan where she and Demos would call all the creditors and say, "Either we file bankruptcy or you allow us to pay off our debts to you over a one year period." All creditors agreed to this plan.

In July 1985, the moment of truth, the turning point, arrived. The company was \$100,000 overextended (60 days behind in payments) and could not borrow money. Everyone was disheartened. Demos and Calhoun started regular sitting meditation again, recommitting himself to spiritual practice as central and profitability as essential. He recalls, "Once I got my priorities straight, things started to go well." Within 90 days White Wave had started to generate a positive cash



flow. By mid-1986 the \$100,000 debt had been paid off, and White Wave was once again accumulating cash and savings.

Demos decided to try his approach on another company, Soyfoods Unlimited Inc., a major tempeh manufacturer, which he had been offered an opportunity to buy. Having started tempeh production in February 1981 in San Leandro, California, Soyfoods Unlimited had grown to be America's third largest tempeh manufacturer by 1984, Soyfoods Unlimited was now heavily in debt. White Wave didn't have any extra money, but the offer made sense as a way to get distribution for White Wave products in California and the West Coast, and to increase production volume. So on 1 December 1986 White Wave made its first acquisition. The buyout took place over a period of time, with some cash down. By mid-1987 Soyfoods Unlimited had been turned around and was a profitable, wholly owned subsidiary. White Wave owned all the stock and had signed a supply agreement with Soyfoods Unlimited to supply them with everything. This acquisition, with all tempeh production for both brands done at White Wave in Boulder, helped boost weekly output to 17,000 lbs. a week by the fall of 1987, making White Wave the biggest tempeh manufacturer in the USA. Growth of tempeh was strong and its future looked very promising.

White Wave has long been one of America's most innovative tempeh companies, in part because of its faith in the potential and future of tempeh. Tempeh continued to be the company's most profitable product. During 1985-88 the tempeh line was expanded with a number of original and delicious varieties: Quinoa (6/85), Lemon Broil (10/86), Amaranth and Sea Veggie (both 3/87), Peanut Sesame (3/88), and Teriyaki Burger (8/88). These also gave his product line more shelf space, a key consideration.

At King Soopers and Safeway, White Wave now had three shelves with tofu and tempeh right in the middle of the dairy section.

Tofu production was also strong, averaging 15,000 lbs. a week in mid-1987. A future high priority was the plan to pasteurize their tofu to give longer shelf life. After several years of selling tofu vacuum packed in a box, White Wave introduced a water pack without the box for the Asian-American market and some Caucasians since they are not used to the vacuum pack, and they prefer softer tofu, which cannot be vacuum packed.

By mid-1987 White Wave was back into high gear and growing nicely. Their space grew from 6,000 to 20,000 square feet. White Wave was one of the few Caucasian-run soyfoods companies that has been able to grow without selling most of the company. Demos' family has supported him to a large degree. He had borrowed roughly \$25,000 from friends and family. The company still owed one-third on its SBA and Mountain High loans, and some to family. Assets were now about \$300,000 and liabilities are \$200,000. Since May 1987 White Wave had money in the bank and a growth rate above 30%. The 1987 sales projection was \$2

million, of which 8-14% was expected to be profit.

In December, projected revenues for 1988 were \$3 million. The company was in the midst of a private placement offering for \$500,000 and the banks had approved equipment loans for \$600,000. They have put in a bid to purchase an old (built in 1978) meat processing house on 2.4 acres in Boulder.

The Future: New products to be launched in 1989 include several meat analogs (tofu hot dogs/franks, due in March, aimed at the mainstream market concerned with cholesterol) and a soy yogurt.

Demos has set a number of goals for White Wave. First, to become the major primary soyfoods ingredient manufacturer in the region, and to maintain a profit margin of at least 10%.

Second, to make the concept of a clearly delineated and identified "Soyfoods Section" in the dairy case, succeed at King Soopers and Safeway. Set off with plastic dividers between yogurt and milk products, the section would be filled out with second generation soy products. This new concept would allow him to compete with larger tofu manufacturers (such as Azumaya and Hinode) who are lower priced but sold in the produce section. Address: Lafayette, California.

1999. *SoyaScan Notes*. 1987. New Trend: Many of the new soyfoods are being developed and marketed as all-American and fun: Tofu and tempeh burgers, tofu hot dogs, soymilk shakes, soy ice creams, tofu chocolate bars (Overview). Oct. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** This is part of the larger trend of the Americanization of soyfoods.

2000. **Product Name:** Lite Chef Entrees. Casual Meals (Dry Mixes) [Chili Rio Grande, Country Barbecue, or California Burger].

**Manufacturer's Name:** Sunfield Foods (Distributor). A Sunmark Company.

**Manufacturer's Address:** 8155 Hampshire St., St. Louis, MO 63123. Phone: 314-832-7575.

**Date of Introduction:** 1987 October.

**New Product-Documentation:** These dry mixes require the addition of firm tofu and water. The California Burger was formerly one of the Lite Chef Tofu Mixes. *Soya Newsletter*. 1987. Sept/Oct. p. 6.

2001. Blair, Betty J. 1987. Tofu. In casseroles, chili, and desserts, this amiable food fits into all tastes. *Detroit News*. Nov. 4. p. 1E, 2E. [1 ref]

• **Summary:** Dorothy Hwang, owner of Michigan Soy Products in Royal Oak, has a doctorate in chemistry from the University of Kansas and was a research associate in chemistry for 14 years at Wayne State University. She opened her tofu business 5 years ago. Since then sales have

tripled; she now makes 2,000 lb/week of tofu. She uses some of this to make tofu burgers, salads, and a frozen manicotti entree. She is marketing a tofu coconut pudding, which she may soon make herself. She also takes special orders for tofu cheesecake, cakes with tofu frosting, and tofu cream pies, including pumpkin.

2002. **Product Name:** Tofu, Tofu Burgers.

**Manufacturer's Name:** Diane Froggatt Tofu.

**Manufacturer's Address:** Post Restante, Anjuna, Bardez, Goa 403 509, India.

**Date of Introduction:** 1987 November.

**New Product–Documentation:** Letter from Om Shanti, c/o Lambert, Los Angeles. 1992. Nov. 16. A friend of Om Shanti's named Diane Froggatt [of Australian origin] runs a tofu shop in Goa, India. "For the last 5 years she has been making tofu and tofu burgers out of her home, and selling them to an international community at the flea market, and as a private business... She started to make tofu publicly because of its high demand and its unavailability. It is a small-scale business. She started by using *The Book of Tofu* (1975, Autumn Press)."

Letter (e-mail) from Lisa Camps of Goa. 2005. May 17. In 1982, while in Goa, Lisa met an Australian woman, Diane [Froggatt], who was making her own tofu, because it was not available, and all were tired of Dal (lentils). "I asked her to teach me, and she did... I happily made it for myself..." Diane's story is very sad. She was sick for about 18 months before she died, leaving twin boys (age 8), and another son (age 14) behind. She passed through Goa in the last stages of her illness on her way to Australia, where she died. The boys were looked after by friends and relatives. Diane's tofu shop, which she ran for about 2 years, is still there, run by a local family, making tofu, buying their tofu from us, and open for lunch.

Note: Goa is a former Portuguese possession on the west coast of India about 250 miles south of Bombay. It was annexed by India in 1962, and became a state of India in 1987. The capital is Panaji. It is a small state (1,404 square miles) with a population of about 650,000.

2003. **Product Name:** Tofu Classics: Mandarin Chow Mein, Creamy Stroganoff, or Shells 'n Curry (Pasta and Sauce Mixes).

**Manufacturer's Name:** Fantastic Foods.

**Manufacturer's Address:** 106 Galli Dr., Novato, CA 94949. Phone: 415-883-7718.

**Date of Introduction:** 1987 November.

**Ingredients:** Mandarin Chow Mein: Whole wheat Oriental noodles, dehydrated vegetables (onions, carrots, peas, red pepper, green onions, garlic, parsley), corn oil, powdered yellow miso (soybeans, rice, salt), hydrolyzed vegetable protein, whole wheat flour, dried yeast (molasses grown), toasted sesame oil, powdered soy sauce (soybeans, wheat,

salt), spices, rice syrup powder, vinegar powder.

**Wt/Vol., Packaging, Price:** 4 oz (113 gm) paperboard box. Retail for \$1.65 (5/90, California).

**How Stored:** Shelf stable.

**New Product–Documentation:** Note: This product does not contain any tofu; it must be added. Ad in *Natural Foods Merchandiser*. 1987. Nov. p. 50. "Introducing... Tofu Classics. One pot cooking. Ready in less than 20 minutes." Dec. p. 16. "New Tofu Classics Take You Out of the Kitchen and Around the World." Also run in 1988. Jan. p. 40. Ad in *Vegetarian Times*. 1988. May. p. 11.

Label sent by Claire Wickens. 1990. May 30. 4.5 by 6.5 by 1.25 paperboard box. Tan, green, orange and red on beige. On the front panel is a photo of a white plate containing the finished tofu and pasta, plus a small insert photo of a package of water-packed tofu. "Add ½ pound firm tofu. All vegetarian. All natural." On the back is a pastel drawing of a Chinese person carrying two baskets on a shoulder pole by a lake. "One pot cooking. Ready in 7 minutes. Fantastic Foods' *Tofu Classics* are adaptations of favorite dishes from around the world, designed to enhance tofu cookery. We provide wholegrain pasta and a delicious sauce—you add tofu." Inside is a poly bag with short lengths of pasta and dried peas, diced carrots, etc.

Tofu Classics product with Label purchased at Open Sesame in Lafayette, California. 1998. Jan. 10. Mandarin Chow Mein, design copyright 1994. Price: \$1.89. Shells 'n Curry, design copyright 1994. Price: \$1.89.

2004. Goldbeck, Nikki; Goldbeck, David. 1987. *The Goldbeck's guide to good food*. New York, NY: New American Library. xi + 563 p. Illust. Index. 24 cm.

• **Summary:** The all-new version of their *Supermarket Handbook*, which originally sold 850,000 copies. Chapter 12 (p. 143-51), titled "Soyfoods: World Class Protein," discusses tofu, frozen tofu, tempeh, soy flour and grits, high-tech soy (soy concentrates and isolates), textured soy protein products. There is also considerable information on soyfoods in other chapters throughout the book: Soy flour (p. 79). Soy nuts (p. 159, 163). Soy milk (p. 184-85). Soy yogurt (p. 190-91, 195). Soy cheese (212, 217-18). Soy protein concentrates or isolates (p. 233, 451, 483, 527). Soy oil (p. 144, 264, 288, 292-93). Meatless burgers and soy sausages (p. 394). Soy ice cream (p. 452-53, 455). Soy sauce (510-11, 515). Miso (p. 511-12, 515). Worcestershire sauce (p. 512).

The section titled "Soy Yogurt" gives a nutritional analysis of cultured Soygurt, made by Cream of the Bean; per 8 oz. it contains 255 calories, 6.7 gm protein, 45.2 gm carbohydrates, 5.3 gm fat, no cholesterol, 20 mg sodium, and 7% of the US RDA for calcium. The text reads: "Those who must avoid milk will be interested in nondairy soy yogurt. A new arrival in natural food stores, this yogurt is made from soymilk and bacterial cultures. Gelatin is added to some brands to maintain the typical yogurt consistency. There is



no need, however, for the quality to be compromised by the addition of high fructose corn syrup, isolated soy protein, salt, and several thickening agents, as has been done in at least one brand we have encountered.”

The section titled “Soy Cheese” states: “Cheese based on soy milk has recently added a new category of cheese products to the market. In terms of calories, protein, and overall fat content soy cheese competes quite favorably with animal cheeses... It is both lactose- and cholesterol-free and the sodium content is about average for cheese. Note, however, that soy cheese is held together with vegetable gums and will contain either the milk derivative calcium caseinate (in which case it is not dairy free) or isolated soy protein.” Page 218 gives a nutritional analysis of Soya Kaas (soy cheese). Per 1 oz. it contains 78 calories, 6.7 gm protein, 5.6 gm fat, no cholesterol, and 168 mg sodium. Address: R.D. 1, Box 495, Woodstock, New York 12498 914-679-8561.

2005. Tofu Shop (The). 1987. This holiday season, make it Tofu Turkey (Leaflet). Arcata, California. 1 p. 28 cm. Single sided.

• **Summary:** Handwritten, with four illustrations: (1) The Tofu Shop, on pillars and with a tree growing overhead, at the edge of the ocean (lower left). (2) A clip-art illustration of a large turkey with tail fanned and near-side wing extended (upper left). (3) Corn plants growing in a field (upper right). (4) Santa Claus in traditional costume.

“- mmm delicious. \* Stuffed, basted, baked. \* Ready to eat or reheat. \* Great leftovers.

“That’s right folks! This year you can save the bird and eat it too! No bones about it. Special order one of our delicious Tofu Turkeys. They’re made 100% from our own traditional-style tofu, stuffed with our own secret family stuffing. And basted and baked to a golden brown. M’good!

“This year special order a Tofu Turkey from The Tofu Shop or stop by our deli for a ‘hot slice’ with all the fixin’s!”

The bottom half of the leaflet gives products, prices and order deadline dates. Address: 768 18th St., Arcata, California.

2006. *Toyo Shinpo (Soyfoods News)*. 1987. Ooshû demo tōfu buumu. Pari no kenkō shokuhin ten o mite [After a health foods exposition in Paris, will there be a tofu boom in Europe?]. Dec. 1. p. 5. [Jap; eng+]

• **Summary:** The expo was held in Paris from Nov. 7-9. Tofu and second generation tofu products were creating a lot of interest among people who came to the expo. Two French companies producing soymilk are Cacoja and Lima Foods. Their products are labelled Soja and Soya, respectively. Both companies plan to start marketing soymilk ice creams before summer, 1988. Lima Foods is making an effort to produce other soyfoods besides their soymilk such as soy hamburgers, desserts, salads, paté, and terine.

2007. Caton, Greg. 1987. Lumen and its future (Interview). *SoyaScan Notes*. Dec. 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Lumen was founded in Feb. 1986 and started production in October. Presently the company’s sales are about \$50,000 a month and production is about 15,000 lb. The best seller is Cajun Jerky (\$30,000/month). The company is growing rapidly since he just got three big new distributors: Tree of Life, Akin, and Balanced Foods. Lumen is doing a joint venture with MJ Exports in Bombay to build a Lumen plant in India. MJ will own 51%. Greg worked for years with ADM. He also owned Richland Foods in Fairland, Iowa, which sold flavored TVP that was flavored before being extruded. This greatly lowered the quality of the flavors. He found that it is much better to flavor after extrusion. This was a major innovation, giving improved flavor and texture.

He also reduces stachyose and raffinose by extracting them using a centrifuge from the flour or the already extruded piece. Galactosidase is the only enzyme that will hydrolyze both raffinose and stachyose. Coating and flavoring are his specialties. He makes the jerky for Al Jacobson’s Garden of Eatin’. It used to be made by a company in Los Angeles. Address: Louisiana.

2008. Whitford, Harry M., III.; Karas, Thomas. 1987. Re: Soyastern Naturkost GmbH. Letter to William Shurtleff at Soyfoods Center, Dec. 14. 1 p. Typed, with signature on letterhead. [Eng]

• **Summary:** The company has two equal owners: Bernd Drosihn handles buying, packaging, distribution to the natural foods market, and personnel. Thomas Karas handles marketing, distribution to the supermarket and commercial kitchen (foodservice) sectors, and production system development. Thomas’s wife, Yin Yin, is the bookkeeper, and his sister, Sabine, is the secretary. They have 8 full time employees, and 23 employees in all. Harry Whitford, a third member of the management staff is in charge of R&D, sanitation, and foreign correspondence. The company got buried under an avalanche of orders after the last Anuga food show. Harry Whitford continues: “We make four kinds of tofu—natural, smoked, smoked with bell peppers and spices, and with herbs de provence. All four are coagulated with cleaned nigari, and we use exclusively controlled organic soybeans. Then we have our fresh products—tofu burgers, lentil croquettes (with tofu), spring rolls, and tofu cutlets filled with sauerkraut. My new products are mayo-type eggless tofu dressing, and tomato dressing. They both have only 23% soy oil, so they’re much lighter than Nasoya’s. We have several new things underway; I’ll tell you about them later.

“I’m enclosing the labels you requested, and an article from the natural foods magazine *Schrot und Korn* which

gives you a brief history of Soyastern.” Address: Osterrather Strasse 26, 5000 Koeln 60, West Germany. Phone: 0221-170-1581 (or 2097).

2009. Robertson, Gary. 1987. Soyfoods Unlimited’s most important tempeh innovations (Interview). *SoyaScan Notes*. Dec. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** First, applying Hananya Kronenberg’s ideas for an in-house laboratory making tempeh starter culture so that they work in a commercial tempeh company. His consulting cost a little less than \$2,000 plus about \$5,000 in lab equipment, including a \$25,000 autoclave. The method for making silica gel crystals (the heart of Kronenberg’s PhD thesis, he adapted from Columbia Univ. project) was very important. The mother culture tempeh spores were stored on these crystals to keep them dry and viable until they were later grown out on petri dishes. Kronenberg’s starter produced better tempeh than did the NRRL culture.

Second, the design of the incubation room. It went up to an inverted V at the top so the hot air would collect there and be blown out into a plenum on top by fans. The room was also surrounded by a plenum. Cool air came in from below and entered the room through cracks in the walls when the fan blew hot air out.

Third, the dry dehulling was that developed by the University of Illinois. It was all gravity feed and very clean and efficient. Fourth, the method of making burgers using plastic rounds. Fifth, a moveable, portable pump that pumped the beans out of the kettle after cooking. Concerning White Wave, Gary feels that their tempeh is no longer as good as SUL’s was. Steve Demos did not take the time to learn the starter or tempeh process properly and he will be in a real bind when he runs out of crystals and Kronenberg’s culture. Address: Soyfoods Unlimited, San Leandro, California.

2010. *SoyaScan Notes*. 1987. Chronology of soybeans, soyfoods and natural foods in the United States 1987 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. Westbrae moves the production of Malted to California from Japan.

Jan. The Soy Plant, a tofu cooperative in Ann Arbor, Michigan, files for Chapter 7 bankruptcy. It is soon purchased by Bruce Rose of Rosewood Products, Inc.

Feb. *Soya Newsletter*, a 12-page, bimonthly publication costing \$96/year, is launched by Soyatech of Bar Harbor, Maine. Publishers are Peter Golbitz and Sharyn Kingma, former owners of Island Tofu Works. The publication quickly proves itself to be the world’s best English-language publication on soyfoods. By October, paid circulation tops 900 in 20 countries.

Feb. American Soybean Association petitions the U.S. Food and Drug Administration to require food manufacturers

to be more specific in labeling food products that contain highly saturated imported tropical fats (palm, palm kernel, and coconut oils). The petition includes results of a supermarket survey of 1,555 foods containing vegetable oils. 43% of the labels list multiple choice or generic vegetable oil ingredients which hides from the consumer the fact that the products contain highly saturated tropical fats. Imported tropical fats displace the equivalent of oil derived from 171 million bushels of soybeans. Herewith begin the great “Fat Wars” of 1987-88.

Feb. Lite Lite Tofutti introduced by Tofutti Brands, Inc. This non-dairy frozen dessert contains only 90 calories per 4-ounce serving. It soon becomes a big hit.

Feb. Ah Soy in Tetra Brik cartons launched by great Eastern Sun.

Feb. Options trading on futures for soybean oil and meal opened on Chicago Board of Trade.

March 4. The Federal Grain Inspection Service rules that soybean oil may be used to control grain dust in elevators. This voids the Barnham patent and opens up a large potential new market for soy oil, which is in surplus.

March. Great Shake soymilk launched by Noble Soya in India. Sold in Tetra Brik cartons in mango, strawberry, and chocolate flavors, it is the country’s most heavily promoted soymilk to date, but gets off to a slow start.

March 16-18. First International Congress on Vegetarian Nutrition held in Washington, D.C., sponsored by eight Seventh-day Adventist universities and health care organizations, and three SDA food companies, plus S.E. Rykoff/Sexton.

March. *Vitasoy Vitabrations*, a newsletter, starts being published by Vitasoy USA.

March 31. Hong Kong Soya Bean Products Co. Ltd., makers of Vitasoy, move into a large new plant (370,000 square feet costing \$20 million) in the New Territories. Sales of Vitasoy in 1987 is projected to be 126 million packs.

April 1. Tempehworks, Inc., America’s first major tempeh producer from Greenfield, Massachusetts, changes its name to Lightlife Foods, Inc. In recent years, Tofu Pups have become the company’s bestselling product.

April. Stir Fruity, a non-dairy, nonfermented, soy-based yogurt, is introduced by Azumaya Inc. of San Francisco. Shelf life problems cause the product to be withdrawn, causing Azumaya to set aside plans for an \$800,000 radio ad campaign in northern California. The product is soon back on the market, but in limited distribution and with little promotion. Yet during this year, Azumaya probably passed House Foods & Yamauchi to become America’s largest tofu producer.

April. *Healthy Times*, a bimonthly newsletter, starts being published by Morinaga Nutritional Foods of Los Angeles, makers of Mori-Nu long-life silken tofu, for members of the Mori-Nu Health for Life Club. By Aug. 1988 circulation is up to 10,000; A subscription costs \$3 a year.



May 26. Tofutti Brands Inc. and Coca-Cola launch Cheater's Delite, a major joint promotion featuring a 90-calorie scoop of Lite Lite Tofutti and a 1-calorie glass of Diet Coke, special labeling and couponing on 3 million bottles of Diet Coke, 5 weeks of heavy advertising in New York, New Jersey and Connecticut, and a Caribbean cruise sweepstakes.

June. Dr. Jane Gleason of the University of Illinois goes to Sri Lanka to spend a year studying its soybean and soyfoods industries.

July 1. Ralston Purina Co. of St. Louis, Missouri, establishes Protein Technologies International as a wholly-owned subsidiary to focus on sales of soy protein for food uses. The company's sales of soy protein products were \$139.8 million in 1986.

July. Victor Food Products in Toronto, Canada's largest tofu manufacturer, declares bankruptcy. The main cause: Overexpansion, trying to grow too fast.

Aug. The Barat Bar, an upscale chocolate bar containing spray-dried tofu instead of dairy products, is launched by Legume Inc. and extensively promoted. It soon becomes a big hit.

Aug. Brightsong Foods of Petaluma, California, ceases operations. Richard and Sharon Rose resign to found a new company, Rose International, which will be a tofu development, marketing, and consulting company, rather than a manufacturer.

Sept. 24. San-J International of Richmond, Virginia, dedicates the first tamari brewery ever built outside of Japan. The 40,000 square foot facility with a capacity of 1 million gallons a year is located in Varina, Virginia. San-J tamari was first imported to America in 1979.

Sept. 28. Plenty Soya Centre, run by Plenty Canada, opens in Kandy, Sri Lanka. They will sell as many soyfood products as possible at a reasonable cost.

Oct. 6. Anti-cholesterol campaign starts. The U.S. Federal Government and more than 20 health organizations issue the nation's first detailed guidelines for identifying and treating people whose blood cholesterol levels are more than 200 mg per deciliter. The guidelines signal the beginning of a nationwide health promotion campaign designed to reduce blood cholesterol to safer levels. This signals exciting new opportunities to market cholesterol-free soy-based alternatives to meat.

Nov. *Kikkoman Taste*, a stylish full-color "quarterly intercultural forum for the exchange of ideas on food," published by Kikkoman Corp. in Tokyo. Its focus is on shoyu in international cuisine.

\* During this year of the great vegetable oil wars, the ASA launched an all-out no-holds-barred campaign to educate Americans of the health dangers of tropical fats (palm and coconut oil; which succeeded) and to require such products to be clearly labeled (which failed).

\* This year the world's population passed 5 billion. It is

increasing by a record 80 million people a year, so that every 3 years the equivalent of one United States' full of people is added to the population of planet Earth. Continued.

2011. *SoyaScan Notes*. 1987. Chronology of soybeans, soyfoods and natural foods in the United States 1987 (Continued) (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Continued. 1987 New Trends:

Rapid Rise in the Number of New Products in America. During 1987 more than 735 new soyfood products were launched worldwide, including at least 380 in the USA. Many of the most successful products are all-American and fun to eat: Ice creams, meatless burgers, vegetarian hot dogs, salad dressings, chocolate bars. This is part of the larger trend of the Americanization of soyfoods. Most of the growth has been in the traditional low-tech sector, including tofu, tempeh, soymilk, miso, soy sauce, soynuts, plus modern dairylike products such as soy ice creams, soy yogurts, and soy cheeses, all developed by the soyfoods movement. A growing percentage of these products are second generation products, which could also be called convenience prepared or value added products.

Growth of Consumer Awareness of Soyfoods in America. Ten years ago, perhaps 1% of Americans had heard of tofu, soymilk, tempeh, or miso. Today, probably 50% of Americans are aware of these foods. In 1987, for example, the Soyfoods Assoc. clipping service received a total of 1,587 clips on soyfoods. That is 132 articles a month, way up from 5 years ago.

Increasingly Positive Image of Soyfoods in the Western World. Generally speaking, from about 1945 through the 1960s, soy had a negative image in foods. It became neutral during the early 1970s. During the late 1970s and early 1980s, with the rise of the soyfoods movement and the growing sophistication of modern soy protein products (isolates, concentrates) soyfoods gradually developed a positive image. The Gallup Poll of 1977 was an early indicator of this. By the mid-1980s tofu had become a "hot ingredient." Companies deliberately added it to a product (or at least to the label) to help sell the product. Yet the Roper poll of late 1986, which found tofu to be America's most hated food, may indicate a tarnishing of this image.

Growing Interest of Larger Food Companies in Soyfoods. One indication of this trend is that *Soya Newsletter*, targeted at these companies and selling for \$96/year, has over 900 paid subscribers.

Continued Decline of Red Meat. This year consumption of poultry in America passed that of beef for the first time in history. Beef had been king for 3 decades. Before that, pork was king. A pound of chicken has one-fourth as much saturated fat as beef and takes much less grain, water, and energy to produce.

INTSOY Becomes a Major Force Worldwide

Developing and Promoting Soyfoods. Working with other international (IITA, AVRDC) and national soybean programs, and doing pioneering research on fresh green soybeans, extrusion cooking, and use of expellers for small-scale oil expression etc., INTSOY has become as effective in its new role (since 1985) of focusing on soybean utilization as it was before that when its major emphasis was on variety development and production.

The Competitive Position of the U.S. Soybean Industry is Slipping. Farmers in Brazil and Argentina can now produce soybeans at much lower cost than their American counterparts. This plus extensive subsidies have led to a dramatic drop in U.S. exports of soybeans and products since their peak in 1981. A major part of the problem is linked to the Latin American debt crisis, which surfaced in the early 1980s and forced debtor nations to export at all costs. This debt crisis (especially by Brazil, Argentina, Mexico, and Venezuela) is now being called the most serious problem facing U.S. agriculture.

Soybean Research Increasingly Shifts from Production to Utilization. Traditionally research focused on increasing production and yields. New efforts are designed to develop new markets instead of larger surpluses.

Big Increase in Breeding Soybeans for Food Uses. This is part of a larger trend toward value added products and toward finding new market niches for American soybeans, especially for foods in Japan.

Revival of Interest in Industrial Uses of Soybeans. The main interest is in new ways to use soy oil, of which there is a large surplus that depresses soybean prices. Promising applications include soy oil for printing inks, dust suppressants, and diesel fuels. The largest interest in industrial uses occurred during 1932-42, when the Chemurgic movement and Henry Ford sought to find industrial uses for all farm crops. Hence, there is a rebirth of interest in Henry Ford's work with soy.

Major Growth of Interest in Soybeans and Soyfoods in Africa. Excellent work by IITA in Nigeria and various national soybean programs (as in Egypt, Zimbabwe, and Zambia) have allowed this relatively new crop to reach the takeoff stage. Decreasing per capita food supplies and growing understanding of the nutritional benefits of soyfoods are sparking new interest.

Continued Rise of Soybean Production in Europe. The largest producer, Italy, which produced almost no soybeans as recently as 1983, harvested a record 1.3 million tons in 1987. France is the second largest soybean producer. All production is heavily subsidized.

Omega-3 Fatty Acids Hit the Headlines. Soy oil is a rich vegetable source of these fatty acids which are thought to have a beneficial effect on the cardiovascular system.

Nutritional Spotlight Increasingly Shifted onto Fats, Away from Proteins. During the past few years fats (and especially cholesterol and saturated fats) have come to

be seen as the leading problem nutrient, the bad guy, in the American diet. There is a new respect for complex carbohydrates (especially whole grains), which used to be called "starches" and were considered fattening.

New, More Complex View of Oils and Fats Becomes Popular. High cholesterol levels are considered more dangerous than ever, but equally important are the various cholesterol-carrying proteins in the blood. Two kinds (low and very low density lipoproteins) promote cholesterol deposits in the blood, while high density lipoproteins (HDLs) cleanse the blood vessels of fatty deposits. Moreover, saturated fats are considered at least as much of a problem as cholesterol.

So-Called Antinutritional Factors in Soybeans are Increasingly Seen as Having Benefits as Well. Trypsin has been shown to help prevent cancer. Saponins help reduce serum cholesterol. Isoflavones have antioxidant activity that may suppress breast cancer. This indicates that we may need a new term to categorize these substances that offer both benefits and disadvantages.

The Link Between Diet and Health Continues to Grow Stronger, among both scientists and the general public.

Interest in Exercise and Health Still Strong. Several years ago some experts saw this trend waning, but it now seems to be rebounding. For example, there were 21,244 finishers in the New York Marathon (including 3,689 women). Compare this with 12,512 finishers (1,621 women) in 1980 and 55 finishers (no women) in 1970.

Books on Tofu. Since 1974, at least 60 books on tofu (having the term "tofu" in the title) have been published in North America and Europe. Peak publication years were 1981 and 1982. By language, 46 of the books were in English, 7 in French, 4 in German, and 1 each in Italian, Portuguese, and Swedish.

Inactivity of the Soyfoods Association of America now becoming a major constraint on growth of soyfoods in the USA, at a time when interest is at an all-time high. Leadership is needed.

Rise of Canola (Rapeseed) Oil. It looks as if soy oil may have another serious competitor (in addition to palm oil) in future years. Canola contains less saturated fat than any other popular vegetable oil. Only 6%, versus 9% for safflower oil and 15% for soy oil. Lard has 41%, palm oil 51%, and butterfat 66%.

2012. Archer Daniels Midland Co. 1987. Annual report. P.O. Box 1470, Decatur, IL 62525. 33 p.

• **Summary:** Net sales for 1987 were \$5,775 million, up 8% from 1986, and up 310% from 1978. Earnings for 1987 were \$265 million, up 10.8% from 1986. Assets totalled \$3,862 million, up 16.5% from 1986. "With the world population growing to over 5,000 million during 1987, and estimated to increase by 80 million a year for the near future, the global food business will continue to grow... In ADM's



Oilseed Processing Division, greater use of soy protein isolates in the production of commercial and retail seafood products was the leading contributor to continued growth for protein products. ADM continues to be the largest producer of specialty soy products. R&D facilities for soy protein products were relocated to Decatur [from Chicago] during the year.

“The British Arkady Co. Ltd. (in Manchester, England)... expanded its marketing of ingredients and prepared mixes to the baking industry. Direct Foods Ltd., a prime supplier of vegetarian foods throughout the UK, had a significant sales increase during the year, mainly due to new soy-related products having a high textured vegetable protein content using TVP. Vegetarian Feasts Ltd., a market leader in oven-ready frozen meals... added new burger forming machines. This company is participating in the growth and demand for vegetarian and health foods. In June, British Arkady purchased Societe Industrielle des Oléagineux, better known as S.I.O. This long established French company has a factory in Aras and offices in Paris. Its principal activities include the milling of full-fat and defatted soy flours, and the manufacture of specialty oils for the food industry.” Address: Decatur, Illinois.

2013. Brown, Judy. 1987. Tempeh sales plateau in natural foods market. Marketers looking at new varieties and product areas for growth. *Soya Newsletter (Bar Harbor, Maine)*. Nov/Dec. p. 1, 8-9. [2 ref]

• **Summary:** White Wave (Boulder, Colorado), which projects sales of \$2 million for all products in 1987, produces 15-20,000 lb/week of tempeh, making the company America’s largest tempeh producer. Tempeh products under the White Wave label include Soy, Soy-Rice, 5 Grain, Quinoa, Amaranth, Lemon Broil, Tempeh Burgers (two styles) and Sea Vegetable Tempeh. The Soyfoods Unlimited line includes Soy, 3 Grain, 5 Grain, Burgers, and Cutlets. Lightlife Foods (Greenfield, Massachusetts) is the second largest, producing 7,690 lb/week [up 40% over Jan. 1984]. The company’s line has diversified from standard Soy Tempeh and 3-Grain Tempeh to Soy with Caraway, Quinoa, Sesame, Garden Vegetable, Macro Power, Fakin’ Bacon, and Tempeh Burgers. Lightlife’s sales of all products was \$800,000 for 1987, projected to rise to \$1.2 million for 1988. The decision to diversify from tempeh only products was made after the company’s tempeh sales plateaued in 1983. Competition became severe and supply outgrew demand.

Appropriate Foods (Brooklyn, New York) notes that “sales surged between 1980 and 1984, but have since flattened out.” Brown estimates that “approximately 2 million lb of tempeh will be produced in the U.S. in 1987, with manufacturers’ sales pegged at \$2.7 million and retail sales at around \$5 million.” These sales and production figures show no growth in the industry since Soyfoods Center did its survey of manufacturers in early 1984. Average

retail prices for an 8-oz package of plain soy tempeh ranged from \$1.00 to \$1.30; for multi-grain varieties from \$1.10 to \$1.40; and for burgers and newer exotic products from \$1.30 to \$1.70... The top two tempeh producers are confident of the marketplace and believe strongly in the potential of tempeh.

2014. Morinaga Nutritional Foods, Inc. 1987. Mori-Nu Tofu recipe cards. 5800 South Eastern Ave., Suite 270, Los Angeles, California 90040.

• **Summary:** Morinaga has four cards, each 3 by 5 inches, each with one recipe on the front and another on the back. They are printed in a color ink on a pastel background, and were found displayed in a small plastic rack near the Yves meat alternatives at Safeway supermarket in Lafayette, California.

The recipes are: BBQ burger kebabs. Mushroom caps. Mexican burritos. Shepherd’s pie. Veggie lasagna. Veggie sloppy joes. Address: Los Angeles, California.

2015. **Product Name:** Organic Tofu [Plain, or Smoked], Tofuburger, and Organic Tempeh.

**Manufacturer’s Name:** Oasis Wholefoods.

**Manufacturer’s Address:** Unit 3C, Dart Units, Steamer Quay Rd., Totnes, South Devon TQ9 5AL, England. Phone: 0803 863167.

**Date of Introduction:** 1987 December.

**New Product–Documentation:** Note from Simon Bailey. 1988. Oct. 10. Formerly Lifestream Wholefoods, owned by Francis Checkley, this business was sold in Dec. 1987 to Mr. I.J. Mohammed.

Letter from I.J. Mohammed. 1991. Sept. 9. He makes tofu, tofu burgers, tempeh, miso, breads and cakes on a community scale. He has been making these foods for the last 5 years, all by hand.

2016. **Product Name:** No Chicken Salad (With Tempeh in a Pita Pocket), Tofu Salad (in a Pita Pocket), and Nori Rolls (With Tofu Filling).

**Manufacturer’s Name:** Terra’s Specialty Foods.

**Manufacturer’s Address:** R.D. 1, Box 317, Vernon, VT 05354. Phone: 802-254-5242.

**Date of Introduction:** 1987 December.

**New Product–Documentation:** Talk with Bari Madwin. June 29 and Aug. 28. Susan Quinn sells tofu and tempeh sandwiches in Brattleboro. She bought an existing company in 1988. She uses about 12 lb/week of tofu.

Talk with Susan Quinn. 1988. Aug. 30. She bought this company from Martha Brown in Aug. 1987. It was named Martha’s Sandwiches, but she renamed it Terra’s Specialty Foods in Feb. 1988. At the time, Martha had a line of sandwiches, including Eggless Tofu Salad (in a sandwich, 8 oz) and BLT with Fakin’ Bacon (made from tempeh). Susan introduced her three products in December 1987. The tofu salad in a pita pocket weighs 4 oz. The tofu in the nori rolls

is marinated, broiled, then put in with the veggies. She buys her tofu from the food co-op. It is a part-time business.

2017. **Product Name:** Sesame Wheat Tempeh Burgers.

**Manufacturer's Name:** 21st Century Foods Inc.

**Manufacturer's Address:** 30A Germania St., Jamaica Plain, MA 02130.

**Date of Introduction:** 1987.

**Ingredients:** Organic soy tempeh, bulghur wheat, roasted sesame seeds, tamari, natural hickory smoke, lemon juice, herbs, spices.

**Wt/Vol., Packaging, Price:** 5.5 oz.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Label. 1987. 3 inch diameter. Black and red on yellow. “New! All natural. Gourmet.”

2018. **Product Name:** [Soya Bolognaise, and Soya Burger (With Textured Soy Flour)].

**Manufacturer's Name:** Biotrek S.A. (Formerly named Biotrophes Ltd.).

**Manufacturer's Address:** 45 Alopekis St., Athens 10676, Greece. Phone: 301-724-9525.

**Date of Introduction:** 1987.

**New Product–Documentation:** Soya Bluebook. 1987. p. 73. Letter from John Lewis. 1987. Dec. Soya Bluebook. 1991. p. 68. Biotrek S.A. is now located at: 52 Pondou St., Athens 11527. Phone: 30/1/770-8625. John Lewis is president.

2019. **Product Name:** Okara Burgers [Plain, and Mexican Chili].

**Manufacturer's Name:** Birchwood Health Products.

**Manufacturer's Address:** Unit 1D, Alyn Industrial Estate, Llay Hall, Wrexham, Clwyd, Wales, UK.

**Date of Introduction:** 1987.

**Wt/Vol., Packaging, Price:** Two soya-based burgers per box.

**New Product–Documentation:** Ad in The Vegan. 1988. Spring. p. 21. “TrueHealth Soya Products... No animal contents. High in protein. Low in carbohydrates. All essential amino acids.” Ad shows Label on box. Heat and serve.

2020. **Product Name:** Soy Flour Mixes, Vegetarian Burger Mixes, and Arcadian Meal Makers.

**Manufacturer's Name:** British Arkady Co. Ltd. Affiliate of Archer Daniels Midland Co., USA.

**Manufacturer's Address:** Skerton Rd., Old Trafford, Manchester, M16 0NJ, England.

**Date of Introduction:** 1987.

**New Product–Documentation:** Soya Bluebook. 1987. p. 100.

2021. **Product Name:** [Takaramame Soy Flour, Fujinik

Ace, Fujipur SP, Apex {Simulated Meat Products}, Ganmo {Wild Goose Meat Analog}, and New Soyees {3 Textured Soy Flours}].

**Manufacturer's Name:** Fuji Oil Co. Ltd.

**Manufacturer's Address:** Nissei Midouji Hachimancho Building, 6-1 Hachimancho, Minami-ku, Osaka 542, Japan.

**Date of Introduction:** 1987.

**New Product–Documentation:** Soya Bluebook. 1987. p. 74, 78.

2022. **Product Name:** [Windmill Tofu, Smoked Tofu, Tofu Burgers, Satem Tofu {Packed in Foil}].

**Manufacturer's Name:** Heuschen-Schrouff B.V.

**Manufacturer's Address:** Reeweg 137, 6381 BW Ubach over Worms, Netherlands.

**Date of Introduction:** 1987.

**New Product–Documentation:** Soya Bluebook. 1987. p. 96. This company is the largest tofu manufacturer in Europe. Letter from Harry Whitford of Soyastern. 1987. Dec. 14. Holland, once the company with the most tofu producers, is now dominated by this one company. Only the company Morgenstond still produces tofu themselves. All others have concentrated on tofu based products, buying their raw materials from H-S. We estimate the latter's total production to be at the very least 20,000 kg/week. It could run as high as 50,000 kg/week. They sell huge amounts at dumping prices on the Asian-shop market, and claim to make organic tofu for the bio-shops, but seeing that they refuse to allow any control organization to check their records on bean purchases, nobody believes that their tofu is organic.

2023. **Product Name:** [Seitan Stew].

**Foreign Name:** Seitaneintopf.

**Manufacturer's Name:** Jonathan P.V.B.A.

**Manufacturer's Address:** Antwerpsesteenweg 336, B-2080 Kapellen, Belgium. Phone: 03/664 58 48.

**Date of Introduction:** 1987.

**Ingredients:** Seitan (wheat proteins)\*, marrows\*, tomatoes\*, aubergines\* [eggplants], onions\*, olive oil, garlic\*, provence spices, sea-weed. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 300 gm.

**How Stored:** Frozen.

**Nutrition:** Minerals 0.92%, vegetable proteins 2.3%, vegetable fats 0.12%, carbohydrates 6.93%. 37.3 calories (Kcal) per 100 gm.

**New Product–Documentation:** See next page. Label sent by Jos van de Pongseele. 1988. 6.25 by 10.5 inches. Card stock. This card-stock sleeve fits over the product. Color photo of seitan with various vegetables with item name in white on orange. “Vegetable product.”

2024. **Product Name:** Loma Linda Vegetein Taco Mix (Textured Wheat and Soy Protein).

**Manufacturer's Name:** Loma Linda Foods.





**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515. Phone: 800-442-4917 or 714-687-7800.

**Date of Introduction:** 1987.

**Ingredients:** Soy protein concentrate, wheat gluten, partially hydrogenated vegetable oil (cottonseed, soybean), natural (vegetable) flavors, whole wheat flour, artificial color.

**Wt/Vol., Packaging, Price:** 7 oz paperboard box.

**How Stored:** Shelf stable.

**New Product–Documentation:** Talk with Iris Ram. 1988. Sept. 27. This product was introduced in 1987. This is a Mexican taco filling like chorizo.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1987.

**2025. Product Name:** Loma Linda Chorizo Flavor Vegetein (Textured Wheat and Soy Protein).

**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515. Phone: 800-442-4917 or 714-687-7800.

**Date of Introduction:** 1987.

**Ingredients:** Soy protein concentrate, wheat gluten, vegetable shortening, natural (vegetable) flavors, whole wheat flour, spice, artificial color.

**Wt/Vol., Packaging, Price:** 7 oz paperboard box.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1987.

“Basic preparation instructions: Add ½ cup water to 1 cup Chorizo Flavored Vegetein and allow to set for 10 minutes.”

**2026. Product Name:** Loma Linda Chicken Flavor Vegetein (Textured Wheat and Soy Protein).

**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515. Phone: 800-442-4917 or 714-687-7800.

**Date of Introduction:** 1987.

**Ingredients:** Soy protein concentrate, wheat gluten, natural (vegetable) flavors, vegetable shortening, whole wheat flour, artificial flavors, spices, artificial color.

**Wt/Vol., Packaging, Price:** 7 oz paperboard box.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1987.

**2027. Product Name:** Loma Linda Spicy-Chik Mini-Drums (Meatless).

**Manufacturer's Name:** Loma Linda Foods.  
**Manufacturer's Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1987.

**Ingredients:** Mini-Drums: Soy protein concentrate, soy protein isolate, water, corn oil, wheat gluten, egg whites, potato flakes, spices, artificial flavors, salt, whole wheat flour, natural (vegetable) flavors, dextrose, dried yeast, onion powder, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin). Breader: Bleached wheat flour, salt, yeast, sugar, oleoresin paprika, leavening (sodium





acid pyrophosphate, monocalcium phosphate, sodium bicarbonate), hydrogenated soy oil, mono and diglycerides, nonfat milk, whey. Batter: Water, corn flour, modified food starch, leavening (sodium acid pyrophosphate, sodium bicarbonate), spice.

**Wt/Vol., Packaging, Price:** 4-oz. packet contains 20 pieces.

**How Stored:** Frozen.

**Nutrition:** Per approximately 5 pieces (3.0 oz–85 gm): Calories 230, protein 14 gm, carbohydrate 15 gm, fat 13 gm, cholesterol 0 mg, sodium 640 mg, potassium 180 mg.

**New Product–Documentation:** Chicken flavored.

Label sent by Loma Linda Foods. 1988. Oct. 5. This product was introduced in 1987.

2028. **Product Name:** Soysage.

**Manufacturer's Name:** Plenty Canada Soya Shop.

Renamed Soy Development Center by 1987.

**Manufacturer's Address:** Roseau, Dominica.

**Date of Introduction:** 1987.

**New Product–Documentation:** Plenty Bulletin. 1987. Fall. p. 4.

2029. **Product Name:** The Soy Deli Gourmet Fresh Tofu Salads/Dips/Spreads [No Tuna Salad, Curry Salad, Dilly Salad, Garlic Salad / Dip, Mild Jalapeno Sesame Spread / Dip, Salada Sin Carne, Curry Savory Salad].

**Manufacturer's Name:** Quong Hop & Co.

**Manufacturer's Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1987.

**Ingredients:** No Tuna Salad: Organic tofu (water, organic\* soybeans, nigari), safflower oil, sunflower seeds, shoyu (water, whole soybeans, whole wheat, sea salt), water chestnuts and/or jicama, cider vinegar, scallions, sesame oil, spices. \* Grown in accordance with Calif. Health & Safety Code 26569.11.

**New Product–Documentation:** Talk with Ben Lee. 1988. Sept. 30. Introduced in 1987, this was a local line of fresh products. Not a lot is happening with this line, just a small local market. He is revamping a lot of the labels. Labels. 1987. 3.5 inch diameter. One color plus black on white. "Master Tofu-Makers Since 1906."

2030. **Product Name:** The Soy Deli Gourmet Fresh No Tuna Salad San (Tofu Sandwich).

**Manufacturer's Name:** Quong Hop & Co.

**Manufacturer's Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1987.

**Ingredients:** Organic tofu (water, organic\* soybeans, nigari), safflower oil, sunflower seeds, shoyu (water, whole soybeans, whole wheat, sea salt), water chestnuts and/or jicama and/or celery, cider vinegar, scallions, sesame oil, spices, whole wheat bread, (and/or lettuce, sprouts, bell peppers). \* Grown in accordance with Calif. Health & Safety Code 26569.11.

**New Product–Documentation:** Talk with Ben Lee. 1988. Sept. 30. Introduced in 1987, this was a local line of fresh



products. Label. 1987. 3.5 inch diameter. Black and blue on white. "The original."

2031. **Product Name:** The Soy Deli Gourmet Fresh BBQ Tofu Burger.

**Manufacturer's Name:** Quong Hop & Co.

**Manufacturer's Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1987.

**Ingredients:** Organic tofu (water, organic\* soybeans, nigari), fresh carrots and onions, sesame seeds, sunflower seeds, currants, safflower oil, sea salt and spices, sesame whole wheat bun, (and or bell peppers, avocado, lettuce, parsley, squash, sprouts), BBQ sauce, mild jalapeno, sesame tofu spread. \* Grown in accordance with Calif. Health & Safety Code 26569.11.

**Nutrition:** Per 3.5 oz.: Calories 212, protein 17 gm, carbohydrate 8 gm, fat 13 gm.

**New Product–Documentation:** Label. 1987. 3.5 inch diameter. Red and black on white. "The Original. Master Tofu-Makers Since 1906."

2032. **Product Name:** VegeBurger, and VegeBanger (Frozen Meatless Burger and Sausage).

**Manufacturer's Name:** Realeat Company Ltd.

**Manufacturer's Address:** 2 Trevelyan Gardens, London NW10 3JY, England. Phone: 01-459-3401.

**Date of Introduction:** 1987.

**Wt/Vol., Packaging, Price:** Retail: 4 x 2 oz burger, or 10 x 1 oz banger (sausage). Catering: Various sizes and packs.

**How Stored:** Frozen.

**New Product–Documentation:** Letter from Gregory Sams. 1988. March 30. Leaflet, undated. "A Recipe for success." The frozen range (line) is marketed by Adams Marketing, 31 Bell St., Shaftesbury, Dorset, England. Phone: 0747-51561.

Talk with Kees Touw of ADM. 1991. Sept. 4. In the UK, British Arkady produces the Veggie Burger for a doctor, who is in his late '70s. The doctor developed the product based on TVP during the 1970s, he owns the name, and he licensed the rights to make the product to British Arkady, which pays him a royalty. The product is still made with TVP. Peter Fitch knows the whole story. It is not clear whether that product is different from the VegeBurger developed by Greg Sams.

2033. **Product Name:** [Tofu Burgers].

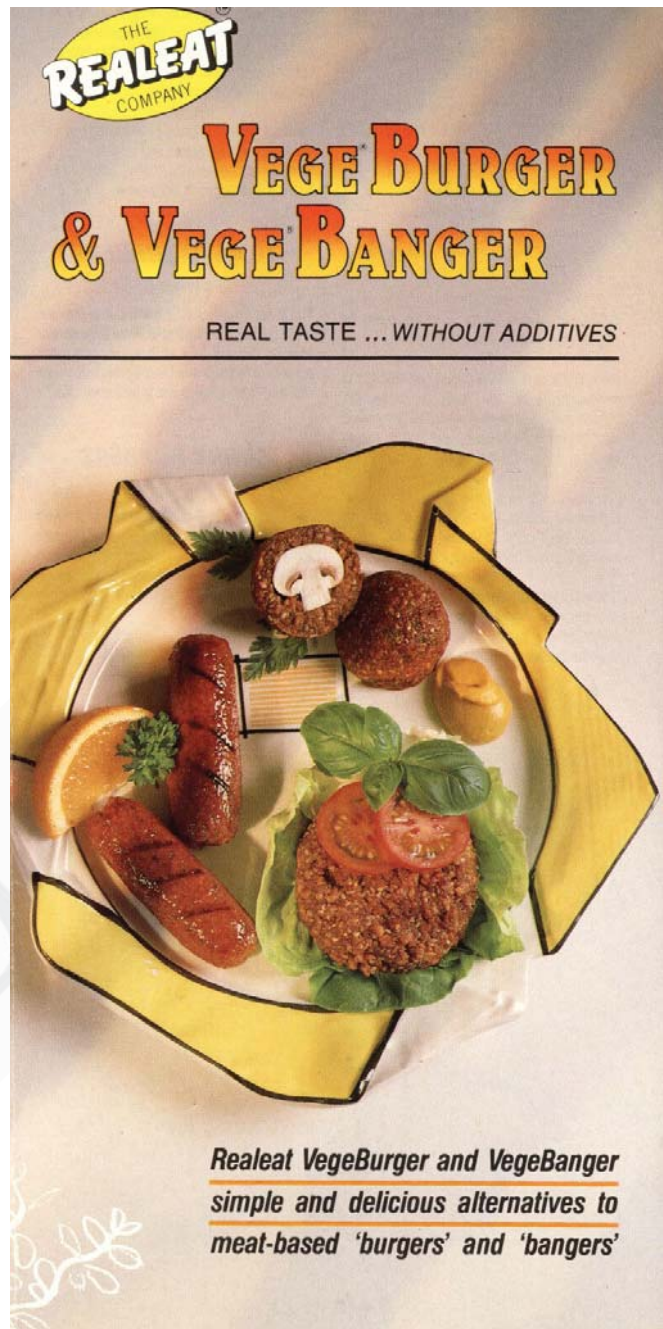
**Foreign Name:** Palets au Tofu.

**Manufacturer's Name:** Sojalpe.

**Manufacturer's Address:** Saint Quentin sur Isère, 38210 Tullins, France. Phone: 76.93.60.21.

**Date of Introduction:** 1987.

**New Product–Documentation:** Letter from Bernard Storup. 1989. March 3. Martial Gonin also marketed "palets au tofu," a kind of tofuburgers.



2034. **Product Name:** [Canned Tofu Entrees {Like Quenelles, Midway Between a Sausage and a Souffle}].

**Foreign Name:** Royales au Tofu.

**Manufacturer's Name:** Sojalpe.

**Manufacturer's Address:** Saint Quentin sur Isère, 38210 Tullins, France. Phone: 76.93.60.21.

**Date of Introduction:** 1987.

**Ingredients:** 67% tofu\*, whole egg\*, palm oil (not hydrogenated), flour (mehl)\*, salt\*, vegetables. \* = Guaranteed organically grown.

**Wt/Vol., Packaging, Price:** Can.

**New Product–Documentation:** Letter from Harry M.

Whitford of Soyastern. 1987. Dec. 14. "I found these entrees much better than similar Dutch products."

Manufacturer's brochure. 1987? In German. "Die Royales: Das Know-how der Kuechenchefs." The joy of eating... without putting on weight. We have developed Tofu-Royales with the aid of traditional recipes from Prosper Montagné (Chef: New Gastronomique Larousse) with constant care to present an excellent dietetic dish. Preparation: Bake Royales for 10 minutes in an oven with sauce, mushrooms, and green olives. Recipes for the following sauces are given: Tomato sauce, mushroom sauce, or fish or shellfish sauce. The company logo is a steeped building with 5 soy-shaped leaves growing out of the steeple, set in front of towering mountains. A photo on the front shows the Royales to be about the size and shape of small potatoes. Two dishes in sauces are shown. At the top is an illustration (line drawing) of a laughing male chef in a white top hat.

Alfa-Laval. 1988, June. Soyfoods: Old traditions with new potentials. p. 9. Shows a color photo of the front of the can. In the center of the label is a laughing male chef with a white top hat. Tan, yellow, white, red, and dark green.

2035. **Product Name:** [Soyana Soyani Tofu Sausage].

**Foreign Name:** Soyana Soyani.

**Manufacturer's Name:** Soyana.

**Manufacturer's Address:** Friedensgasse 3, Postfach 8039, CH-8002 Zurich, Switzerland. Phone: 01-202-8997.

**Date of Introduction:** 1987.

**New Product–Documentation:** Talk with Walter Dänzer of Soyana. 1990. May 30. Tofu sausages were launched in about 1987. Letter (fax) from Verena Krieger. 1990. May 31. Soyoni (Tofu Sausage) is one of Soyana's best-selling products.

Label sent by Verena Krieger. 1990. July 5. Biona certification symbol.

2036. **Product Name:** [Tofu Patty with Dehulled Wheat and Rye].

**Foreign Name:** Tofulaib. mit gekeim. Weizen und Roggen.

**Manufacturer's Name:** Tofurei Wels. Renamed Schoen Tofurei in 1987.

**Manufacturer's Address:** Prinz Eugen Strasse 1, A-4600 Wels, Austria. Phone: 07242/834222, 78073.

**Date of Introduction:** 1987.

**Wt/Vol., Packaging, Price:** 160 gm for 21 currency units.

**New Product–Documentation:** Price List sent by Walter Schoen. 1988. With dates products were introduced.

2037. **Product Name:** Westico Soya Sausage.

**Manufacturer's Name:** Westico Foods.

**Manufacturer's Address:** West Indies College, Mandeville, Jamaica.

**Date of Introduction:** 1987.

**Ingredients:** Gluten, soya pulp (okara), soya flour, vegetable oil, salt, onion powder, garlic powder, sausage flavoring, soya sauce.

**Wt/Vol., Packaging, Price:** 19 oz can.

**How Stored:** Shelf stable; refrigerate after opening.



**New Product–Documentation:** Form filled out and Label sent by Westico. 1990. June 28. Westico Foods is a Seventh-day Adventist institution. This product was introduced in 1987.

2038. **Product Name:** Traditional Nama Agé. Renamed Pineapple Teriyaki Tofu Cutlets.

**Manufacturer's Name:** Wildwood Natural Foods of Santa Cruz, Inc.

**Manufacturer's Address:** 1560 Mansfield Ave., Suite D, Santa Cruz, CA 95062. Phone: 408-476-4448.

**Date of Introduction:** 1987.

**Ingredients:** 1998: Wildwood Tofu (filtered water, organic soybeans grown in accordance with the California Organic Foods Act of 1990, nigari {magnesium chloride, a natural firming agent}), hi oleic acid safflower oil, unsweetened pineapple juice, soy sauce, pineapple concentrate, ginger, garlic powder, ginger powder, onion powder.

**Wt/Vol., Packaging, Price:** 6.5 oz vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Billy Bramblett. 1998. July. He says this product was introduced in 1987, originally called Traditional Nama Agé, and made at Wildwood's plant in Santa Cruz.

2039. **Product Name:** Yves Tofu Chili Dogs (Meatless Hot Dogs Made with Tofu).

**Manufacturer's Name:** Yves Natural Foods.

**Manufacturer's Address:** 1138 East Georgia St.,



Vancouver, BC, V6A 2A8, Canada. Phone: 604-251-1345.

**Date of Introduction:** 1987.

**Wt/Vol., Packaging, Price:** 12 oz per package of 9. Vacuum packed.

**How Stored:** Refrigerated, 38 day shelf life.

**New Product–Documentation:** Talk with Michael Weiner. 1987. Dec. 16. “Made from a special blend of authentic Mexican Style spices and seasonings,” they come 8 to a pack and can be refrigerated for up to 35 days. Leaflet. 1988. April. “Introducing Yves Tofu Chili Dogs.”

Spot in SoyaFoods. 1990. Dec. Yves’ tofu delicatessen line is now available in the UK. The meatless products include tofu wieners, Mexican style tofu chili dogs, and tofu deli slices.

2040. Downer, Lesley. 1987. Japanese vegetarian cooking. New York, NY: Pantheon Books. ix + 374 p. Illust. Index. 21 cm.

• **Summary:** An excellent, authentic and very well written book—much more than a cookbook. Part II, titled “Beans, soybean products, and eggs” contains chapters on: Beans, p. 223+ (including recipes for whole soybeans, such as: Soybean rice {served at the beginning of February, incl. “¼ cup dried soybeans”}). Five-color soybeans. Sweet simmered soybeans. Plus many recipes for azuki beans). Tofu, p. 232+ (incl. cotton tofu, kinugoshi, koya-dofu). Deep-fried tofu, p. 252+. Yuba, p. 259+ (“In Chinese vegetarian cuisine, a much thicker, chewier yuba, sold in Chinese shops as ‘bean curd skin’ or ‘bean curd sheets’ is actually used as a meat substitute, and vegetarian restaurants in Hong Kong and China abound with such dishes as Vegetarian Fish and Vegetarian Chicken, which even look similar to the real thing”). Okara, p. 273+. Miso, p. 276+. Natto, p. 289-97.

Born in London [her mother was Chinese-Canadian, her father Canadian and a professor of Chinese at the University of London] the author was not born a vegetarian; she became one by choice. In 1978 she went to Japan to live for four years in Gifu, a small provincial town near Kyoto. By this time her main interest was in food and cooking, so she had a marvelous and very interesting time.

Her Japanese friends expected her, a Westerner, to be a “meat-eating, coffee-drinking blue-eyed giant... They had all been prepared to cook up steaks and hamburgers to suit my supposed Western tastes.” But they soon “realized that the traditional Japanese dishes that they had enjoyed before the advent of Western fast foods were largely vegetarian. Indeed it is only since the end of World War II that meat has become at all common in Japan and most older people still prefer a largely meat-free diet... Before the Meiji restoration in the last century [starting in 1868] the Japanese ate no meat at all and were shocked and disgusted when Western newcomers demanded beef” (p. 6).

“I was also a teacher, the most highly honored profession in Japan.” “There can be few countries in the

world—maybe none—where it is easier and more pleasurable to be a vegetarian than Japan” (p. 11) “The Japanese have explored and developed the possibilities of a meat-free cuisine, perhaps more than any other people in the world” (p. 13). Sea vegetables (such as kombu, wakame, and nori) are an important part of that cuisine. “The range of tofus and tofu products is seemingly endless.” Address: Author and cooking teacher, London.

2041. Panati, Charles. 1987. Extraordinary origins of everyday things. New York, NY: Harper & Row. xi + 463 p. Illust. Index. 24 cm. [150+\* ref]

• **Summary:** Includes discussions of: Blender (electric kitchen appliance) (1922, Racine, Wisconsin, initially known as a “vibrator”). Plastic (1900, USA, incl. Celluloid, Bakelite, Cellophane, Acetate, Vinyl, Plexiglas, Acrylics, Melmac, Styrene, Formica, Polyester, Nylon, Tupperware {made of polyethylene}). Peanuts (1800s, USA, incl. P.T. Barnum, peanut butter, Planters Peanuts). Cracker Jack (1893, Chicago, Illinois {“Candied Popcorn and Peanuts”}). Hot dog (1500 B.C., Babylonia [today’s Iraq], incl. frankfurter, American hot dogs, Nathan’s franks). Hamburger (Middle Ages, Asia). Sandwich (1760, England). Melba Toast (1892, London). Worcestershire Sauce (mid-1800s, Britain). Graham Crackers (1830s, New England).

Note: This book is very well written, but some or all of the information in some of the entries (such as the blender, peanut butter and Worcestershire sauce) comes from secondary sources and is incorrect. The book would be much better (but much longer) if the sources for each statement or entry were cited.

2042. Weber, Marlis. 1987. The single vegetarian: Healthy recipes for one. Translated from the German by Linda Sonntag. Hammersmith, London, England: Thorsons—An imprint of HarperCollins Publishers. 144 p. Illust. by Juliet Breese. Index. 21 cm.

• **Summary:** This attractively illustrated and designed lacto-ovo-vegetarian wholefoods cookbook (first published in Germany in 1985 as *Vollwertkueche für 1 Person*) opens with a nice section on soya beans and tofu (p. 17). Contains more than 50 line drawings, used mostly to fill spaces that would otherwise be empty. Soy-related recipes include: Chicory and bean sprouts in curried cream (with soya bean sprouts, p. 56). Soya bean hotpot (with cooked soya beans, p. 76). In the chapter titled “Milk, Quark and Tofu” (p. 121-24) we find recipes for: Tofu dessert. Savoury Tofu. and Tofu Burgers.

2043. Galactina AG. 1987? Der Tofu bekommt Geschmack! [Tofu gets flavor! (Leaflet)]. Belp, Switzerland. 2 panels each side. Each panel: 28.6 x 21 cm. Undated. [Ger]

• **Summary:** See next 2 pages. Leaflet (glossy color). Undated. Sent by Peter Speck of Galactina. 1990. On the front panel: The new tofu generation from Galactina wins







over even the most die-hard skeptics. A photo shows a handsome, seasoned Tofu Gourmet sausage lying on a wooden table, surrounded by cubed tofu and vegetables.

A photo (panel 2) shows the new packaging for large-scale users (*Grossverbraucher-Packung*). The five flavors (each sausage-shaped package weighs 1 kg) are: (1) Tofu Gourmet (with soy sauce, natural aromas, and a special mixture of spices). (2) Tofu Jardinière (with carrots, leeks, celery, sea salt and spices). (3) Tofu Provençale (with herbs from Provence, soy sauce, plus spices and salt to make it a bit piquant). (4) Tofu Gastro (Nature) (let your fantasy wander from use in sweet to piquant dishes). (5) Tofu Burger (with vegetables, onions, spices, herbs and sea salt).

Panel 3 begins: Tofu belongs in the new, light and healthy cuisine of hotels, hospitals, restaurants, and hostels. We are glad to support you with tofu recipes, tofu menu-cards or with a personal, obligation-free consultation with our tofu specialist. A photo shows the cover of a book titled "Tofu—The new food culture" (*Tofu—die neue Esskultur*).

On the rear panel is the same classy photo as on panel 2. Address: 3123 Belp, Switzerland.

2044. H.J.G. Inc. 1987? Price list. Baltimore, Maryland. 1 p. Undated.

• **Summary:** Sprucetree Baking Co. makes five lines of products: Breads (14 varieties, including Sesame Soy "High" Pro in 1 lb and 2 lb sizes), pastries (6 types incl. babka), cookies (sweet rice, oatmeal, and carob), pies and tarts (incl. "tofu-blueberry pie" and "tofu-blueberry tart"), and rolls and sandwiches (incl. samburger sandwich).

Also listed are Erika's Choice Products.

Note 1. H.J.G. stands for "Howard G. Grundland," who assures the quality of all products sold.

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term "samburger" (or "samburgers").

Note 3. A label for Rice Bread, sent separately by Howard (Oct. 1994) shows the ingredients were organic whole wheat flour, filtered water, organic brown rice, organic sweet brown rice, and sea salt. Address: 4200 Mortimer Ave., Baltimore, Maryland 21215. Phone: (301) 358-8040.

2045. Worthington Foods, Inc. 1987? Worthington: Building for a healthier tomorrow. Worthington, Ohio. 12 p. Undated.

• **Summary:** Includes a concise history of the company (p. 4-5): "Worthington Foods began operations in 1939 with the introduction of two peanut-based products to meet a growing demand for convenient, flavorful vegetarian foods.

"Today Worthington Foods is recognized worldwide as a leader in the development and production of foods and beverages for health-conscious consumers.

"Launched under the name of Special Foods, Inc. by Dr. George T. Harding, Sr., the company grew within two years to annual sales of \$20,000.

"Dr. Harding hired current Worthington Foods chairman James L. Hagle in 1941 to manage the fledgling vegetable protein business. Sales jumped to \$80,000 during the 29-year-old manager's first year.

"Choplets, one of the company's early products, was so much in demand during the meat rationing of World War II that shipments were made to customers even before cans had a chance to cool after production.

"By the end of the war, annual sales neared \$500,000, and Special Foods had become Worthington Foods, Inc. Production facilities were moved from a small two-story, wooden house (see photo) to a new concrete block building across the street.



"Allan R. Buller, now president, came to Worthington Foods in 1945 after completing a tour of military duty. He soon became general manager.

"A short time later, Warren E. Hartman joined Buller

and Hagle to expand the company's product development and quality control. The Worthington line was broadened, and sales continued to climb.

"In the early 1950s, Worthington Foods accomplished a major technological breakthrough which revolutionized the manufacture of vegetable protein products. Robert Boyer, a former researcher for the Ford Motor Company, introduced Hartman, Hagle and Buller to the process of spinning soy protein fibers.

"Actually Boyer had been trying to produce a synthetic fiber resembling wool. Although he was not able to develop a suitable synthetic wool, Boyer did produce a vegetable protein substance similar to muscle fiber. His work resulted in the development of meat-like products resembling lamb, beef and chicken.

"Boyer's new materials did not lend themselves to processing under high temperatures normally used in canning. This led to the manufacture of frozen vegetarian products.

"Since many of the small health food stores selling Worthington products were not equipped with freezers, the company provided these stores with frozen food cabinets. This bold marketing stroke vaulted Worthington Foods years ahead of its competitors to become the first company offering frozen meat analogs.

"Worthington Foods also grew during the 1950s and '60s through the acquisition of other food companies. First came the wheat protein products of Dr. Harry Miller. Miller's Cutlets later became known as Vegetarian Cutlets.

"Worthington Foods next purchased the Battle Creek



Food Company founded in 1869 by world-famous Dr. John Harvey Kellogg. This acquisition—including its line of Kaffree Teas—pushed Worthington’s sales over \$1 million in 1960. Four years later, Worthington took over the Madison Foods plant in Madison, Tennessee.

“By the late 1960s, interest in soy protein products heightened as the nation faced a meat shortage and meat prices spiraled upward. Recognition of Worthington Foods as a leader in the development of meat analogs led to take-over inquiries from a number of major companies.

“Company directors decided in early 1970 that Miles Laboratories offered the best blend of financial resources and management philosophy. After the merger, Worthington Foods became the center of protein research, development and production for the parent company’s worldwide operations.

“Under Miles Laboratories, the Morningstar Farms brand of cholesterol-free foods was introduced. This marked the first time textured vegetable protein products had been marketed nationally through supermarkets.

“During its 12 years as a division of Miles Laboratories, Worthington Foods doubled the size of its research and development facilities; and construction of a new plant tripled production capacity.

“On October 15, 1982, Worthington Foods once again became an independent operation. The company was repurchased from Miles Laboratories by a group of Seventh-day Adventist investors, including its founder, Dr. George T. Harding, Sr.

“The reacquisition and financial restructuring of Worthington Foods was organized primarily by three men who had been instrumental in the early years of the company—James Hagle, Allan Buller and Dr. George Harding, Jr.

“Worthington Foods continues to emphasize the process technology and product innovation that has distinguished it from its competitors for nearly half a century. In recent years, the company has broadened its base to encompass a variety of health-oriented food and beverage products.

“In 1983 Worthington Foods launched its third brand line, Natural Touch. Developed to be free of any artificial additives, preservatives or colors, the Natural Touch line represents a major thrust into the all-natural foods market.

“Food science and technology have advanced remarkably over the past four decades to allow even more convenient, healthful and flavorful products. Capitalizing upon these advances, Worthington Foods has remained steadfast in its heritage of promoting good health through better nutrition.”

Photos show: (1) The 2-story home which became the first Worthington Foods factory in 1939. (2) Ground-level view of the front of Worthington Foods factory in 1950. (3) One can each of Choplets, Instant Soyamel, and Worthington Burger. (4) An inside view of part of the Worthington factory.

Two pages (p. 6-7) show various Worthington products and their packages. One page each is devoted to: New management (with photos). Photo of operating staff. Brief bios of operating staff. Directors and officers (portrait photos and bios).

Note 1. An earlier edition of this booklet was published in 1984. The cover title was “Worthington: Building for a healthier tomorrow.”

Note 2. This is the earliest English-language document seen (Nov. 2014) that contains the term “Worthington Burger” (or “Worthington Burgers”). Address: Ohio.

2046. Brunthaler, Norbert. 1988. Re: Soyfoods made and sold by Sojvita. Letter to William Shurtleff at Soyfoods Center, Jan. 4. 1 p. Typed, with signature on letterhead. [Eng]

• **Summary:** “Thank you for your letter of Dec. 10.” He gives the year and month that his company started to make and sell the following products: Tofu, Tofu marinated and baked, Tempeh, Sojanaise, Tofuburger, Tempeh vacuum packed and stable, Tofu spread (4 kinds), Sojella (enriched soymilk), Soyoghurt with fruits, Natto.

“These are only our soy-products which we sell by ourselves or through distributors in Austria. (Furthermore we produce rice-wafers, seitan, gomasio {sic, gomashio, sesame salt}, mochi.) We cannot say, which company is the largest in Austria, but we have the most different kinds of soyproducts. Our next competitor is: Sojarei in Baden and a smaller one is Tofurei in Wels. Furthermore there is only one Tempeh-producer in Vienna who sells tempeh and different cookies. These are all soy-producers in Austria. We hope we could help you with this information. With best regards. N.S.: Red miso and barley miso is in development since 1984.” Address: Sojvita Produktions GmbH, Hauptplatz 1, Lichtenwoerth, Austria. Phone: 02622 / 75494.

2047. Margulis, Marlyn L. 1988. Specialty of the house: Tempting palates with tempeh and tofu. *Courier-Post (Camden, New Jersey)*. Jan. 10.

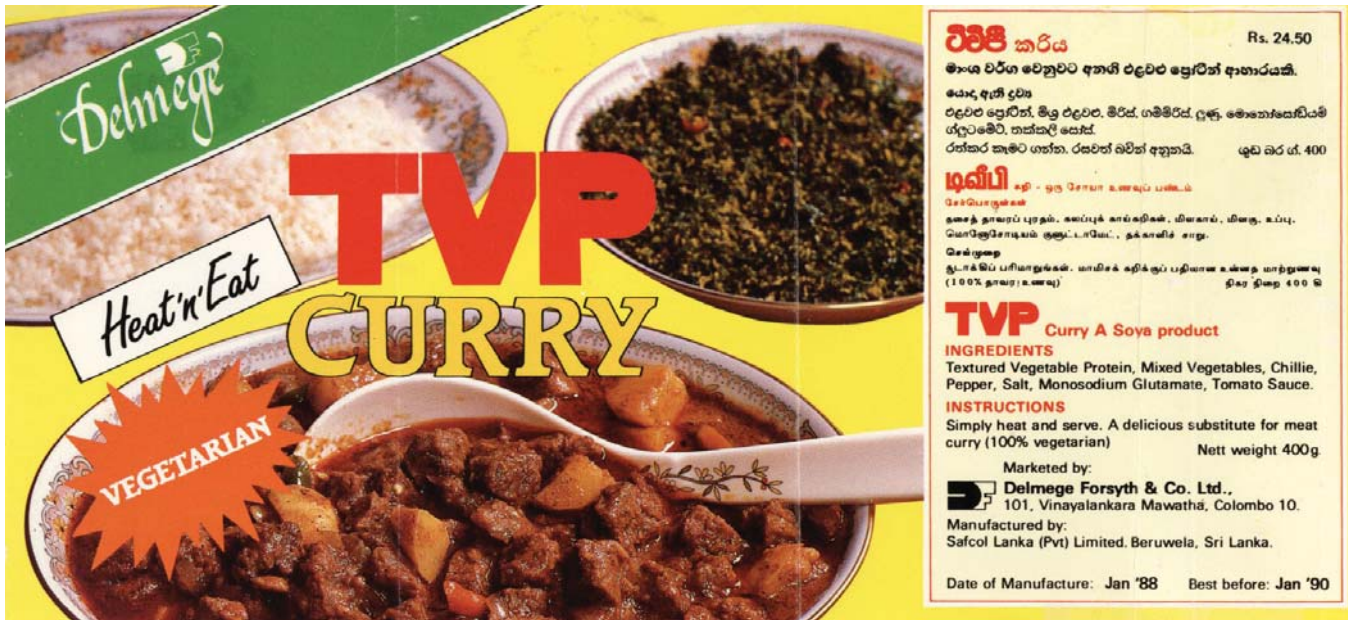
• **Summary:** Richard’s Natural Foods Restaurant in Voorhees (NJ) caters to the tastes of vegetarians and people on macrobiotic diets in South Jersey, says owner Richard Wessel. Tempeh burgers and stir-fried tofu are two of the nutritious items he sells.

2048. **Product Name:** TVP Curry.

**Manufacturer’s Name:** Delmege Forsyth & Co, Ltd. (Marketer). Made in Sri Lanka by Safcol Lanka (Pvt) Ltd. **Manufacturer’s Address:** Delemge: 101, Vinayalankara Mawatha, Colombo 10, Sri Lanka. Safcol: Beruwela, Sri Lanka.

**Date of Introduction:** 1988 January.

**Ingredients:** Textured vegetable protein, mixed vegetables, chillie [chili], pepper, salt, monosodium glutamate, tomato sauce.



**Wt/Vol., Packaging, Price:** 400 gm tin can with label. Retailers for Rs. 24/50.  
**How Stored:** Shelf stable, 12 month shelf life.  
**New Product–Documentation:** Label. 1988. Jan. 10.5 by 4 inches. Full color with brown, red, green, and orange on yellow. Photo shows a dish of curry flanked by dishes of white rice and topping. “Vegetarian. Heat ‘n Eat.” Form filled out by Jane Gleason. She called Delmunge on 14 March 1988. The TVP is imported in bulk by Delmunge from the USA and England, then packaged in Sri Lanka. Also importing TVP are Forbes & Walker, and McSoy Lanka.

2049. **Product Name:** Solar Taco Fiesta, Solar Burrito Fiesta, or Solar Burger [Jalapeno or Lite / Spicy Mexican] (With TofuRella Soy Cheese).  
**Manufacturer’s Name:** Rademacher–Worley Farms of Sonoma County.  
**Manufacturer’s Address:** 7800 Old Redwood Highway, Cotati, CA 94928. Phone: 707-792-2208.  
**Date of Introduction:** 1988 January.  
**Ingredients:** Incl. soy cheese.  
**New Product–Documentation:** See next page. Talk with Peter Worley, sales manager at R.W. Farms. 1988. Feb. 15. Test marketing was from mid- to late 1987. Real sales began Jan. 1988. They buy the soy cheese from broker Richard Rose. Company owners are Rademacher & Peter Worley. They feel TofuRella is the best soy cheese, but it does contain casein.

Leaflet (8½ by 11, black and white). Undated. Solar Tacos and Solar Burritos are 100% natural and vegetarian. The burritos are made with organic sprouted tortillas. They are now available in four flavors: Colorado, Fiesta, Verde, and Lite. The Fiesta and the Lite are both made with “100% cholesterol-free soy cheese.” The company is now at P.O.

Box 5184, Santa Rosa, California 95401-5184. Phone: 707-792-2208.

2050. *Recorder (Greenfield, Massachusetts)*. 1988. ABC films Greenfield firm [Lightlife Foods]. Feb. 18.  
 • **Summary:** Lightlife makes tempeh and tofu hot dogs, using tofu bought from nearby Tomsun Foods. The company will appear on ABC’s “World News Tonight” with Peter Jennings, featured in a series “Health Food of the Future.” Michael Cohen will be shown making tempeh dishes.

2051. Newhouse, Sonia. 1988. Vegetarian Feasts, Direct Foods, soy ice cream, and the tofu industry in England (Interview). *SoyaScan Notes*. Feb. 25 and March 13. Conducted by William Shurtleff of Soyfoods Center.  
 • **Summary:** In 1974 she was crippled with osteo-arthritis and was told by her doctor she would be in a wheel chair in a few years and spend the rest of her life there. She was a hearty meat eater. She visited Dr. Gordon Latto, a specialist in nutrition and president of the Vegetarian Society (now in his 70s and living at 4 Darby Rd., Caversham, Berkshire). He put her on a vegetarian diet, with no refined foods, stimulants, or additives, plus cold showers each morning. “After about 3 days I began to feel better. And amazingly after about 10 days I was able to stand up straight without pain or stiffness in my joints.” She sold her guesthouse and started a firm in London named Vegetarian Feasts Ltd. specializing in vegetarian frozen meals without additives. The first products went on the market in March 1984. The media took up her story in a big way. In September 1984 she introduced two entrees with TVP as the major ingredient: Chile Sin Carne and Stroganoff. “We stole so much freezer space that all the big boys decided to jump into the vegetarian field, but they didn’t do it with whole foods.” Her



Dairy • 100% Vegetarian • Soy Cheese



SOLAR TACOS



SOLAR BURRITOS



SOLAR BURGERS

pioneering products did so well in supermarkets that many health food shops in their “frozen food cabinets” first began to carry them. By June 1986 (see *Financial Guardian*, June 20; *Family Circle*, UK ed., Jan. 1986) she had an annual turnover in excess of £500,000 and a staff of 25, producing 6,000 microwaveable units a day and selling in major food chains (Safeways, Co-op supermarkets, Holland & Barrett health food stores, Europe, etc.).

It is well known that 30% of British university students are vegetarian, so the catering side of the vegetarian industry is enormous. But in 1986 about 75% of her products were sold through retail outlets. The majority were sold in supermarkets rather than health food shops. Realeat came out with a set of meals after hers, but they were discontinued in the supermarkets. It is not clear whether or not they contained soy protein.

In February 1986 she sold the company to British Arkady (owned by ADM), which wanted to get into the frozen foods business; about a year before they had purchased Direct Foods (in Petersfield, Hampshire), which made all dry foods, including some soy products. Direct Foods was started by a husband and wife who were farmers and who didn't like selling their animals to slaughter. They bought TVP from a manufacturer and sold it direct to health food shops. One of their products was Sosmix; you add water and make a sort of spaghetti sauce.

About 20 years ago Sonia developed a tofu ice cream (no isolates) for her daughter who was allergic to cow's milk protein. She still feels this product has commercial potential.

She thinks the four largest tofu manufacturers in England, in descending order of size, are Paul's Tofu, Dragon & Phoenix, Regular Tofu Co., and Cauldron Foods. Cauldron might be biggest; they put out the most finished products. Dragon and Phoenix, serves mostly the Chinese quarter of London. Sonia has been in their plant. They breed fish in tanks in their tofu plant, which is walled with red tile.

Update: Letter from Sonia Newhouse. 1989. April 3. She is now at the Ultimate Life Center, Inc., 3760 Sports Arena Boulevard, Suite 10, San Diego, California 92110. Phone (619) 224-0608. She and her friend, Rosemary Feldd, are in the process of opening “a metaphysical / new age bookstore here.” “Long term we both have the same plans to open a residential holistic center where alternative therapies will be available.” Address: 27 Carlton Rd., East Sheen, London SW14 7RJ. Phone: 01-392-1852.

2052. *Grocer (The) (England)*. 1988. 4.3m [million] consumers are avoiding red meat. Feb. 27. p. 64.

• **Summary:** The 1987 Realeat survey of meat and vegetarianism revealed that 4.3 million of the UK population are vegetarian or are consciously avoiding red meat. Almost one third of these are aged under 16. Perhaps more surprisingly, 18 million consumers claim to be eating less red meat, with health most commonly cited as the principal

reason. Greg Sams opened Britain's first macrobiotic healthfood restaurant in London in swinging 1967. The Vegeburger dates from 1982. The frozen ready formed burgers have been better received in the grocery trade than the dry mix. Realeat's frozen lines are marketed by Vincent Adams of Adams Marketing. He says: “Vegeburgers are now the fastest selling meat free burgers. I estimate the frozen meat free burger market to be around £3 million to £4 million in value and the frozen Vegeburger has nearly half of this figure.” There are also Cheese Vegeburgers and a soup which retails for around 20p per sachet.

2053. **Product Name:** Sloppy Joe Tempeh, and Meatless Country Stew.

**Manufacturer's Name:** Turtle Island Soy Dairy.

**Manufacturer's Address:** P.O. Box 218, Main St., Husum Falls, WA 98623. Phone: 509-493-2004.

**Date of Introduction:** 1988 February.

**Wt/Vol., Packaging, Price:** 15 oz recyclable plastic tubs.

**How Stored:** Refrigerated, 60 day shelf life.

**New Product–Documentation:** Spot in *Natural Foods Merchandiser*. 1989. Feb. p. 14. And April. p. 48. Fully microwavable. *Voice of the Turtle* 1989. Feb. p. 3. These products were introduced on 25 Feb. 1988. Products listed in *Fowler Brothers catalog*. 1991. Jan. Each in 9 oz and 15 oz.

2054. Chollet, Laurence. 1988. Magic beans: Soy foods multiplying. *Record (Hackensack, New Jersey)*. March 7. p. B-3, B-4.

• **Summary:** This story is based on a news release from Soyfoods Center showing the number of new soyfoods products introduced each year. According to Bill Shurtleff, who compiled the report: “In 1976, 78 new products were introduced; last year, 330 products were introduced, making it by far the biggest year for soy food products,....”

Bonnie Liebman, director of nutrition for the Center for Science in the Public Interest, says that “all fats have been implicated in breast and colon cancer.” Soy foods are free of cholesterol and generally low in saturated fats, but they are often high in unsaturated fats.

“Soy foods tend to be a little more expensive than their meat and dairy counterparts”—whether hot dogs, entrees, ice cream, or cheesecake. Mentions: Tofu Entrees from Legume, Inc, Lite Lite Tofutti, Tofutti's Better than Cheesecake. A large photo shows packages of Tomsun Tofu, Jofu, Ice Bean, Legume Classic Lasagne, and five Worthington meatless products: Luncheon Slices, Prosaige Links, Vegetarian Pie, Wham (meatless ham), and Meatless Chicken.

2055. Davis, Bob. 1988. Light Foods and the tofu hot dog market in America (Interview). *SoyaScan Notes*. March 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** There are three major companies making tofu hot dogs for the U.S. market (not including Loma Linda



and Worthington, which use isolates rather than tofu): Light Foods, Bob's company which originated the idea, has about 40% of the market, especially the West Coast. Lightlife Foods (formerly Tempehworks) has about 40%, especially East Coast, and Yves (from Canada) has about 20% nationwide.

Bob still has bad feelings about the way Lightlife Foods took away his East Coast market. Originally, Tempehworks was Light Foods' master distributor for tofu hot dogs on the East Coast. Then for about 6 months Tempehworks stopped paying for the product they were receiving. (They eventually paid later). Suddenly they dropped the Light Foods tofu hot dogs and came out with a competing product of their own, named Tofu Pups. It was quite similar except that it was free of egg whites. Tempehworks told many distributors and retailers that Light Foods was going or had gone out of business, as a way of getting them to switch products. Davis received letters from 35-40 stores and many customers asking why he went out of business or why he started making Tofu Pups. Shortly thereafter Tempehworks changed its company name to Lightlife Foods, not much different from Light Foods. This combination of events destroyed the market for Light Foods' tofu hot dogs on the East Coast. They had no East Coast distribution for 6 months. Light Foods considered litigation, but didn't have the money. Now Light Foods is coming out with a new meatless hot dog containing no egg whites. Address: 12125 East Brookview Dr., Grass Valley, California 95945. Phone: 916-273-2218.

2056. Cilensek, Cynthia. 1988. Soybeans and soldiers. Davis' Souter working in war-torn Nicaragua. *Daily Democrat (Chico, California)*. March 27.

• **Summary:** To help alleviate malnutrition, Souter initiated a soybean project. "We bought \$800 worth of soybeans, an economical source of protein. We then taught the students how to plant them and how to cook them." The students were mostly men who generally didn't know how to cook. They learned how to prepare soybean milk, soybean enchiladas, and soybean burgers. Campesinos for the month already trained in the use of soybeans were scheduled to train other campesinos in the war zone. To update the training of the graduates, Souter and others in her project gathered at a cooperative near Matagalpa. They practice cooking soybean burgers on a traditional Nicaraguan wood burning rock stove.

2057. **Product Name:** [Tofu Burgers (Provençale, and Indian Style)].

**Foreign Name:** Tofou burger (à la provençale, à l'indienne).

**Manufacturer's Name:** Ferme de Jas.

**Manufacturer's Address:** Eourres, 26560 Séderon, France. Phone: 92-65-10-95.

**Date of Introduction:** 1988 March.

**Ingredients:** Provençale: Tofu, carrots, flaked oats, olives, palm oil, salt, herbes provençales, garlic.

**Wt/Vol., Packaging, Price:** 90 gm vacuum pack, 2 burgers per pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Jean-Marie Braun and Joël Pichon of Eourres, 26560 Sederon, France. 1988. Jan. 2. They are members of an intentional international community in Provence, France and are creating a "tofu burger" business as one of their new activities. They have begun participating in Whole Life Expos and Health Food fairs to get their product known.

Letter and Labels from Anthony Marrese. 1989. June 7. The company launched these products in March 1988 and presently makes 125 packs/week, 2 burgers per pack, of each of the two flavors. Label. 2.75 inches diameter. Self adhesive. Black on orange and purple on white, respectively. Illustration of a sun rising over a farm, and 3 soybean leaves. "Préparation alimentaire à base de soja."

2058. Lubbe, James. comp. 1988. Abbreviated history of the Bountiful Bean Plant, Madison, Wisconsin. Bountiful Bean, 2049½ Atwood Ave., Madison, WI 53704. 23 p. Unpublished manuscript. [4 ref]

• **Summary:** The company was founded in 1978. 1. History table by year showing accounts, products, equipment, number of people, wages, other. 2. Newsletter and newspaper ads and articles. 3. Brochures, product announcements & job application descriptions. 4. Product labels.

Ad. circa 1983-84. Bountiful Bean Soyfood Deli. Macrobiotic dietary principles. Offers: fresh tofu, tofu pies, tabooli, toasted tofu, nori rolls, 4 soymilk flavors, 4 varieties of bulk miso, millet / tofu pudding, nutburger sandwiches, tempeh books, mini-tours of plant, spicy tofu, more! And: lowest soyfood prices in town, free samples and recipe sheets, managed by the workers. low-cost carry-out foods. 903 Williamson St. 251-0595. from: 7-6 Sun-Fri.; 7-4 Mon.; 10-4 Sat.

Update talk with Deborah Bachmann and Elizabeth Hanson. 1991. Nov. 1 and 11. In March 1990 Bountiful Bean Soyfoods moved from Madison, Wisconsin, to 620 Main St., Ridgeway, Wisconsin. Richard Kraemer and Elizabeth Hanson began to produce soyfoods during the last week in June, renting from the cooperative, then they purchased the business on 21 Aug. 1991. Richard and Elizabeth are married with a son, are in their late 40s, and come from Oseola, Wisconsin; he is a carpenter (and was a pastor) and she a nutritionist. They are both very enthusiastic about tofu and the business. The co-op has now been changed to a private business. They work full time and they have three employees—1 full time and 2 part time. They are thinking of re-launching tempeh and soy yogurt. The cooperative got what they felt was a good price for the business. People who worked more than 6,000 hours (Chris Burant [8 years], Deborah [almost 10 years], and a woman named Solie) each got a large chunk. Another 11 people who had worked in the

past were also given part of the money. The smallest amount of money distributed was \$250.00. Deborah and James Lubbe are no longer with the company. Bountiful Bean Soyfoods now makes tofu, Herb Tofu, plain or vanilla soy milk, Tasty Tofu, Hummus with Tofu (and garbanzo beans), and Taboolie with Tofu (salad, which also contains bulgar). They have discontinued tempeh and soy yogurt.

Update: Talk with Roger Bindl. 1993. April 15. Richard Kraemer would like to sell Bountiful Bean in Ridgeway and Roger is considering buying it. 85% of the company's sales are in Madison, Wisconsin. Address: Madison, Wisconsin.

2059. *Daily Camera (Boulder, Colorado)*. 1988. Soy sensation: White Wave introduces new products for 1988. April 5.

• **Summary:** Coming this year from White Wave are sesame-peanut tempeh, teriyaki tempeh burger, sloppy joe tempeh, and a soy-based hot dog. Last year, White Wave reached \$2 million in revenue.

2060. Vansickle, Janice. 1988. Soys take root in organic market. *Windsor Star (Essex County, Ontario, Canada)*. April 9.

• **Summary:** Jon Cloud is a transplanted "dirt farmer" from mountainous Vermont and now the production manager for Soy City Foods. Their products include soymilk, tofu, tempeh, falafels, burgers, and granola. Cloud became a [Vietnam] war protestor while in college, and opted into being a 60's back-to-the-land disciple after burning out in the urban jungle. The Organic Crop Improvement Association in Ontario has attracted 300 members during its five years of existence and 50 now have their farms certified as organic. A photo shows Jon Cloud with company products such as Soyettes, Grain Tempeh, and Falafels. Address: Star Agricultural Reporter, Ontario, Canada.

2061. Gillard, Colleen. 1988. McDonald's calls McDharma's bad karma. *San Francisco Chronicle*. April 15.

• **Summary:** McDonald's is taking on a pair of tofu-peddling restaurant owners in Santa Cruz who call their vegetarian, fast-food eatery McDharma's. Bernard Shapiro owns McDharma's with his partner, Daniel Prather. Fourteen months ago, McDharma's agreed in an out-of-court settlement to drop the "Mc" prefix. They make 'chicken burgers' from tofu, and a special, soy Brahma Burger.

2062. Hiestand, Michael. 1988. From hot dogs to pasta, tofu enters mainstream. *Adweek's Marketing Week*. April 18.

• **Summary:** Based in part on a January news release by Soyfoods Center and interviews with Legume, Soyfoods Center, and Lumen Food Corp. Address: New York.

2063. Ragovin, Helene. 1988. An Olympian task: Preparing for competitions keeps Disney chefs cooking. *News-Journal*

(Daytona Beach, Florida). April 21.

• **Summary:** The Disney chefs are preparing for this year's Culinary Olympics in Frankfurt, West Germany. For a side dish, the team created a vegetable "sausage" that combined apples and braised red cabbage. They bound the apples and cabbage with tofu and stuffed it in sausage casing.

2064. **Product Name:** Tofu Burger, Tofu Sandwiches, and Tofu Pocket.

**Manufacturer's Name:** Cactus Flower Foods.

**Manufacturer's Address:** Tucson, Arizona. Phone: 602-742-3392.

**Date of Introduction:** 1988 April.

**New Product-Documentation:** Janet Wooddancer. 1988. April 1. *Territorial (Oro Valley, Arizona)*. "Cactus Flower Foods distributes tasty tidbits of nutrition." This small wholesale health food distributorship, run by Elsa Mesko and her daughter, makes about 300 sandwiches a week.

2065. DiStasio, Daniel. 1988. Spotlight on David Mintz. *Spotlight on Rockland/Bergen (Mamaroneck, New York)*. April. p. 72-73.

• **Summary:** The quest for the perfect dessert began in 1972. Mintz's career in the food industry had begun in the Catskills with a small business called Mintz's Knishes. He attracted help with a sign which read, "Grandmothers Wanted." Thus began the catering business that finally brought him to Manhattan. "I was reading a health food magazine," Mr. Mintz recalls, "when I read that tofu looks like cheese but is not." From 1972 until 1981, Mr. Mintz was like a man possessed. In May 1982, he hand-delivered five gallons of Tofutti ice cream to a Manhattan health-food store.

Even the strict USSR State Committee for Inventions and Discoveries allowed Tofutti to be registered, a coup of sorts in that the Russians usually eschew any "frilly products." The Japanese went crazy: Every month, 100,000 gallons are delivered there, that's 3.2 million four-ounce servings. "Some people call me a kosher ham," quips Mintz. Though his enthusiasm for the spotlight takes up much of his time, workaholic Mintz enjoys his home in Alpine, New Jersey. He is also a talented painter. What's next on the list? Burgers, sausages, hot dogs, more main course foods.

2066. Lang, Kerri-Sue. 1988. A growth market for organic foods. *Country Guide (Winnipeg)*. April. p. 20-22.

• **Summary:** In 1980, the USDA defined organic farming as "a production system that avoids, or largely excludes, the use of synthetically compounded fertilizers, pesticides, growth regulators and livestock feed additives to the maximum extent feasible. Organic farming systems rely upon crop rotations, animal manures, legumes, green manures, off-farm organic wastes, mechanical cultivation, mineral bearing rocks, and aspects of biological pest control to maintain soil productivity and tilth, to supply plant nutrients, and to



control insects, weeds and other pests. The Organic Foods Production Association of North America (OFPANA) was founded in 1985. About 25 farmers contract organically-grown soybeans with Toronto-based Soy City Foods.

Organic food producers feel strongly that organic foods are healthier and more nutritious than conventionally grown foods, but scientific data does not yet support this claim. Ontario farmers requesting organic certification must have abstained from using prohibited fertilizers for at least one year and pesticides for 3 years. Prohibited fertilizers include anhydrous ammonia, ammonium nitrate, diammonium phosphate, most sewage sludge, triple superphosphate, muriate of potash, and potassium chloride. Prohibited soil additives include quick lime and slaked or hydrated lime.

Certified organic growers are inspected annually at their own expense (\$150). They also sign a licensing agreement and pay a fee to use the Ontario association's logo. The logo fee is based on gross sales. Organic soybean yields last year were about 20% below the normal provincial average. Jon Cloud, part-owner of Soy City Foods in Toronto, says most of his contract growers experience a 25% yield reduction in their first 3 years of organic production. But a premium for the beans, along with reduced input costs, brings net returns to at least the level that could be expected under conventional crop management.

Last year, about 25 farmers grew organic soybeans on about 320 acres under contract with Soy City Foods. Highest yield was 45 bushels per acre; average was 32 bushels. Right now, says Cloud, the company could use 2,000 acres of organically-grown soybeans. Premium prices for organic beans are \$8.50 a bushel. The firm produces several soy-based foods for human consumption. These include soy burgers, falafel (spicy patties traditional in some parts of the Middle East), a base for soy pate, tempeh, tofu, and soy milk. Contract growers are supplied with seed because Soy City wants beans with high protein and low oil content. Organic farmers don't spend \$40 an acre on herbicides. Nor do they put tonnes of commercial fertilizer on their fields. And they sell their crops at a 15% to 20% premium. Weeds, he adds, are controlled by non-chemical procedures such as crop rotation and cultivation, which cost little.

Hugh Martin, a soils and crops specialist with the Ontario Ministry of Agriculture and Food says organic farming will be a significant part of agriculture in the future. Most organic growers he works with have an ingrained stewardship ethic and are concerned about soil conservation. He says, "After about 5 years of organic farming, the organic matter content of soil increases. Improved porosity allows water to penetrate quickly. There's less runoff."

Color photos show the storefront of Soy City Foods "Soy Food Information Centre" and 3 of the company's products: Soyettes, Tempeh, and Falafels. Address: Winnipeg, Manitoba, Canada.

2067. **Product Name:** New Tofu Light Links (Meatless Hot Dogs). Renamed in 1988 Vegan Tofu Light Links.

**Manufacturer's Name:** Light Foods Inc.

**Manufacturer's Address:** 613 C Broadmoor, St. Louis, MO 63017. Phone: 314-878-8915.

**Date of Introduction:** 1988 April.

**Ingredients:** Water, Real Tofu, isolated soy protein, non-hydrogenated vegetable oil, rice syrup, natural spices, salt, beet powder, tamari (natural soy sauce), barley flour, locust bean gum, natural flavors, onion powder, garlic powder, natural spice oils.

**New Product-Documentation:** Poster. 1987. March. "Tofu Light Links. Now with absolutely no animal products. Made with Real Tofu and non hydrogenated vegetable oil." Note: This name was later changed to New Tofu Light Links than Vegan Tofu Light Links. Leaflet. 1987. Contains no animal ingredients. Uses non-hydrogenated vegetable oil. Sweetened with rice syrup. Talk with Bob Davis, president of Light Foods. 1988. March 26. These tofu hot dogs are not yet out. Unlike the original Light Links, they will contain no egg whites. Talk with Lauraine Davis. 1988. Aug. 28. This new product was launched in April 1988. They still have the original Light Links containing egg whites. These will eventually be labeled Vegan Tofu Light Links. Leaflet. 1988. April. 8½ by 11 inches. Black on light blue. "On the rise... Now you want a link with no animal ingredients, non-hydrogenated oil, less fat, maybe a rice syrup sweetener instead of honey, and an even better flavor. Introducing the New Tofu Light Links, and New Tofu Light Link Specials, with natural imitation soy cheddar cheese." Leaflet. 1988. April. 8½ by 11 inches. Blue and red on beige. "Higher still..." Gives ingredients for New Tofu Light Links, and New Tofu Light Link Specials.

2068. Lightlife Foods, Inc. 1988. Product list. Greenfield, Massachusetts. 2 p. 28 cm.

• **Summary:** "These delicious products are available from Lightlife Foods: Lightlife Tofu Pups. Lightlife Party Pups. Fakin' Bacon. Tempeh Burgers. Organic Soy Tempeh. Caraway Soy Tempeh. 3-Grain & Soy Tempeh. Quinoa Sesame Tempeh. Macro Power Tempeh. Garden Vegetable Tempeh.

"All Lightlife Foods / Tempehworks products are 100% natural, 100% vegetable, and cholesterol free. All of our products have a 45-day refrigerated shelf life or may be frozen."

A description of each product is given. Address: P.O. Box 870, Greenfield, Massachusetts 01302. Phone: (413) 772-0991.

2069. Lumen Food Corporation. 1988. Our meats are so real... some vegetarians won't eat them! (Ad). *Bestways*. April. p. 19; May. p. 59.

• **Summary:** On this full-page color ad, a half page color

photo shows two shish-kebab skewers with meatlike chunks and veggies. A hand is pulling one chunk off the end of one skewer. "Lumen is sold under two brand names: Cajun Jerky (snacks), and Heartline Meatless Meats (for cooking)." A sampler of five 8-oz. packets costs \$18.95.

This ad also appeared in the May 1988 issue (p. 59) of this magazine. Slightly modified, it also appeared in *Vegetarian Gourmet* (Summer 1994, p. 7). Address: 409 Scott Dr., Lake Charles, Louisiana 70601. Phone: 318-436-6748.

2070. Phillippy, B.Q.; Johnston, M.R.; Tsao, S.-H.; Fox, M.R.S. 1988. Inositol phosphates in processed foods. *J. of Food Science* 53(2):496-99. March/April. [35 ref]

• **Summary:** Myo-inositol bis-, tris-, tetrakis-, pentakis- and hexakisphosphates (IP2-6) were quantified in 9 thermally processed or fermented food products (including bran, canned [mung] bean sprouts, canned kidney beans, fried soy burger, infant formula concentrate and powder, soy isolate, tofu and white bread). Total inositol phosphate content (millimoles/kg dry weight) ranged from 1.35 in white bread to 23.26 in tofu and 26.05 in soy isolate. In all foods analyzed, inositol hexakisphosphate (phytic acid) accounted for greater than 40% of the total inositol phosphates on a molar basis.

Note: Supro 610K soy isolate was obtained from Ralston Purina Co. (St. Louis, Missouri). Address: 1-2. Div. of Food Chemistry and Technology; 3-4. Div. of Nutrition. All: Food and Drug Administration (FDA), Washington, DC 20204. Phillippy's present address: Southern Regional Research Center, USDA, New Orleans, Louisiana 70124.

2071. Ruchi Soya Industries Ltd. 1988. Display ad: We add Nutrela to our food every day. *Times of India (The Bombay)*. May 9. p. 4.

• **Summary:** "Nutrela is so easy to prepare: I just soak Nutrela chunks in water for 10 minutes, squeeze them completely and simply add gravy or curry just like paneer, pakodas [pakoras] and vadis. Taste my cooking. It's delicious. And Nutrela makes it even more nutritious. Ideal for health and figure conscious people. Besides, by substituting a part of expensive proteinaceous foods with Nutrela, I can easily cut down the cost of our meals.

"Nutrela gives a variety of tastes: Thanks to Nutrela I get to eat a lot of yummy dishes. And not just tasty meals but also delightful snacks like cutlets, samosas, pulao, burgers.

"Nutrela adds high-protein nutrition: Protein is very essential for building up the body, in making it active and healthy. And Nutrela is full of it. It is made from golden soyabean which is nature's richest source of high-quality protein. Plus Nutrela is fat free, almost cholesterol-free and very easy to digest.

A large photo shows a young family of three on a long tandem bicycle. The father, in front, is smiling and waving

with one hand. The one child in the middle is also smiling and waving. The mother, on the rear seat, dressed in a traditional Indian dress, is smiling but with both hands on the handlebars.

Below the photo is a 2nd photo of the front of three boxes of Ruchi's Nutrela, which is available in tasty granules, soft juicy chunks, and versatile flakes. "Available in 100 gm. and 250 gm. cartons. Also in 250 gm and 1000 gm polypacks." Address: 214, Tulsiani Chambers, Backbay Reclamation, Nariman Point, Bombay 400 021.

2072. Layton, Lyndsey. 1988. Pass the mustard: Meatless franks spice of life for Greenfield firm. *Recorder (Greenfield, Massachusetts)*. May 20. p. 21, 25.

• **Summary:** Introduced in 1985, Tofu Pups are meatless frankfurters made from tofu without nitrates, preservatives or cholesterol. Owners of Lightlife Foods Inc., formerly known as Tempeh Works, believe the soybean creation is on the verge of becoming a national hit. "It's an alternative to red meat that is low-calorie, low-sodium, has no cholesterol or preservatives, which is what more and more people in this country are looking for," says Michael Cohen, founder of Tempeh Works. Lightlife's sales figures confirm Cohen's optimism. The first year on the market, sales of Tofu Pups were \$230,000. The next year, sales jumped to \$405,000—a 76% increase. Executives expect 1988 to be the first year combined tofu and tempeh sales top \$1 million, at an annual growth rate of about 40%. To keep pace with an expanding market, Lightlife wants to double the size of its 6000-square-foot Fairview Street factory in an ambitious \$730,000 expansion plan.

In 1983, the operation moved from an old gas station on French King Highway to its current Fairview Street plant. To finance this transition and buy some new machinery, the company borrowed heavily from Shawmut Bank and fell into the red for the next three years. "We went from having \$3000 in interest payments to \$35,000," says Cohen. In the Northeast the tofu franks are also sold in supermarket chains such as Stop & Shop, Purity Supreme, Finast and Big Y. The firm now has 15 full-time employees.

At present Lightlife produces the flavoring, which Cohen calls the Tofu Pups "soul". The other food processor blends the flavoring with tofu and stuffs it into casings. If things go as planned, Lightlife will make its own Tofu Pups from scratch once the company expands its plant. But the Tofu Pups cost more than their traditional counterparts—\$2.49 to \$2.99 for a 16-ounce package of 10 tofu franks. Meat wieners typically cost \$1.49 to \$2.39. A photo shows Chia Collins and Michael Cohen of Lightlife.

Tomsun International recently declared bankruptcy. They tried to grow too quickly and couldn't keep up with demand for Jofu [a yogurt alternative made from tofu]. Address: Recorder staff.



2073. Arocena, Javier. 1988. [Re: Brief history of soyfoods manufacturing company Zuaitzo]. Letter to William Shurtleff at Soyfoods Center, May 27. 2 p. Typed, with signature on letterhead. [Spa; eng+]

• **Summary:** “In 1982, we started working on a family production level and in 1984 on an industrial one. We started selling tofu and seitan in March of 1984 and tempeh in Nov. of 1987. We also produced tofu and Seitan Burgers and tempeh pâté, both in Nov. of 1987, though not as much was sold. A brief history: We opened a store in Vitoria-Gasteiz and manufactured a great variety of products, including tofu and seitan. I learned how to make tofu in France with Dominique Lagadec and how to make seitan in Barcelona. A key moment in my story was in beginning to use vacuum packaging, as before products were sealed in sanitary, plastic water containers, 15 cm wide, 30 cm long, and 20 cm tall. With the vacuum packaging and further pasteurization, I was able to respond to the challenge of increasing the life of the product and expand the radius of my commercial activities.

“It is important to point out, looking ahead, that manufacturers with an investment of 250,000 pesetas can compete in the market with the advantage that you work unhampered by bank charges. You make a pan of 180 liters with a 2 meter by 1 meter stainless steel plate, fired with domestic butane gas and heat diffusers, a second hand deep sink, and as a mill, one used for cereal groats to which you adapt a motor using a washing machine pulley. Last and most expensive, a second hand vacuum machine from the many companies who reject them in exchange for newer technologies.

“Since I have always worked alone with my wife and daughter, I set the price of tofu and seitan at 860 pesetas per kilogram in the beginning. Later on, with more sales and no competition in all of Spain, I lowered the price to 700 pesetas per kilogram—its current price—offering paid freight in next day deliveries, gathering and crediting any old material (month and a half old or spoiled by any other cause). The successful introduction of the products was due to the fact that the work was done in the same location from which it was sold. But above all, it has been a success with those who are ill; one local doctor here in Vitoria is prescribing it! I have also given cooking classes over the past several years. At the same time, I personally do all the deliveries in the city and its surroundings. In other big cities, I have distributors who carry other products besides mine. In the long run I have been successful and today I ask myself if I should lower the prices, especially with the tofu. Tempeh had a better price from the beginning; everything going very smoothly. I set the price at 220 pesetas for a 275 gm jar of tempeh.

“Nonetheless, the social commitment is large and with the profits I have purchased a shop that carries chemical-free products. My cooking classes are free and I am encouraging soy agriculture in the region.”

Note: The original of this letter is typewritten in Spanish

with Javier’s signature. Someone has done a three page handwritten translation, which is included. Address: Zuaitzo, Correria, 39–01001 Vitoria-Gasteiz, Spain. Phone: 945/28 86 30.

2074. *Spectator (Carmi, Illinois)*. 1988. Californian would like to buy local soybeans. May 28.

• **Summary:** Jerry Ridenour, a Californian who wants White County to think about producing soybeans without chemical fertilizers or pesticides so that he can purchase the organically-grown beans for his natural foods business. While visiting Crossville, Illinois, he intends to talk with some farmers about the proposal. Ridenour’s company, “Wildwood Natural Foods,” makes meat-like products from tofu, soymilk, and wheat gluten, such as tofuburgers, meatless meatballs, and lactose-free soymilk. Other items made from tofu include tofu hot dogs, tofu jerky, soymilk yogurt, lactose-free tofu chocolate, etc. The business currently uses about 48-50,000 pounds of soybeans per month.

2075. **Product Name:** [Tofu Patties (Carrot, Mushroom, Tomato, and Garlic & Fines Herbes)].

**Foreign Name:** Médaille de Soja (Aux Carottes, Aux Champignons, Aux Tomates, à l’Ail et aux Fines Herbes).

**Manufacturer’s Name:** Cacoja. Affiliate of Coopérative Agricole de Colmar (CAC) (Marketer).

**Manufacturer’s Address:** 8 rue Merxheim, 68500 Issenheim, France.

**Date of Introduction:** 1988 May.

**Wt/Vol., Packaging, Price:** 2 x 125 gm vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Tjomb. 1990. Revue des Industries Agro-Alimentaires. 14 May to June 5.

Letter from Sylvain Stievenard of Sojinal (named Cacoja prior to Aug. 1990). 1990. Sept. 24. “Médaille de soja” was introduced in May 1988.

2076. **Product Name:** [Tofinelle Tofu Sausages {Soya Mousseline with Capers} (Boletus Mushrooms, Paprika, Emmenthal, Smoked Salmon)].

**Foreign Name:** Tofinelle: Saucisses/Quenelles au Tofou (Cèpes, Paprika, Emmenthal, Saumon).

**Manufacturer’s Name:** SOY (Société Soy).

**Manufacturer’s Address:** 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. Phone: 77.31.24.42.

**Date of Introduction:** 1988 May.

**Ingredients:** Smoked salmon: Tofu (water, soybeans\*) 72%, smoked salmon 15%, sunflowerseed oil, egg white, wheat flour, spices, salt. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 2 x 100 gm in vacuum pack.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Protein 14.4 gm, fat 11.7 gm, carbohydrates 3.6 gm, calories 100.

**New Product–Documentation:** Leaflet. 1988. Front and back. 6 panels. “These savory and light Tofinelles have a texture like and are eaten like “quenelles,” reheated in the frying pan or oven, accompanied by a sauce of your choice.”

Note: Cassell’s French-English Dictionary defines quenelle as “forcemeat or fish ball.” Letter from Bernard Storup. 1989. March 3. These products were all launched in 1988, the Boletus mushrooms in May, the Paprika and Emmenthal in July, and the Salmon in Dec. Two other flavors were launched in early 1989.

Labels sent by Bernard. 1989. April. Smoked Salmon. 3.75 by 7.75 inches. Blue, red, green, and gold on white. Background illustration of a jumping blue salmon. “Remove the protective film at the level of the clip. Reheat the Tofinelle for 7-8 minutes in a skillet or oven. Serve with or without a sauce, accompanied by vegetables and whole grains for a delicious meal.” Nature et Progres logo.

2077. *White Wave News*. 1988–. Serial/periodical. Boulder, Colorado: White Wave, Inc. Vol. 1, No. 1. April/May 1988. Bimonthly.

• **Summary:** Issue No. 1. shows the new White Wave Soyfoods logo. It describes the change in packaging and brands in phasing out the Soyfoods Unlimited brand and replacing it by the White Wave brand. There is an in-store deli recipe for Tempeh Mock Chicken Salad and a consumer recipe for Tofu Sandwich Steaks. There is a brief discussion of tempeh, which is called “The Cultured Vegetarian.” Address: 1990 N. 57th Ct., Boulder, Colorado 80301. Phone: 303-443-3470.

2078. Reynaud, A. 1988. Re: Brief history of Innoval / Sojalpe, an affiliate of Coopérative Agricole Silos de Valence. Letter to William Shurtleff at Soyfoods Center, June 6—in reply to letter of March 1988. 1 p. Typed, with signature on letterhead. [Eng]



• **Summary:** “Dear Sir, Sorry not to have answered sooner your letter of March 1988 sent to Sojalpe.

“At this time Sojalpe has been bought by Silos de Valence (cooperative enterprise). We are working to raise up production and sales. Sojalpe’s new address is: les Auréats, 26014 Valence cédex.

“Now Sojalpe is specializing in organic and diet soyfoods which are selling in natural food stores.

“In November 1987, we made a new enterprise, Innoval, whose aim is to sell soyfoods not nature but diet in supermarkets.

“Answers to your questions:

“1. Soja started in December 1986.

“2. One label for each of our products is enclosed in this letter. “3. New soyfoods will first sell commercially this summer [of 1988] (drinks, desserts, etc.).

Ten leaflets (very attractive and professional) are enclosed. Each is glossy color, printed on both sides, 29.5 x 21 cm. Six of the leaflets were created by Sojalpe, have the attractive Sojalpe logo at the bottom of the front panel over a green stripe, and have an illustration of a laughing chef in a tall white chef’s hat (toque) against a broad green stripe (8 cm tall). Centered against this strip (but behind the chef’s hat) is written: “Les plaisirs de la table—Sans les kilos! [The pleasures of the table—without the kilos of weight gain!] in bold red capital letters against a horizontal yellow band, 1 cm tall. Below that is the name of the product in bold black letters against a white stripe and below that a large photo of a prepared dish, ready to eat. On every photo is the word “Bio” written in bold red letters against a yellow background. On the back of each sheet (in black ink on glossy white paper) are descriptions of soya, of tofu, and of the specific product. At the bottom of the page is the Sojalpe logo and address. The address has been crossed out with blank ink (it is illegible) and its place is written: “Les Auréats 26014 Valence. None of the leaflets is dated. The various products are: (1) Les Royales: le savoir-faire des grandes chefs. (2) Les Sorbets: la gourmandise—sans la pêche! [Sorbet—without the sin]. (3) Le Soja-Milk: un milk végétal léger, léger, léger [Soya Milk: A vegetal milk that is light, light, light]. The photo shows the milk in a bowl of cereal. (4) Le Tofu Nature: tous les goûts sont dans la nature [Natural Tofu: all the taste is in nature]. The photo shows many thin squares of tofu in hors d’oeuvres or in a salad. (5) Les Palets au Tofu: des plats (finement) cuisines. [Thin sheets of deep-fried tofu]. (6) Le Tofu Burger: le steak de soja—gastronomique. The photo shows two tofu burgers on a plate with a sauce.

The other four leaflets are the same size, glossy color, but have a somewhat different format. Across the top is a light blue and light green band, the two colors separated by thin wave of white. To the left is standing an all-white lovely French woman in a scanty bathing suit. Across the blue band is written (in this red letters): Cuisine saveur Cuisine minceur [Tasty slimming cuisine]. Across the green band is written the name of the product in bold red letters, above a sub-title in black. The color photos are the same size and quality as



before, but in place of the word “Bio” is the word “Soja.” The “logo” at the bottom, written in black on a yellow oval is: Four stars. Degustation. Basses calories (God taste but low in calories). The products are: (1) Tofu cube: menu a la carte. (2) Royales au tofu: pour varier les plaisirs. (3) Palets au Tofu: gastronomie et dietetique. (4) Tofu Burger: Pour les connaisseurs.

One more Sojalpe leaflet is enclosed (green and red on white, 3 panels each side, each panel 21 x 10 cm). On the front panel is the same chef with his tall hat described above. The word “Tofu” is written 5 times in little clouds. On the inner three panels are descriptions of the benefits of tofu and recipe suggestions. On the back panel is the word “Sojalpe” and the address: “Saint Quentin sur Isère, 38210 Tullins. Tél. 76.93.60.21.” Address: Allée Joule, ZI des Auréats, BP 1418, 26014 Valence Cedex, France.

2079. Bland, Aura. 1988. County agrees to lobby for Tofu Pup loan. *Recorder (Greenfield, Massachusetts)*. June 15. p. 2.

• **Summary:** Franklin County Commissioners agreed Tuesday to help the founders of Tofu Pups—a hot dog alternative—secure a state loan to expand their business. Lightlife Foods Inc. on Fairview Street needs \$730,000 in loans and refinancing to nearly double the size of its 6,000-square-foot factory. Cohen asked commissioners to express support for a \$180,000 loan from the state’s Economic Development Set Aside program. Lightlife employs 15 full-time and part-time employees. He also hopes the expansion will enable the company to develop new products—such as sausages and burgers—in the Tofu Pup line. Lightlife ended its budget year with just more than \$1 million in sales. In the past two years, Lightlife has increased sales 40%. Lightlife is seeking \$40,000 from Franklin County Community Development Corp.; \$272,000 from Shawmut Bank; and \$238,000 from the Massachusetts Business Development Corp.

2080. Madwin, Bari F. 1988. Re: Tomsun Foods’ future plans. Letter to and talks with William Shurtleff at Soyfoods Center, June 29, July 5, and Aug. 2. 1 p. Typed, with signature.

• **Summary:** Tomsun will auction off all its office and plant equipment except the actual tofu-making equipment on June 30. Tom Timmins is planning to have Panda Foods (Henry Creces) in New York manufacture about 20,000 lb/week of tofu for Tomsun. He still owns the recipes for Jofu and Tofu Pups and will continue to promote and organize their production. He is also involved with another company (Stow Mills) that produces Chesoya. His interests clearly remain in this industry and he seems optimistic about promoting other second generation products.

He has sold the old tofu plant building to a car renovation company, and plans to run the company out of an

office nearby. Note: The letter is dated July 5. Address: RD3, Box 212, Putney, Vermont 05346. Phone: 802-387-5788.

2081. **Product Name:** [Soja Hamburger Patty Mix].

**Foreign Name:** Soja Mix Biff-färs.

**Manufacturer’s Name:** AB Svenska Bioforce (Importer-Marketer). Made in Switzerland by Bioforce AG.

**Manufacturer’s Address:** Box 147, S-221 00 Lund, Sweden. Phone: 46 578 10.

**Date of Introduction:** 1988 June

**New Product–Documentation:** Alfa-Laval. 1988, June. Soyfoods: Old traditions with new potentials. p. 9. A color photo of the front of the box shows a white plate against a tan background. On the plate are brown soy patties with macaroni, sliced tomatoes, onion rings, and a green vegetable. In the lower left in a downward-pointing red triangle is a logo reading something like “Bioforce.” Letter (fax) from Peter F. Zuethen of Food from Sweden USA. 1990. Aug. 2. Gives name and address of marketer.

2082. Fearn Natural Foods. Div. of Modern Products, Inc. 1988. Good nutrition, great taste! Fearn burger and patty mixes and America’s favorite natural seasoners (Ad). *Vegetarian Times*. June. p. 6.

• **Summary:** This half-page color ad shows the following Fearn consumer products in boxes: Breakfast patty mix. Sesame burger mix. Sunflower burger mix. Falafel mix. Brazil nut burger mix. In shakers are Spike and Vegit. “Quality and Wholesome Goodness for Over 60 Years.” Address: Milwaukee, Wisconsin 53209.

2083. Kemp, Mark. 1988. Invasion of the bean curd: While chickens continue to lay eggs chock-full of cholesterol, one man roosts at his New Jersey tofu plant, brooding over ways to outsmart nature. *Discover (New York, NY)* 9:42-43. June.

• **Summary:** David Mintz sits in his office at Tofutti Brands’ headquarters in Rahway, New Jersey, 100 volumes on ethics written in Hebrew on a nearby bookshelf. He speaks with a native Brooklyn accent, and atop his head, slightly askew, is a small yarmulke. He is thinking of ways to get cholesterol out of American diets once and for all with a tofu based egg. Al Kniper, head of the company’s 3000-square-foot research and development laboratory talks about what goes into this soybean-based egg.

Tofutti Brands’ Egg Watchers, he says, is much like other simulated-egg products such as Egg Beaters, Egg Scramblers, and the various powdered substitutes. All blend together egg whites, certain gums, vegetable oils, emulsifiers, stabilizers, and coloring to try to reproduce the perfect egg consistency. But Egg Watchers is the first—and so far the only—substitute in the protein food tofu has been incorporated.

But researchers still differ over whether dietary cholesterol significantly affects blood levels of cholesterol.

In 1945 Americans ate an average of 402 eggs per capita annually. Today that number has dropped to only 262. Mintz said, “You know, my dream is to make a hot dog out of tofu.”

2084. *Soya Newsletter (Bar Harbor, Maine)*. 1988. Tomsun Foods files for chapter 11. May/June. p. 1, 7.

• **Summary:** On April 8, 1988, Tomsun Foods International filed for protection under Chapter 11 of the Federal Bankruptcy Act. They did so to recover from a loss of approximately \$2 million last year on overall sales of \$3.6 million. Tomsun, just a year and a half ago, had successfully netted \$3.46 million from its first public stock offering. Armed with a new product line, Jofu, a silken tofu and fruit, yogurt-like product, the company had high hopes of doing for tofu what Dannon had done for yogurt—popularize it by adding fruit and making it a convenient, ready-to-eat snack. The company expanded too fast reports Tom Timmins, company founder. “We went from 3,000 cases a week to 20,000, but could only produce 12,000. It was too much, too soon for a small plant. By the time we got it under control, it was too late—we had run out of money.”

The new vision is that Tomsun will use its strength in distribution to become a marketing company. The company will be having their tofu made in a new plant in the New York City area, their Jofu made in a yogurt plant in Vermont, and their tofu burgers produced in upstate New York. Timmins also reports that the company will reorient its focus back on to the natural foods and other specialty foods markets. Timmins hopes the company will be out of Chapter 11 by this fall. “Essentially what happened was that the cost of financing necessary to reduce our costs was not available to us.”

2085. *Health Foods Business*. 1988. Tofu: The proteus of soyfoods. 34(7):78, 108-09. July.

• **Summary:** Tofu is like a real-life shmoo, one of the characters in the comic strip *Li'l Abner*. Shmoos were lovable, obliging little creatures that turned themselves into whatever kind of meal anyone desired. Tofu can be served up as almost anything—burgers, ice cream, pasta, you name it.

Tofu was the only soyfood to be included as a primary ingredient in every category of soy-based products introduced in 1987, according to the Bar Harbor, Maine based research company Soyatech, and it is tofu that may be readily found in many mainstream supermarkets. A key reason for tofu's popularity is its versatility. But it was not until the introduction of “second-generation” tofu products in the 1980s that the American public began to catch on.

Note: Proteus was an ancient sea god of Greek mythology, capable of assuming different forms. He herded flocks of sea creatures for Poseidon (the Greek god of the sea, and counterpart of Neptune, the Roman god of the sea). Possessed of the gift of prophecy, Proteus was constantly hounded by those seeking his knowledge; he eluded them by

assuming a variety of shapes. Whether used by scientists or nonspecialist writers, *protean* typically suggests adaptability or mutability.

2086. Lumen Foods. 1988. “Tell James Garner this isn't beef!” (Ad). *Whole Foods*. July. p. 97. Sept. p. 10.

• **Summary:** A full-page black-and-white ad. Lumen Foods... introduces Heartline Meatless Meats and Cajun Jerky Snacks. Address: 409 Scott Dr., Lake Charles, Louisiana 70601. Phone: 318-436-6748.

2087. *Vegan (The) (England)*. 1988. Pass it on! Haldane Foods. Summer. p. 17.

• **Summary:** “Haldane Foods' Tofeata Tofu—one of the best around in my opinion—is currently being sold with an excellent free recipe leaflet. With the exception of honey in a few cases, all 20 recipes are vegan. If you're a regular user of this brand, keep any spare copies and pass them on to friends.

“The same company has a new range of ready-to-mix meals called ‘Easy Cuisine’ comprising: Vegetable Curry & Brown Rice Mix, Vegetable Goulash & Potato Mix, Spaghetti Vegetable Bolognese Mix, Vegetable Ragout & Dumpling Mix, Vegetable Cottage Pie Mix, and Vegetable Burger & Couscous Mix. All are quick and easy to prepare and very useful to have in the larder. They provide enough for one generous serving, but by using some of the recipe ideas on the back of the packets would easily stretch to two.”

Note: A new Vegetable & Tofu Burger from Cauldron Foods is also mentioned.

2088. **Product Name:** Holy Cow! Veg-Cuisine (Made with Seitan).

**Manufacturer's Name:** W.H. Et Inc.

**Manufacturer's Address:** P.O. Box 37250, Honolulu, Oahu, HI 96837. Phone: 808-737-6339.

**Date of Introduction:** 1988 July.

**Ingredients:** Incl. wheat protein, soy protein, and other vegetable proteins.

**Nutrition:** Per 3 oz.: 135 calories, 22 gm protein, 4 gm fat, 3 gm complex carbohydrate, 1.4 gm fiber, 1.5 gm ash.

**New Product—Documentation:** Leaflet. 1988, April. Black and red on white. 6.5 by 8.5 inches. Shows a cow with a halo over its head in a triangle. On the three sides is written: No cholesterol. No unsaturated fats. All natural ingredients. Below is written: A delicious, nutritious alternative to meat. Contact John Moore. Made with seitan.

2089. Stoetzer-Taylor, Nancy. 1988. The all American tofu burger. *Capital-Journal (Topeka, Kansas)*. Aug. 11. p. 1C-2C.

• **Summary:** Jim Cooley is the owner of Central Soyfoods, a Lawrence-based company that has been making tofu for 10 years. In an attempt to increase the number of people who try



## SOY CITY FOODS

Manufacturers of Light Protein Foods

A DIVISION OF THE GOLDEN AGE FOOD LIMITED

2847 Dundas Street West  
Toronto, Ontario M6P 1Y6  
Telephone: (416) 762-1257

it, Cooley has organized a tofu cooking contest the last two years in conjunction with the Douglas County Fair. Includes 7 tofu recipes.

2090. Cloud, Jon. 1988. Re: Product introduction dates. Cloud Mountain. Letter to William Shurtleff at Soyfoods Center, Aug.—in reply to inquiry. 1 p. Handwritten, with signature on letterhead.

• **Summary:** “Bill, The falafel was started in the spring of 1984.

“The grain tempeh was started in the fall of 1984. Cloud Mountain no longer exists. You can take it off the computer. The Soysage Cookbook rights are held by my wife Maxine.

“The other products made at Soy City you already have on file.

“Jon Cloud.” Address: Soy City Foods, 2847 Dundas St. West, Toronto, ONT, M6P 1Y6, Canada. Phone: 416-762-1257.

2091. Rosebrock, Bob. 1988. Brief history of Rosebrock’s Tofu Burger Cafe (Interview). *SoyaScan Notes*. Aug. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bob first tasted soy (not tofu) burgers in 1973 in Hawaii. He opened his first restaurant selling tofu burgers in Malibu, California, in December 1984. It was called Rosebrock’s Garden Cafe. In early 1987 he changed the name to Rosebrock’s Tofuburger Cafe. The store sold an average of 50-70 tofu burgers a day, hitting 100 on some weekends. Many stars were among his clients. He buys his burgers from a manufacturer, marinates them in a garlic & dill sauce, heats them, then dresses them up by brushing on one of several special sauces, such as garlic-herb, pesto, etc. A menu shows that the burgers are sold on whole wheat buns with various combinations of trimmings: Classic Tofuburger California Style (mayonnaise, lettuce, sprouts, tomatoes, onion, dill pickle), Pestoburger (with zesty pesto sauce), Maliburger (with garlic herb sauce), Ultraburger (with both pesto and garlic-herb sauces), Avocado Burgers (avocado sauce), and Veggie Burger (fresh from the garden). He also sells a Chicken Burger. Prices average \$3.75. A leaflet for Rosebrock’s Tofuburger Cafe announces: Specialty tofuburgers, salads and sandwiches, buckwheat waffles, high energy protein shakes, blueberry bran muffins, fresh fruit smoothies, fresh juices, and wheatgrass juice.

His Malibu store was closed to make way for a shopping mall. He now has one store in Venice. Eventually he hopes to have stores in Brentwood, Pacific Palisades, and Malibu.

The Malibu one may be a drive-thru. Competition is the Garden Burger (no soy and well marketed), and Jeremiah Ridenour’s tofu burger, which is sort of generic. He hopes to start making his own burgers pretty soon. Address: Venice, California.

2092. Ridenour, Jeremiah. 1988. Monterey Bay Soyfoods, Western Soy Complements, and Wildwood Natural Foods (Interview). *SoyaScan Notes*. Aug. 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Jeremiah got interested in soyfoods in June 1977 because of his interest in vegetarianism and because his parents grew soybeans on their farm. In July 1979 he established Monterey Bay Soyfoods, a sole proprietorship, in Santa Cruz, California. Initially it was a company that allowed him to do research. Then he began to making tempeh, which was first sold commercially in February 1980. But for about 9 months he produced tempeh out of his garage and sold it out of the house in ½ and 1 pound quantities without a label or a brand name. This was the first commercial tempeh made in Santa Cruz.

At about this time (late 1979 or early 1980) Buddy Hamel started a company named Clearway Soyfoods on 17th Ave. in Santa Cruz, making tofu. In Feb. 1981, Jeremiah wrote an article on transforming a dead refrigerator into a tempeh incubator, and in July 1981 another article about using a honey extractor for dewatering soybeans for tempeh; both were published in Soyfoods magazine.

In April 1981 a new company was formed named Western Soy Complements (WSC). A corporation with four stockholders, including Jeremiah, it was located in Jeremiah’s garage at 335 Pennsylvania Ave. and made tempeh brand-named Santa Cruz Tempeh. “We grew the best tempeh ever in my garage. It has never been quite as good.” Then in Nov. 1981 WSC moved into the back of the Well Bean Deli, where they cooked and incubated the tempeh. Tempeh of the Sea (with nori) was launched in about 1982. After about 18 months, in June 1984, WSC was moved to 1560 Mansfield Dr., Suite D in Santa Cruz. Then marinated tempeh burgers came in about 1985. In March 1987 they brought out the Tempeh Temptations (fried and marinated) and Three Seed Tempeh, and in June Curried Rice Salad with Tempeh (and carrots), which in September started to be private labeled for Wildwood. WSC has always made only tempeh.

In Sept. 1985 Jeremiah began a joint venture in Santa Cruz with Wildwood Natural Foods. Monterey Bay Soyfoods

sort of became part of Wildwood. Wildwood had distributed WSC's tempeh in northern California. Buddy Hamel and Clearway, a tofu manufacturer, had just gone out of business. Wildwood wanted to make tofu in Santa Cruz. The first product (tofu) was sold in June 1986. Jeremiah now owns some of the stock in Wildwood Natural Foods of Santa Cruz. Wildwood has outgrown its space, so they are planning to find a new location for WSC (maybe one building away) and let Wildwood fill its space. Jeremiah is working on adding vitamin B-12 to his tempeh. Address: Santa Cruz, California. Phone: 408-476-4448.

**2093. Product Name:** Organic Nigari Tofu, Organic Smoked Tofu, Tofu Mayonnaise, Tofu Burger.  
**Manufacturer's Name:** Kaiora Natural Ltd.  
**Manufacturer's Address:** CPO Box 3007 (180 Victoria St. West), Auckland 1, New Zealand. Phone: (09) 370 454.  
**Date of Introduction:** 1988 August.  
**New Product–Documentation:** Letter from Austin Holden. 1988. Dec. This August they began to produce a wider range of soy products. They use locally grown organically certified soybeans ("Biogro" certified by IFOAM), Japanese nigari, Artesian well water. The organic smoked tofu is solidified with calcium sulfate. The standard block is sliced in two in the horizontal plane and then woodsmoked with Manuka, a variety of native tree wood. This is the wood traditionally used to smoke fish in New Zealand.

Tofu Mayonnaise contains unrefined rapeseed (Canola) oil, organic tofu, organic rice malt, organic lemon juice, organic brown rice vinegar, sea salt, spices, and vegetable gums. It is packed in glass. Tofu is sold in bulk and vacuum packed trays. Smoked tofu is vacuum packed. Burgers are sold only through the company's retail store at present.

**2094. Product Name:** Fakin' Bacon, Lettuce & Tomato Sandwich (With Tempeh).  
**Manufacturer's Name:** Rademacher–Worley Farms of Sonoma County.  
**Manufacturer's Address:** Box 5184, Santa Rosa, CA 95402. Phone: 707-792-2208.  
**Date of Introduction:** 1988 August.  
**New Product–Documentation:** On sale in Berkeley. 1988. Aug. 30. Talk with Peter Worley of RW Farms. 1988. Aug. 30. The product was introduced 3 weeks ago, in early August, and was an instant hit. He is already selling 700 sandwiches/week.

**2095. Product Name:** Teriyaki Burger (Made with Tempeh). Renamed Teriyaki Tempeh Burger by March 1996.  
**Manufacturer's Name:** White Wave.  
**Manufacturer's Address:** 1990 North 57th Court., Boulder, CO 80301. Phone: 303-443-3470.  
**Date of Introduction:** 1988 August.  
**Ingredients:** Tempeh (made with soybeans organically

grown in accordance with section 26569.11 of the California Health and Safety Code and brown rice), natural soy sauce, garlic, onion, spices.

**Wt/Vol., Packaging, Price:** 6 oz (170 gm). Vacuum packed in poly pouch.

**How Stored:** Frozen or refrigerated.

**Nutrition:** Per 3 oz.: Calories 190, protein 9 gm, carbohydrates 6 gm, fat 3 gm, sodium 466 mg.

**New Product–Documentation:** Talk with Steve Demos. 1988. Dec. 20. The product was introduced in Aug. 1988. Label. 1989. April. 4 by 4.5 inches. Yellow, white, and black on red. Large photo of a tempeh, lettuce & tomato sandwich, with a slice of tomato and 2 slices of dill pickles on top, cheese slices and lettuce below. "All the sizzle... none of the steak. Ready to eat in 1 minute. Makes a delicious sandwich or entree—just brown in a lightly oiled pan or microwave 1 minute high power." Leaflet. 1989. April. "Make your sales sizzle with White Wave."

**2096. Mecklenburg Gazette (Davidson, North Carolina).** 1988. High fat and sodium content give hot dogs a bad name. Sept. 7.

• **Summary:** Hot dogs are preserved with nitrates or nitrites, cancer-causing substances that give hot dogs their characteristic pinkish color. The lowest fat hot dogs around contain no meat at all and have considerably more protein, less sodium and much less fat than regular hot dogs. One of the most popular varieties of these meatless hot dogs is Tofu Pups, with its primary ingredient being tofu. At 53% fat they still do not qualify as a particularly healthy food, but they contain no saturated fat, no cholesterol and no nitrates and they are better nutritionally than "the real thing."

**2097. Cross, Kevin.** 1988. Brief history of Soy Power Company, Inc. of Santa Monica (Interview). *SoyaScan Notes*. Sept. 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The company started business in Santa Monica, California, in April 1981, with Tom Binder and Kevin Cross as partners. They distributed tofu and soymilk made by Wy Ky in Los Angeles. They first started distributing other people's products in about July 1982, starting with Vegetable Jerky from Maple Meadows. When Edensoy was launched in 1983, it started to hurt their sales so they decided to get in on the action. They soon became America's leading seller of Edensoy. In April 1986 they moved the company to Marina del Rey, then in September 1988 back to Santa Monica. Today they market and distribute about 11 soyfoods products under their own brand (all made by other companies), and they distribute another 350 products from other companies. Address: 1602 Stanford St., Santa Monica, California 90404. Phone: 213-829-2331.

**2098. Atencion San Miguel (San Miguel de Allende, Gto.,**



Mexico). 1988. Tofu comes to town. Sept. 30. p. 6. [Eng]

• **Summary:** Nicole Black has built a factory which will soon make this inexpensive and nutritious food—tofu—available to all. Already soy “chorizo” (a spicy sausage) is successfully being turned out, made from the fibrous part of the bean. Outside of a small tofu factory in Mexico City which supplies Japanese restaurants and a few special markets, the San Miguel factory is the first in Mexico. Mrs. Black’s book containing more than 200 recipes for tofu, many of them designed for the Mexican taste, is soon to be published.

2099. **Product Name:** Earth Dance Vegetarian Jerki (Made with Tofu) [Original, or Hot-n-Spicy].

**Manufacturer’s Name:** Earth Dance Vegetarian Foods.

**Manufacturer’s Address:** 209 Commerce Drive #2 (or 305 West Magnolia #133), Fort Collins, CO 80524. Phone: 303-482-9213.

**Date of Introduction:** 1988 September.

**Ingredients:** Both: Organic soybeans, soy sauce (water, wheat, soybeans, salt), vinegar, liquid smoke, nigari (magnesium chloride from seawater) and spices.

**Wt/Vol., Packaging, Price:** 4 oz Ziploc plastic bag. Retail for about \$4.35 (7/89, Colorado). Bulk: \$0.27 per 0.38-oz piece.

**How Stored:** Shelf stable.

**New Product–Documentation:** Letter and leaflet (copyright 1988) from Jerry Manning, Sales/Marketing Director. 1989. June 20. Letter, Labels, articles, and samples from Jerry Manning. 1989. July 7. Label is 5 by 4.5 inches. Blue-green and orange on beige. Stylized illustration, based on an Australian rock painting, of 3 dancers in front of the sun on the horizon. “All vegetable. Made in Colorado. Created in the spirit of a love for life and respect for all of nature’s creatures, Vegetarian Jerki is a spicy, chewy and nutritious all vegetable snack which contains no residual drugs or chemicals. Preserved naturally, Vegetarian Jerki has no cholesterol. Convenient food for conscientious people.” Articles (with no year, date, or page) about the product from *The Coloradoan* (by Sally Norman), *Denver Post*, and *Rocky Mountain News*. It was created by Fran Rikhoff, age 31, a part-time housecleaner and full-time vegetarian. Soyfoods Center product evaluation. 1989. July 15. Delicious! Chewy texture and smoke-cured taste.

2100. **Product Name:** [Tempeh Burgers].

**Manufacturer’s Name:** La Sojeria, S.C.

**Manufacturer’s Address:** Carretera de Vic Km. 30, 08180 Moia (near Barcelona), Spain. Phone: (93) 830 1123.

**Date of Introduction:** 1988 September.

**Wt/Vol., Packaging, Price:** Vacuum packed in plastic bags.

**New Product–Documentation:**

Letter from Javier Arocena of Zuaizto, Spain. 1992. Dec. 14. He knows of three other soyfoods manufacturers in Spain: Natur-Soy, Vegetalia, and La Sojeria, all near Barcelona.

Form filled out by Laura Cami and Mario Rimoldi of La Sojeria. 1993. Feb. 13. Their company introduced these products in Sept. 1988. They now make about 150 lb/month. The burgers are sold in vacuum-packed plastic bags.

2101. Obafemi Awolowo University, Institute of Agricultural Research and Training. 1988. Soyabean recipes: Integrated farming systems programme. Ibadan, Nigeria: Obafemi Awolowo University. ii + 30 leaves. Sept. 25 cm.

• **Summary:** Contents: Processing of soyabean for recipes utilization. Pre-preparation of soyabean (wet base for soyabean

paste, or soya milk and residue [okara], or dry base for

**Earth Dance**  
**VEGETARIAN JERKI**  
All Vegetable <sup>TM</sup>

**Hot-n-Spicy**

**NET WEIGHT OZ ( LB)**  
**Made In Colorado**

Created in the spirit of a love for life and respect for all of nature's creatures, **Vegetarian Jerki** is a spicy, chewy and nutritious all vegetable snack which contains no residual drugs or chemicals. Preserved naturally, **Vegetarian Jerki** has no cholesterol.

**CONVENIENT FOOD FOR CONSCIENTIOUS PEOPLE**

**Ingredients:** Organic soybeans, soy sauce (water, wheat, soybeans, salt), vinegar, liquid smoke, nigari (magnesium chloride from seawater) and spices.

**305 West Magnolia, #133, Fort Collins, CO 80521**

full-fat flour). Soya milk (homemade). Soyabean vegetable soup (with whole ground soybeans). Soya ewedu soup (with soyabean flour or okara). Soya gbegiri soup. Soya iru [dawa-dawa]. Soya ogi. Soya eko. Soya akara. Soya moinmoin. Soya pudding (with okara or soya flour). Soya ikokore (with soyabean paste). Soya amala (with soya flour). Pounded yam with soyabean paste. Soyabean meat bytes (with soyabean flour). Soya burgers (with soyabean paste). Soya meat (with soyabean paste). Soya snack (with whole dry soybeans). Plantain soya pancake (with soya flour). Soya banana fritters (with soyabean flour). Soyabean candies (with dehulled whole soybeans). Soyabean flour Queen cakes. High protein soyabean flour biscuits. Soyabean bread. Soya pancake. Soya puff-puff. Soya ojojo. Soya aadun. Guidelines for growing soyabean. Address: Inst. of Agricultural Research and Training, Obafemi Awolowo Univ., P.M.B. 5029, Moor-Plantation, Ibadan, Nigeria.

**2102. Product Name:** [Little Baden Grilling Sausage].  
**Foreign Name:** Badener Grillwurstchen.  
**Manufacturer's Name:** Sojarei Ebner-Prosl.  
**Manufacturer's Address:** Augasse 2, A-2500 Baden bei Wien, Austria. Phone: 02252/85101.  
**Date of Introduction:** 1988 September.  
**Ingredients:** Tofu, wheat gluten, cornstarch, yeast flakes, green rye (Gruenkern), vegetable fats and oils, salts, spices.  
**Wt/Vol., Packaging, Price:** 150 gm.  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Label, received 1989. Oct. Red, black, green, and white on yellowish orange. 3.5 by 3 inches. Self adhesive. Logo is a green soybean plant against a white circular background. “Fry or grill until crisp in a little oil. Before use, remove the skin! Free of cholesterol. No flesh. Pure and from plants.”

Note: Also in Sept. 1988, the company introduced a Badener Bratwurstchen (Baden Bratwurst type meatless sausage). It has similar ingredients, except that the main ingredient is wheat gluten and it contains no tofu or other soy products. The two labels are almost identical.

**2103. Product Name:** [Tof'in Tofu Burgers {Not Fried} (Italian-Style, Chinese-Style, au Gratin, Provençale with Tomato & Onions, or Forest Mushrooms)].  
**Foreign Name:** Tof'in (Italienne, Chinoise, Gratinée).  
**Manufacturer's Name:** SOY (Société Soy).  
**Manufacturer's Address:** 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. Phone: 77.31.24.42.  
**Date of Introduction:** 1988 September.  
**Wt/Vol., Packaging, Price:** 2 x 100 gm in vacuum pack.  
**How Stored:** Refrigerated.  
**Nutrition:** Per 100 gm.: Protein 11.6 gm, fat 8.8 gm, carbohydrates 8.1 gm, calories 158.  
**New Product–Documentation:** Letter from Bernard Storup. 1989. March 3. Tof'in (low fat tofu burgers, cooked

without fat) in 3 flavors (Garlic & Fines Herbes, Provençale, and Forestiere) were introduced in April 1986 and discontinued in March 1988. Three other flavors (Italienne, Chinoise, and Gratinée) were introduced in Sept. 1988.

Letter from Bernard Storup of Société Soy. 1990. June 6. Tof'in was introduced first (in 1986) and Croque Tofu (deep-fried burgers) came second (Feb. 1987). They are the same product but the packaging for each was different.

Talk with Bernard Storup. 1990. June 13. Tof'in (pronounced toe-FEEN) was packaged for supermarkets. It was the same as Croque Tofou (both were deep-fried), but not the same as Croque Tofou Léger (which was not deep-fried, and which came in Italienne, Chinoise, and Gratinée flavors). Tof'in was discontinued about 2 years ago. Then 18 months later the company launched, for supermarkets, a product named Doré de Soja, which is the same as Tof'in (i.e. deep-fried).

**2104. Soyaneews (Sri Lanka).** 1988. Harnessing the sun for better nutrition. 10(3):1. July/Sept.

• **Summary:** “Tempeh, produced in Indonesia for hundreds of years, has recently found favour in Sri Lanka as a high quality substitute for dried fish. It has also proven popular in dishes calling for eggplant, baby jack and chicken.”  
 When dried to a moisture content of 12%, it has a long shelf life without refrigeration. Now Plenty Canada, working in cooperation with the Intermediate Technology Development Group (I.T.D.G.) and Sarvodaya, have developed a low cost solar powered cabinet dryer, which dries tempeh in less than half the time of traditional techniques with no losses to birds or insects. Plenty Canada hopes to introduce their new solar powered dryers to village and farm groups interested in the production of commercial quantities of dried tempeh.

**2105. Product Name:** [Sra. Soya Soyrisa (Like a Mildly Spicy Chorizo Sausage but Made with Okara)].

**Foreign Name:** Sra. Soya Soyrisa.

**Manufacturer's Name:** Sra. Soya.

**Manufacturer's Address:** Huertas 17, San Miguel de Allende, Guanajuato 37700, Mexico. Phone: 465-20255.

**Date of Introduction:** 1988 September.

**Ingredients:** Okara, whole wheat flour, vinegar, soy sauce, eggs, mustard, garlic, chili & other spices.

**Wt/Vol., Packaging, Price:** 300 gm and 450 gm vacuum packed.

**How Stored:** Shelf stable, 3 week shelf life.

**New Product–Documentation:** Letter from Nicole Black, owner. 1988. Sept. 18. “Fried in oil this tastes like a good Mexican sausage, or mashed with a little mayonnaise it makes a wonderful paté that is very meaty in flavor. Everybody loves it. I think it should sell as well as or better than the tofu. Thus, what is ordinarily waste, ironically enough, will help to save my business.”



2106. Bailey, Simon. 1988. Re: New developments with soyfoods in the UK: British Arkady, Haldane, Realeat, and The Regular Tofu Co. Letter to William Shurtleff at Soyfoods Center, Oct. 10. 2 p.

• **Summary:** In Feb. 1988 Haldane was acquired by British Arkady's Health Food Division. Brian Welsby and Peter Fitch are joint managing directors. Haldane brings in the Hera, Realeat, and Direct Foods lines. Brian Welsby is the key man at Haldane.

The Realeat Company, maker of the VegeBurger and Vegebanger, formerly owned by Gregory Sams, no longer exists. In the summer of 1988 Haldane acquired the Realeat brand. Greg Sams retains interest in the company, but purely as a consultant, without controlling interest. The Regular Tofu Co. is now also part of Haldane Foods. John Holt, the founder of RTC, is no longer involved. Address: 138 Randolph Ave., London W9 1PG, England. Phone: 01-289-7364.

2107. Tofu House, Inc. 1988. New trademarks: Better than chicken. *Official Gazette Trademarks (Washington, DC)*. Oct. 18.

• **Summary:** Filed 5-6-1988. For soybean-based chicken substitute (U.S. Cl. 46). First use 9-1-1986. In commerce 9-1-1986. Address: Huntington Station, New York.

2108. Byrne, Maureen. 1988. Whatever happened to new protein? *Food Manufacture (London)* 63(10):51-52, 54, 57. Oct.

• **Summary:** According to Interfood, 3,000 tonnes of soy protein isolate and 6,000 tonnes of concentrate are used in the UK every year. In the UK, British Arkady was the first company to manufacture TVP after its takeover by ADM. Lucas Ingredients is another large manufacturer in the UK. A smaller maker is GMB Proteins, which is part of Bush Boake Allen. Also discusses Bontrae, Kesp, Beanfeast, and Quorn.

"The most exciting new protein food to have emerged in recent years is undoubtedly mycoprotein, developed by RHM [Rank, Hovis, McDougall] in the UK, which is the result of nearly 20 years of research... Called Quorn, this protein-rich food, with a texture very similar to that of meat, is now produced and marketed by Marlow Foods (formerly New Era Foods), a company jointly owned by RHM and ICI." The ideal source material for Quorn is "a microscopic plant called *Fusarium graminearum*, which is similar to the mushroom and which was eventually discovered not far from RHM's development centre near Marlow, Bucks (hence the name Marlow Foods). Marlow has now been producing Quorn at its factory in Stokesley in the North East of England for two years." They are grown in a sterile fermenter on liquid glucose produced by hydrolysing cereal starch. Nitrogen in the form of ammonia is added for protein development, with essential minerals and oxygen. Quorn is discussed in detail, and a large photo (p. 57) shows a chicken

analogue made from Quorn.

Note 1. This is the earliest document seen (Oct. 2014) that mentions Quorn, a meat alternative made from mycoprotein (*Fusarium graminearum*) by Marlow Foods in Stokesley (a small market town), North Yorkshire, in northern England.

Note 2. This is the earliest document seen (Jan. 2010) that mentions RHM in connection with Quorn or as the company that developed Quorn. Address: England.

2109. *East West*. 1988. East West presents: Best & worst awards. 3rd annual. 100% natural. Oct. p. 65-72.

• **Summary:** Best Natural Soy Sauce: Lima Nama Shoyu from Ohsawa-Japan, imported by Ohsawa America of Chico, California. Twice brewed, lower in salt, and aged four years. "It is unique among shoyus, with exceptional smoothness and flavor."

Better Than It Sounds Award: "Tofu chocolate? Yes, Barat Bars by Legume Inc. of Montville, New Jersey, use tofu instead of dairy and no hydrogenated or fractionated palm kernel oil. Carob candies move over!"

Best Tasting Flavored Soy Drinks: "The Westbrae Malted won this contest going away. Creamy, thick, and delicious, they are more of a dessert than a drink. Some devotees eat them frozen."

Least Healthful Line of Soy Drinks: "The Westbrae Malted. The flip side of their great taste is their almost 400 calories and 15 grams of fat per 8 ounces."

Most Healthful Line of Soy Drinks: Edensoy. They are the only producers making a totally oil-free drink.

Worst Tasting Flavored Soy Drinks: "Vitasoy from San Francisco, Calif., seem to have few fans and finished last in our blind taste test."

Most Questionable Beverage Label Claim: "3 grams of fat per 6 ounces of Carob and Chocolate Ah Soy, by Great Eastern Sun of Enka, North Carolina. These soymilks are rich and creamy, yet 3 grams is a lower fat content than even Edensoys, made without oil. How is that possible guys?"

That's Progress? Award: "Mori-Nu Tofu by Morinaga Nutritional Foods of Los Angeles. Aseptic Tetrapacked tofu that has indefinite shelf life and can be shipped anywhere. Good for backpackers maybe but can't compare to fresh and local."

Best Fake Hot Dog: SoyBoy Tofu Not Dogs by Northern Soy of Rochester, N.Y. "Nice smoky flavor and smooth texture, almost as good as the real thing."

Worst Fake Hot Dog: Tofu Pups of Lightlife Foods of Greenfield, Massachusetts. "Dry and crumbly on the inside, with a lack of distinctive flavor. Won't fool anybody at the neighborhood cookout."

Best Tamari: San-J Traditionally Brewed Tamari from San-J International of Colonial Heights, Virginia. "No one else even came close. Question: Will they be able to retain their appeal when the first U.S.-brewed batch hits the

shelves?”

2110. Liebman, Bonnie. 1988. Vegieburgers: Stalking the perfect VLT. *Nutrition Action Healthletter*. Oct. p. 10-11.

• **Summary:** A rating of meatless burgers based on taste and fat content. A table shows product, maker, serving size, calories, fat (% calories, uncooked), sodium, and taste. “If the first ingredient is tofu, the fat content is high—probably around 55% of calories (compared with 58-66% for beef)... None of the burgers made with tempeh as a major ingredient supplied nutrition information. But tempeh gets only 35% of its calories from fat—an advantage, at least nutritionally. But palate pleasers they’re not. Our testers quickly learned to identify the tempeh burgers by their ‘sour’ or ‘glutenous’ taste, and invariably tossed them into the ‘bad’ category. They come across as poor imitations of the imitation meat-burgers.

The five best rated products were: 1. Gardenburger (Wholesome & Hearty Foods, Portland, Oregon). 2. Nature’s Burger, Original (Fantastic Foods, Novato, California). 3. Nature’s Burger, Pizza (Fantastic Foods). 4. Nature’s Burger, Barbecue (FF). 5. Tofu Burger (FF; the cook supplies the tofu). Soy products by White Wave, Quong Hop, Natural, Inc. and Bud, Inc. are listed in the table.

2111. **Product Name:** Loma Linda Nuteena (Meatless Luncheon Loaf or Cold Cuts Prepared from Raw, Ground Peanut Butter and Soy Flour).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, CA 92515.

**Date of Introduction:** 1988 October.

**Ingredients:** Water, raw peanut butter, soy flour, rice flour, corn flour, natural (vegetable) flavors, salt, onion powder, L-lysine, DL-methionine, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 19 oz (538 gm) can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** 1988: Per ½ inch slice (2.4 oz–67 gm): Calories 160, protein 8 gm, carbohydrate 5 gm, fat 12 gm, cholesterol 0 mg, sodium 120 mg, potassium 200 mg.

**New Product–Documentation:** Label sent by Loma Linda Foods. 1988. Oct. 5. The ingredients are now: Water, raw peanut butter, soy flour, rice flour, corn flour, natural (vegetable) flavors, salt, onion powder, L-lysine, DL-methionine, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin). This product was introduced in 1963. But note that a canned product named Nuteena was also available in June 1934. It is not clear whether or not it contained soy in 1934.

Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix

A.6-27. The ingredients are the same as those shown above. The soy flour is probably textured.

Note: This product was first introduced in 1949, but did not contain textured soy protein at that time.

2112. **Product Name:** [Wheat & Soy Patties, Rice & Soy Patties, Green Rye & Soy Patties].

**Foreign Name:** Dinkel-Laibchen, Reis-Laibchen, Gruenkern-Laibchen.

**Manufacturer’s Name:** Sojarei Ebner-Prosl.

**Manufacturer’s Address:** Augasse 2, A-2500 Baden bei Wien, Austria. Phone: 02252/85101.

**Date of Introduction:** 1988 October.

**Ingredients:** Wheat & Soy: German wheat (spelt, Dinkel), soybeans [okara], sunflower seeds (all organically grown), wheat protein, tamari, onions, yeast flakes, salt, herbs, and spices.

**Wt/Vol., Packaging, Price:** 2 patties, 200 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label, received 1989. Oct. Red, black, green, and white on yellowish orange. 3.5 by 3 inches. Self adhesive. Logo is a green soybean plant against a white circular background. “Just warm and serve. Free of cholesterol. No flesh. Pure and from plants.”

Ingredients for the Rice & Soy Patties are: Brown rice, soybeans, and whole wheat flour (all organically grown), rolled oats, barley miso, tamari, yeast flakes, salt, herbs, spices.

Ingredients for the Green Rye & Soy Patties are: Green rye and soybeans (both organically grown), tamari, onions, yeast flakes, salt, herbs, spices (curry).

Talk with Guenter Ebner of Sojarei Ebner-Prosl. 1990. May 28. The soy ingredient in these is okara.

2113. Stromnes, Lonnie. 1988. White Wave to launch soy cheeses, meat analogs. Will hold private offering (Interview). *SoyaScan Notes*. Nov. 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The line of soy cheeses, introduced last week at the Baltimore Natural Foods Expo but without labels, are called Soy A Melt, in Monterey Jack, Mozzarella, and Jalapeno flavors. Made by one of the three large manufacturers (not by Soya Kaas), they contain casein. By April 1989 White Wave plans to have a line of tofu-based meat analogs (hot dogs, sliced bologna, and sausages), and later in 1989 a soy yogurt. Roughly \$300-400,000 is coming into the company from a private offering soon. White Wave does some private labeling other than ice cream.

At the Baltimore show, Soya Kaas and Soyco each launched a cream cheese and sour cream. Address: San Leandro, California.

2114. *Dispatch (Columbus, Ohio)*. 1988. Worthington Foods to build Zanesville unit. Nov. 12. p. 9D. Business section.



• **Summary:** “Worthington Foods Inc. will construct a frozen foods manufacturing plant in Zanesville, Ohio, early next year. The Worthington-based company has signed a letter of intent to purchase 12 acres in the Zanesville Industrial Park, where it will build a 50,000-square-foot plant. The project will cost about \$10 million, said Dale E. Twomley, president and chief executive officer at Worthington Foods. Twomley said the company... plans to begin production in the fourth quarter of next year. Initially, the plant will employ 40 to 50 people and manufacture Scramblers, the company’s frozen egg product. ‘But we may do some future expansion there later,’ Twomley said.”

**2115. Product Name:** Grand Life Seitan “Wheat-Meat.”  
**Manufacturer’s Name:** Grand Life Natural Foods.  
**Manufacturer’s Address:** P.O. Box 403, Pacific Grove, CA 93950 [c/o Sweet Earth, 207 16th St.]. Phone: 408-375-8673.

**Date of Introduction:** 1988 November.

**Ingredients:** Whole wheat flour, filtered water, natural tamari (soybeans, wheat, seasalt), kombu, ginger, garlic.

**Wt/Vol., Packaging, Price:** 8 oz (226 gm) vacuum pack in plastic bag. Retail for \$2.98 (11/91).

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Paul Duchesne of Fairfax, California. 1991. Nov. 19. Two women from Austria (to whom Paul talked—they were returning to Austria) just sold their seitan company to two guys who still are making seitan. It was located in Pacific Grove, or near there, down the California coast. This seitan is sold in health food stores. It is sold sliced thin, in flat plastic bags, more like a cutlet than like Ron Harris’ old seitan chunks.

Product with Label purchased from Berkeley Natural Grocery Co., California. 1991. Nov. 24. 3 by 4.5 inches on a 6.5 by 9-inch plastic vacuum-pack bag. Black, white, and yellow on brownish-gold. “100% vegetable protein. Seasoned wheat gluten. Ready to eat. No cholesterol. Low in fat.” On rear panel: “Seitan was first developed by Zen Buddhist cooks in China and Japan, and used in place of meat. Grand Life seitan has a full-bodied, rich taste and a juicy, tender texture. It’s nutritional value and hearty, yet light taste and texture is pleasing to vegetarians and people attempting to reduce or eliminate meat from their diet. Grand Life seitan is superb in sandwiches, soups, salads, stews, and casseroles. Please try it deep-fried, sauteed, broiled, and even barbecued in your favorite recipes.”

Talk with Russel Hicks, owner of Sweet Earth Natural Foods in Pacific Grove. 1991. Nov. 26. Grand Life was started in late 1988 by Edmund and Angela Reininger (he was a trained chef and knowledgeable macrobiotic; they were married), and by a woman named Terry Navaille (whose brother is Russel’s brother-in-law). From the outset they rented space at Sweet Earth (soon they were trading product for rent), where they made seitan 1 day a week

for about 2 years. Edmund developed this sliced form of the product. Then in about April 1989 Edmund and Russel developed the Grand Life Sandwich (based on breaded seitan). In early 1991 Edmund and Angela felt guided to return to Austria; also their visas were running out and they were having trouble getting work permits. Terry was having a baby, so she went her own way in Pacific Grove. So in May 1981 the 3 founders sold their recipe and the name to Sweet Earth. Current seitan production is 250-300 lb/week. It is made from vital wheat gluten, not from whole wheat. Product sales are now growing nicely and are about to grow a lot more. Now it is sold vacuum packed and refrigerated, with a very limiting 2-week shelf life. Soon Sweet Life will be installing big freezers and it will be sold frozen and promoted much more. Many distributors want to carry it as soon as it is available frozen.

Soyfoods Center product evaluation. 1991. Nov. 26. Excellent texture, good flavor, poor label design. We feel product has expanded potential sold in a meatless gravy, or as breaded deep-fried cutlets.

**2116. Product Name:** Soyboy Tofu Breakfast Links. Renamed SoyBoy Vegetarian Breakfast Links by 1992.

**Manufacturer’s Name:** Northern Soy, Inc.

**Manufacturer’s Address:** 545 West Ave., Rochester, NY 14611. Phone: 716-235-8970.

**Date of Introduction:** 1988 November.

**Ingredients:** Organic tofu (filtered water, organically grown soybeans, natural calcium chloride nigari—a naturally occurring mineral coagulant, not a preservative or artificial ingredient), isolated soy protein, corn oil, tapioca flour, yeast extract, molasses, natural flavoring, onion powder, garlic powder, herbs and spices, vegetable gum, sea salt.

**Wt/Vol., Packaging, Price:** 8 oz package, 12 per case. Retail for \$2.65 (7/92, Maryland).

**How Stored:** Refrigerated, 35 day shelf life. Or frozen.

**Nutrition:** 7/92. Per 2 oz. or 2 links: Calories 120, protein 10 gm, carbohydrates 5 gm, fat 7 gm (incl. saturated 1 gm and polyunsaturated 3 gm), cholesterol 0 mg, sodium 270 mg.

**New Product–Documentation:** Leaflet. 1988. Nov.

“SoyBoy all natural meatless entrees. The finest tofu products begin with the best tofu. Since 1977 nutritionally superior and delicious foods made from organic soybeans & quality ingredients.”

Product (Vegetarian Breakfast Links) with Label purchased at Fresh Fields, Rockville Pike, Maryland. 1992. July 20. Copyright 1991. Label is 7.5 by 3.5 inches. Self adhesive on vacuum pack. Red, green, black, brown, and yellow on white. Illustration of 2 links next to waffles on a plate. “All natural. No cholesterol. Made with organic tofu. Keep refrigerated or frozen. May be sold frozen for one year after date on package.” Copyright 1991.

2117. **Product Name:** Simply Better Tofu, Tofu Burgers, Marinated Tofu Pouches, Tofu Paté, Tofu Cottage Cheese, Tofu Dressing [Curry, or Garlic & Dill], Tofu Mayonnaise.

**Manufacturer's Name:** Progressive Foods Pty. Ltd.

**Manufacturer's Address:** 24-B Braeside Dr., Braeside, VIC 3195, Australia. Phone: 613-580-8688.

**Date of Introduction:** 1988 November.

**New Product–Documentation:** Form filled out by Lindsay Kotzman, owner. 1989. Jan. She purchased the business in Nov. 1988. Monthly production is as follows: Tofu (375 gm and 750 gm): 7,000 kg. Tofu burgers: 1,000 kg. Marinated tofu pouches: 1,000 kg. Tofu cottage cheese: 100 kg. Tofu paté: 80 kg. Tofu dressings: 30 kg each flavor. Tofu mayonnaise: 30 kg.

2118. **Product Name:** Simply Better Soy Sausages.

**Manufacturer's Name:** Progressive Foods Pty. Ltd.

**Manufacturer's Address:** 24-B Braeside Dr., Braeside, VIC 3195, Australia. Phone: 613-580-8688.

**Date of Introduction:** 1988 November.

**New Product–Documentation:** Form filled out by Lindsay Kotzman, owner. 1989. Jan. She purchased the business in Nov. 1988. Monthly production of soy sausages for grilling and boiling (broiling?) is 300 kg.

2119. **Product Name:** [Tofu Burgers {Deep-Fried} (Garlic and Fines Herbes, Provençale with Tomato & Onions, or Forest Mushrooms)].

**Foreign Name:** Doré de Soja (Ail/Fines Herbes, Provençale, Forestière).

**Manufacturer's Name:** SOY (Société Soy).

**Manufacturer's Address:** 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. Phone: 77.31.24.42.

**Date of Introduction:** 1988 November.

**Wt/Vol., Packaging, Price:** 2 x 100 gm in vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Bernard Storup. 1990. June 13. Tof'in is the same as Croque Tofou, but not the same as Croque Tofou Léger. Tof'in was discontinued about 2 years ago. Then 18 months later the company launched, for supermarkets, a product named Doré de Soja, which are the same as Tof'in. The packaging is very nice.

Letter from Bernard Storup. 1990. Dec. 26. "All the confusion between deep-fried and not deep-fried Croque Tofou comes from the fact that our first labels all said "Léger," even for the deep-fried products. Croque Tofou Léger (not deep-fried) was the continuation of our former Tof'in (not deep-fried). Since Jan. 1990 we have stopped using the term "Léger" on our deep-fried products. Our Croque Tofou Léger have new labels since Jan. 1990. They are now called Doré de Soja, with 2 in each package."

2120. Tofu Shop Deli and Specialty Foods Co. 1988. This holiday season, make it Tofu Turkey (Leaflet). Arcata,

California. 1 p. Front and back. 22 x 14 cm.

• **Summary:** Typeset, black ink on yellow paper, with four illustrations: (1) The Tofu Shop, on pillars and with a tree growing overhead, at the edge of the ocean (lower left). (2) A clip-art illustration of a large turkey with tail fanned and near-side wing extended (upper left). (3) Corn plants growing in a field (upper right). (4) Santa Claus in traditional costume, holding a large white box.

"- mmm delicious. \* Stuffed, basted, baked. \* Ready to eat or reheat. \* Great leftovers.

"That's right folks! This year you can save the bird and eat it too! No bones about it. Special order one of our delicious Tofu Turkeys. They're made 100% from our own traditional-style tofu, stuffed with our own secret family stuffing. And basted and baked to a golden brown. M' good!

"This year special order a Tofu Turkey from The Tofu Shop or stop by our deli for a 'hot slice' with all the fixin's!"

"Order information: Order your Tofu-Turkey and all the fixins from the: Tofu Shop-768 18th St., Arcata, California 95521. (707) 822-7409. All orders must be prepaid." Gives sizes, servings, and prices for Tofu Turkeys, Tofu-Turkey Stuffing, and Fresh Baked Pumpkin Tofu Pies. Order deadlines for Thanksgiving and Christmas. "Let's talk organic turkey."

On the back are "Tofu-Turkey directions." Ingredients for tofu, stuffing, and basting. Serving instructions. Wholewheat gravy. Homemade cranberry sauce. Address: 768 18th St., Arcata, California. Phone: 822-7409.

2121. *Vegetarian Times*. 1988. The main event [Recipe contest winners]. Nov. p. 40-42, 80-83.

• **Summary:** "More than 300 of you responded to our call for favorite recipes... First Place Vegan Winner was an Olive Patè and Tofu Quiche. Honorable Mention went to Tofu Croquettes. Third Place was Savory Tofu Pie. Honorable Mention went to Tofu 'Ham' and Cheese Bake."

2122. **Product Name:** Tofu Burger [BBQ Style, or Cajun Style].

**Manufacturer's Name:** Dae Han, Inc.

**Manufacturer's Address:** 737 S.E. Alder St., Portland, OR 97214. Phone: 503-233-8638.

**Date of Introduction:** 1988 December.

**Ingredients:** No ingredients given on labels.

**Wt/Vol., Packaging, Price:** 7 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Paul Moss, who has worked with Dae Han for 7 years. 1990. March 28. The company now makes these 2 burgers, which were introduced in Dec. 1988.

Labels sent by Paul Moss. 1990. May 10. 4.5 by 3 inches, oval. Self adhesive. Dark brown, light brown, red, black, and white. On each label is written "High protein. Low calorie. Cholesterol free. No preservatives. (Keep



Refrigerated).”

Leaflet from Dae Han, Inc. 1991. July. Quality and unique. A photo shows all of the products, and their names are listed. The company also makes kim chee (mild or spicy).

2123. **Product Name:** New York “Doggie” (Tofu Hot Dog & Brown Rice Rolled in a Tortilla).

**Manufacturer’s Name:** Paul’s Organic Food Works.

**Manufacturer’s Address:** P.O. Box 431, Fairfax, CA 94930. Phone: 415-453-2360.

**Date of Introduction:** 1988 December.

**Ingredients:** Short grain brown rice\*, spring water, sprouted wheat tortilla\*, tofu hot dog\*, sauerkraut\*, mustard, onions\*, tomatoes\*, hot peppers\*, sesame oil\*, shoyu\*, leeks\* or scallions\*, mizuni\* or arugula\*, lettuce\*. \* = Organically grown per Cal. Health Code Sec. 26569.11.

**Wt/Vol., Packaging, Price:** 12 oz. Retail for \$4.25 (8/89, northern California).

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Paul Duchesne. 1989 Aug. 11. 5.5 by 2 inches. Black on yellow paper. “Brown rice sandwich. Sauerkraut–Mustard–Hot Pepper. 12 happy ounces. For the best taste, remove from refrigeration one hour before eating. To eat: Open bag–Tilt sandwich in bag–fold bag down.” Illustration of animated product, with smiling face on tortilla, arms, and legs. On the back is the statement, “Resistance is the most subtle form of cooperation.” The statement is changed weekly. The tofu hot dog is made by Light Foods.

Note: Arugula or arrugula (pronounced uh-RUE-guh-luh, an Italian term), an ingredient in this product, is a plant of the mustard family resembling a fancy, slightly bitter lettuce grown in Salinas, California. It is expensive and can be replaced with parsley. It is also called “rocket” or “garden rocket” after the French word *roquette*. Mizuni (pronounced mi-ZU-ni) is a mustard green, which is grown in California. It is not listed in any Webster’s Dictionary.

2124. **Product Name:** Garden Gourmet Meatless Entrees [Vege-Puffs in Pastry, Vege-Links in Pastry, Vege-Patties, or Vege-Cutlets].

**Manufacturer’s Name:** Tivall.

**Manufacturer’s Address:** 24 Spielman Rd., Fairfield, NJ 07006. Phone: 201-277-7060.

**Date of Introduction:** 1988 December.

**Ingredients:** Filling: Rehydrated soy protein concentrate, wheat gluten, soy oil, egg whites, spices, and tamari. Pastry shell for first 2 products: Wheat flour, soybean oil, salt.

**How Stored:** Frozen.

**New Product–Documentation:** Soya Newsletter. 1988. Nov/Dec. p. 10.

2125. **Product Name:** Tofu Burger Mix (Sold Together with Tofu).

**Manufacturer’s Name:** American Pride Soyfoods Inc.

**Manufacturer’s Address:** 612 W. Kirkwood, Fairfield, IA 52556.

**Date of Introduction:** 1988.

**New Product–Documentation:** Talk with Alex Green.

1988. Sept. 9. This product is just now being introduced to counter Nasoya’s thrust into the Midwest, which has hurt American Pride’s market. During demos, 25% of those who sampled the product, purchased it on the spot, and 50% of these had either never tasted tofu before or did not like tofu.

Talk with Rick Desmond, partner in American Pride. 1990. Aug. 2. This product never made it past the test market phase. It was never really launched.

2126. **Product Name:** Vegetable Burgers with Tofu.

**Manufacturer’s Name:** Cauldron Foods Ltd.

**Manufacturer’s Address:** 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol, Avon, BS3 2TL, England. Phone: (0272) 632835.

**Date of Introduction:** 1988.

**Ingredients:** Reconstituted mixed vegetables (peas, carrots, onion, potato, leek, green and red peppers), tofu (water, soya beans, calcium sulphate), ground soya beans, oats, textured soya flour, soy sauce (water, soya beans, wheat, salt), yeast, hydrolysed vegetable protein, salt, yeast extract.

**Wt/Vol., Packaging, Price:** 300 gm paperboard box.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: calories 187, protein 12.92 gm, fat 10.45 gm, carbohydrate 11.15 gm.

**New Product–Documentation:** Label. 1989, sent by Philip Marshall. Paperboard box. Green, red and black on white. Color photo of oval burger-like product on front. Contains 4 burgers. “Just heat to eat. Contains no artificial flavourings or colourings. Keep chilled at 4°C.” Package bears the green “V” symbol “Suitable for vegetarians.”

Letter (fax) from Philip Marshall. 1990. July 9. This product was introduced in 1988.

2127. **Product Name:** [GranoVita Organic Tofu Sausage (Seasoned, or with Vegetables)].

**Foreign Name:** GranoVita Bio-Tofu (Gewuerzrolle, or Gemueserolle).

**Manufacturer’s Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1988.

**Ingredients:** Seasoned: Organic tofu (water, organically grown soybeans, calcium chloride), water, vegetable oil, egg protein, paprika, seasonings, spices.

**Wt/Vol., Packaging, Price:** 200 gm poly sausage chub, inside a cellophane bag.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Protein 10.1 gm, fat 5.8 gm, usable



carbohydrates 20.3 gm, calories 173. 1 BE (Broteinheit, or diabetic exchange) = ca. 60 gm.

**New Product–Documentation:** Manufacturer’s brochure. 1989? “Bio-Tofu for the High Quality Kitchen.” p. 4-5. A color photo shows the Labels of both flavors. Form filled out and Labels sent by DE-VAU-GE. 1990. June 11. These products were introduced in 1988. Labels. 2 by 4.75 inches. Self adhesive. Red, green, yellow, black, and peach (or greenish yellow) on white. Each contains an illustration of a pagoda on the front. “Practically cholesterol free. Gluten free. Contains no flesh. To prepare, pan fry or grill.” Neufarm certification symbol.

2128. **Product Name:** [GranoVita Organic Tofu Vegetable Patties {Meatless}].

**Foreign Name:** GranoVita Bio-Tofu Gemuese Bratling.

**Manufacturer’s Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1988.

**Ingredients:** Organic tofu (water, organically grown soybeans, calcium chloride), whole soybean product, vegetable oils and fats in changing amounts, fine bread

crumbs (*Paniermehl*), mushrooms, paprika, carrots, leeks, wheat protein [gluten], sunflowerseeds, wheat grits, oat flakes, soy sauce, onions, egg protein, herbs, seasonings (*Wuerzmittel*), spices (*Gewuerze*).

**Wt/Vol., Packaging, Price:** 125 gm vacuum pack poly bag, 3 pieces per bag. Retail for DM 2.98.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Protein 13.1 gm, fat 10.2 gm, usable carbohydrates 19.5 gm, calories 222. 1 BE (Broteinheit, or diabetic exchange) = 61.5 gm.

**New Product–Documentation:** Label sent by Anthony Marrese. 2.75 by 5 inches. Red, green, white, and black on yellow. “Contains no flesh. Simply fry on both sides in a pan.” A photo shows three ready-to-eat patties on a plate with green peas, potatoes, a tomato, and parsley. Exklusiv Neufarm certification symbol.

Label sent by DE-VAU-GE. 1990. June 11. Date for GranoVita Tofu-Gemuesebratling given as 1988.

2129. **Product Name:** [GranoVita Green Rye & Cheese Patties].

**Foreign Name:** GranoVita Gruenkern Kaese-Bratling.

**Manufacturer’s Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1988.

**Ingredients:** Water, vegetable oils and fats in changing proportions by weight, green rye, cheese, fine bread crumbs, onions, egg protein, seasonings (*Wuerzmittel*), soy sauce, sea salt, spices (*Gewuerze*).

**Wt/Vol., Packaging, Price:** 3 patties weigh 125 gm.

**Nutrition:** Per 100 gm.: Protein 10.9 gm, fat 11.6 gm, usable carbohydrates 29.3 gm, calories 265. 1 BE (Broteinheit, or diabetic exchange) = 41 gm.

**New Product–Documentation:** Form filled out and Label sent by DE-VAU-GE. 1990. June 11. This product was introduced in 1988. Label: 2.75 by 5 inches. Red, blue, green, white, black and yellow-beige. “Contains no flesh. Simply fry on both sides in a pan.” A photo shows three ready-to-eat patties on a plate with Brussels sprouts, potatoes, and parsley. Exklusiv Neufarm certification symbol. A new version of this, probably introduced in 1990, is named GranoVita Gruenkern Käsebratling in Champignonsauce mit Gemuese-Reis; the patties come in a mushroom sauce with vegetables and rice.

2130. **Product Name:** [Tofu (Water Packed, or Vacuum Packed), Tofu Burgers, Marinated Tofu, Dried Tofu, Smoked



Tofu].

**Foreign Name:** Natur-Tofu (Lose, oder Vakuumverpackt), Tofu-Burger, Marinierter Tofu, Getrockneter Tofu, Raeucher-Tofu.

**Manufacturer's Name:** Detlef Dorow–Erster Berliner Tofurei. Later renamed Berliner Tofurei.

**Manufacturer's Address:** Luebbenerstr. 4, D-1000 Berlin 30, West Germany. Phone: 030/612-7931.

**Date of Introduction:** 1988.

**New Product–Documentation:** Letter from Bernd Drosihn of Viana Naturkost. 1990. April 8. This new soyfoods company, run by Detlef Dorow, makes fresh tofu in water, tofu in vacuum packs, burgers, etc. Maybe the most successful new company.

2131. **Product Name:** Ganmo (Deep-fried Tofu Patties).

**Manufacturer's Name:** Fresno Tofu Co.

**Manufacturer's Address:** 943 E Street, Fresno, CA 93706. Phone: 209-268-1717.

**Date of Introduction:** 1988.

**New Product–Documentation:** Talk with Brad Kubota, owner. 1990. Nov. 28. He introduced this product in 1988.

2132. **Product Name:** [Tofu Burger].

**Foreign Name:** Tofu Burger.

**Manufacturer's Name:** Galactina Ltd.

**Manufacturer's Address:** Birkenweij 1-6, CH-3123 Belp, Switzerland. Phone: 031-81-1111.

**Date of Introduction:** 1988.

**New Product–Documentation:** Letter from Peter Speck. 1988. March 11. "In 1988 we will launch tofu burger with a very low fat content, and low calorie tofu salads. Further products are planned."

Talk with Conrad Seewer of Galactina. 1990. May 21. These products are now on the market.

Label sent by Verena Krieger. 1990. July 5.

2133. **Product Name:** Granose Vegetarian Wholefood Kitchen: Soya and Mushroom Burgers.

**Manufacturer's Name:** Granose Foods Ltd. (Distributor). Made in Denmark by Nutana Helsekost.

**Manufacturer's Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1988.

**Ingredients:** Soya protein, maize oil, mushrooms, water, wholemeal breadcrumbs, egg protein, onions, wheat flour, sea salt, vegetable flavouring.

**Wt/Vol., Packaging, Price:** 225 gm paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm.: Energy 250 Kcal (calories), protein 11.5 gm, carbohydrate 23.6 gm, fat 12.8 gm, cholesterol 0.0 gm.

**New Product–Documentation:** Form filled out and Label sent by Granose Foods Ltd. 1990. June 13. States that the



frozen product, made by Nutana, was introduced in 1988 and uses soya flour as the main protein ingredient. Label. 8.5 by 4.25 by 1 inch. Paperboard box. Blue and white on gray. Photo on front panel shows a sliced, ready-to-eat burger on

a plate with ketchup, green beans, and fried potatoes. “No artificial colours or preservatives... Do not re-freeze once thawed.” Back panel: “Cooking instructions: Direct from freezer, shallow fry in oil for 4 minutes each side or grill for 10 minutes each side. Serving suggestion: Serve with sauteed potatoes and vegetables or garnish in a wholemeal bun.”

**2134. Product Name:** [Hensel Soy Protein Helper for Chopped Meat/Hamburger, or Minced Meat].

**Foreign Name:** Hensel Soja-Kost fuer Gerichte nach Hackfleisch-Art, und nach Fleischwuerfel-Art (Sojafleisch-Wuerfel).

**Manufacturer’s Name:** Henselwerk GmbH. Div. of Walther Schoenenberger.

**Manufacturer’s Address:** Muehlstrasse 5-7, Postfach 1120, D-7037 Magstadt, West Germany. Phone: 07159/4906.

**Date of Introduction:** 1988.

**Ingredients:** Soybeans in the form of textured soy flour.

**Wt/Vol., Packaging, Price:** 200 gm in two packets, inside paperboard box. Retail for DM4.90.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label. 1989. The 25 gm foil packet that comes inside the outer box. 4 by 6 inches. Orange and dark brown on white. The contents of this packet is cooked for 10 minutes in 50 ml water or broth. Note: Contains 50% protein as is, but 16% protein when ready to serve.

Listed on the back of the package for Hensel Soja-Kost Soja-Schrot: Other products from the Hensel Soja-Kost Program. “Made from soybeans, free of flesh, rich in protein, and low in fat.” Neufarm certification symbol.

Ad in Magstadter Hausfreund. 1990. p. 12. “Soya–Health in Eating.” Photo shows a package of “Hackfleisch-Art” and finished preparation atop spaghetti. The label is yellow, green, and black on orange. A photo on the front panel shows hamburger-like patties on a tray with other foods.

Label for Sojafleisch Wuerfel. 25 gm. Maybe a sample.

Hensel leaflet. Sent 1990. March 30. 6 panels. Photos show boxes (labels).

Label sent by Heather Paine of Soyfoods in London. 1995. Aug. 8. The date “1993 K is stamped on the label.”

**2135. Product Name:** [2 Seitan Burgers in Tomato Sauce].

**Foreign Name:** 2 Seitanburgers in Tomatensoesse.

**Manufacturer’s Name:** Jonathan P.V.B.A.

**Manufacturer’s Address:** Antwerpsesteenweg 336, B-2080 Kapellen, Belgium.

**Date of Introduction:** 1988.

**Ingredients:** Seitanburgers: seitan (wheat proteins)\*, onions\*, mushrooms, spices. Sauce: Water, mashed tomatoes\*, onions\*, celery\*, carrots\*, mushrooms, vegetable extract, maize flour, soya sauce, sea-weed, spices. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 300 gm.

**How Stored:** Frozen.

**Nutrition:** Minerals 1.38%, vegetable proteins 5.28%, vegetable fats 1.77%, carbohydrates 12%. 80 calories (Kcal) per 100 gm.

**New Product–Documentation:** Label sent by Jos van de Ponsele. 1988. 6.25 by 10.5 inches. This card-stock sleeve fits over the product. Color photo of two seitan burgers on a white dish partly covered by a tomato sauce containing carrots, onions, etc. The product name is written in English and German, in white on a reddish-orange band. “Vegetable product.” Code CINAB.

**2136. Product Name:** [Chopburger (With Organic Soy Sprouts)].

**Foreign Name:** Chopburger.

**Manufacturer’s Name:** Jonathan P.V.B.A.

**Manufacturer’s Address:** Antwerpsesteenweg 336, B-2080 Kapellen, Belgium. Phone: 03/664 58 48.

**Date of Introduction:** 1988.

**Ingredients:** Soy sprouts, onions, carrots, celery, leeks, mushrooms, wheat flour 85%, vegetable fat, tamari, spices.

**Wt/Vol., Packaging, Price:** Vacuum packed.

**How Stored:** Refrigerated.

**New Product–Documentation:** Jonathan catalog. 1988. A full-page color plate shows all these products.

**2137. Product Name:** [Risotto with Seitan].

**Foreign Name:** Risotto mit Seitan.

**Manufacturer’s Name:** Jonathan P.V.B.A.

**Manufacturer’s Address:** Antwerpsesteenweg 336, B-2080 Kapellen, Belgium.

**Date of Introduction:** 1988.

**Ingredients:** Water, whole rice\*, lentils\*, seitan (wheat proteins)\*, leek\*, onions\*, mushrooms, soya milk\*, vegetable extract, sea-weed, sea salt. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 300 gm.

**How Stored:** Frozen.

**Nutrition:** Minerals 1.37%, vegetable proteins 7.74%, vegetable fats 0.41%, carbohydrates 19.3%. 111 calories (Kcal) per 100 gm.

**New Product–Documentation:** Label sent by Jos van de Ponsele. 1988. 6.25 by 10.5 inches. This card-stock sleeve fits over the product. Color photo of a slice of seitan on a white dish partly covered by brown rice and a white sauce containing green vegetables. The product name is written in English and German, in white on a reddish-orange band. “Vegetable product.” Code CINAB.

**2138. Product Name:** [Seitan in Hunter Sauce].

**Foreign Name:** Seitan in Jaegersosse.

**Manufacturer’s Name:** Jonathan P.V.B.A.

**Manufacturer’s Address:** Antwerpsesteenweg 336, B-2080 Kapellen, Belgium.



**Date of Introduction:** 1988.

**Ingredients:** Seitan (wheat proteins)\*, water, red wine\*, mashed tomatoes\*, mushrooms, onions\*, peppers, starch, vegetable extract, sea-salt, sea-weed, spices. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 300 gm.

**How Stored:** Frozen.

**Nutrition:** Minerals 0.94%, vegetable proteins 11.2%, vegetable fats 0.29%, carbohydrates 6.87%. 75 calories (Kcal) per 100 gm.

**New Product–Documentation:** Label sent by Jos van de Ponsele. 1988. 6.25 by 10.5 inches. This card-stock sleeve fits over the product. Color photo of two slices of seitan on a white plate covered with a mushroom and tomato sauce, and uncut white mushrooms and green peppers in the background. The product name is written in German and English, in white on a reddish-orange band. “Vegetable product. Dip the dish in hot water for ±15 minutes. Open with a sharp knife. Or, pour the contents in a small pan and warm up slowly.” Code CINAB. Best before 12/89.

2139. **Product Name:** [Tofu Burger, and Lumpia (With Organic Soy Sprouts)].

**Foreign Name:** Tofuburger, Lumpia (With Organic Soy Sprouts).

**Manufacturer’s Name:** Jonathan P.V.B.A.

**Manufacturer’s Address:** Antwerpsesteenweg 336, B-2080 Kapellen, Belgium. Phone: 03/664 58 48.

**Date of Introduction:** 1988.

**New Product–Documentation:** Jonathan catalog. 1988. A full-page color plate shows all these products.

2140. **Product Name:** Loma Linda Vege-Burger (Meatless Hamburger–With Wheat Gluten and Soy Protein Isolate).

**Manufacturer’s Name:** Loma Linda Foods.

**Manufacturer’s Address:** 11503 Pierce St., Riverside, California.

**Date of Introduction:** 1988.

**Ingredients:** In 1988: Wheat gluten, water, soy flour, oat flour, wheat flour, natural (vegetable) flavors, caramel color, salt, dextrose, soy protein isolate, onion powder, L-lysine, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

**Wt/Vol., Packaging, Price:** 19 oz can. Retails for \$2.13 (12/80).

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per ½ cup (3.8 oz–108 gm): Calories 110, protein 22 gm, carbohydrate 4 gm, fat 1 gm, cholesterol 0 mg, sodium 190 mg, potassium 110 mg.

**New Product–Documentation:** Label for Vege-Burger sent by Loma Linda Foods. 1988. Oct. 5. Ingredients: Wheat gluten, water, soy flour, oat flour, wheat flour, natural (vegetable) flavors, caramel color, salt, dextrose, soy protein

isolate, onion powder, L-lysine, vitamins (niacinamide, D-calcium pantothenate, thiamine mononitrate, pyridoxine hydrochloride, riboflavin, cyanocobalamin).

Note: This product was first introduced in 1960. It was reformulated to include wheat gluten in 1971, and soy protein isolate by 1988.

2141. **Product Name:** Ta Brook Dried Beancurd.

**Manufacturer’s Name:** SFC International (Importer).

Made in Taiwan.

**Manufacturer’s Address:** 2206 Lee Ave. #A, South El Monte, CA 91733.

**Date of Introduction:** 1988.

**Ingredients:** Beans, seasoning, sugar, refined salt, black soy sauce.

**Wt/Vol., Packaging, Price:** 3.5 oz plastic pouch. Retails for \$0.75 (10/88 in Los Angeles).

**How Stored:** Shelf stable, 120 day shelf life.

**New Product–Documentation:** Label. 1987. 5.5 by 9 inches clear plastic pouch. Light and dark reddish brown black, and white. “Beef Lu Taio.” Product looks like strips of moist beef jerky.

2142. **Product Name:** Tofu Turkey.

**Manufacturer’s Name:** Simple Soyman.

**Manufacturer’s Address:** 4877 North Green Bay, Milwaukee, WI 53209. Phone: 414-264-4133.

**Date of Introduction:** 1988.

**New Product–Documentation:** Dave Lawder. 1989. Milwaukee Business Journal. Jan. 15. p. 1, 21.

2143. **Product Name:** Mexican Tofu-Vegie Burgers: 25% Fresh Vegetables.

**Manufacturer’s Name:** Wildwood Natural Foods of Santa Cruz, Inc.

**Manufacturer’s Address:** 1560 Mansfield Ave., Suite D, Santa Cruz, CA 95062. Phone: 408-476-4448.

**Date of Introduction:** 1988.

**Ingredients:** 1996: Wildwood Tofu (filtered water, organic soybeans grown in accordance with the California Organic Foods Act of 1990, nigari {magnesium chloride} or calcium sulfate {natural firming agents}), onions, carrots, kale, potato or rice flour, sea salt, herbs and spices, garlic crushed chilies, hi oleic safflower oil.

**Wt/Vol., Packaging, Price:** 6.5 oz vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** See next page. Label sent by Billy Bramblett. 1998. July. He says this product was introduced in 1988, and made at Wildwood’s plant in Santa Cruz.

2144. **Product Name:** Morningstar Farms Country Breakfast: Scrambled Egg Product, Buttermilk Pancakes, and Vegetable Protein Links.



**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
 Worthington, OH 43085.

**Date of Introduction:** 1988.

**Ingredients:** Breakfast Links: Textured vegetable protein (wheat gluten, soy isolate and concentrate), egg whites, soybean and/or corn oil, partially hydrogenated soybean and cottonseed oil,...

**Wt/Vol., Packaging, Price:** 6.8 oz (191 gm) tray with plastic wrap.

**How Stored:** Frozen.

**New Product–Documentation:** Package with Label sent by Dr. Walter Wolf. 2000. Aug. 5. Copyright date is 1988. "Ready in just 3 min. Microwavable."

2145. Perry, Rick. 1988. Hurricane kitchen: how to cook healthy foods for large groups and institutions. Augusta, Maine: Lance Tapley. 172 p. Illust. (by Douglas Alvord). 29 cm. [10 ref]

• **Summary:** "Dedication: to those cooks who have realized the need to change the American diet." This is largely a vegetarian cookbook—but not completely (see p. 117).

From April to October Rick is found on Hurricane Island, off the coast of Rockland, Maine, where he has been the food service director for the Hurricane Island Outward Bound School since 1975.

Chapter 3, "Real foods" (p. 32-45) includes whole grains (incl. whole wheat, brown rice, corn, millet, quinoa). The section on "The amazing soybean" begins: "The versatile soybean is truly the food of the future." It discusses miso, tamari, tempeh, and tofu. The section on "Oil" mentions soy oil. The section on "seaweeds" begins: "I prefer to call them sea vegetables..."

Chapter 5, "Ordering staples and setting up a grain room" has a large table for various foods showing the quantity in pounds and barrel size in gallons. Foods include: Aduki beans (azuki). Brown rice, shortgrain. Brown rice, sweet. Sesame seeds. Soybeans.

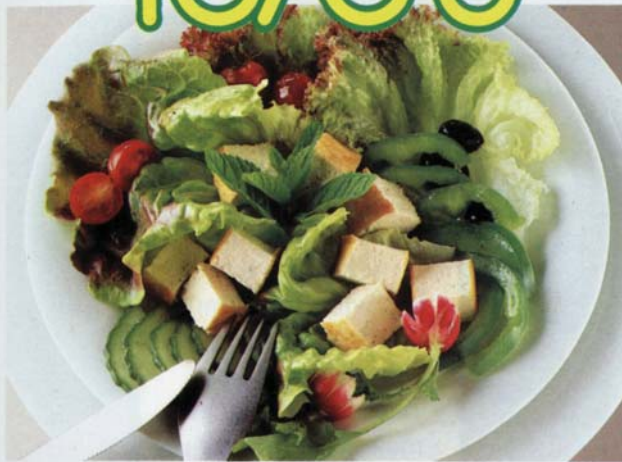
Soy related recipes: Tofu dill bread (p. 83). Basic miso soup. Miso soup for 30 (p. 106). Cooking legumes (cook 4 parts water with 1 part whole soybeans for 9 hours, p. 111). Pressure cooked beans (cook 3 parts water with 1 part whole soybeans for 2 hours, after coming to pressure, at 15 psi, p. 112). Seitan (p. 113, 122). Seaweeds (p. 115). How to make tofu (and okara) in an institutional kitchen—makes 8 lbs (p. 125). Tofu—Baked, sautéed, or fried (p. 124). Soysage burgers (p. 124). Tofu salad or mock egg salad. Tempeh—Baked or sautéed (p. 125). Tofu salad dressing (p. 138). Soy mayonnaise (with 2 cups soy milk, p. 140). Soy milk (homemade, from 10 cups soybeans, p. 153). Hot carob drink (with milk or soy milk, p. 153). Soy frosting for desserts (p. 155). Address: Portland and Rockland, Maine.

2146. Société Soy. 1988. Soy: L'équilibre complet! [Soy: Complete balance (Brochure)]. 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. 6 panels. 21 x 10 cm each. [Fre; Eng; Ger]

• **Summary:** See next page. This attractive full-color brochure, published in French-, English-, and German-language editions, shows the company's line of tofu products, with a color photo and description of each. They are: Tofou, Tofumé (smoked tofu), Croque Tofou (Fresh tofu burgers), Grinioc (Fresh wholemeal burgers), Tofast Soya Paste (Spread), Tofinelle (Soya mousseline with capers, eaten like quenelles), and Soyeux (dessert). "The whole range of SOY products come from biologically grown soya!" Address: Saint-Chamond, France. Phone: 77 31 23 66.



tofo

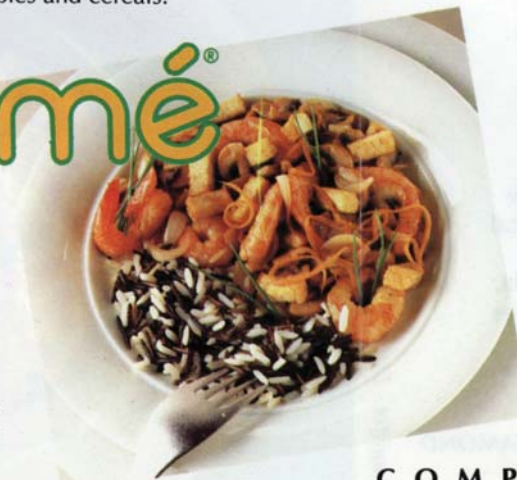


SOYA - EASY TO COOK WITH

This is a traditional soja based product from biological agriculture. It has amazing dietetic qualities, rich in proteins of vegetables origin (13 per cent minimum), low in fats and calories (less than 100 kcal/100g). It blends very well with your every day recipes, as a salad or accompaniment to vegetables and cereals.

tofumé®

All the Tofou quality with a delicious flavour of spices and that smoked taste. There are thousands of ways of associating it with your every day dishes and it will represent a high quality biological protein.



Croque TOFOU



FRESH TOFU BURGERS

Elaborately prepared Tofou, ready-to-eat in the form of a snack or accompanying a salad, cereals or vegetables. The CROQUE-TOFOU constitute a considerable portion of protein in your meal.

7 varieties are available : olive, Emmenthal, garlic and fine herbs, provencale, basquaise, leek with ginger.

SOY

COMPLETE BALANCE

2147. Thompson, Patricia J.; Jax, Judy Annette. 1988. *Teens in action*. St. Paul, Minnesota: Changing Times Education Service / EMC Publishing. 311 + 91 p. 25 cm. Copyright 1989.

• **Summary:** This home economics textbook, which comes in both a students' and a teachers' edition, includes tofu in the curriculum—a first. Information and recipes (Golden Goddess Parfait, Tofu Smoothie, and Chocolate Pudding) were supplied by Linda Barber Pike. Tofu is listed as a protein source. A tofu burger is included as an example in a lunch menu. Address: 1. Assoc. Prof., Program Coordinator, Family and Consumer Studies, Herbert H. Lehman College, The City Univ. of New York; 2. Prof. and Administrator, Dep. of Human Development, Family Living, and Community Educational Services, Univ. of Wisconsin–Stout, Menomonie.

2148. Walton, L.R.; Walton, J.E.; Scharffenberg, J.A. 1988. *How you can live six extra years*. Santa Barbara, California: Woodbridge Press Publishing Co. 121 p. No index. 22 cm. [93 endnotes]

• **Summary:** Health and longevity secrets enjoyed by the Seventh-day Adventists for a century could add six to twelve years or more to your own life. Based on university research. You can use these health practices to reduce your risk from killer diseases. Contains recipes and tables.

This is an unusual book, in that Chapter 1 (for example) contains page after page of statistics about the superiority of the diet and lifestyle of Seventh-day Adventists without citing the sources for these statistics. Moreover the contents of the 1988 edition appears to be the same as that of the 1981 edition.

Figure 2 is titled “Coronary death rate for Adventist men with various dietary habits compared with the general population.” Total vegetarian Adventists (vegans) have only 14% the general coronary death rate, lacto-ovo vegetarians have 39% the general rate, and Adventists who eat meat have 56% the general rate.”

Table 1 shows that Adventist men have a life expectancy of 77 years versus 71 years for California men. Adventist women have a life expectancy of 80 years versus 77 years for California women. Table 24 summarizes the Adventist lifestyle: No tobacco or alcohol. Vegetarian diet (which may include milk and eggs). No pork or pork products. Avoid caffeine, spices and spicy foods, hot condiments. Emphasize: Whole grains, fruits, nuts, vegetables, as fresh and naturally served as possible. Fresh air. Exercise. Enjoyment of nature. Trust in divine power.

Recipes include Scrambled tofu (p. 97). Chicken-style Soyameat with gravy sauce (p. 97). Soyannaise (with Soyagen powder, 107). Tofu salad dressing (p. 112). Address: 1. Attorney at Law, Bakersfield, California; 3. Bakersfield, California—M.D., Assoc. Prof. of Applied Nutrition, Loma Linda Univ., Loma Linda, California.

2149. **Product Name:** [Nutana Tofu Stew].

**Foreign Name:** Nutana Kinesisk Tofugryde.

**Manufacturer's Name:** Nutana Helsekost.

**Manufacturer's Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.

**Date of Introduction:** 1988?

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Alfa-Laval. 1988, June.

Soyfoods: Old traditions with new potentials. p. 9. Shows a color photo of the front of the can. Yellow and white on a red background.

2150. **Product Name:** [Nutana Tofu with Chili Beans].

**Foreign Name:** Nutana Tofu Chili Boennegryde.

**Manufacturer's Name:** Nutana Helsekost.

**Manufacturer's Address:** Ringstedvej 531, DK-4632 Bjaeverskov, Denmark.

**Date of Introduction:** 1988?

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Alfa-Laval. 1988, June.

Soyfoods: Old traditions with new potentials. p. 9. Shows a color photo of the front of the can. Yellow and white on a red background.

2151. Tofu Shop Specialty Foods Co. (The). 1988?

Traditional tofu by the sea (Leaflet). Arcata, California. 1 p. Single sided. 19 x 12 cm. Undated.

• **Summary:** This marketing flyer is printed with black ink on white paper. A photo shows two people making tofu by the sea, one cooking in an iron cauldron, the other pouring nigari into a wooden barrel.

The text below the photo: “Traditional tofu by the sea. Distributed exclusively on the North Coast [of California]. The following is written in one of four equal-sized rectangular boxes (2 rows of two each): (1) Handmade tofu & soymilk. Traditional method—sweet, delicate taste. Tofu: Firm nigari, 14 oz tub or 20 lb bucket. Joy of Soy soymilk. Original, unflavored, pint, quart, ½ gallon. (2) Baked tofu cold-cuts: Ready to eat or reheat. Veggie patty tray. Marinated cutlet tray. Tofu sausage tray. (3) Delicious tofu desserts: Pumpkin pie with whole wheat crust. Cocoa carob mousse. Maple almond charlotte. (4) Light tofu salads: Old fashioned potato salad, eggless salad, tahini.

Since 1980. Address: 768 18th St., Arcata, California 95521. Phone: (707) 822 7409.

2152. Lawder, Dave. 1989. Tofu-maker keeps local vegetarians well fed: Simple Soyman products appeal to the healthy set. *Business Journal (Milwaukee, Wisconsin)*. Jan. 15. p. 1, 21.

• **Summary:** R. Jay Gruenwald (age 35) and his wife Barbara



established The Simple Soyman in 1985. It is located at 4877 N. Green Bay Ave. They buy fresh tofu from Mu Tofu Shop in Chicago, Illinois, and use it to make a variety of products such as Saucy Jo (a kind of sloppy joe mixture of spices and tomato sauce with tofu and brown rice substituted for ground beef), herb pate cracker spread, “eggless” egg salad, tofu turkey, and tofu pumpkin pie. They do many supermarket taste test promotions. Sales are expected to top \$85,000 for 1988, up from about \$66,000 in 1987. Milwaukee’s other tofu business, the Magic Bean, an employee-owned firm (co-op) went out of business in 1985 after running into cash-flow problems. Mary Zdroik, former manager of The Magic Bean, said the firm’s failure was due mainly to poor management and lack of capital to invest in new equipment.

2153. Business Communications Co., Inc. 1989. Engineered foods: New directions, trends. 25 Van Zant St., Norwalk, CT 06855-1781. Jan. 2 figures. 66 tables. \$2,250.00.

• **Summary:** Currently sales of engineered foods covered in this market analysis are expected to total almost \$6.5 billion in 1988. This market is expected to grow at 9.6% a year. Product segments include surimi (capacity in the U.S. reached an estimated 77 million lb in 1988) and surimi-based seafoods, soy protein products, engineered dairy products and substitutes, infant formulas and nutritional beverages, engineered fats, high-intensity sweeteners, and fabricated/restructured meat and poultry products.

The chapter titled Soy Protein Products includes: Summary and market outlook for engineered soy protein ingredients. The soy protein market: Market outlook for soy protein ingredients. Suppliers of soy protein ingredients. Consumer attitudes toward foods containing soy protein. The retail market for meat analogs, meat extenders, nondairy frozen desserts, and other foods containing soy ingredients. Patent review. Address: Norwalk, Connecticut. Phone: 203-853-4266.

2154. Cauldron Foods Ltd. 1989. Cooking with tofu. 149 South Liberty Lane, Bedminster, Bristol BS3 2TL, England.

• **Summary:** This accordion-folded booklet of tofu recipes, 3.25 x 4.5 inches, with 12 panels, contains 16 recipes, with a pastel color illustration accompanying many of them. They are divided into starters, main course, and desserts. All call for the use of Cauldron Tofu. One panel explains: What is tofu? Why eat tofu? The Cauldron Foods range: Fresh tofu, original and smoked. Tofu burgers: savoury, peanut, chili, and vegetable with tofu. Vegetarian Pâtés: Vegetable, Mushroom, Tomato and red pepper, and savoury vegetable. Address: Bristol, England. Phone: 0272 632835.

2155. Sojarei Ebner-Prosl. 1989. Preisliste [Price list]. Augasse 2, A-2500 Baden bei Wien, Austria. 10 p. Manufacturer’s catalog. [Ger]

• **Summary:** The company has two catalog/price lists: one

(green) for food processors and one (yellow) for retail stores. Products made by the company have been marked by the author with an “S.” In the front of each catalog is an organic certificate. The retail catalog contains 20 fresh products, 3 books, and 30 non-fresh products. Fresh products made by the company include Tofu Natur, Tofu Mariniert, Tofu Geräuchert, Tofu Pastete Siddhartha, Tofu Pastete Toscana, Tofu-Burger, Soja-Getreide-Laibchen, Gruenkern Laibchen, Dinkel Laibchen, Reis-Laibchen, Weizengluten Laibchen, Weizengluten, Badener Bratwuerstchen, Badener Grillwuerstchen, Brotaufstrich “Rusticana”, Brotaufstrich “Holzknecht.” Fresh products sold but not made by the company include soy tempeh, marinated tempeh, and soy sprouts. The company sells 3 recipe books: (1) Their own recipe book *Wichtig für Ernährungsbewusste* (Important for understanding of nutrition); (2) *Tofu: Essen mit Zukunft* (Tofu: Eating with the future) by Brigitte Vogenreiter and Clemens Kuby, and (3) *Schlank mit Tofu* (Slim with tofu; 117 recipes) by A.W. Dänzer.

The company also sells many non-fresh products including yellow soybeans (organically grown), soya flakes (*Sojaflocken*, not defatted), whole soy flour, tamari, shoyu, barley miso, Hatcho miso, brown rice miso, soba (buckwheat) miso, nigari, Bonsoy soyadrink (natural and cacao), Pinoccio Soybean coffee, and soynuts.

In the catalog for food processors, for example, the regular tofu, marinated tofu, and smoked tofu are each sold in 1 kg, 30 kg, 60 kg, 100 kg, and 200 kg amounts. Address: Baden (near Vienna), Austria.

2156. **Product Name:** [Tofinelle Tofu Sausages {Soya Mousseline with Capers} (Carrot, or Celery)].

**Foreign Name:** Tofinelle: Saucisses/Quenelles au Tofou (Carottes, Céleri).

**Manufacturer’s Name:** SOY (Société Soy).

**Manufacturer’s Address:** 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. Phone: 77.31.24.42.

**Date of Introduction:** 1989 January.

**Ingredients:** Carrot: Tofu (water, soya\*) 75%, carrot (10%), sunflowerseed oil, egg white, wheat flour, spices, parsley, aromatics, salt. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 2 x 100 gm = 200 gm poly bag.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Calories 176, protein 14.3 gm, carbohydrate 3.7 gm, fat 11.7 gm.

**New Product–Documentation:** Leaflet. 1988. Front and back. 6 panels. “These savory and light Tofinelles are eaten like “quenelles,” reheated in the frying pan or oven, accompanied by a sauce of your choice.” Cassell’s French-English Dictionary defines quenelle as “forcemeat or fish ball.” Letter from Bernard Storup. 1989. March 3. These products were all launched in Jan. 1989.

Label. 1989. In French and Dutch. 3.75 by 7.5 inches. Green, red, and yellow on white. Large background

illustration of a carrot. Shows Nature et Progres logo for organically grown.

2157. Worthington Foods, Inc. 1989. History of Worthington Foods: 50th anniversary banquet, 22 Jan. 1989 (Color videotape). 900 Proprietors Rd., Worthington, OH 43085-3194. 45:10 minutes. VHS.

• **Summary:** A fascinating and professionally-done story of this pioneering company's first half century.

Note: This is based on a 12-minute video into which historical slides and live speeches were integrated. The banquet was held in Worthington, with all the company's employees. Don Davenport's company in Southern California did most of the video production, in conjunction with the Adventist Media Center in Thousand Oaks, California. The latter has a TV program titled *Lifestyles Magazine*, which showed the video as a feature on Worthington. All shared the cost, with Worthington paying about \$17,000, plus an additional \$10,000 to get the expanded version. Address: Worthington, Ohio. Phone: 614-885-9511.

2158. Delcuratolo, Raymond. 1989. Société Soy-France's largest tofu manufacturer—thinking of starting operations in America (Interview). *SoyaScan Notes*. Feb. 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Societe Soy, located in St.-Chamond, is thinking of starting a branch in America, perhaps in the Los Angeles area. Their main products might be: 1. Tofu Burgers (*Croque Tofu*) sold in 4 flavors and eaten in France with a sauce, not between buns like a typical U.S. burger. 2. Tofu Sausages (*Roulades de Tofu, Tofinelle*) with Sauce and mushrooms or smoked salmon. These sausages, larger than a U.S. hot dog, are sold 2 in a package with the sauce. 3. Soy yogurt-like or parfait-like dessert (*Soyeux*), sold in 6 flavors. They now market these products (plus Tofast Soya Paste, Tofumé smoked tofu, and Granioc (wholegrain & tofu meatless burgers)) in England, and have a nice brochure to advertise them.

Raymond hopes to run the company in America, with Jean commuting. He is paying for this exploratory trip out of his own funds.

Note: Letter from Bernard Storup, president of Société Soy. 1989. March 3. "I was rather surprised that Raymond met with you in Lafayette. He has been a friend of Jean Preneuf's for years and has just sold his—well—business. He is thinking of doing something with us, surely in the U.S. We talked together of the opportunity to start a new tofu business over there, but I must say I'm not convinced that it is really a good idea. There is a French expression that says, 'You cannot run after two rabbits at the same time.'"

Note: As of Jan. 1995 this project has never happened. Address: France.

2159. Ritterband, Vicki. 1989. Lightlife Foods receives loan for expansion projects. *Recorder (Greenfield, Massachusetts)*. Feb. 20. p. 2.

• **Summary:** The \$756,000 loan package, which came from four sources (including the state and a local bank) will be used to double the size of Lightlife Foods' 6,000-square-foot plant, expand its product line and buy new equipment. The 10-year-old Fairview Street company, best known for its "Tofu Pups," has grown 35% annually for the past two years. The expansion will allow the company to make Tofu Pups in Greenfield.

2160. Stanus, Joan C. 1989. Tofu a tasty surprise to students. *Virginian Pilot (Norfolk, Virginia)*. Feb. 23. p. 10-11.

• **Summary:** "Ann Wols admits it. Like millions of other Americans, she had her doubts about tofu at first. It looked pale and slimy, tasted bland and was of little importance except as a filler in Oriental stir-fried dishes..."

"I used to be a tofu cynic," Wols explained... Then I read a cookbook my mother brought home and decided to try some things in it. We made Swiss steak from tofu and it was really good. So I've changed my mind about it."

"About a year ago, I became a vegetarian and found tofu is a good way to get your protein," added her mother, Glenna Wols, who is also taking the class [at Tarrallton Community Center]. "We found out that it's delicious because it's so versatile. It picks up the taste of whatever you put with it."

2161. Medoff, Marc. 1989. Rockland tofu lover making mark on local soy scene. *Whole Life*. Jan/Feb. p. 85.

• **Summary:** Ex-Brooklynite the loveable and feisty former graphic artist "Soy Man" Sam Weinreb is the 62 years young founder of Local Tofu of West Nyack, New York. Nearly 8 years ago he started making tofu commercially in Haverstraw, and about 4 years ago he moved to 307 Route 59, West Nyack. The company now makes more than 1,500 lb/week of bulk tofu as well as hundreds of pounds of fresh soymilk, tofu salad, and soysage, distributed to health foods stores over a 50 mile radius. Organic soybeans are used in all products.

A large photo shows Sam, wearing a baseball cap and holding a paddle in his left hand, as he finishes making a fresh batch of tofu at Local Tofu in West Nyack, New York.

2162. **Product Name:** New World Tofu Burger.

**Manufacturer's Name:** New World Natural Foods.

**Manufacturer's Address:** 157 Sutherland Rd., Brookline, MA 02146. Phone: 617-232-5973.

**Date of Introduction:** 1989 February.

**New Product-Documentation:** Talk with Emily Merghart. 1989. Aug. 18. This product was introduced in Feb. 1989. The tofu burger itself is made for her by 21st Century Foods.



2163. Packaged Facts. Subsidiary of FIND/SVP. 1989. The Oriental foods market. 625 Avenue of the Americas, New York, NY 10011. 225 p. Feb. [1 ref]

• **Summary:** Contents (main divisions): I. Introduction. II. The overall market, including a brief history in America. The market leaders, in descending order, are La Choy, Stouffer, Chun King, Nissin, Kikkoman, Budget Gourmet, JFC. III. The frozen segment. IV. The canned/packaged segment: Sauce sales now over \$100 million and soy sauce nearly 3/4 of all sauce sales. V. The tofu segment (detailed below). VI. The dry soup segment: Nissin number one. Appendix: Company profiles: BCI Holdings Corp., Nestlé S.A., Nissin Foods Co., Kikkoman International (in American since 1956). ConAgra, Sanwa Foods, Others (Kraft, Benihana, JFC International).

Section V is “The Tofu Segment” (p. 153-178).

Contents: I. The products: Brief history. A protein staple in the Orient. The Miracle food. Tofu high in protein. Calcium content can be high. How it is made. Raw tofu the most common form. Other forms found in specialty stores. How tofu is used.

II. The market: Tofu sales reach \$71 million in 1988 (Gives dollar volume in millions from 1984 [\$57] to 1988 [\$71]. Source: Packaged Facts). III. Factors in future growth: Popularity of Oriental cuisine. Tofu adopted by dieters and health conscious. Consumers attracted by low price. Dinners and entrees being introduced. Tofu helpers (Betty Crocker’s Oriental Classics Dinners [General Mills] call for the addition of tofu, chicken, or meat). Tofu substitutes are proliferating (value-added tofu based ice creams, puddings, burgers, cheese, hot dogs, salad dressings, etc.). Interest by corporate giants (Pillsbury and Carnation). Tofu used in U.S. National School Lunch Program (it is estimated that 50 million lb of soy proteins are used each year in school lunches). IV. Projected sales: \$119 million market by 1995 (7-8% dollar increase annually). V. Market composition: Raw tofu over half of sales. Supermarkets account for 60% of sales. V. The Marketers: Field narrowed to 150 or fewer marketers. Four major marketers (Hinoichi, Azumaya, Morinaga, Nasoya; produce 100,000+ weekly). The second echelon (Northern Soy, Quong Hop, White Wave, Island Spring; produce 15,000–30,000 lb/week). VI. The competitive situation: Precise market shares unavailable. Hinoichi, Azumaya, Nasoya, and Morinaga lead. Tomsun, failing with Jofu [tofu yogurt], files for Chapter 11. Watch out for Kikkoman. VII. Advertising and promotion: No measurable expenditures (except by Tofutti). VIII. Packaging: Plastic and foil. IX. Distribution and retail: Distribution. 60% of raw tofu sold in supermarkets. Pricing includes higher margins. Assortment. Most tofu shelved with produce. Pricing data at the retail level: In its *Key Price Book*, Marketing Services Corporation publishes detailed information on tofu products sold in California supermarkets. This includes data on package sizes, case sizes, competitive

pricing, margins, and promotional discounts. Figures for Kikkoman Kinugoshi, and two textures of Morinaga were compiled on 1 Feb. 1989. X. The consumer: Size of user base unknown. Roper poll reveals a dislike of tofu. Those most likely to use. Address: New York. Phone: 212-645-4500.

2164. **Product Name:** [Smoked Tofu, and Tofu Burger].

**Manufacturer’s Name:** Tofurei Jutta Schoenemann.

**Manufacturer’s Address:** Doerflaser Weg 22, D-8521 Aurachtal, West Germany. Phone: (09132) 60143.

**Date of Introduction:** 1989 February.

**New Product–Documentation:** Form filled out by Jutta Schoenemann, owner. 1989. Feb. 1. The smoked tofu was launched in Jan. 1989 and the tofu burger in Feb. 1989.

2165. Tanasychuk, John. 1989. Student project: Make tofu taste good. *Detroit Free Press*. March 1.

• **Summary:** Sixth-grade science students at Larson Middle School in Troy, Michigan, were recently asked to evaluate their classmates’ tofu recipes. “As part of science teacher Gail Ziegler’s unit on protein alternatives, more than 60 students in three classes were asked to come up with original recipes using four ounces of an ingredient many of them couldn’t stomach. Some of them still can’t.

“Even though Dragana Bjelobrk, 11, was lucky enough to walk away with a mechanical pencil and a Nancy Drew mystery for her Tofu Italian Meatballs, the white stuff will always be what she calls ‘yucky.’

‘I thought it was disgusting,’ says Bjelobrk, who had the help of her parents in dreaming up her recipe. ‘It looks like some kind of cheese and it doesn’t really have any kind of taste.’ ...

“Jason Chan, who won a prize for his Tofu Turkey Taters, figures his familiarity with bean curd may have given him the edge... Tisha Hausmann, who still doesn’t like tofu, didn’t win a prize with her Hamburger Pie. ‘I thought it was gross looking,’ she says.” Address: Free Press Food Writer, Michigan.

2166. Storup, Bernard. 1989. Re: History of Société Soy–France’s largest tofu manufacturer. Letter to William Shurtleff at Soyfoods Center, March 3. 3 p. See p. 1-3. [Eng]

• **Summary:** Soy (also called Société Soy or Soy S.A.R.L.) was founded in Feb. 1982 by Bernard Storup and Jean de Preneuf. (Note that “Société” means simply “company” and S.A.R.L. means “Société a Responsabilite Limitée,” like GmbH in German). S.A.R.L. is the legal type of company, and it is compulsory to have this term on all official papers in France. Bernard came from a family of dairy product manufacturers. In the minds of customers and other companies this company’s name is “Soy,” a term which in French has no particular connection with soybeans.

Bernard and his wife Françoise came to America in

Nov. 1980 to study tofu and soymilk around the country; they stayed until July 1981, attending the Soycrafters' Conference at Colorado State University. Jean de Preneuf did the same thing from Sept. 1980 to July 1981. Most U.S. tofu companies were still small and inexperienced at the time, but those which Bernard and Jean found most interesting were Island Spring, Nasoya, New England Soy Dairy, White Wave, and Swan Gardens (Miami, Florida). Jean and Françoise also visited with William and Akiko Shurtleff in California.

Upon returning to France, Bernard and Jean set up a soy dairy (600 square meters) in Cerny, a small village located (35 km or 22 miles) due south of Paris, near places named La-Ferté-Alais and Torfu. They started to make tofu commercially in June 1982. By 1983-84 they were making 2,500 kg/week (5,500 lb/week) of tofu.

In December 1986 the company stopped production at Cerny and moved to a larger (1,400 square meters) and more rationally designed plant located 500 km (310 miles) south of Paris in the foothills (elevation 600 meters) in St.-Chamond, near St.-Etienne, a little southwest of Lyon. Situated on the border of the Pilat Natural Regional Park (Parc Naturel Regional du Pilat, 65,000 ha or 161,000 acres) they had a nice view of the mountains. They moved to this location for two main reasons: (1) Because it has some of the best French water (of the same phreatic groundwater origin as most French mineral water such as Badoit, Evian, Vittel, etc.); (2) Because of the geographic location, being at the center of France, only 2 hours by road from Switzerland and Italy, 4 hours from Germany, less than 4 hours from Paris, and 5 hours from Spain. Production at Saint-Chamond began in Jan. 1987.

“Throughout the years we have developed our own technology and equipment, and have now a rather good quality soymilk and tofu. At present, we carry different families of products on 3 different markets.

“(1) The health-food market. Up to now it has been our main market, and we are now distributing to nearly all health-food stores equipped with a cooler (about 1,500 out of a total of 2,500 in France). The distribution itself is all done through specialized distributors in this field in France (about 20). We are the leader in this market (being practically alone), but this field is nearly saturated for our products. We should see a maximum increase of 20–30% in the next 3 years, as these traditional health-food stores are getting more and more competition from supermarkets. We are presently in the same type of market in Switzerland through a distributor, and directly in Germany and Belgium.

“(2) The food industry. They are looking for a ‘soy-base’ to lower fats in cooked pork meats (sausages, pâtés, etc.), or to use in prepared cooked foods (‘plats cuisinés’, or to fill pastas, etc.). We sell them bulk vacuum-packed tofu pieces of 3–4 kg each. In terms of volume, this market should be the more important in the future, but not in terms of sales,

as prices are of course rather low. We began (January 1989) to sell soymilk in bulk (by 25,000 liters tank) to distributors interested in having their own brand-names, and dealing with supermarkets or the health-food market. This soymilk is packaged in Tetra-Brick cartons by another company. Up to now we haven't carried our own brand. There will be such competition (in price) with soymilk in Europe in the forthcoming months that it may be better to stay as a simple supplier. Anyway our position can change rapidly. We should produce about 2 million liters of soymilk this year, having contracts already for more than 1 million, on a market estimated at 7 to 10 million liters in France in 1988. The soymilk market is estimated to increase at 20 to 30% a year for the coming years, and most supermarkets are now considering having their own brands. Prices to final consumers have been rather high up to now (9 to 12 French francs [FF] per liter), and should drop clearly in the future. The leader in Europe, Vandemoortele (with Provamel, etc., brands), lowered his prices twice last year in France. Anyway, these figures are and will remain extremely weak compared to the traditional milk market (plus the dairy lobby takes a strong position against these substitutes in the E.C.C.).

“(3) The super and hypermarkets. These represent actually 54-55% of total food sales in France (1.5% for health-food stores, 5% for co-ops and direct from factory sales, the rest for traditional grocery stores). We will introduce 4 complete lines of products with complete new packaging in April 1989, on a new brand, ‘Jean de Preneuf’ (remember ‘pre’ means field, and ‘neuf’ new), ‘SOY’ being our brand-name for health-food markets. We do actually 2 or 3% of our total sales in this market, and hope to be at 35% at the end of 1989.

“Last year we sold about 550 tonnes of tofu, most of it under a prepared form (burgers, sausages, desserts, etc); sales of plain tofu represent about 23% in tonnage, but only 10% in turnover. We had a total sales in 1988 of about 13,000,000 FF, and nearly no profit (35,000 FF). This can be explained by the fact that we had very heavy investments, mainly to automate the production, and because we have a policy of very reasonable prices (all those who tried to enter the health-food market became aware of this). For 1989, we should have total sales of 18 to 19,000,000 FF (introduction in supermarkets, soymilk sales, sales development in Germany, etc.). This should represent 750-800 tonnes of tofu plus about 2,000 tonnes = 2,000,000 liters of soymilk. We actually use only organic French soybeans, and have the ‘Nature et Progres’ organic certification symbol/slogan for all of our products, which is the best one you can have for organic products.

“There are 27 people working in the company, half of them being technicians with a strong professional background (from the dairy industry, agricultural engineers, automaticians, etc). Jean and I have 90% of the shares, 10%



belonging to people working in the company.”

The company presently has about \$2 million (12 million francs) annual sales. Bernard is the owner and head; Jean is in PR and sales. Their main products are: 1. Tofu Burgers (Croque Tofu) sold in 4 flavors and eaten in France with a sauce, not between buns like a typical U.S. burger. 2. Tofu Sausages (Roulades de Tofu, Tofinelle) with Sauce and mushrooms or smoked salmon. These sausages, larger than a U.S. hot dog, are sold 2 in a package with the sauce. 3. Soy yogurt-like or parfait-like dessert (Soyeux), sold in 6 flavors. They now market these products plus Tofast Soya Paste, Tofumé smoked tofu, and Granioc (wholegrain & tofu meatless burgers) in England, and have a nice brochure to advertise them.

In April 1989 the company changed its legal status from Soy S.A.R.L. to Soy S.A. (Société Anonyme), and added 400 square meters of extra cooler and storage space.

In a form filled out for Anthony Marrese in Nov. 1989, Bernard noted the following production figures: Tofu & Tofu Fumé 3 tonnes/week. Tofu Burgers (Croque Tofou) 2 tonnes/week. Soy dessert (Soyeux [pudding]) 2 tonnes/week. Tofinelle sausage 2 tonnes/week. Soymilk 30,000 liters/day (Maximum capacity 3,000 liters/hour). Société Soy is under a confidentiality agreement with APV of England and Alfa-Laval of Sweden, both of whom are supplying equipment to them. Anthony notes that all Société Soy products are professionally done and very good.

Update 1990 March 10. In Oct. 1989 a new syndicate of 7 large French soyfoods manufacturers was formed. Société Soy is one of the members. In Nov. 1989 a new partner and investor came into the company. He now owns 20% of the stock. He is the brother-in-law of the leader of the most powerful food group in France. Société Soy now employs about 30 people, an excellent team. Address: Founder and Owner, Société Soy, 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. Phone: 77.31.23.66.

2167. Storup, Bernard. 1989. Re: Brief history of Innoval / Sojalpe, an affiliate of Coopérative Agricole Silos de Valence. Letter to William Shurtleff at Soyfoods Center, March 3. 1 p. See p. 6. [Eng]

• **Summary:** Sojalpe was started as a traditional tofu shop by a very dynamic and inventive guy named Martial Gonin in about 1986 or 1987 [sic, Dec. 1986]. He was definitely in business by late 1987 and located at Saint Quentin sur Isere, 38210 Tullins (near Valence), France. This is in southeast France. he first made and sold plain tofu, then his “Royales au Tofu,” which were kind of quenelles (specialties of that part of France, between a sausage and a souffle, usually prepared with a sauce, and made from wheat flour and animal fat). In these he used tofu instead of the fat, and packed the product in cans with a shelf life of at least 1 year. He also made and sold “Palets au Tofu,” which were kind of tofuburgers.

In early 1988 he made a big deal with an agricultural cooperative named Coopérative Agricole Silos de Valence (441 bis Avenue Victor Hugo, 26000 Valence, France. Phone: 75.44.01.61). This co-op created a company named Innoval at the end of 1987. Innoval purchased 50% of the Sojalpe shares of stock, then dismissed Martial Gonin from the company by the end of 1988. Innoval had a brand new factory built, and equipped with an Alfa-Laval system (to be installed in early 1989), plus a 5 million French franc Buhler-Miag cleaning and dehulling system; all this for a total investment of nearly 20 million French francs. Sojalpe was the only way that they could enter the health food market, so they kept that as their brand for this market. Sojalpe presently sells their products directly to shops and co-ops in France, as no distributors want to work with them (the distributors are already distributing Société Soy products). As Sojalpe has low prices and large transportation expenses, with low sales, it is quite certain that they are losing money. They make an estimated 300 to 400 kg/week of tofu. Innoval also carries a line of yogurt-like products named Innovy.

In fact it is too early to know exactly what this company intends to do, and it seems that they themselves don't know exactly—which is not so rare among co-ops.

Update from Bernard: 1990 March 10. “Innoval does not seem to be doing very well, but I don't have details. They seem to sell only some soymilk in health food stores. It is very expensive but one of the best I've ever tasted. I have never seen even 1 pack of their Innoval tofu.” Address: Founder and Owner, Société Soy, 1 rue du Crêt de la Perdrix, 42400 St.-Chamond, France.

2168. Hughes, Beth. 1989. Tofu gets a toehold in U.S. diet: Its in hot dogs, ice cream, chocolate—but disguised. *San Francisco Examiner*. March 15. p. D1, D9. Business section. [1 ref]

• **Summary:** A discussion of the work of the Soyfoods Center and of William and Akiko Shurtleff, with a photo of them holding books they have written. Contains industry statistics, first published in the last issue of Soya Newsletter, provided by Soyatech.

This article was published in the *Press Democrat* (Marin County, California) on 1 April 1989, as “Mainstream U.S. takes to tofu: Wiggly white stuff becoming big business.” Address: Staff writer.

2169. Mallia, Joseph. 1989. ‘Tofu pups’ project clears another hurdle. *Recorder (Greenfield, Massachusetts)*. March 15.

• **Summary:** “The town's acceptance of a preliminary environmental report means Lightlife Foods Inc. is another step closer to manufacturing its vegetarian frankfurters—'tofu pups'—in Greenfield... The 10-year-old company will more than double its 6,000-square-foot plant to begin making its soybean curd hot dogs and to add new products, said

company President Michael Cohen...

"In January, Lightlife Foods received a \$756,000 loan package from four sources, including the state, the federal government and Heritage Bank."

2170. *Pacific Union Recorder (Westlake Village, California)*. 1989. Loma Linda Foods sells infant formula division. Continued availability of meat analogs assured while company seeks new manufacturing site. March 20. p. 5. [1 ref]

• **Summary:** "The company was turned over to N.V. Verenigde Bedrijven Nutricia (United Nutrition Cos.) of Amsterdam in early February. Most of the 100 workers who served at the plant will continue working under an agreement which allows for conditions similar to those that they already had. The company will not operate on Saturdays. Including sales representatives and staff at Mr. Vernon, Loma Linda Foods had employed about 170 people."

"Loma Linda Foods was one of Riverside's largest private companies, according to the *Riverside Press-Enterprise*. It was established in 1906 in Loma Linda and moved to Riverside in 1938."

A large photo shows the outside of the large Loma Linda Foods building.

2171. *Breathed, Berke*. 1989. Bloom County (Cartoon). *Washington Post Co.*—*Syndicated*. March 21.

• **Summary:** This 4-part cartoon begins with Opus (the cartoon's penguin) watching a kid who is struggling to push a lawn mower. Opus: "Oliver said that 'the Big Crunch' is coming."

The kid stops and faces Opus, who continues: "He said the universe will fall back in on itself someday. Stars... planets... tofu hot dogs... Everything will squash together."

In big, bold letters: "And then explode again in fiery cataclysmic destruction."

In the last frame, the kid walks up to his dad who is sitting in an easy chair with a newspaper on his lap. Kid: "\*#@\* The lawn pop."

2172. **Product Name:** Heart & Soul Texas BBQ 'Whibs': Wheat Ribs Alternative [Regular, or Hot].

**Manufacturer's Name:** Common Objective Co. (Marketer-Distributor).

**Manufacturer's Address:** P.O. Box 261, Hermosa Beach,

CA 90254. Phone: 213-373-5826.

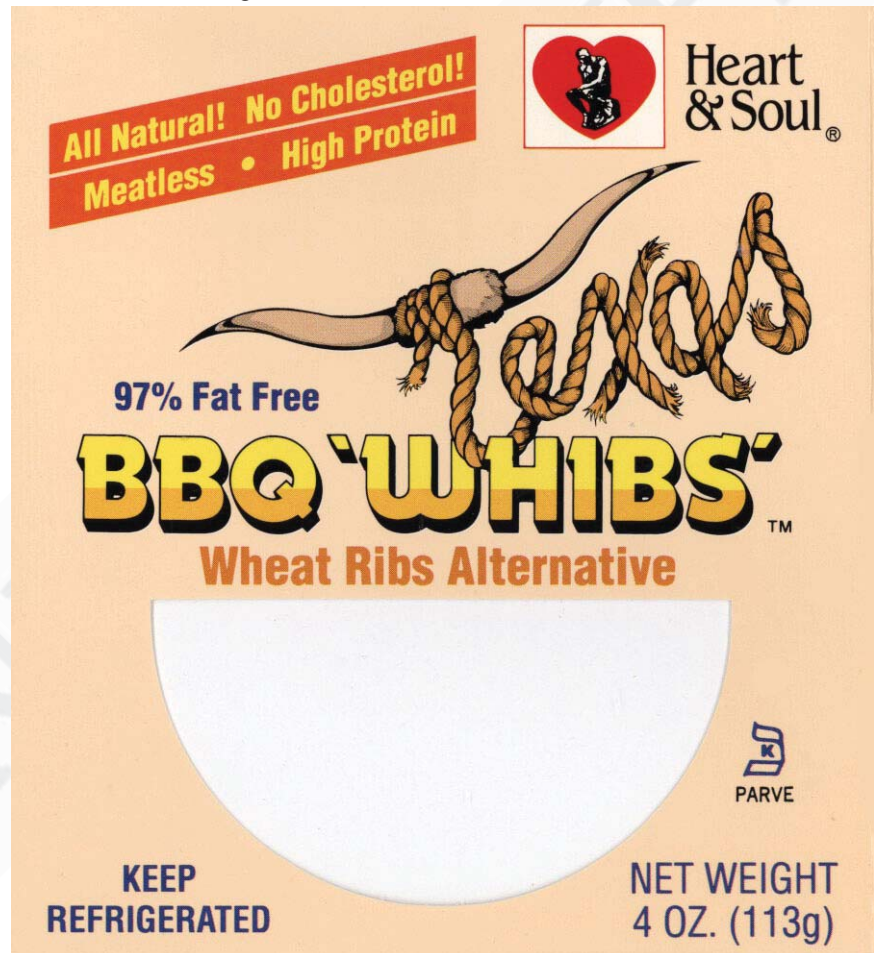
**Date of Introduction:** 1989 March.

**Ingredients:** Regular: Water, vital wheat gluten, canola oil, raw sesame tahini, dried yeast (nutritional), onion, spices BBQ Sauce (tomato paste, water, Barbados molasses, pear and apple juice, apple cider vinegar, herbs and spices).

**Wt/Vol., Packaging, Price:** 4 oz (113 gm) paperboard box with see-through window. Retail for \$1.85 (California, 11/91).

**How Stored:** Refrigerated.

**Nutrition:** Per 4 oz.: Calories 210, protein 29 gm, carbohydrate 18 gm, fat 3 gm, cholesterol 0 mg, sodium 375 mg.



**New Product—Documentation:** Products with Labels purchased from Berkeley Natural Grocery Co., California. 1991. Nov. 24. 4.5 by 5 by 5/8-inch paperboard box. Brown, black, orange, red, yellow, and blue on tan. Illustration of a pair of long-horn steer horns with one end of a rope wrapped around their middle; the rope spells out "Texas." Label text: "97% fat free. All natural. No cholesterol. Meatless. High protein. 97% fat free. Whibs are cholesterol-free and taste terrific cold, right out of the package! Add sliced strips of Whibs into your favorite veggie stir-fry or with home-fried



potatoes, onions, mushrooms and garlic. Best of all, Whibs are cruelty-free.” A logo of a cow in a red circle with a red line diagonally across the cow reads: “No meat. Just wheat.”

Talk with Andrew Harrison, President, Heart & Soul, Common Objective Inc. 1991. Nov. 27. This product was introduced in March 1989; it was made by 4 different co-packers. John Moore at Gourmet Naturally (5890 Black Welder St., Culver City, California 90232) started making it in about Feb. 1990. Andrew owns the company named Gourmet Naturally, which manufactures only Heart & Soul Products, including this product. Legally, Gourmet Naturally is separate from Heart & Soul, but the two will soon be merging. He has a patented process for making fresh wheat gluten, starting with vital wheat gluten. He feels that the terms “gluten” and “seitan” are both unattractive; to many mainstream Americans, the first sounds like glue and the second like the devil (Satan).

Soyfoods Center Product Evaluation. 1991. Dec. 2. Package design: Excellent, very creative. Taste Test: Excellent flavor and texture; moist, not too spicy.

2173. **Product Name:** Barbeque Chili with Tempeh.

**Manufacturer’s Name:** Homestyle Foods (Formerly Sonoma Specialty Foods).

**Manufacturer’s Address:** 2317 Bluebell Dr., Santa Rosa, CA 95401. Phone: 707-525-8822.

**Date of Introduction:** 1989 March.

**Ingredients:** Tempeh (organic soybeans\*, culture), tomatoes, onions, soy oil, mustard, lemon juice, molasses, tamari, apple cider vinegar, natural herbs and spices. \* Made in accordance with California H&S Code 26569.11.

**Wt/Vol., Packaging, Price:** 8 oz plastic tub.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1989. 4.5 inches diameter. Plastic lid. Red and black on white. Illustration of a cottage. “Microwaveable. New! Non-dairy. Cholesterol free. Heat or ready to eat in sandwiches & salads as an entree. Natural. No preservatives. Nutritious. Delicious. Kosher.”

Talk with Benjamin Hills. 1989. June 6. The product was launched in March. He is now working on a Tropical Pudding. The company seems to be going downhill.

Product served at World Vegetarian Day in San Francisco. 1990. Oct. 6. Note that Homestyle’s products are now made by White Wave in their plant at 1990 N. 57th Ct., Boulder, Colorado.

2174. **Product Name:** [Chinese-Style Tofu Burger].

**Foreign Name:** Chinaburger.

**Manufacturer’s Name:** Sojatopf. Renamed Soto in April 1989.

**Manufacturer’s Address:** Friedrich-Ebert-Str. 40, D-8323 Trostberg, West Germany. Phone: 08621-62538.

**Date of Introduction:** 1989 March.

**Ingredients:** Incl. tofu, seaweed, mung bean sprouts, and

Chinese spices.

**Wt/Vol., Packaging, Price:** 100 gm.

**New Product–Documentation:** Letter (fax) from Harry Whitford. 1990. May 30. Gives full details on product based on interview with Gerhard (Oskar) Schramm. On 1 Jan. 1990 the company moved to Wolfbergerstr. 47, D-8211 Breitbrunn am Chiemsee, West Germany.

2175. Thompson, Jay. 1989. Early work with tofu at Rochester Zen Center (Interview). *SoyaScan Notes*. April 11. Conducted by William Shurtleff of Soyfoods Center. [1 ref]

• **Summary:** “The Zen Center of Rochester was founded by Kapleau roshi in 1966. In about 1974 we started by importing tofu from Toronto. I would go to a Korean [Chinese?] shop named Yet Sing at #11 Baldwin Street. It looked like a normal residential home near a popular dress store named Morningstar. But when you descended to the basement it looked like a scene out of Dante’s inferno. Everybody had hip boots on. There was ankle deep water, steam everywhere, and you could just see these laboring bodies through the mist. It seemed like there were 20-30 people in the basement working very hard. You had to clamber over huge bags of soybeans on pallets. No one spoke English. You used fingers with the front man to say how much you wanted. They only had one product as far as I could tell. I carried the tofu away in about eight number 10 cans filled with water. I would take the bus back across the Canadian border and many a time I was given a hard time by the customs officials. I hauled tofu down from Toronto once or twice a month for several years. When Zen students from Toronto came down for sesshin, we always asked them to bring tofu. One reason we wanted to start making our own tofu was that this trip was so difficult.”

Jay first got in touch with William Shurtleff when he read a small letter Shurtleff had written to the *East West Journal* (15 June 1975, p. 3). In about August 1975 he wrote Shurtleff in Japan and got back a typed sheet describing how to make tofu on a home scale. In a second letter he requested instructions for making tofu on a larger scale.

“We made tofu in the kitchen a few times, realized we couldn’t make enough at that scale, then used the instructions to build a small shop in the basement of Zen Center. We got a beam with a weight on it for pressing, installed a candy stove and a big pot. Greg Mello built the shop. Being in charge of the kitchen, and since this was a kitchen project, I was actively involved. Mello and Greg Weaver eventually took that small shop to a larger shop on North Goodman Street. The basement shop existed for several years. Once the commercial shop began, our kitchen bought tofu from them rather than making it ourselves. Mello left the Zen Center staff when the tofu shop went commercial. Andy Schecter and Norman Holland soon joined the shop.

“There were two favorite ways of serving tofu at the Zen Center: Tofu with Tahini Sauce, and Tofu Sticks, which were

somewhat like fish sticks, make by baking breaded tofu, then serving it with tartare sauce.” Address: Rochester, New York. Phone: 716-275-6779 Office.

2176. Rose, Richard. 1989. Re: Personal observations on soyfoods at Natural Foods Expo in Anaheim, California. Letter to William Shurtleff at Soyfoods Center, April 19. 1 p. Typed, with signature on letterhead.

• **Summary:** “Nothing was especially noteworthy this year. Mandarin Soyfoods and Turtle Island had booths for the first time and were moderately well-received. Luke Lukoskie of Island Spring shared a booth with Kathryn Bennett and her Mexican food. White Wave had 2 booths and an expanded product line, including dressings, hot dogs, and cheese.

“Did you know that Yves tofu hot dogs are being served this year at Candlestick Park! Health Valley is the U.S. distributor of the hot dogs.

“Golden Soy Foods, Nasoya, Quong Hop and Sonoma Specialty Foods had no booth this year. Tomsun Foods shared a booth with their Los Angeles distributor. Jofu is back, but still needs improvement.

“Soymage sour cream was shown. It has no casein but does have soy protein isolates along with tofu. It was mediocre. However, Soya Kaas cream cheese with casein was absolutely awful, with poor flavor and mouthfeel. Cholesterol and organic was very big at the show. The Soyfoods Pavilion was indistinguishable, with only a banner up high at one end. Within the ‘pavilion’ was The Book Publishing Co. and Kashi (no soy), and about 1 or 2 other non-soy exhibitors.

“Gordon Bennett said the SAA board hired a part-time secretary to handle its affairs. She has an office next door to Golbitz. SAA will have more money this year and more programs. Ask the new secretary for a copy of the minutes.” Address: President, Rose International, P.O. Box 2687, Petaluma, California 94953-2687. Phone: 707-778-7721.

2177. Brown, Judy; Bates, Dorothy R. 1989. Judy Brown’s guide to natural foods cooking. Summertown, Tennessee: The Book Publishing Co. 160 p. Index. With 8 pages of color photos. 23 cm.

• **Summary:** This natural foods, vegan cookbook, which does not require the use of dairy products or eggs, includes more than 200 recipes, many of which contain soyfoods. In the chapter titled “The Natural Foods Pantry” is a sub-chapter titled “Soy Foods,” which gives brief introductions to tofu, tempeh, miso, soy milk, soy cheeses, soy yogurt, soy flour,

and soy pulp or okara. There are also sub-chapters on sea vegetables, sprouts (including soy sprouts), organic foods, macrobiotics (which is “heavily emphasized in this book”), more natural foods ingredients (which, under soy sauce, discusses the differences between shoyu and tamari).

The number of recipes featuring various soyfoods are: Tofu (15), tempeh (5), miso (4), soymilk (1), shoyu (1), and okara (1; soysage).

The author, a specialist in consumer education, presently organizes culinary carnivals and natural foods tasting fairs. She has written extensively on natural foods and holds a Master’s degree in Consumer Economics from the Univ. of Maryland. She is president of Judy Brown Enterprises, a public relations company for natural foods products. Address: 9 Dovetree Court, Indian Head, Maryland 20640. Phone: 301-753-6548.

2178. **Product Name:** Mandarin Soyfoods Tofu Patties, Tofu Patties with Cheese, or Garden Patties.

**Manufacturer’s Name:** Mandarin Enterprises Ltd.

**Manufacturer’s Address:** 11031 Bridgeport Rd. #107, Richmond, BC, V6X 3A2, Canada.

**Date of Introduction:** 1989 April.

**Ingredients:** Garden Patties: Tofu (organically grown soybeans, water, magnesium chloride [purified nigari]), soybean fibre [probably okara], soy grits, fresh onions, fresh carrots, fresh celery, fresh green peppers, whole wheat flour, sunflower oil, crushed tomatoes, sesame seeds, hydrolysed plant protein, seasoning, sea salt, spices.

**Wt/Vol., Packaging, Price:** 2 patties. 170 gm (6 oz). Pinched ends box.





**How Stored:** Refrigerated or frozen.

**Nutrition:** Garden Patties: Per 100 gm.: Calories 173, protein 22.5 gm, carbohydrates 17.6 gm, fat 2.2 gm, dietary fiber 3 gm, sodium 650 mg, potassium 300 mg.

**New Product–Documentation:** Leaflet. 1989. April. “New. Introducing... Mandarin patties. Three savory varieties. Prepared with tofu and garden-fresh vegetables, Mandarin Patties are ready to eat in just 5 minutes. So easy to prepare: bake, broil or fry, pop in a pita, bagel, burrito, baste or bar-b-que... Mandarin Enterprises has been making quality soyfoods in Canada since 1976.” Shows color illustrations of a patty in burger buns, and each of the three packages. Each package contains 2 patties and has the name in French along the bottom.

Soya Newsletter. 1989. May/June. p. 8.

Leaflet (8½ by 11 inch, glossy color, front and back) sent by Richard Rose from Natural Products Expo East. 1989. Sept. “Introducing Mandarin Patties Three savory varieties: Tofu Patties. Tofu Patties with Cheese. Garden Patties.” A color illustration shows the front panel of each package.

Labels for all 3 products sent by Gerry Blanchard. 1992. Jan. 22. 7 by 5.5 inches. Paperboard sleeve. Illustration of a tofu burger with trimmings between buns, surrounded by a tomato, green pepper, celery stalk, and sliced onion. “Ready in 5 minutes. Prepared with tofu, savoury herbs & vegetables. Cholesterol free. Microwaveable. Heat and serve.” Called “Pâtés Jardinières” in French.

Two leaflets for all 6 Mandarin patties also sent. One shows a huge illustration of a burger with the 6 packages below it. The other shows the six packages lined up in a typical produce case.

2179. Rose, Richard. 1989. White Wave is now a hot company (Interview). *SoyaScan Notes*. April. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** White Wave’s meatless hot dogs are made at a meat packing plant that specializes in sausages in Denver, Colorado. White Wave make Rose’s cottage salad and Rose makes White Wave’s Soy A Melt (a soy cheese that melts).

The San Francisco Giants are now selling a veggie hot dog—probably made by Yves of Canada. Address: P.O. Box 5020, Santa Rosa, California, 95402-5020. Phone: 707-576-7050.

2180. **Product Name:** [Jean de Preneuf Tofu Sausages (With Boletus Mushrooms, Comté Cheese, Smoked Salmon)].

**Foreign Name:** Jean de Preneuf Roulades de Tofu (Aux Cèpes, Au Compté, Saumon).

**Manufacturer’s Name:** SOY (Société Soy).

**Manufacturer’s Address:** 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. Phone: 77.31.24.42.

**Date of Introduction:** 1989 April.

**Ingredients:** Mushroom: Fresh tofu (water, soybeans\*),

boletus mushrooms (3%), sunflowerseed oil, egg white, wheat flour, spices, aromatics, salt. \* = Organically grown (Issu de l’agriculture biologique). Sauce: Tomato juice, rapeseed oil, carrots, onions, white wine, spices and aromatics, vinegar, starch, salt.

**Wt/Vol., Packaging, Price:** 225 gm packet containing 4 sausages plus two 12-gm sachets of sauce.

**How Stored:** Refrigerated, 28 day shelf life.

**Nutrition:** Mushroom: Per 100 gm.: Protein 13.5%, lipids 10%, carbohydrates 2.8%, calories 648 Kj.

**New Product–Documentation:** See next page. Leaflet.

1988. Front and back. 4 color with photo of mushroom sausage on front. This line of 9 sausage products contains 3 groups: those containing vegetables (13.5% protein), cheese (14% protein), or seafoods (fruits de mer; 15% protein). Label. 1988, undated. 2.5 by 8 inches long by 2 inches deep. Glossy card stock, with 4-color printing. Photos on front and back of the sausages with mushrooms or salmon. “New. With 2 packets of sauce. Gourmet foods for your fitness (Le traiteur de votre forme).” A very innovative concept with excellent packaging and promotion. Letter from Bernard Storup. 1989. March 3. These products are the same as Tofinelle but under a different name for a different market. There are only three varieties, and they will be launched in April 1989, at the same time as three other lines (same products with other names and packaging to come).

Note: In French, the term “traiteur” combines the English terms “caterer” and “delicatessen,” but with more of a gourmet, high class, and expensive feeling. It is very prestigious to be a “traiteur.” However in this case there is also the allusion to the French verb “traiter,” which means “to treat or take care of.” The company is thus trying to say, “We will take good care of your fitness with gourmet food.”

Spot in SoyaFoods. 1991. Spring. p. 5. “Tofu Roulades.” They are packed in a barrier package that can “breathe” to ensure natural preservation of the product. The company name is given as “Jean de Preneuf.”

2181. **Product Name:** Garden Gourmet Vege-Patties.

**Manufacturer’s Name:** Tivall.

**Manufacturer’s Address:** Kibbutz Lochamei Hageaot, Mobile Post, Ashrat (Oshrat), 25220 Israel.

**Date of Introduction:** 1989 April.

**Ingredients:** Rehydrated soy protein concentrate and wheat gluten, vegetable oil (soybean, cottonseed), egg whites, spices, salt, onion, garlic, tamari sauce, hydrolyzed vegetable protein, caramel color, guar gum (natural vegetable gum), natural flavoring, lecithin, vitamin A, thiamine (vitamin B-1), riboflavin (vitamin B-2), pyridoxine hydrochloride (vitamin B-6), vitamin B-12, nicotinamide, vitamin C, calcium pantothenate.

**Wt/Vol., Packaging, Price:** Retail: 10.6 oz package. Foodservice: 2.65 oz.

**How Stored:** Frozen.



### **LES ROULADES DE TOFU**

**Les roulades sont une nouvelle idée de plat principal.**

**Le Tofu (filtrat de soja coagulé) est une spécialité asiatique à base de soja dont il a toutes les qualités ; riche en protéines, faible en lipides et en calories.**

**Légères et fondantes, elles se consomment accompagnées de riz, de pâtes, de légumes ou d'une salade.**

**Alliance de protéines végétales et animales, les roulades de Tofu sont un aliment équilibré, complet.**

**Présentées avec 2 doses de sauce à la tomate, vous les trouverez au rayon "traiteur, produits frais."**





**Nutrition:** Per 1 patty (75 gm): Calories 170, protein 12 gm, fat 11 gm, carbohydrate 6 gm, cholesterol 0 mg, sodium 353 mg.

**New Product–Documentation:** See next page. Leaflet (6 by 8.25 inches, color photos). 1989. April. Obtained at Natural Foods Expo, Anaheim. “Congratulations. You have just completed the first exercise to a healthier you. Food this good for you never tasted this good.” Shows 4 packages and 4 entrees served on plates. Soy is not mentioned. “We’d like you to try Garden Gourmet entrees, the tasty and healthy alternative to red meat. Each delicious dish is made from a unique blending of farm-fresh legumes, whole grains and a dash of natural herbs and spices.” Note: Vege-Cutlets, Vege-Links in Pastry, and Vege-Puffs are presently based on wheat flour and contain no soy.

Garden Gourmet brochure sent by Tivall, Israel. 1990. Sept. 4. Glossy insert. “Garden Gourmet Vege-Patties is an entrée that combines a rich, savory taste with the versatility of a hamburger. Marvelous alone or topped with sauce and/or cheese for international flavor.”

2182. **Product Name:** Garden Gourmet Vege-Schnitzel.

**Manufacturer’s Name:** Tivall.

**Manufacturer’s Address:** 24 Spielman Road, Fairfield, NJ 07006. Phone: 201-227-7060.

**Date of Introduction:** 1989 April.

**Ingredients:** Rehydrated soy protein concentrate, wheat gluten, soybean oil, egg whites, carrots, peas, corn, potato starch, spices, salt, onion, garlic, hydrolyzed vegetable protein, lecithin, vitamins. Breading: Wheat flour, corn starch, dried vegetables (parsley, celery, red pepper), soybean oil.

**Wt/Vol., Packaging, Price:** 7 oz package. Retail for \$2.49 (7/90).

**How Stored:** Frozen.

**Nutrition:** Per 1 schnitzel (100 gm): Calories 230, protein 11 gm, carbohydrate 14 gm, fat 15 gm, cholesterol 0 mg, sodium 700 mg.

**New Product–Documentation:** See page after next. Talk with Tivall USA. 1989. April. The Tivall line is made at Kibbutz Lochamei Hageaot, Mobile Post, Ashrat (Oshrat), 25220 Israel. Soya International. 1990. April/June. p. 22-23. Contact: John Nobile.

Garden Gourmet brochure sent by Tivall, Israel. 1990. Sept. 4. Glossy insert. Tivall USA address is now: 9633 E. Bexhill Dr., Kensington, Maryland 20895. Phone: 301-946-8855.

Package with Label brought by Bob Gerner of Berkeley Natural Grocer. 1997. July 2. The product is now named “Garden Gourmet 4 Vegetarian Schnitzels.” 11.6 oz. It is made by Tivall in Israel and distributed in the USA by The Hain Food Group, Inc., Uniondale, New York 11553. For details call 1-800-434-4246. The main ingredients are: Water, soy protein concentrate, wheat gluten, egg white, pea fiber,

autolized yeast. Other products in the line now include: Char Grilled Vegetarian Burgers, Vegetarian Veggie-Patties, and Vegetarian Drumsticks.

2183. **Product Name:** Sloppy Joe Tempeh, and Tempeh Chili. Renamed Vegetarian Sloppy Joe, and Vegetarian Chili in about June 1990 (Both still made with Tempeh).

**Manufacturer’s Name:** White Wave, Inc.

**Manufacturer’s Address:** 1990 North 57th Court, Boulder, CO 80301.

**Date of Introduction:** 1989 April.

**Ingredients:** Soy rice tempeh (cultured soybeans, water, brown rice), tomato paste, textured vegetable protein (soy flour), green pepper, soy oil, dehydrated onion, soy sauce, water, honey, apple cider vinegar, molasses, spices, garlic powder, salt.

**Wt/Vol., Packaging, Price:** 15 oz tub. Changed to 10 oz tub. Retail for \$2.89 to \$3.19 each.

**New Product–Documentation:** Talk with Steve Demos. 1989. May 13. Sloppy Joe Tempeh, and Tempeh Chili were introduced in April 1989 in 15 oz. tubs. Talk with Lon Stromnes. 1989. May 15. Clarifies names. The White Wave booth, with all its new products and T-shirts, was the hit of the NFM show at Anaheim last April. Soya Newsletter. 1989. May/June. p. 8.

White Wave News. 1991. Vol. 4, No. 1. June. “White Wave debuts new size Vegetarian Sloppy Joe and Vegetarian Chili.” The new size is a 10 oz. reclosable plastic tub. The products are made with diced White Wave Soy Rice Tempeh. Recommended retail price: \$1.69 to \$2.19.

Letter from Lon Stromnes. 1991. July 30. The new 10 oz package was launched in June 1991. White Wave color postcard. 1992. Aug. “Think fast. For no-meat heat & eat, we serve the All-American favorites. Vegetarian Sloppy Joe. Vegetarian Chili. All the sizzle... None of the steak.” The product, which appears to be sold in a red plastic tub, like tofu, is now named “Vegetarian Sloppy Joe: Savory Sandwich Filling.”

Leaflets (1 each) for “White Wave Vegetarian Sloppy Joe” and “White Wave Vegetarian Chili” sent by White Wave. 1993. June 22. Each leaflet contains: (1) Detailed list of product ingredients. The main ingredient in each product is Soy Rice Tempeh. (2) “Our soybeans are organically-grown in accordance with Section 26569.11 of the California Health and Safety Code.” (2) Nutritional information. Serving size: 5 oz. Servings per container: 3. (3) Percentage of U.S. Recommended Daily Allowance (U.S. RDA) for protein (20%), vitamin A (50%), vitamin C, thiamine, riboflavin, niacin, calcium, and iron.

2184. Worthington Foods, Inc. 1989. The tradition of healthy choices. 900 Proprietors Rd., Worthington, OH 43085. 29 p. 29 cm. Undated.

• **Summary:** This document was published to celebrate

# Congratulations. You've just completed the first exercise to a healthier you.

We'd like you to try Garden Gourmet™ entrées, the tasty and healthy alternative to red meat.

Each delicious dish is made from a unique blending of farm-fresh legumes, whole grains and a dash of natural herbs and spices. Not only will they fill you up, but you'll love every bite. There's none of that unsatisfying "spongy" or "over-seasoned" aftertaste that so many other natural health foods leave you with.

And, of course, Garden Gourmet™ is

good for you. Each savory entrée is a complete protein, like meat, but with *no cholesterol or preservatives*. We add nothing artificial or harmful.

Garden Gourmet™ entrées are just right for today's health-minded person on-the-go. Just pop them in the oven and, soon after, they're ready to eat.

**Food this good for you  
never tasted this good.**



**Garden Gourmet™**  
hearty, healthy entrées.



# Garden Gourmet™

hearty, healthy entrées.



## Garden Vege-Schnitzel

Lightly breaded cutlets of vegetable and grain protein product mixed with a medley of tender garden vegetables.

One of Tivall's Family of Naturally Delicious Frozen Entrées

Worthington Foods' 50th anniversary. It contains the best history of the company seen to date.

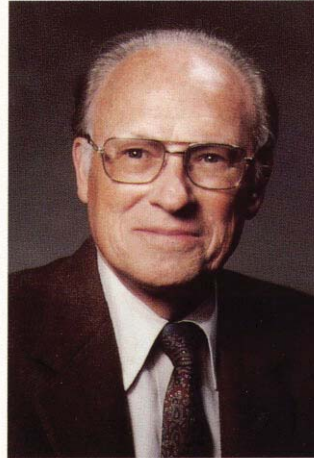
Contents: Mission statement. A tradition of excellence. Mainstream America eats healthier. Southern fried flavor... zero cholesterol: The story of Morningstar Farms Country Crisps from soybeans to shoppers. The "heart-wise" choice. Good taste plus good nutrition (A graph shows that the number of vegetarians in the USA has increased from 1 million in 1978 to 6.2 million in 1986 a six-fold increase). The good taste of natural living (the Natural Touch line, launched in 1984). Directors and officers. A history of Worthington Foods (p. 13-27). For more color photos, see next pages.

Black-and-white photos show the following early Worthington canned products: Proast, Choplets, Choplet Burger, Worthington Veja-Links (Vegetarian, Smoke Flavor, Skinless), Miller's MC Vegetarian Main Course, Worthington Soyamel.

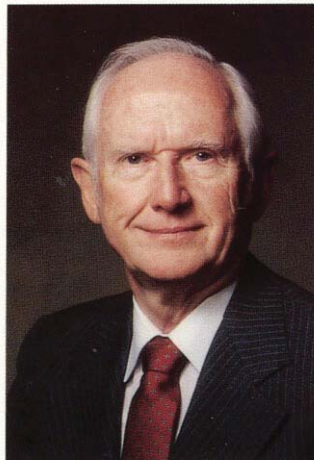
"The breakthrough" Spun soy fiber (p. 21): Perhaps the single most innovative development in the history of the company started the day Robert Boyer paid an unannounced visit to Worthington Foods. He walked into Buller's office, introduced himself and opened an attache case full of samples wrapped in tinfoil. Buller almost jumped out of his chair. Remembering that day, he says, 'I imagine my eyes got pretty big, because he had several products there that looked very much like meat, and I realized they weren't meat.' One looked like ham, one like beef and one like lamb. When he tore one apart, it looked like the fibers of meat. Then he put it in his mouth and chewed it. Although it had the texture of meat, it tasted 'horrible.' But Buller got excited about the possibilities of what he was seeing and called Hagle in to have a look. After chewing a piece, Hagle asked Boyer, 'Can you make it taste like anything?' Boyer assured them that he could and that it was the alcohol used to extract the protein that had given it the horrible taste. A different extraction method could produce a different product."

"Boyer was invited to work in the Worthington laboratory with Kelly Hartman, and Worthington eventually licensed his patents and hired Boyer as a consultant. Out of this relationship, a whole new line of products developed. Worthington was too small to go into the business of crushing soybeans and disposing of the oil, or of purchasing the protein extrusion or spinning equipment. So Boyer negotiated with Ralston-Purina to set up a pilot plant to make the protein for Worthington. As it turned out, Ralston-Purina made the protein, did the spinning, and Worthington bought the output and put it into new products.

"When the new Ralston-Purina plant was operational, it had the capacity of 10,000 pounds a day. Worthington was not ready for this kind of volume, but working out these difficulties involved Jim Hagle in further negotiations with executives of a large corporation. Finally, Worthington agreed to take all the production, and sales took off. The



*James L. Hagle*



*Allan R. Buller*

products—White Chik, Beeflike, Prosage, Stripples, and Holiday Roast (with a plastic wishbone)—were all hits.

"Hartman remembers those days as his most exciting and challenging with the company. It was a delicate problem getting other companies, like Ralston-Purina, to do a part of the research and production cycle without stealing Worthington's thunder. Many corporations got involved and took a license because they wanted to be on the cutting edge of technology. Hartman says, 'We had vice presidents sticking out our ears, coming here trying either to buy us or get in on the know-how.'

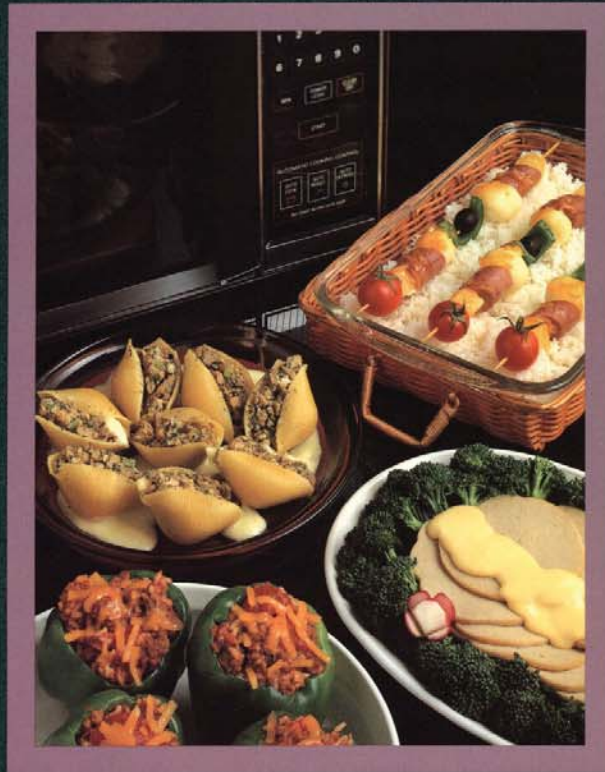
"Almost every major university in the country was interested in what was going on. Hartman says the experimental products were called a lot of good things and a lot of bad things, too.

The products were called 'phony-bologna,' 'fake steaks' and 'sham ham.' Government agencies also became interested, including the Agency for International Development and the United Children's Fund."

"The first to offer frozen meat analogs." One of Worthington's new products that contained spun soy fiber was named Wham. The company that manufactured a meat product named Spam sued Worthington for infringing on their product name. A skillful presentation by Jim Hagle before the company's officers and attorneys at their headquarters in Chicago, Illinois, led to the withdrawal of the lawsuit. "Another problem with the new line of products was that they did not can well. The products deteriorated in flavor and texture under high temperatures. Freezing was the obvious answer, but this required big changes. The company had to purchase trucks for frozen delivery. In addition, at that time many stores were not equipped for frozen foods, so Worthington supplied these stores with food freezers. It was a costly but profitable venture because it increased sales volume tremendously. Thus Worthington Foods became the first company to offer frozen meat analogs. And in October, 1963, a series of television, radio and newspaper



# The Tradition of Healthy Choices





# A History of Worthington Foods



**W**orthington Foods, Inc. began production in a burned out two-story house in 1939. Although the hole in the center of the roof had been repaired, the blackened beams still showed. The front room on the first floor had been replastered, but in the other rooms the lath remained exposed. The tangle of pipes overhead in the basement made the 7-foot clearance even more unmanageable. Under foot, the floors were uneven.



*Special Foods turned a burned-out, two-story house into its first manufacturing site.*

Whoever happened to be handy lugged 125-pound bags of peanuts up and down stairs

of that house. The boiler in the basement and the roaster on the second floor exposed workers to debilitating heat. Gluten was rinsed with a garden hose and gluten steaks were ladled out of kettles by hand. Cans were packed and labels brushed on one can at a time, by hand.

## MORE THAN JUST A FOOD COMPANY

**T**he company's founder, Dr. George T. Harding III, then 34, was a psychiatrist, and medical director of the Harding Sanitarium in the central Ohio community of Worthington. Why would he start a food company? It was not primarily to make a profit. He had two other concerns in mind.

The first was nutrition. At the sanitarium—opened by Seventh-day Adventist George T. Harding II in 1919 to provide total care of the body, mind and spirit—nutrition was emphasized and vegetarianism encouraged. The kitchen baked and sold whole wheat bread to the community. The sanitarium also purchased “health foods” from Battle Creek Foods in Michigan and Madison Foods in Tennessee. These included soy and peanut-based meat substitutes, called “nut meats,” developed originally by Dr. John Harvey Kellogg, brother of the Battle Creek cereal magnate, to provide a completely balanced non-meat diet. But these foods were expensive for the sanitarium to provide for its patients. Harding also believed they could be made more appealing to non-vegetarians.

His second concern was the growth of the Seventh-day Adventist community in Worthington. Since most of the employees of the sanitarium were unmarried nurses, the church-operated elementary school had only eight students. Harding and other parents wanted to attract young families to the community so that the church school, in particular, would flourish.

Returning from a visit to Madison Foods in 1938, Harding said, “There is no reason we can't have a food company here in Worthington.” And in 1939 when the company had begun to operate, he and his wife, Mary Virginia, “felt like we had really accomplished something. Finally, we had young families moving to the community and enlarging the church and the school. At that time, these were bigger goals than making money. We thought if we could just make the company exist, we would be doing real missionary work.”





*Directors Back Row: Donald G. Orrick, George T. Harding, IV, Warren E. Hartman;  
Middle Row: Ashley T. McCarter, Allan R. Buller, Theodore A. Hamer, Dale E. Twomley;  
Seated: Barbara L. Slonaker, James L. Hagle.*

advertisements featuring the new frozen foods was introduced. All these developments caught the attention of a number of major food companies.” Address: 900 Proprietors Road, Worthington, Ohio 43085. Phone: (614) 885-9511.

2185. Worthington Foods, Inc. 1989. 50 award-winning recipes. 50 years in good nutrition. 900 Proprietors Rd., Worthington, OH 43085. 97 p. Illust. Index. 18 x 26 cm. Spiral bound.

• **Summary:** This book was published to commemorate Worthington’s 50th anniversary. The first 10 pages contain nutritional information. The rest of the book is meatless recipes, most from the individual homemakers (whose names, city, and state are given), some from the kitchens of Morningstar Farms. Each recipe uses at least one product made by Worthington Foods. The most widely used product is Scramblers (cholesterol-free egg substitute based on egg whites, 18 recipes), followed by Vegetarian Burger (7 recipes), and Chic-Ketts (5 recipes). A nutrition analysis is given with each recipe, and many recipes are accompanied by a color photo of the finished dish. Other products used in the book are Choplets, Crispy Chik Patties, Diced Chik, Fri-Chik, FriPats, GranBurger, Meatless “Beef” Style, Meatless

“Chicken” Style, Meatless Corned “Beef” Slices, Meatless Smoked “Turkey” Slices, Numete, Prime Stakes, Prosage, Stakelets, Super-Links, Tuno, Vegetable Skallops, Vegetable Steaks, Veja-Links, Wham (like ham), Natural Touch Spicy Chili, Breakfast Links, Breakfast Strips, and Grillers. Address: Worthington, Ohio.

2186. **Product Name:** Tofu Crumbles (Vegetarian Hamburger).

**Manufacturer’s Name:** Marjon Specialty Foods.

**Manufacturer’s Address:** 3508 Sydney Rd., Plant City, FL 33566. Phone: 813-752-3482.

**Date of Introduction:** 1989 May.

**Ingredients:** Tofu, seasoning, caramel coloring, potassium sorbate and lactic acid to maintain freshness.

**Wt/Vol., Packaging, Price:** 10 oz. paperboard box.

**How Stored:** Refrigerated.

**Nutrition:** Per 4 oz.: Calories 82, protein 9 gm, carbohydrate less than 1, fat 5 gm, cholesterol 0 mg, sodium 8 mg, calcium 145 mg.

**New Product–Documentation:** Sarah V. Cherin. 1992.

*Produce Business*. June. p. 50. “Tofu Takes on Produce Flavors.” “Marjon Specialty Foods carries a product called

Tofu Crumbles that is a vegetarian substitute for meat.” It is merchandised in the produce department and sometimes demonstrated as Tofu Crumbles tacos, and tofu chili. There are 6 recipes on the box.

Talk with Marcia Miller of Marjon. 1993. April 28. This product was introduced on 16 May 1989. It is made entirely at their plant and sold in boxed form. Today they got a patty maker and are planning to make the crumbles into a vegetarian burger.

Label sent by Marcia Miller. 1993. April 28. Paperboard box is 3¼ by 4½ by 2¼ inches. Dark brown, green, and red on yellow. “Seasoned. Ready to use. Pre-cooked. Textured. Easy time saving lite recipes on sides. Cholesterol free. Very low sodium.” Recipes are given for: Tofu chili. Tofu sloppy joes. Tofu spaghetti. Tofu stuffed green peppers. Tofu tacos and burritos. Tofu pizza. A color photo of each prepared dish appears on the back of the box.

2187. **Product Name:** Tempeh Lasagna, and Herbal Garden Tofu (With 6 Herbs & Spices in the Curds).

**Manufacturer’s Name:** San Diego Soy Dairy.

**Manufacturer’s Address:** 1330 Hill St., Suite B., El Cajon, CA 92020. Phone: 619-447-8638.

**Date of Introduction:** 1989 May.

**New Product–Documentation:** Talk with Gary Stein. 1989. Feb. 17. He expects that these products will be launched in about Aug. 1989. Talk with Gary Stein. 1989. Oct. 25. Tempeh Lasagna was introduced in May, 1989. It contains Pizsoy soy cheese (\$1.60/lb). He also distributes the cheese. He also does a private labelled version for Heart & Soul, as well as own label. Herbal Tofu is expected out by the end of November, 1989. He will soon be putting out an iced herbal tea (non-soy).

2188. Mann, Oscar. 1989. Re: Problems in trying to introduce tofu to Kenya. Letter to William Shurtleff at Soyfoods Center, June 7. 2 p. Typed, with signature on letterhead.

• **Summary:** “I was making my own tofu for a while, then supplying friends and now a main deli/grocery in town. It’s little known here but sales are steadily growing and are now at around 20 kg/week. I’m also producing soysage and have just begun okara Tempeh.”

The main problems are: 1. Very strict government health regulations; all products must undergo strict government testing. 2. Poor quality soybeans and concern with aflatoxins on soybeans. “I have one person whose job it is to sit and sort soaked beans—particularly any that look moldy or infected in any way. We actually discard 20-30% of our raw stock... For some reason Kenya is having a hard time producing soy beans. The market has been low but their main problem is that the beans rot as soon as they are ready, necessitating 2 or even 3 pickings per day! Beans on the market currently come from Uganda or Tanzania and are

old. I buy what I can (at around \$0.50/lb) and there are never two loads the same which makes control and scientific methodology difficult.” 3. Local coagulants are expensive. Lab grade calcium sulfate, the least expensive, costs \$1.66/lb. So the cost of producing tofu is about \$0.95/lb (with labor costing only \$0.50/hour); it wholesales for \$1.25 and retails for \$1.66/lb. 4. Tofu and other soyfoods are not well known.

“I am holding a tofu-making class this coming week end and will have samples of tempeh and soysage to try. Next is a tofu cooking class, a small recipe book and a soya festival with one of the largest restaurants.”

“My analysis of the situation soy-wise here is that probably the most accepted products will be flavored soy milk in tetra bricks, burgers, soysage, and dried frozen tofu for the various hunger and famine-relief projects. (I actually thought I had invented this stuff before finding it in your books. I use it as my main staple on safari and have given samples to trekking companies.) I would like to see a full-scale soy dairy in operation.” Address: Kenya Natural Products Development Co., P.O. Box 20360, Nairobi, Kenya. Phone: 60099.

2189. Akwarius Almere. 1989. Akwarius prijs en bestelboek: Natuurvoedingsprodukten [Catalog and price list. April-June]. P.O. Box 50070, 1305 AL Almere, The Netherlands. 77 p. [Dut]

• **Summary:** Akwarius is a larger importer and distributor of natural food products. They have worked in this field since 1971, and have a strong interest in macrobiotic and anthroposophical foods. Contents (p. 2). Philosophy and function (p. 3). Beverages (p. 7): Sojamelk naturel and Bonsoy, Provamel Sojadrink (4 flavors in 500 ml and 4 flavors in 1 liter sizes), Provamel Soja dessert (puddings; 5 flavors in 525 gm and 1 flavor in 1050 gm).

Manna sweeteners (p. 12): Amasake drink in 350 and 700 gm sizes, and rice koji. Note that Akwarius imports and distributes large line of Manna-brand macrobiotic products from Muso in Japan. Manna vegetable protein products (p. 21): Dried tofu (non-organic). Bonsoy soymilk, Seitan, and three types of dried wheat gluten (fu). Manna Soy Sauces (Sojasausen, p. 21): shoyu (B = biological or organically grown, and NB = not biological, i.e. non-organic), and tamari (non-organic).

Witte Wonder (p. 22): Seitan, Tofu Spread (in paprika, garlic, celery, dill, mushroom, and pepper flavors, 220 gm sizes, all organic), Tofu in Sauces (peanut, curry-pineapple, and tomato flavors, 340 gm, organic), Tofunaise (plain and lemon flavors), Tofu Dressing (Italian, garden herbs, Mexican, and plain flavors).

Yakso (p. 23): Seitan, Tempeh Spreads (in Indonesian poesta and doeloe flavors), Temmo (round tempeh burger, deep fried then marinated, ¼ inch thick, sold 5 in a glass jar), Soyaroma (tempeh spread like butter), Sweet Indonesian-style soy sauce (Ketjap manis), Tofu Spreads (cream cheese



consistency, in salsa, dill, green, shallot, and pommodore [apple?] flavors), Tofu Mayonnaise (Sojanaise), Smoked tofu (paprika, mushroom, and celery flavors in 170 gm wide mouth glass jars).

Akwarius soybeans and soybean meal/flour (p. 27-28, 35, organic). Manna Pasta (p. 28): Soya macaroni. Manna black soybeans from Hokkaido (p. 35; 350 gm, non-organic). Manna Tekka Condiment (p. 44), Manna soynuts (*Sojanootjes*, p. 45, 3 flavors). Lima soyadrink (p. 47).

Manna Miso (Sojapasta; p. 48): Brown rice miso (organic and non-organic), young rice miso (non-organic), barley miso (organic and non-organic), natto miso (non-organic), soybean miso (non-organic), instant miso soup (with and without fish, non-organic), instant miso soup with tofu. Manna sea vegetables (p. 49).

Note 1. This is the earliest Dutch-language document seen that mentions soynuts, which it calls *Sojanootjes*.

Note 2. This is the earliest Dutch-language document seen (Sept. 2013) that mentions soy cream cheese. Address: Almere, Netherlands. Phone: 03240-20800.

2190. **Product Name:** Meatless Healthy Franks (Tofu Hot Dogs).

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 1990 North 57th Court, Boulder, CO 80301. Phone: 303-443-3470.

**Date of Introduction:** 1989 June.

**Ingredients:** Organic tofu (water, organic soybeans, calcium sulfate and nigari [magnesium chloride]), soy oil, wheat gluten, egg white, tapioca starch, wheat germ, soy sauce (water, soybeans, whole wheat, salt), dried yeast, natural liquid hickory smoke, garlic powder, spices, natural flavor, beet powder, oleoresin paprika for color.

**Wt/Vol., Packaging, Price:** 12 oz package, 12 per case, retails for about \$3.09 (7/89).

**How Stored:** Refrigerated, 60 day shelf life.

**New Product–Documentation:** Talk with Steve Demos. 1989. May 13. This product will be officially launched in June, but they have been in interstate sales to protect their trademark. The use of the word “franks” was approved in writing by the FDA. They have enormous advanced sales, and they have done a lot of test marketing and sold a little to health food stores. Leaflet. 1989. April. “Introducing: Meatless Healthy Franks.” Shows label. Both retail and food-service packs are available. Shelf life is 60 days at 38-40°F.



White Wave News. 1990. 3(3):1. June. “Healthy Frank meets nefarious Mr. Puppette.” A humorous portrayal of the product and its competition. Healthy Franks are packaged in state-of-the-art six color packaging. “Special Note: White Wave will not use Carmine, a coloring agent used to achieve a heat-stable red hot dog. Carmine appears on labels as ‘Natural Color’ and is made from cochineal (a small red insect similar to a mealybug). Don’t be misled by the red. Challenge any suppliers of heat-stable-red hot dogs about their coloring.”

Talk with Lon Stromnes. 1993. April 14. This product is coming out in an improved formulation with much better texture.

2191. **Product Name:** [Tofu Burger with Sea Vegetables].

**Foreign Name:** Galette de Tofou aux Algues Marines.

**Manufacturer's Name:** Ferme de Jas.

**Manufacturer's Address:** Eourres, 26560 Séderon, France. Phone: 92.65.10.95.

**Date of Introduction:** 1989 July.

**Ingredients:** Tofu, rice, sea vegetables, shoyu, sunflowerseed oil, spices, salt, flour.

**Wt/Vol., Packaging, Price:** 90 gm vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter and Labels from Anthony Marrese. 1989. June 7. This product was introduced in July 1989. Label. 2.75 inches diameter. Paper. Black on blue. Illustration of a sun rising over a farm, and 3 soybean leaves. “Préparation alimentaire à base de soja. Nature et

Progres logo. 50% tofu and 40% rice.” Organically grown (Produits de culture biologique).

2192. Lightlife Foods, Inc. 1989. Living the Lightlife: Tofu Pups—The uncommon dog (Ad). *Vegetarian Times*. July. p. 25.

• **Summary:** A full-page, black-and-white ad resembling a comic strip. This is a “nutritious and tasty meat alternative.” “It has no cholesterol and no nitrates. It contains 70% less sodium than a meat frank and 50% less fat. Its made from wonderful tofu and with only 95 calories it’s got the nutritional profile you want in the food you eat. And best of all, it tastes great!” Address: P.O. Box 870, Greenfield, Massachusetts 01302. Phone: (413) 772-0991.

2193. Natufood B.V. 1989. Prijs-bestelboek [Natufood price list and catalog, July-Sept. 1989]. Fahrenheitstraat 18, 3840 BN Harderwijk, Netherlands. 73+ p. [Dut]

• **Summary:** This catalog of a Dutch natural foods distributor lists the farming method (organic or not), wholesale and retail prices for each product: Page 8: Witte Wonder tofu spreads (mushroom, chili, green peppercorn, garlic, paprika, celery), Lima Limapast contains sunflower seeds, miso, and soy flour. Page 30. Joannusmolen roasted soy flour.

Note. This is the earliest English-language document seen (Nov. 2012) that contains the term “roasted soy flour.”

Page 31. Natufood defatted soy flour (sifted). Ad for the Vetara line of ready-to-eat foods, many of which contain TVP. Page 33. Avita soybeans (Avita Natufood’s organic food line). Natufood soybeans. Ad from Nutricia for canned powdered infant foods. Nutri-Soja complete infant food based on soy. Nutri-Soja Plus based on soy for infants that have been weaned. Page 34. Nutricia infant formulas: Nutrisoja in 400 gm or 1000 gm and Nutrisoja-Plus in 900 gm. Page 35. Avita little soybeans (regular and large, organic).

Page 36. Witte Wonder soybeans in tomato sauce. Ad for Vetara organic tofu, which is produced by Heuschen-Schrouff B.V. in a completely new facility under extremely sanitary conditions. It is made with organic soybeans with a natural coagulant (Serempi) in the traditional way. “Best quality, lowest price.” The product label (250 gm) is shown. Page 37. Refrigerated miso products made in Europe. Lima barley miso and rice miso, both unpasteurized. Page 38. Meat replacers. Seitan is sold by Vetara, Witte Wonder, Yakso, and Manna. Vetara herb tofu, Napolitan tofu, rice tofu, bali tofu, rames tofu, rames tempeh, Tjap Tjopy. Witte Wonder tofu in curry/pineapple sauce, and in peanut sauce. Ad for Vetara vegetarian burgers, frankfurters, and schnitzels.

Page 39. Soya meat replacers and vegetarian mixes: Lists 11 Vetara products based on or containing TVP (textured soy flour) or HVP (hydrolyzed vegetable protein). Nutana meat replacers (9 products). Jonathan natural tofu.

Cenovis and Huegli bouillon tablets (14 types, probably contain miso). [Sjon Welters adds that Huegli, a multi-million dollar Swiss food company, owns a major part of Natufood B.V.]. Western bouillons (Miso): Lima barley and rice misos. Heiwa Hatcho miso and instant miso soup. Huegli ad.

Page 42. Vegetarian refrigerated products: Vetara smoked tofu, natural tofu (EKO mark), saté tofu, vetaburgers with pineapple, with cheese & onion, natuburgers. Soyadrinks and desserts: Provamel (8 drinks and 6 desserts [puddings]). Lima (3 drinks).

Page 43. Seasonings: Vetara sweet soy sauce (Ketjap zoet). Yakso sweet soy sauce (Ketjap manis). Soy sauce. Lima shoyu (orange label) and tamari (blue label). Heiwa shoyu and tamari. Vetara shoyu. Page 44. Witte Wonder organic tofu dressings (Italian, Mexican, Garden herbs, or Natural). Mayonnaise and Tofunaise: Witte Wonder organic tofunaise (regular or with lemon).

Page 52. A. Vogel products: Vogel Sojaforce. Page 67. Natufood non-organic soynuts (natural, paprika, curry, or onion). A photo of the soynuts is given at the bottom of the page. Page 69. Non-organic soynuts in bulk (same 4 flavors as page 67). Page 73. Bulk defatted soy flour, and soybeans (organic or non-organic). Ad for Vetara Vegetable Bouillon, which probably contains soy. Address: Harderwijk, Netherlands. Phone: 03410-23240.

2194. **Product Name:** [Vetara Vegetarian Refrigerated Products: Vetara Smoked Tofu, Natural Tofu (organic EKO mark, or non-organic), Saté Tofu, Vetaburgers (Plain, With Pineapple, With Cheese & Onion), Natuburgers, Frankfurter Sausages, Wiener Sausages, Saté (Without Sauce), and Schnitzel].

**Foreign Name:** Vetara Vegetarische Koelprodukten: Vetara Tofu Gerookt, Tofu Naturel (EKO mark, or non-organic), Saté Tofu, Vetaburgers (Plain, Ananas, Kaas-Ui), Natuburgers, Frankfurter Worstjes, Wiener Worstjes, Saté (Zonder Saus), Schnitzel.

**Manufacturer’s Name:** Natufood B.V.

**Manufacturer’s Address:** Fahrenheitstraat 18, 3840 BN Harderwijk, Netherlands.

**Date of Introduction:** 1989 July.

**How Stored:** Refrigerated.

**New Product–Documentation:** Natufood Catalog. 1989. July/Sept. p. 42.

2195. **Product Name:** Soy Deli Tofu Burgers [Barbecue Style, Cajun Spice, Curry Spice, Garden Style, Italian Spice, Original, Taco Spice, Tofu-Tempeh, or Teriyaki].

**Manufacturer’s Name:** Quong Hop & Co.

**Manufacturer’s Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1989 July.

**Wt/Vol., Packaging, Price:** 6.1 oz.



**How Stored:** Refrigerated.

**New Product–Documentation:** Ad, quarter page black-and-white, in Whole Foods. 1989. Sept. p. 132. “Make a healthy choice. New! From Soy Deli. The original organic tofu burger. Nine organic meals in a minute. Strengthen your health food line with the nine new international flavors of Soy Deli organic tofu burgers. All natural ingredients, no preservatives, made from the finest nigari tofu. Pre-cooked with a delicious blend of natural spices. Simply heat and serve, or add to your favorite recipes in place of meat. Good shelf life. High protein, low sodium, no cholesterol, meat or dairy products. Refrigerated or frozen.” A photo shows the label. Note: Quong Hop & Co. first introduced a tofu burger in Jan. 1979.

Talk with Ben Lee of Quong Hop. 1989. Sept. 1. These products were launched in July 1979. The full-color label is printed using a 6-color process. The company hopes the new product will make the transition to the typical deli case in delis; they are not shooting for the deli case in supermarkets. Soyfoods Center product evaluation. 1989. Sept. 9. So-so. Quite dry and crumbly, not juicy. Poor cohesiveness. No instructions for cooking in microwave oven. Flavors are okay, but what is the need for so many? It is not clear whether or not the product is fried.

Spot in Whole Foods. 1989. Nov. p. 83. Available in 9 international flavors. “The burgers are pre-cooked in high-oleic safflower [oil]... contain no meat or dairy products.” Ad (5 by 7 inches, black and white) in Whole Foods. 1990. Feb. p. 36. “Make a healthy choice. New! From Soy Deli. Nine organic meals in a minute.” Lists the 9 flavors.

2196. Stanton, Russ. 1989. Adventists seek buyer for La Loma Foods. *Press-Enterprise (Riverside, California)*. Aug. 1, Tuesday. [1 ref]

• **Summary:** “The owner of La Loma Foods Inc. [The General Conference of Seventh-day Adventist] has decided to sell the Riverside [California]-based maker of meat substitutes and other health food products after receiving an unsolicited offer for the company from its largest competitor... The move comes about 2 months after Ohio-based Worthington Foods Inc. made an undisclosed offer for La Loma. Worthington, which sells its products under the Morningstar Farms and Worthington labels, is the nation’s largest maker of meat substitutes and other health food products.”

“La Loma, which has about 70 employees, has seen sales improve 15 to 20% this year, [company president Alejo] Pizarro said. The non-meat business had 1988 revenue of about \$9 million. Pizarro said the church was hoping La Loma will fetch around \$10 million.”

“The church sold La Loma’s parent, Loma Linda Foods Inc., to a Dutch company last Feb. In the interim, N.V. Verenigde Bedrijven Nutricia (United Nutrition Cos.) has allowed La Loma to continue making its more than 70 non-

meat products at the La Sierra area plant. Nutricia purchased Loma Linda Foods for its soybean-based infant formula operations.”

2197. Rivera, Esther. 1989. La Loma Foods, formerly Loma Linda Foods, purchased by Dr. Lin Martin (Interview). *SoyaScan Notes*. Aug. 21 and 28. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** On August 10 the board of directors of La Loma Foods announced that Dr. Martin, a dentist from Riverside, a Seventh-day Adventist, and an owner of Health Food Express (a direct mail company in Fresno, California), won the bidding with an offer of \$9 million to purchase La Loma Foods. He must make a down payment \$1 million by Oct. 1 at which time the final transition period should end. He beat out Worthington Foods (which came in third) in the bidding. The deal should be finalized by the end of September. He intends to proceed with the company’s former plans to stay in the Riverside-San Bernardino area and to move into a 60,000 square foot food processing plant there. With this sale, La Loma has become a private company with no connection to the Seventh-day Adventist (SDA) church. The SDA General Conference had decided to sell the company. Address: La Loma Foods, Riverside, California.

2198. Duchesne, Paul. 1989. History of Wildwood Tofu (Germany), Auenland Tofu, Peter Wiegand, and Wildwood Natural Foods (California) (Interview). *SoyaScan Notes*. Aug. 25. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** According to Soyfoods Center records, Peter Wiegand started one of the earliest known tofu manufacturing companies in West Germany. Duchesne recalls that Wiegand came to America in the spring of 1981 to learn about tofu. He had heard about Wildwood Natural Foods in Fairfax, so he went there and he and Duchesne quickly became good friends. Duchesne showed him the whole operation and spent a great deal of time teaching him how to make tofu and tofu products. After six months of work and study, in the fall of 1981, Peter and his family returned to Germany. Before Peter left, Duchesne encouraged him to make secondary tofu products, such as tofu sausages. After returning to Germany, Wiegand started his company in a small dairy barn. That winter (early 1982) Michael Pierce, who was once Wildwood’s best tofu maker and art designer in Fairfax and who now lives in Georgia (Phone: 912-752-8070), went to Germany and lived and worked with Wiegand. There he made tofu and designed the colorful Auenland label showing a sunrise over a rural village.

Wiegand’s first company failed; it was too small and too labor intensive. So he raised a lot of money and built a larger company and plant. Wiegand returned to America and asked Duchesne (who had just left Wildwood Natural Foods)



to return with him to Germany to help get the new Auenland started. Duchesne declined (since funds were too limited) but his son, Paul Jr., went and worked there for 6 months. In 1983 Auenland introduced a line of second generation tofu products: Pizza, cake, tofunafish salad, mayonnaise, and burgers, many of which were inspired by Wildwood products. Most of his products were sold in Munich, and some in Austria—where Peter was born. In the end, a sausage maker who worked for Wiegand started a tofu sausage business, bought his tofu from Auenland, and ended making most of the money. Wiegand was not a good businessman, not a very practical person. His father in law was putting a lot of money into the company but in the end Wiegand lost most if not all of it... and the shop. Address: Fairfax, California. Phone: 415-453-2360.

2199. Brown, Peter J. 1989. From bean to bun: The saga of the soy dog. *Soya Newsletter (Bar Harbor, Maine)*. July/Aug. p. 1, 12-15.

• **Summary:** A look at the tofu hot dog market in America—but with no statistics on the market size or individual products. The major players are Light Foods Inc., White wave Inc., Lightlife Foods Inc., and Northern Soy. An estimated \$2 billion worth of meat- or poultry-based hot

dogs (1.5 billion lb in 1987) are sold in America. America's first tofu hot dog, Tofu Light Links, was introduced in 1983 by Robert Davis of Light Foods in St. Louis, Missouri. White Wave, which sells Healthy Franks made by a co-packer and aimed at the mainstream market, has just moved into a 24,000 [actually 23,000] square foot plant with almost 50 employees. Company sales are expected to top \$3 million in 1989. Lightlife sells to the kosher/pareve market. Last fall East West Journal picked Northern Soy's Not Dog as the best meatless hot dog in America. The keys to success are flavoring, use of vegetable gums, retention of juiciness, and pricing.

Worthington Foods, with more than 350 employees and \$75 million in sales, has been marketing meatless meatlike products for decades. They now have 120 such products and the basic goal is to be as close as possible to the real thing. Earlier this summer the *New Bedford Standard-Times* conducted a taste test among young children at a summer camp. The soy hot dog was the second most expensive of the entrants and the kids disliked it, describing it with terms such as "sooooo gross." Address: Contributing editor.

2200. **Product Name:** Lightlife Foney Baloney. **Manufacturer's Name:** Lightlife Foods, Inc. **Manufacturer's Address:** 74 Fairview St., Greenfield, MA 01301. Phone: 413-774-6001.

**Date of Introduction:** 1989 August.

**Ingredients:** 7/92: Tofu (soybeans, water, calcium sulfate), water, isolated soy protein, soy oil, spices, sea salt, beet powder, oleoresin of paprika, vegetable gums.

**Wt/Vol., Packaging, Price:** 10 oz (238 gm) vacuum pack. Retail for \$2.79 (6/90, California). 6 oz (170 gm) vacuum pack retails for \$1.99 (7/92, Maryland).

**How Stored:** Refrigerated.

**Nutrition:** 7/92: Per 2 oz.: Calories 59, protein 5.9 gm, carbohydrates 74 gm, fat 3.5 gm, cholesterol 0 mg.

**New Product—Documentation:** Leaflet (8½ by 11 inches, single sided) sent by Richard Rose from Natural Products Expo East at Philadelphia. 1989. Sept. On the top two-thirds of this leaflet is a cartoon in which three boys are talking. "I don't take any baloney from my mom." "Me neither! My mom gives me Foney Baloney. It's the best." The text reads: "Foney Baloney tastes just like traditional baloney but has 75% less fat, half the sodium, and no cholesterol or nitrates. Foney Baloney's number one ingredient is organic tofu." A photo shows the Label (red and white on blue).

Talk with Richard McKelvey, sales manager of Lightlife Foods. 1990. June 20. This tofu-based product was launched in Aug. 1989. It contains no cholesterol or nitrates.



Talk with Michael Cohen. 1991. Sept. 17. The name of this product was created to appeal to children. But now the name is getting in the way of a product with good unrealized potential for adults, so that may rename it.

Product with Label purchased at Fresh Fields, Rockville Pike, Maryland. 1992. July. 20. Label is 3.75 inches in diameter. Self adhesive. Red, white, and yellow on dark blue. "Kids love it! Zero cholesterol. 100% vegetarian. Zero nitrates. Meatless. For a real treat, try it grilled. A delicious, healthful alternative to cold cuts."



2201. **Product Name:** Lightlife Lemon Grill (Tempeh Burger).

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** 74 Fairview St., Greenfield, MA 01301. Phone: 413-774-6001.

**Date of Introduction:** 1989 August.

**Ingredients:** Organic soy-rice tempeh (organically grown soybeans, brown rice, water, tempeh culture), fresh lemon juice, soy sauce, canola oil, olive oil, granulated garlic, onion powder.

**Wt/Vol., Packaging, Price:** 5.5 oz (155 gm) vacuum pack.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** See next page. Talk with Richard McKelvey, sales manager of Lightlife Foods. 1990. June 20. This round tempeh burger was launched in Nov. 1989. It is marinated in pure lemon juice as a opposed to lemon concentrate. The product is doing very well and growing. "If you try the Lemon Grill, you'll love it. So the company is working to get people to try it."

Label sent by Richard McKelvey. 1990. July 20. 4.25 by 5 inches. Green, yellow, and white on black. "Meatless. All natural. Two tempeh cutlets. Delicious as an entree or in a sandwich. Just grill in a lightly oiled pan, under the broiler or on a grill. Microwavable: 1-2 minutes."

2202. **Product Name:** Tempeh [Sari Ayam–Chicken Flavour].

**Manufacturer's Name:** Nutrisoy Pty. Ltd.

**Manufacturer's Address:** 255 Forest Road, Arncliffe 2205, NSW, Australia.

**Date of Introduction:** 1989 August.

**Ingredients:** Organic soybeans, water, cider vinegar, chicken flavour (salt, maltodextrin, flavour enhancer {621}, wheat starch, chicken fat, chicken meat, beef fat, yeast extract, onion powder, spices), and culture (*Rhizopus oligosporus*).

**Wt/Vol., Packaging, Price:** 250 gm in plastic bag.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label with date sent by Tony Wondal of Nutrisoy. 2005. April 26. He started making and selling this product in Aug. 1988. Red, green and white on yellow. Front panel: "Delicious. Nutritious. Fitness food. Fry, bake, grill or steam for a quick & easy meal. Fitness food. Bermutu Tinggi."

2203. **Product Name:** [Viana Seitan, Seitan Meatballs {Meatless}, Skewered Seitan Kabobs].

**Foreign Name:** Viana Seitan, Seitan-Klopse, Seitan Spiesse.

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** Neusserstr. 199, D-5000 Cologne 60, West Germany. Phone: (02233) 41323.

**Date of Introduction:** 1989 August.

**Ingredients:** Seitan: Wheat\*, wheat flour\*, shoyu\*, wheat gluten, ginger\*, kombu sea vegetable. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 250 gm in a 350 gm jar. Or 80 gm.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Talk with Bernd Drosihn, founder of Viana. 1990. April 7. He makes seitan; started in Aug. 1989.

Label sent by Bernd Drosihn. 1990. April 8. 4.75 by 2.75 inches. Reddish purple, black, tan, and gold. The company address is now 5030 Huerth 6, West Germany.

Leaflet (3 panels each side. Each panel: 27 x 10 cm. Front and back), Black and brown on white. The front panel reads: "Sometimes when all is quiet, someone says 'Seitan.'" A shadowy cartoon figure with turned up collar and mobster-type hat with the brim turned down is shown. Gives an explanation of seitan and 5 recipes.

Brochure. 1990. "Pasteten und Brotaufstriche im Pfandglas" The back panel states that Viana now makes Seitan, Seitan-Klopse, and Seitan Spiesse.

Letter with new Labels from Bernd Drosihn. 1992. July 16. The company address is now: Viana Naturkost GmbH,

Willi Graf Str. 88, 5350 Euskirchen-Kuchenheim, Germany. They still make these 3 seitan products, however the Seitan Klopse is now called Seitan Burger. Klopse is an old East German word for meatballs. Spiess is a skewered product like a kabob. All three products were first sold in Aug. 1989.

Labels brought by Bernd Drosihn of Viana. 1995. March 11. Dark red, black, and white on red. Self adhesive. 160 gm.

2204. *SoyaScan Notes*. 1989. Checklist for making and selling premium quality, fresh (unpasteurized) tofu in America (Overview). Sept. 15. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Premium tofu has two basic components: Flavor and freshness. It must be based on a comprehensive “quality first” program company and generally retails for a higher price than tofu which is produced on a large scale and distributed over a wide area, and which is usually pasteurized.

A. To get best flavor: 1. Use the best ingredients: Quality water (ideally spring or well water with a low bacterial count rather than municipal tap water), a variety of soybeans carefully tested against at least 10-20 others to give both the best tofu flavor and yield, organically grown soybeans, and a nigari-type coagulant (ideally one such as calcium chloride nigari that adds substantial calcium to the tofu). 2. Follow strict sanitation procedures in the plant to produce a bacteriologically clean tofu with a low plate count and a long shelf life. Set bacterial standards for your tofu at the time it reaches your walk-in cooler and have a program of regular plate-count sampling: For example, standard plate count less than 100, pH greater than 7.0, coliforms per gram less than 5. Have an in-house lab (or work closely with a nearby food testing lab which typically charges \$12 for a plate count) to monitor bacterial levels. 3. Chill your tofu rapidly (in a water-filled stainless steel tank with a recycling standpipe overflow) in water below 35°F (2°C) as soon as it comes out of the forming trays to draw the core temperature of the tofu down to the water temperature as fast as possible. Use a powerful refrigeration system with a large plate heat exchanger (containing food grade glycol), a condenser, a strong pump, two coarse filters for tofu particles, and a two fine bacterial filters, pressure gauges on both sides of each filter to tell when clogged filters should be changed. 4. Package the tofu as soon as it is chilled to the core to avoid prolonged contact with water, which slowly leeches out the tofu’s subtle nigari flavor and sweetness. If possible, vacuum pack, which has numerous advantages other than preserving good flavor: it presents tofu in the same type of familiar container used for cheeses, extends shelf life, and saves space and weight in shipping. Chamber-bag batch-type vacuum packagers are relatively easy to operate and free of problems, but high-volume continuous rollstock machines are extremely complex, tricky and unpredictable. Do not pasteurize the tofu; some people feel this process subtly

harms the flavor and makes the texture slightly rubbery. 5. Rush the packaged tofu into a powerful walk-in cooler below 35°F; 34°F is ideal. Fans, air circulation and recycling, and proper stacking should help pull any remaining heat out of the tofu. 6. Date each package with a clear and realistic “Use By” date based on bacteriological tests under typical circumstances. Some price guns put a price and date on one sticker.

B. For optimum freshness after the tofu leaves the plant: 1. Own your own fleet of delivery trucks, each with a powerful and fairly large refrigeration unit that will keep the tofu below 40°F in the summer. 2. Try to deliver fresh to each retail store at least 3-4 days a week, early in the day. 3. Train your driver/salesmen on how to monitor tofu temperature at key points (each should carry a top-quality pocket thermometer) and to avoid temperature abuse. 4. Do NOT allow your tofu to be sold in the produce section of a store (where the temperature is typically about 50-60°F). Insist on an space (as in the dairy department) where the ambient temperature is below 40°F, ideally below 35°F. 5. Have your drivers remove from the store shelves any tofu that is past the pull date, puffed up or blown up on shelf, mashed, or returned by a customer. 6. In close connection with this, have each driver fill out a “Product Loss and Temperature Report” which is a checklist that tells why products are coming back. Aim for a return rate of less than 1%. Have your driver tell the store manager about any in-store tofu temperature problems. 4. Limit your distribution to a certain region, ideally having a radius of about 75-100 miles from your plant.

U.S. tofu companies that position themselves as makers of premium tofu include Wildwood Natural Foods (Fairfax, California), Northern Soy (Rochester, New York), The Tofu Shop (Arcata, California), and many others.

The above information is based, in part on talks with Jeremiah Ridenour, President of Wildwood Natural Foods of Santa Cruz, Inc., a leading maker of premium fresh tofu. Wildwood has a unique system that includes distributing a wide line of natural food products together with their tofu and offering full-service to stores. The latter includes free direct store delivery (which, in bypassing warehouses, gets fresh product on the shelves faster than a chain can), no labor costs for the store (but the store now makes 25-28% on a product rather than 35%), free shelf stocking, pricing, code dating, rotating, and fronting up shelves. This system has allowed Wildwood to get their line into the dairy case of many Northern California supermarkets. They invite buyers to taste test their braised tofu, baked tofu, or tofu burgers.

2205. *SoyaScan Notes*. 1989. Update on Tomsun Foods International, Inc. (Interview). Sept. 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The company was in Chapter 11 bankruptcy and William Holmes, the new president, purchased it on 9



Feb. 1989. Holmes now owns 80% of the outstanding stock. The corporation moved to this new address from Greenfield, Massachusetts, 3 weeks ago. It is now basically just a marketing company. Tom Timmins is no longer associated with the company and no longer owns any stock in it. Jofu is now being made in Boston by a dairy. It is in honey and sugar flavored lines. The product is doing well. Tomsun also still sells tofu burgers and soy sauce. They no longer sell regular Tomsun Tofu, but they are looking for another company to make it for them. They were not happy with the company in New York that made it for them. They do not have a catalog of products. Address: 44 South Bayles Ave. Suite #200, Port Washington, New York 11050. Phone: 516-883-4900.

2206. Gaec de La Lix: United Macrobiotic Company. 1989. Re: Work with soyfoods and seitan in France. Letter from Ben of Gaex to Anthony Marrese, Sept. 25. 1 p. Typed, with signature on letterhead. [Fre]

• **Summary:** “Since October 1985 we have been building up our project. We are 20 adults and meanwhile three children. Four years ago we bought a very nice farm in the beautiful landscape of the Pre-Pyrenees 80 kilometers southwest of Toulouse. Today we work on more than 90 hectares of land.

“At the beginning we started by establishing a common macrobiotic kitchen. We worked mainly in the garden and in the fields, trying ideas of permaculture and those of Masanobu Fukuoka. In this behalf we were assisted by Thomas Nelissen, who lived for some time at Fukuoka’s farm in Japan, and Declan Kennedy, the most important teacher of permaculture in Europe...

“This is our fourth year growing soybeans. We have a garden of one and a half hectares, mostly for self-sufficiency.

“With a status as ‘transformateurs’ we set up a stand on the organic market (“marche bio”) at Toulouse, shortly after we started to make tofu for ourselves. In time we began to make tempeh, natto... certain types of soyaburgers, sushis and vegetable rolls. Today we deliver our products to more than 40 biological [organic] health stores in the surrounding 100 kilometers...

“We teach the making of tofu and seitan, amasake, mochi and tempeh as well as giving macrobiotic cooking classes and agricultural seminars.”

A 1989 leaflet titled “What are Tofu, Tempeh, Seitan, Kombu?” in French (4 panels) is included with the letter. A color slide showing five people from the company waving is taped to the letter. Address: 32260 Tachaires-Seissan, France. Phone: 62.65.35.04.

2207. Franklin, Peter D. 1989. Worthington Foods chooses New York ad agency. *Dispatch (Columbus, Ohio)*. Sept. 26. p. 6C. Business section.

• **Summary:** Out of 25 agencies that sought the company’s advertising account, Worthington Foods has selected Partners

& Shevack, Inc. (of New York), which has total billings in the \$150 million range. Since 1986 Worthington’s \$2.5 million account has been with Fahlgren & Swink.

“Partners will begin work Sunday on new consumer, trade and professional advertising campaigns that will concentrate on the print media, particularly magazines.”

2208. Paino, John. 1989. Vacuum packaging tofu (Interview). *SoyaScan Notes*. Sept. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** For the first month after Nasoya started making tofu, they packaged it in pails in bulk. Then they switched to water packing in tubs, starting with a small Monkey Packer with a foot pedal that packed once cake at a time. Under ideal conditions, this tofu had a 2-week shelf life. For the next 4 years they sold only water packed tofu. Then Tomsun, their main competitor, started pasteurizing their water packed tofu, which gave it a longer shelf life, and gave them a competitive advantage in supermarkets. Nasoya did not have enough space in their plant to install a pasteurization unit (the plant’s maximum output was 5,000 to 6,000 lb/day of tofu), nor the inclination to pasteurize. So they made a bold move, and in 1981 started vacuum packaging, using a \$55,000 Tiromat film machine. Their first tofu was vacuum packed in a clear film package, but within a month everyone told them to either change the film or take the product out of the produce case, because it looked terrible; it got beat up very badly. So they changed to a bottom film that was opaque white and a top film that was printed. Now you couldn’t see the product at all. They continued with this package for 5 years. But their were constant problems of every time with the machine, especially maintenance problems. There were forming problems and sealing problems. The machine was not designed to suck water through the vacuum pump, which it had to do. The vacuum squeezed the tofu, so that a 16 oz. cake was reduced to 15 oz. This was the biggest problem. The 1 oz shrinkage ate up all the company’s profit and led to many fines from underweight products in stores. Food inspectors would drain off the water and weigh only the tofu. Other disadvantages: You can’t make a soft tofu with vacuum packing. The lack of a rigid package to protect the product led to extensive damage during shipping. The shelf life (95% got 3 weeks if packaged cold) was not as long as Tiromat had said it would. The yellow whey gradually leeches out around the tofu and makes it look like a used condom (as produce buyers used to like to joke). If you make a lot of tofu, there is no time or space to soak the tofu overnight in water to preempt this yellow whey problem. If vacuum packaged tofu spoils or sours, it does not necessarily puff or swell like water pack (the spoilage bacteria are different), so there is no easy way to tell it is spoiled. The vacuum packing worked better on the marinated broiled tofu and tofu burgers, but there were still problems with sealing. Nasoya ended up buying the machine

and they still have it—and would be glad to sell it.

When Nasoya installed its large, new Sato system from Japan (Feb. 1986), it also stopped vacuum packing and returned entirely to water packing. They still have the Tiromat machine and would be glad to sell it. Even if all of the technical problems of vacuum packaging were solved, John would still definitely prefer to sell water-packed tofu, for the reasons cited above. Address: President, Nasoya Foods, Leominster, Massachusetts. Phone: 508-537-0713.

2209. *Adventist Review (Hagerstown, Maryland)*. 1989. Granose Foods opens new factory: Growth from bakery to Britain's major health food manufacturer. Sept. 28. p. 20-21 (p. 1036-37).

• **Summary:** The brand new factory is at Newport Pagnell, Buckinghamshire, England—30 miles away from its former location at Stanborough Park, on the outskirts of London, near Watford, Hertfordshire. The founder is said to be J. Heide, who, a hundred years ago, came to London from Germany to start a new life. With help from his uncle, he became a master baker. He soon joined the small group of members of the Seventh-day Adventist Church. “In 1899 John Hyde (as he soon became known) was living over his bakery at 332 Portbellow Road in east London with his wife” and four children. He worked hard to make bread that tasted better and was fresher than anyone else. He and his brother delivered their loaves late at night or early in the morning.

“John soon learned about health foods and the church's teaching that God is honored in a healthy body as well as in a healthy mind and spirit. Samples from the Sanitarium Health Food Company in Battle Creek, Michigan, found their way to Britain, and in 1899, with the blessing of the church, John went to the United States to learn how to make the foods. He spent six months with Dr. John Harvey Kellogg, who was president of the medical college in Battle Creek, superintendent of the Battle Creek Sanitarium (with its health food company) and member of more than a dozen medical societies and associations,...

“Kellogg created the formula for a gluten biscuit. The Battle Creek Sanitarium Health Food Company also produced Granola, a cooked preparation of wheat and oats to be used as a breakfast food. Granose flakes, Granose biscuits, Protose, and Bromose were among their strangely named products.

“Imported know-how: John Hyde took the production know-how back to Britain, where he put it into operation. Adventists purchased a flour mill at Salford, near Redhill, Surrey, and formed the International Health Association Ltd. Hyde imported used plant equipment from Battle Creek and purchased other items locally.

“But the road to success was not to be easy. Before the advent of electricity, candles were used for lighting. This practice led to a fire that burned down the factory in 1900.

“In 1907 the association moved to Stanborough Park,

an idyllic 75-acre estate on the outskirts of London, near Watford, Hertfordshire. In 1926 it became Granose Foods Ltd.”

John Hyde, the baker, worked many years for Granose Foods. He eventually had 13 children—a baker's dozen. The name of each is given. “Almost all his children became employees of the Adventist Church.”

Why did the factory move? Over the years, the SDA church leadership sold off portions of the valuable estate surrounding the Granose food factory; as new houses were built, the factory became a “nonconforming user” in a residential zone. Income from a recent sale of 10 more acres at Stanborough Park helped to pay for the new plant and the 3 acres of land on which it was built.

A photo shows the ribbon-cutting ceremony on July 9. Present were: (1) “Eric Fehlburg, who coordinates the activities of 52 Adventist health food companies worldwide, with \$300 million in receipts, from church headquarters in Washington, D.C.” He believes that Granose has a bright future but believes that, since the 3 acres is already too small, Granose should purchase 20 acres somewhere else. Note: Why did they not buy more land on which to build the new factory? Apparently for lack of money. (2) Peter J. Archer, age 50, who left school at age 16 and got a job sweeping the yard for Granose. He has been the manager of Granose since 1984, and he and his team have turned the company around (after years of indifferent sales) and appear to be on a path of continuing growth. “Granose is my life,” says Archer. A small photo shows Archer and Fehlberg shaking hands.

Granose products include “Ravioli, Nuttolene, Vegecuts, Mock Duck, Burger Mix, Sausfry, Soya Wieners, a variety of soymilks, and more than 100 other products. The latest, Sweet Sensation, is a soy ice cream. With the assistance of De-Vau-Ge in Germany, Granose supplies a tremendous demand for nondairy products. The company sells 656,000 gallons (2.5 million liters) of soymilk a year. From the Nutana factory in Denmark, Granose imports and distributes five different packs of nondairy margarine containing oils, but no whey. Tue Westing and marketing manager Inge Kjeldal of Nutana were present at the opening.”

2210. Archer Daniels Midland Co. 1989. Annual report. P.O. Box 1470, Decatur, IL 62525. 33 p.

• **Summary:** Net sales for 1989 were \$7,929 million, up 16.6% over 1988. Net earnings for 1989 were \$424 million, up 20.1% over 1988. A full-page color photo (p. 6) shows soy sausages and soyburgers. A caption notes: “The soy foods operations of British Arkady last year sold enough frozen soyburgers, soy sausages and mixes to provide over 50 million servings.” Address: Decatur, Illinois.

2211. **Product Name:** [Tofu Line Chili Con Tofu].

**Foreign Name:** Tofu Line Chili Con Tofu.

**Manufacturer's Name:** Aros Sojaprodukter KB.



Distributed in Sweden exclusively by Nutana.

**Manufacturer's Address:** Bergsvägen 1, 190 63 Orsundsbro, Sweden. Phone: 0171-604-56.

**Date of Introduction:** 1989 September.

**Ingredients:** Incl. tofu & chili.

**Wt/Vol., Packaging, Price:** 500 gm.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Ted Nordquist of Aros in Sweden. 1990. May 18. This product was introduced in Sept. 1990. Starting about 2 years ago, all the company's products are sold under the "Tofu Line" brand.

Manufacturer's leaflet. 1990. At gott och må bra (Eat well and feel good). Shows color photos of the labels of the company's 5 main entrees (including this new one) plus natural tofu.

2212. **Product Name:** [Royal Tofu Entrees {Like Quenelles, Midway Between a Sausage and a Souffle; Canned} (Plain, with Mushroom Sauce, or with Shrimp Sauce)].

**Foreign Name:** Royales au Tofu (Nature, Sauce Champignons, Sauce Crevettes).

**Manufacturer's Name:** Innoval. Affiliate of Coopérative Agricole Silos de Valence.

**Manufacturer's Address:** 441 bis Avenue Victor Hugo, 26000 Valence, France. Phone: 75.44.01.61.

**Date of Introduction:** 1989 September.

**Ingredients:** Plain: 67% tofu\*, whole egg\*, palm oil (not hydrogenated), flour (mehl)\*, salt\*, vegetables. \* = Guaranteed organically grown.

**Wt/Vol., Packaging, Price:** 250 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Plain: Per 100 gm.: Calories 153, protein 8.1 gm, carbohydrate 5.8 gm, fat 10.4 gm.

**New Product–Documentation:** Note: This same product was previously made by Sojalpe. Manufacturer's brochure (full color). 1989. "Royales au Tofu. To vary your pleasures. Natural. Cuisine tasty and lean (Cuisine saveur. Cuisine minceur). Low in Calories. Discusses: The new gastronomy. The modern cuisine. Soya. Tofu. Les Royales au Tofu. These go nicely with tomato sauce, mushroom sauce, or with a sauce for fish or shellfish. Innoval: l'alimentation intelligente. The address given in the brochure is: C.C.V., BP 49–Quartier Grangeneuve–26800 Portes-Lès Valence. Phone: 75.57.33.99. A color photo on the front shows 4 objects about the size and shape of small, yellowish potatoes, in a plate with an orange sauce, shrimp, and mushrooms.

Form filled out by Gilles Charriere of Innoval. 1989. Nov. Says that this product was launched by Innoval in Sept. 1989. His address is Innoval S.A., Allée Joule, Zone Industrial (Z.I.) des Auréats, B.P. 1418, 26014 Valence Cédex, France. Phone: 75.41.41.50. He notes that in Sept. 1987 the enterprise Innoval S.A. was created. In Sept. 1988 the personnel were installed at the location. In March 1989 they finished installing the machines for making soymilk and

tofu. In Sept. 1989 they launched their first products.

Photocopies of Labels for all 3 flavors. 1989. 9 by 4 inches. "Food preparation from soya. The taste of equilibrium." A color photo of the food, ready to serve, is on the front panel. On the back panel is an illustration (line drawing) of a large-busted "hip" looking girl in a low-cut swimsuit. Note that the word "tofu" appears only in the ingredients listing. The plain/natural variety goes well with tomato- or bechamel sauces.

2213. Liu, Fu-Kuang. 1989. Food uses of soybeans [in China]. In: E.W. Lusas, D.R. Erickson, and Wai-Kit Nip, eds. 1989. Food Uses of Whole Oil and Protein Seeds. Champaign-Urbana, IL: American Oil Chemists' Society. vii + 401 p. See p. 148-58. Chap. 10. Proceedings of the Short Course on Food Uses of Whole Oil and Protein Seeds held at Makaha, Hawaii, May 11-14, 1986. [7 ref]

• **Summary:** Contents: Introduction. Processing of tofu and soybean products: Manufacture of tofu and soybean products (tofu, bei ye {pressed tofu sheets}, su ji {vegetarian chicken, made from bai ye}, you-tofu {fried tofu}, tofu pi {yuba}, soybean sprouts {dou ya}).

Fermented soybean products: Soybean jiang (dou jiang in China or miso in Japan), fermented soybeans (touchi), tofu lu (fermented tofu). Discussion.

Tables show: (2) Comparison of the essential amino acid composition of soybean milk with cow and human milk. (3) Amino acid composition and nutritive value of various soybean fractions: Meal, hulls, milk, residue [okara], curd, whey protein. (4) Composition of soybean pressed tofu sheet and residue. The pressed tofu sheets contain 70.4% moisture, 17.55% protein (59.29% moisture on a dry weight basis), and 7.10% fat (24.32% fat on a dry weight basis). (5) Amino acid composition of defatted soybean, pressed tofu sheet and residue.

(6) Composition of tofu and tofu pi [yuba] (based on Watanabe 1969). (7) Vitamin content of soybean products: Immature bean [green vegetable soybean], mature bean [whole dry soybeans], sprouts, meal, flour, curd (tofu), milk, miso.

Figures show: (1) Flow sheet for manufacturing soybean curd [tofu]. Address: Wuxi Light Industry Inst., Wuxi, Jiangsu 214036, The Peoples' Republic of China.

2214. Shurtleff, William; Aoyagi, Akiko. comps. 1989. Bibliography of soy protein isolates, concentrates, and textured soy protein products: 2,528 references from 1883 to 1989, partially annotated. Lafayette, California: Soyfoods Center. 328 p. Subject/geographical index. Author/company index. Printed Sept. 8. 28 cm. [2528 ref]

• **Summary:** Although the Chinese had produced a type of isolated soy protein product (tofu) since the tenth century A.D., western research on the isolation of soy proteins began in Germany 1883, when Meissl and Boecker introduced

the terms soy casein and soy albumin. Similar work was published in 1898 by Osborne and Campbell at the Connecticut Agricultural Experiment Station in the USA. In 1903 Oscar Nagel of New York described in detail how he produced “soy casein” and discussed its potential applications as a commercial product. Since that time, the United States has been the world leader in soy protein research and production.

The world’s earliest known commercial food product made from isolated or concentrated soy protein was Albusoy, introduced in 1939 by the Soya Products Division of the Glidden Co. in Chicago. This was an enzyme-modified isolated soy protein product used as a whipping agent. Many of the earliest soy protein products were used like Albusoy in whipping applications. Soyco, launched in 1944 by Soybean Products Co. in Chicago, was a hydrolyzed soy protein whipping agent used as an egg white substitute. Rich’s Whip Topping, introduced in March 1945 by Rich Products Corporation in Buffalo, New York, was used as an alternate for whipped cream. In 1947 Archer Daniels Midland Co. introduced Nutriwhip, the Borden Company debuted Soyco, and Central Soya Co. launched Soy Albumen, all whipping agents.

In 1951 the first patent for spun soy protein fibers was issued to Robert Boyer, formerly a soy researcher at the Ford Motor Co. In 1952 the first soymilk based on soy protein isolate, Soyamel, was introduced by Worthington Foods. Isolates soon replaced soy flour in non-dairy infant formulas worldwide. In 1959 the first food-grade soy-protein concentrates were introduced by Griffith Laboratories.

The 1960s put modern soy protein products on the map. In 1960 the Boyer patent and its 1954 revision started the high-tech meat analog industry when Worthington Foods launched Fri-Chik, a meatless drumstick. In 1961 and 1966 conferences on soy protein foods were at the USDA Northern Regional Research Center in Peoria, Illinois. Many of the 276 attendees at the second conference were pioneers in the field. A major theme at both was that protein malnutrition was the world’s most widespread deficiency disease. In 1966 General Mills introduced Bac\*O’s, meatless fried bacon bits made from spun soy protein fiber. At a May 1968 Conference on Protein Rich Food Products from Oilseeds held by the USDA in New Orleans, Louisiana, oilseed proteins were increasingly seen as the answer to the “protein crisis.” Also that year International Action to Avert the Impending Protein Crisis, a United Nations publication, recommends soybeans as the single most promising protein source to close the “protein gap.” In Nov. 1969 General Mills launched its second bacon analog, Bac-o-Bits, this time made from textured soy flour. Frozen Bontrae meat analogs were sold to the foodservice trade. This pioneering work nationwide by one of America’s largest food companies indicated to the U.S. food industry that the time for soy protein foods of the future had arrived.

In 1971 Dr. K.K. Carroll at the University of Ontario, Canada, published the first modern study showing that even in fat-free diets, animal proteins raise serum cholesterol and soy proteins lower it. Many subsequent studies worldwide confirmed these important results.

During the 1970s soy protein products entered the mainstream. In Jan. 1970 W.T. Atkinson, assignor to the Archer Daniels Midland Co., was issued a key patent for a “Meat-like protein food product,” which was soon widely sold under the registered trademark TVP. In Feb. 1971 textured soy protein products were authorized for use as meat extenders in the U.S. National School Lunch program, opening up a huge potential new market for TVP type products. The amount of products used jumped from 8.5 million lb dry weight in 1971-72 to 87.5 million lb in 1976-77. Also in 1971 the Food Protein Council (renamed the Soy Protein Council in Dec. 1981) was established as a trade association for major soy protein manufacturers.

In March 1973, as meat prices skyrocketed, beef-soy blends containing 25% hydrated textured soy flour began to be introduced to U.S. supermarket chains, marketed for their lower price and higher nutritional value. Predictions of huge future markets (which failed to materialize) were published. In Nov. 1973 the first World Soy Protein Conference was held in Munich, Germany, attended by over 1,000 people from 45 countries. In late 1974 Miles Laboratories/Worthington Foods launched the Morningstar Farms line of meat analogs based on spun soy protein fiber nationwide at U.S. supermarkets. In Aug. 1975 Japan Vegetable Protein Food Association was founded to promote modern soy protein products, primarily soy protein isolates. In Oct. 1976 seminars on the use of soy protein for foods and meal for feeds were held in Moscow, sponsored jointly by three U.S. groups. More than 200 Soviet officials attended. In May 1978 The Keystone Conference on Soy Protein and Human Nutrition was held at Keystone Colorado. Sponsored by Ralston Purina Co., it presented a new view of soy protein quality. In Jan. 1978 the International Soya Protein Food Conference was held in Singapore; 400 people from 24 countries participated. And in Oct/Nov. 1978 the World Conference on Vegetable Food Proteins was held in Amsterdam, The Netherlands; More than 1,000 people attended.

In 1980 soy protein products were approved for use as a beef extender by the U.S. Armed Forces. That same year the World Conference on Soya Processing and Utilization was held in Acapulco, Mexico. In Aug. 1980 Archer Daniels Midland Co. entered the soy protein isolate market with its purchase of Central Soya’s isolate plant. Then in April 1985 Central Soya bought Griffith Laboratories’ line of protein products. And in Feb. 1986 Central Soya purchased the Staley protein line, including Mira-Tex, Procon, and Textured Procon brands. In July 1987 Ralston Purina Co. of St. Louis, Missouri, established Protein Technologies



International as a wholly-owned subsidiary to focus on sales of soy protein for food uses. The company's sales of soy protein products were \$139.8 million in 1986.

But during the 1980s the total market for soy protein products grew very slowly, if at all. In 1984 Dr. Walter Wolf of the USDA Northern Regional Research Center estimated U.S. production as follows: Soy protein concentrates 36,000 tonnes (metric tons), soy isolates 41,000 tonnes, textured soy flour 43,000 tonnes, and textured soy concentrates 4,000 tonnes. The segment showing greatest growth appeared to be that of soy protein isolates, of which Ralston Purina/Protein Technologies International in the largest manufacturer.

Still there is widespread hope that, with the growing concern over dietary cholesterol, the low cost of soy protein relative to meat protein, the inevitable widening of this cost gap in the years to come, and the increasingly positive consumer attitudes toward soy protein products shown in polls, the market for these products will soon begin to realize its long-forecast potential.

This is the most comprehensive bibliography ever published on modern soy protein products. It is also the single most current and useful source of information on this subject available today, since 53% of all references (and most of the current ones) contain a summary/abstract averaging 68 words in length.

One of more than 40 bibliographies on soybeans and soyfoods being published by the Soyfoods Center, it is based on historical principles, listing all known documents and commercial products in chronological order. Containing 37 different document types (both published and unpublished, including many original interviews and partial translations of Japanese and European works), it is a powerful tool for understanding the development of this subject and related products from its earliest beginnings to the present, worldwide.

Compiled one record at a time over a period of 15 years, each reference in this bibliography features (in addition to the typical author, date, title, volume and pages information) the author's address, number of references cited, original title of all non-English publications together with an English translation, month and issue of publication, and the first author's first name (if given).

It also includes details on 651 commercial soy products, including the product name, date of introduction, manufacturer's name, address and phone number, and (in many cases) ingredients, weight, packaging and price, storage requirements, nutritional composition, and a description of the label. Sources of additional information on each product (such as references to and summaries of advertisements, articles, patents, etc.) are also given.

Details on how to use the bibliography, a complete subject and geographical index, an author/company index, and a bibliometric analysis of the composition of the book (by language, document type, year, leading countries, states,

and related subjects) are also included. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 415-283-2991.

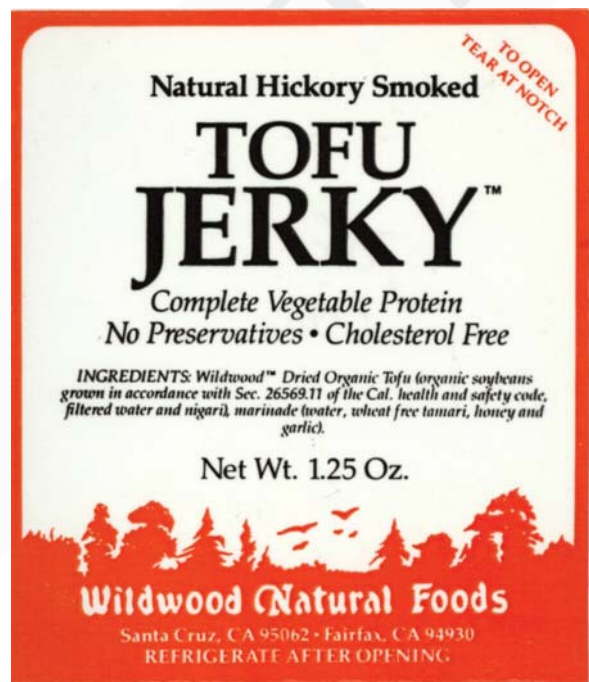
2215. **Product Name:** Tofu Jerky: Natural Hickory Smoked. **Manufacturer's Name:** Wildwood Natural Foods of Santa Cruz, Inc.

**Manufacturer's Address:** 1560 Mansfield Ave., Suite D, Santa Cruz, CA 95062. Phone: 408-476-4448.

**Date of Introduction:** 1989 September.

**Ingredients:** Wildwood Dried Organic Tofu (organic soybeans grown in accordance with Section 26569.11 of the California Health and Safety Code, filtered water and nigari), marinade (water, wheat-free tamari, honey and garlic)

**Wt/Vol., Packaging, Price:** 1.25 oz.



**New Product–Documentation:** Talk with Jeremiah Ridenour. 1989. Sept. 18. The product was introduced this month and is now in 3 stores. Label sent by Billy Bramblett of Wildwood. 1990. 3 by 3.5 inches. Orange and black on white. “Complete vegetable protein. No preservatives. Cholesterol free.”

2216. Stromnes, Lonnie. 1989. New developments at White Wave (Interview). *SoyaScan Notes*. Oct. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In early August 1989 White Wave moved into their new plant in Boulder, Colorado, and started making soyfoods. During the move, many items were out of stock, and many still are. They kept the old plant for making ice cream (which they had discontinued, except for Tofruzen) and a soy yogurt. The Tofruzen company is having problems. Forthcoming new products will be their ice cream, Healthy

Links (a meatless breakfast sausage expected out in mid-October 1988) and the yogurt (expected out in March 1990). Address: White Wave, Inc., 14670 Doolittle Dr., San Leandro, California 94577.

2217. Lietzke, Ron. 1989. Worthington Foods sues to protect trademark. *Dispatch (Columbus, Ohio)*. Oct. 21. p. 8D. Business section.

• **Summary:** “Worthington Foods Inc. has filed a \$6 million lawsuit against Kellogg Co., alleging the Battle Creek, Michigan, company illegally is using its ‘Heartwise’ trademark for a new breakfast cereal.” Worthington contends it has used the term since 1987 to promote a line of cholesterol-free foods sold under Morningstar Farms brand. “Although it has not secured trademark status from the U.S. Patent and Trademark Office, Worthington Foods claims it under a common law provision that is based on its usage over the years, the court documents said...”

“Court documents filed by Kellogg said the company is spending \$40 million to market Heartwise cereal in the first year...”

“Heartwise cereal is being marketed by Kellogg for its reported ability to lower blood cholesterol levels because it contains a grain from India called psyllium.”

2218. Marrese, Anthony. 1989. Re: Soyfoods in France. Letter to William Shurtleff at Soyfoods Center, Oct. 28. 2 p. Handwritten. [Eng]

• **Summary:** The author conducted a soyfoods market study in France for William Shurtleff of Soyfoods Center, sending out forms which were filled out by 12 companies, visiting or interviewing 9 companies, and visiting 5 companies at the Diet Expo ‘89 held 21-23 Oct. 1989 in Paris. It seems like there are four types of companies working with soya in France:

1. Independents, both large and small, mainly in primary soymilk, tofu, or tempeh production, or in second generation burgers, smoked products, or desserts production, with either organic (biological) or non-organically grown products. Examples: Le Ferme du Jas, Innoval/Sojalpe, Société Soy, Le Bol en Bois / Tama / Daizou, La Maison du Tofu, Les 7 Marches, Boulangerie Artisanale des Maures, Odile Corbel & Dan Ludington [named Gaia Enterprises by Feb. 1992], Communauté de la Lix (United Macrobiotic Company), Tofu Kuehn.

2. Non-Independents owned by large companies or agricultural co-ops: Gerblé, Bonnetterre / Triballat, Sojadoc, Cacoja (C.A.C.), Renaitre.

3. Bean or cereal (agricultural) companies: Celnat.

4. Specialty manufacturers for the Asian-European (Japanese, Chinese, Korean, etc.) markets: Yamato.

“I had some very good talks with Bernard Sturup of Société Soy, the Bol en Bois people, Celnat, Bonnetterre, Gerblé and others. In general the market and usage seem

to be going nowhere but up and it is still in the very early stages of ‘real consumer’ type foods, not just health store specialties. Some French soybeans are used but a lot are imported... Real quantity information is not available since it is changing so fast (mainly in an upward direction and mostly with secondary processed products which use tofu or soya in them).” Address: c/o Terre Nouvelle, Eourres, 26560 Séderon, France. Phone: 92.65.10.95.

2219. Lukoskie, Luke. 1989. Where is the best place to sell tofu in supermarkets? (Interview). *SoyaScan Notes*. Oct. 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Luke thinks that the best place to sell tofu in supermarkets is in the meat case, next to the hamburger (and tofu-hamburger blend), near the red meat—not in the deli/dairy case. Why? 1. Tofu needs human communication. The butcher is in much closer contact with the average customer than the head of the dairy or deli sections. The only comparable department is produce. 2. Red meat sales are falling. The department is in competition with other departments (dairy, produce, grocery), so they need new healthful products to help pick up sales. 3. The temperatures are the lowest in the store. 4. The people in the meat department are the most sensitive to the need for shelf rotation, good sanitation, etc. 5. One of the easiest ways to tell Americans how to use tofu is simply to mix some with hamburger.

None of Luke’s tofu is sold in any meat case. They once tried to get tofu burgers in there but they were not successful, but that may have had to do with the particular small chain where the experiment was tried. Island Spring got permission from Safeway to test market a hamburger-tofu blend in 5-pound chubs in the meat case, but they have not yet put the product together. Sausages made with a blend of meat (pork and/or beef) and tofu taste very good—much better than the meatless hot dogs which he strongly dislikes. He developed some premium products with organically grown beef and pork, lower cholesterol and sodium and saturated fats, no nitrates or nitrites. But the price was in the \$3-4/lb range, more than twice the typical price.

Most of Island Spring tofu is now sold in the produce section. If it were moved out, the result would definitely be negative for the company, at least in the short term. If that happened, Luke would work to have his tofu sold in the meat section. Safeway is the only chain in the northwest that sells tofu only in the dairy/deli case, near yogurt. Sales of Island Spring tofu at Safeway are now roughly one-fourth of what they were in the produce case 5 years ago, before the yersinia contamination incident. Dr. George Pigott [pronounced PAI-gut] wrote a letter to Safeway warning them that they faced serious health contamination problems of they left tofu in the produce department. Luke feels the main cause of the drop was the change of location to deli/dairy. Address: P.O. Box 747, Vashon, Washington 98070. Phone: 206-622-6448.



2220. Mizono, George; Mizono, Jack; Mizono, Bill; Mizono, George. 1989. History of Azumaya, America's largest tofu manufacturer (Interview). *SoyaScan Notes*. Oct. 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Details on the date and place of Azumaya's founding are unclear. Nor is it known who coined the company name. The earliest known owner, in the 1920s or early 1930s in San Francisco, was a Mr. Teranishi. Jack Mizono, in talks with the wife of Mr. Teranishi's son, recalls her saying that Mr. Teranishi started Azumaya in the 1920s (probably in the early 1920s) in the San Francisco Bay Area. Then Mr. Teranishi moved the company to Stockton for a while, then his son took over and brought it back to San Francisco, probably in the early 1930s, to 1636 Post St. (between Buchanan and Laguna). (Note: There is no listing for Azumaya in any San Francisco or Stockton city directory prior to 1957). Mr. Teranishi then sold Azumaya to a Mr. Francis Sakamaki, who owned an import-export business and who bought it for a friend who had trouble finding a job. But the friend quit in 1936 because he couldn't take the long hours of hard work, so Mr. Sakamaki was stuck with the business, and put it up for sale.

George Mizono, the eldest of 4 Mizono brothers, had graduated from high school that year and had been working at a fish market for 6 months. In the midst of the Great Depression wages were low and jobs were scarce. George worked 12 hours a day and was paid \$35 a month, with only one Sunday off each month. His father, Saichi Mizono, who was retired and had a little money, advised: "If you're going to work that hard, you might as well work for yourself." So in Feb. 1937 his father bought Azumaya for \$2,500 on the condition that George would work hard at the business. According to George, his father gave the business to him and never meddled, although his parents did help with the daily work. Yet it was a family business, run to support the family. In Jan. 1937 George, now age 19, worked at Azumaya to learn his business then he actually took over ownership in February, and Mr. Sakamaki left. At that time there was one other Japanese tofu shop in San Francisco. Named Umino Tofu Co., it was located at 1613 Buchanan St. Jack Mizono, who was still in high school, helped before school and after school, and on weekends and holidays. Jack went to work for Azumaya when he graduated in June 1937, and George gave him a half interest in the business ownership.

During the first year Azumaya made about 150-200 cakes/day of tofu (each 20-24 oz.) in the 20 by 40 foot space. These were sold in bulk in cans for about \$0.05 per cake, delivered to Japanese grocery stores and restaurants. In the early days Azumaya guaranteed sale of their tofu within 24 hours. Any tofu that was left unsold at a store the next day, they would take back and make it into grilled tofu (yaki-dofu). In addition to the tofu, the company also made agé (deep-fried tofu puffs), ganmodoki (fried tofu

patties), konnyaku, ito konnyaku, and fresh udon noodles. The company was never a bakery (as San Francisco City Directories from 1957 say it was); at New Years the company did make green noodles.

In 1940 or 1941 the company moved into a rental building to 1606A Geary St. In 1942 Azumaya was forced to close since the entire family (both parents, 4 brothers, and 2 sisters, like most West Coast Japanese) was sent to an internment / detention camp during World War II. The Mizonos stored their tofu-making equipment in a government storage warehouse then went to the camp at Topaz, Utah, for 3 years. Other Japanese set up a tofu plant inside the camp; the Mizonos served as advisors. During the war, Jack K., John S. and Bill were drafted into the U.S. Army; George was rejected because of a heart defect. After being released in 1945, the Mizonos did not re-start Azumaya immediately. Most Japanese in the camps were afraid to leave the camps and to return to the Bay Area, so Azumaya had too few customers to sustain operations. George went to work for the phone company and as a welder. Jack got out of the army in Oct. 1946 and the company re-opened at their former location on Geary St. in early 1947. They had very little business, but they had to support the family. Jack had to hold a second job to support his family. George invented a hydraulic press to separate the soymilk from the okara; it was based on a hay press. Azumaya's first inroads into the Caucasian market was through the Berkeley Co-op system during the 1950s. Jack had a good friend, Mike Yoshimine, who worked for the co-op. He picked up the bulk tofu in oyster pails and took it to the co-op in his car.

In about 1957-60 Azumaya was forced to relocate because of the city's redevelopment plan of Japan Center. So they moved (without any relocation funds from the city) to 855 Golden Gate Ave., between Octavia and Goff, near City Hall. They bought the lot (25 by 125 feet) for about \$6,000, and built the first tofu plant that they owned. Bill Mizono, the youngest of the 4 Mizono brothers, and John, joined the company in about 1962; prior to that the company was too small and not busy enough to take him in and the Mizonos worked 14-16 hours a day. The company ownership was divided so that George and Jack each owned one-third, and the remaining one-third was split between Bill and John as an outright gift to them. A little after this time the company was incorporated for tax purposes. There was no issuance of stock. In the late 1960s, while still at Golden Gate (according to Jack's clear recollection) the company began packaging its tofu in individual containers. They were the first tofu company in northern California to do so (though Matsuda & Hinode had started packaging earlier in Los Angeles) and it proved to be the key to their subsequent growth. Jack bought an American-made packaging machine, a 4-flight conveyor, that cost about \$10,000 and did not work very well. It was very slow and labor intensive. 4 trays (containing tofu and

water) were put into a jig then covered with one sheet of plastic and put into the machine, which sealed on the plastic. The 4 packages were then cut apart manually and put into cardboard boxes. Most consumers, including the Berkeley Co-op, did not like the switch to packaged tofu, but store owners like it because it reduced handling (many retail store used to package their tofu in little deli cartons and affix a label and weight), raised profits, and was more sanitary.

While at Golden Gate, in about 1969, after they were packaging in the 4 trays, the Mizonos met Mr. Yamauchi, owner of Matsuda & Hinode Tofu Co in Los Angeles. While they were closed at New Year's they took a week vacation to Disneyland then stopped by to see Mr. Yamauchi's plant (which was much bigger than Azumaya) on the way back. With this visit, a long and mutually beneficial relationship began.

In the late 1960s the city changed the zoning at Golden Gate from industrial to residential. So Azumaya was again forced to move, but they were glad to get out of their cramped quarters into a much larger space. They purchased a lot (about 200 by 80 feet, partly hillside) at 95 Boutwell Street, using \$30,000 in city relocation funds. Then they borrowed \$100,000 and built a large, modern tofu plant (about 9,000 square feet). In 1969, when they moved in, annual gross sales were \$600,000. Jack went to Japan and bought modern tofu making equipment, which played a key role in Azumaya's growth. As a result of this advanced equipment, working time dropped to only 6 hours a day. So needing some new products to fill up their idle time and to help pay for the equipment, they added nama-agé (which Jack had first seen in Japan) and kinugoshi (silken tofu).

With key help from Mr. Yamauchi of Hinode Tofu Co. in Los Angeles, they also installed a modern tofu packaging system (developed by Mr. Yamauchi) using plastic trays made by Sealright in Los Angeles (Mr. Yamauchi had agreed to share his exclusive right to buy these trays with Azumaya) and Fabrikal in Kalamazoo, Michigan.

Azumaya also started to make Chinese-style noodles, wonton skins and eggroll skins, and reintroduced their udon (Japanese style noodles) which they had discontinued at Golden Gate Ave. due to limited demand. Other local companies made these Oriental foods but Azumaya was the first to package them, and packaging was the key to getting them into supermarkets. Now Azumaya had 2 lines of packaged products, and the pasta products and tofu both helped each other to gain entrance to supermarkets. Azumaya also started to make Chinese-style tofu (Cathay Tofu) to try to capture that market.

In 1973 there was a big meat shortage; meat prices skyrocketed between March and August. Azumaya set up a complete sales program—which Quong Hop & Co. quickly copied and then went after Azumaya's supermarket accounts. Bill Mizono stepped in to try to regain lost accounts. He developed new point of purchase materials using Azumaya's

first professionals: a marketing person, ad agency, and home economist. The result was that in 1973 Azumaya published recipes for using tofu to extend meat—Tofu Meat Loaf, Pork Tofu, Sukiyaki, and Sweet 'n Sour Tofu. Below each recipe name was the slogan: "Tofu- from the bean that thinks it's meat!" Matsuda & Hinode in Los Angeles co-sponsored the recipes. Then several weeks before Thanksgiving in 1973 Bill held a press luncheon at San Francisco's famous Bush Garden Restaurant. Forty media people attended, including people from TV channels 4, 5, and 7. Tofu immediately began to get extensive, positive media coverage as a good, inexpensive protein source and supplement to meat. Azumaya's tofu sales skyrocketed.

After the move to Boutwell, Japan Foods Corp. (JFC) was the first real distributor to Azumaya tofu. They took it mostly to smaller stores, but within about 6 months they got Azumaya into local Safeway stores—a huge break. Azumaya then got the Safeway Richmond warehouse account with 200 stores, then Lucky, then many different chains started to carry Azumaya tofu. JFC was cut out as a middleman in sales to supermarkets, though JFC still distributes Azumaya tofu to the Asian-American market. This Azumaya tofu was packed with water in plastic trays (made by Sealright), sealed with a printed film lid.

Packaging still remained a problem. In July 1975 Mr. Yamauchi (of Matsuda and Hinode) and Jack Mizono became partners in starting Airtight Container Inc. in Los Angeles. After about a year of unsuccessfully trying to make their own plastic trays (since supply from Sealright was unreliable, and Azumaya was required to order by the truckload far in advance), they got Merrill's Packaging in Burlingame, California, to start making these high density polyethylene trays in late 1976. Now Azumaya's packaging was matched to their production equipment.

In about 1977-79 George retired; he sold his ownership to the other 3 brothers. In 1977 annual gross sales reached \$1 million. During the 1980s the American concern with cholesterol and better diets further expanded Azumaya sales. Francisco on 2.5 acres of land. In about 1976-80 the company began to sell tofu outside of California, first in Oregon and Washington, then back to the East Coast. In Oct. 1979 Azumaya moved into a much larger, new plant (about 44,000 square feet or 5 times as big) at 1575 Burke Ave. in San Francisco. Tofu production rose from 110,000 lb/week in 1982, to 122,000 lb/week in 1984, and 150,000 lb/week in 1987.

What are the main factors that transformed Azumaya from a tiny Japanese tofu shop into the largest tofu manufacturer in the Western world? The location in California. The early start. The early move to individual packaging. The 1973 meat shortage which gave tofu new publicity. The early entrance into supermarket chains. The rise of health/cholesterol consciousness in the USA. Address: 1&3. San Francisco, California (retired); 2. President,



Azumaya Inc., 1575 Burke Ave., San Francisco, California 94124. Phone: 1. 415-343-8100; 2. 415-221-4470; 3. 415-285-8500.

2221. **Product Name:** Tofu Burgers, Teriyaki Burgers, Miso Burgers, Tofu Nuggets [Plain, or Barbeque].

**Manufacturer's Name:** La Soyarie.

**Manufacturer's Address:** 25 rue St. Etienne, Hull, QUE, J8X 1H5, Canada. Phone: 613-235-5356.

**Date of Introduction:** 1989 October.

**Ingredients:** Incl. tofu, soy sauce.

**How Stored:** Refrigerated.

**New Product–Documentation:** Soya Bluebook. 1989. p. 102-03. Contact: Koichi Watanabe, President.

SoyaCow Newsletter. 1994. July/Sept. Mr. Koichi Watanabe is president of La Soyarie in Hull, Quebec.

2222. Leatherhead Food Research Assoc. 1989.

Vegetarianism and the consumer: Implications for the UK food industry. Leatherhead Food Research Assoc., Randalls Rd., Leatherhead, Surrey, England. vi + 118 p. Oct. No index. 30 cm. Price: £2,700. [2 ref]

• **Summary:** Contents: Foreword. List of 27 tables. List of 16 figures. Management summary. 1. Introduction: Scope of the research, aims, objectives, research method. 2. Profile of consumers reducing / excluding meat / meat and fish from their diet: Definitions, levels of reduction/exclusion of meat/meat and fish consumption, demographic profile, length of time following current eating pattern. 3. Reasons for reduction/exclusion of meat consumption: Summary of reasons for change amongst adults, reasons for change by demographic profile of adult consumers, summary of reasons for change amongst children, reasons for change by eating pattern of consumers. 4. Future potential of vegetarianism and reduced meat consumption: Consumer intentions, reasons for change. 5. Implications for food consumption habits of the exclusion of/reduction in meat and fish consumption: Changes made to in-home consumption patterns by consumers avoiding meat completely, changes made to in-home consumption patterns by consumers reducing consumption of meat, changes made to out-of-home food consumption patterns by consumers avoiding meat, changes made to out-of-home food consumption patterns by consumers who had reduced meat consumption. 6. Trends in consumption of meat and fish: Introduction, meat, fish. 7. Trends in consumption of meat and fish alternatives: Introduction, vegetables, salad and fruit, alternative protein sources, animal-derivative-free products, overview of vegetarian product introductions to the UK, development of vegetarian products within the catering market, development of novel vegetarian products worldwide. 8. Consumer purchasing criteria for vegetarian food: Introduction, distinctiveness of product, retailer and manufacturer preferences, level of healthy eating concern, level of

reaction to food 'scares', level of environmental concern. 9. Conclusions.

In the section on "Alternative protein sources" the subsection on "Meat imitations" states that Realeat Vegebangers, Cauldron Foods Tofu Burgers, Granose Soya Franks and Spicy Links, Protoveg Sosmix, Direct Foods Smokey Snaps, Marks & Spencer Vegetable Cutlets are all on the market (p. 72). Realeat was the pioneer in introducing vegetable burgers (Vegeburgers) and frozen burgers to the health-food trade; they were introduced to supermarkets in about 1986/87. The Vegeburger brand, now owned by Haldane Foods, includes Cheese Vegeburger, Vegebangers, and ready meals. Companies that have introduced vegetable burgers in the last four years include Direct Foods, Vegetarian Feasts, Granose Foods, Tivall, Cauldron Foods, Booker Health Foods, Brewhurst, The Dietburger Company, Realeat, Birds Eye Walls, and supermarket brands. In 1987 Cauldron Foods launched a range of three varieties of tofu burger in vacuum packs; cheeseburgers were launched by both Realeat and The Dietburger Company. In April 1988 Birds Eye Walls launched its Steakhouse vegetable burger and Granose Foods launched four varieties of frozen burgers, incl. Soya & Mushroom, and Nut & Sesame varieties. Tesco introduced a vegetarian burger under its own brand; it was made by Tivall from soya and wheat. In 1989 Realeat (Haldane Foods) introduced a microwaveable Quarter Pounder Burger. In 1985 Granose Foods launched Soya Franks, a meatless sausage. Realeat launched Vegebanger, which includes soya. In 1986 Direct Foods launched a soya-based Sausage Slice and Tivall introduced vegetable protein sausages. In 1987 The Dietburger Company launched an all-vegetable frozen dietbanger and Granose Foods launched Vegetarian Spicy Links. In 1988 Goodlife Whole Foods launched Herb Bean Bangers and Spicy Bean Bangers; Buss Foods introduced a vegetarian sausage, Realeat introduced a frozen Vegebanger, and Granose Foods added a vegetarian sausage to its Wholefoods Kitchen range (p. 76). Address: Leatherhead, Surrey, England.

2223. **Product Name:** Lightlife American Grill (Vegetarian Tempeh Burger).

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 413-774-6001.

**Date of Introduction:** 1989 October.

**New Product–Documentation:** This product is similar to their original tempeh burger, but it has been renamed and the ingredients changed slightly.

Talk with Michael Cohen. 1991. Sept. 17. This tempeh burger has a regular hamburger-like flavor. It is marinated.

2224. **Product Name:** Nature's Patties [Original, or B.B.Q.].

**Manufacturer's Name:** Nature's Path Foods Inc.

**Manufacturer's Address:** 170-2540 Simpson Rd., Richmond, BC, V6X 2P9, Canada. Phone: 604-278-2923.

**Date of Introduction:** 1989 October.

**New Product–Documentation:** Soya Bluebook. 1989. p. 103. Contact: Arran Stephens, President [formerly founder and president of Lifestream, a natural foods distributor in Canada].

2225. Demos, Steve. 1989. White Wave's strategy for marketing soyfoods in America as cholesterol-free protein foods (Interview). *SoyaScan Notes*. Nov. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** "White Wave welcomes the movement of tofu, a potentially hazardous food, out of the produce case. I think we are positioned and prepared as well as we possibly could be for this kind of change. This is what we've been waiting for! Years ago, White Wave designed its boxed, vacuum-packed tofu with a 60 day shelf life to sell in the dairy case. The disruption of an existing habit pattern opens up to opportunities for innovative companies." Demos does not see, even in the short term, any major loss of sales. At least 2/3 of White Wave's tofu is already out of the produce case and into either the dairy case or temperature controlled cases. He feels the best place to sell tofu is next to yogurt, ideally between yogurt and the deli meats in the dairy/deli case. White Wave conceives of itself as selling a new category of foods, "cholesterol free protein foods." This category should be well defined unto itself. Eventually Demos would like to see this heart/smart concept evolve into the "soyfoods section." Since signs identifying sections are generally not allowed in supermarket cases, the section/category might be partitioned off with plastic dividers at each end, like the Pillsbury Doughboy category. King Soopers has already pioneered this idea, starting in about 1983, putting tofu between the yogurt and the milk (with no plastic dividers), on the basis of the demographics, then building the concept by adding other soyfoods and soymilk. But tempeh, a slow mover, is now in the frozen foods case, and the meatlike products (such as hot dogs) are next to Armour in the deli meats.

Safeway seems to have made a top level decision to aggressively promote soyfoods. This year they called White Wave and said, "We don't know what you make, but give us everything. Then in August, in their two largest new classy "Safeway Marketplaces" in Boulder (and maybe in a few newer or college-oriented stores in Denver), entirely on their own initiative, they installed temperature controlled end-aisle cases at the end of the produce section facing the cash registers. The location is very prominent—an impulse location. Each case has the word "Tofu" in large letters on it. Many different types of soyfoods (and nothing but soyfoods) are sold in these cases—tofu, tofu dressings, tofu hot dogs, soy cheeses, Stir Fruity (soy-based yogurt), etc. All White Wave soyfood products in these 2 stores are sold

in the Tofu case. Demos feels that "Tofu" this is the best title for the case. Also the "Approved by Healthmark" with the Healthmark logo on each display case identifies these as healthy foods. Only foods that are low in cholesterol, fat, and sodium get the Healthmark. Each case, constructed like an open dairy case, 5 feet wide by 6 feet high, has a temperature range of about 35-40°. Demos would definitely prefer to have his products sold in these cases rather than any other location in the store. White Wave's main strategy is to "identify a category," and to group foods in that category together. Again, the current category definition is cholesterol-free protein foods, but the long term goal is to have the category defined as "soyfoods." It is too early to say how the new isolated cases are affecting sales, but preliminary signs all look very positive.

White Wave started pasteurizing its tofu in Dec. 1988. Since then they have not had a single complaint of spoilage or sourness. Pasteurization does effect the tofu texture, making it firmer, but it also makes tofu much more profitable. White Wave makes both a 16 ounce vacuum packed and a 10-ounce single serve water-pack tofu. He prefers the vacuum pack and has worked the bugs out of his Tiromat so that it is no longer a significant source of problems. Tree of Life on the East Coast sells un-boxed vacuum-packed White Wave tofu very successfully, but Demos strongly prefers to box it. He has a whole new tofu plant at his new facility with automatic cooking and curdling, conveyORIZED press tables and pasteurization.

Concerning the competition: Demos compliments Morinaga on a brilliant strategy. The net result is to help in the Americanization of tofu by identifying it clearly as a protein food and therefore forcing it out of the produce case. The irony is that when the dust settles, Mori-Nu Tofu may be the only brand left in what becomes an outdated, foreign location—with the oriental vegetables instead of with the protein foods. Azumaya and Hinode are rooted in the produce distribution network. Getting kicked out of the produce section will be very hard on them and their reaction will probably be to fight it rather than use it to their advantage. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3485.

2226. Lietzke, Ron. 1989. Hospital has a heart-to-heart. Cereal maker to promote Riverside's health messages. *Dispatch (Columbus, Ohio)*. Nov. 2. p. 2G. Business section.

• **Summary:** The Riverside Methodist Hospitals group in Columbus, Ohio, owns the registered service mark "Heartwise," and has used it for years to promote a variety of programs on how to reduce the risk of heart disease. Now the Kellogg Co. in Battle Creek, Michigan, is spending \$40 million to launch Heartwise breakfast cereal, which has a high soluble fiber content from a grain component called psyllium. Kellogg has agreed to print the hospital's health messages on millions of its boxes.



“Worthington Foods, a producer of soy-based foods and meat substitutes, has filed a \$6 million lawsuit against Kellogg, alleging the cereal maker is illegally using the ‘Heartwise’ trademark. Worthington Foods has used it since 1987 to promote a line of cholesterol-free foods sold under the Morningstar Farms label.

“Our dispute is with a cereal company, Kellogg, and is not with our good neighbor, Riverside Hospital,” Worthington Foods President Dale E. Twomley said yesterday.” However Worthington and the Riverside hospital group have been at odds over use of the trademark.

2227. Rivera, Esther. 1989. La Loma Foods, formerly Loma Linda Foods, purchased by Worthington Foods (Interview). *SoyaScan Notes*. Nov. 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The General Conference (GC) had accepted the offer by Dr. Martin, who had a given period to come up with the funds and finalize the deal. He was unable to raise the full amount. He asked for an extension but the GC didn’t grant him any more time. So the bidding was opened again. The second bidder didn’t change his bid, but Worthington Foods came up with a new proposal for all cash up front. The GC accepted Worthington’s bid. So on 10 Dec. 1989 La Loma will become Worthington’s property. On Dec. 8 the La Loma office in Riverside will close. Their contract with Nutricia expired on Aug. 31. On Dec. 11, Worthington begins their contract with Nutricia, which is making the products now. Nutricia owns both the Riverside and the Mt. Vernon plants. Basically Worthington purchased the food equipment, the product formulas and trademarks, and the potential accounts. The big question is how many of the former Loma Linda products Worthington will be discontinued, since Worthington has many very similar products. La Loma has many concerned consumers and distributors. What will happen to their “Labels for Learning” program? And their archives? They are scheduled to meet with Worthington marketing people on Dec. 20. Worthington or the GC will probably do a news release. Elder Wm. Murriel (pron MUR-ul) at the GC (phone: 301-680-6000) is chairman of board of La Loma. Address: La Loma Foods, Riverside, California.

2228. Bennett, Kathryn O. 1989. Col. Sanchez traditional foods cookbook. Col. Sanchez Foods, P.O. Box 5015, Santa Monica, CA 90405. 124 p. Index. 24 x 23 cm.

• **Summary:** Contains numerous tofu recipes: Patti’s blended tofu salad dressing (p. 47). Tofu bran muffins #1 and #2 (p. 76-77). Meat loaf (with tofu, p. 97). Curried tofu (p. 98). Judy Tarbet’s buckwheat tofu burgers (p. 100). Tofu cheesecake cookies (p. 107). Rice pudding (with tofu, p. 108). Tofu nut cookies (p. 109). Soy whipped cream (p. 110). Tofu cheesecake (p. 115).

Kathryn Bennett was born in Texas and raised in New Mexico. While in New Mexico, she developed a deep

interest in the Indian people. She obtained a Naturopathic degree and is involved in wholistic counseling. She has operated a natural food business in Los Angeles for the past 10 years. Address: Santa Monica, California. Phone: 213-204-1137.

2229. Goldbeck, Nikki. 1989. American Wholefoods Cuisine. Bird lives: Seitan instead of turkey. *True Food (Woodstock, New York)* 2(3):4-5.

• **Summary:** Seitan is made from gluten, the same elastic-like protein that allows bread to rise. “Its meat-like appearance and texture make it suitable for cutlets, roasts, casseroles, stews, and similar preparations. Our first exposure to seitan was during the early 1980s while in Hong Kong. There, numerous vegetarian restaurants, based on the former traditions of the Chinese Buddhist monks, serve mock beef, pork, chicken and duck, all based on gluten. Often these items are indistinguishable from meat.”

The Goldbecks next encountered seitan in early 1989 (see *True Food*, Vol. 2, No. 2) when they dined on delectable California Seitan at the Unicorn Restaurant in Miami, Florida. Though seitan is high in protein (10%) and relatively low in fat, and in calories (118/100 gm), the quality of that protein is lower than that of many other vegetarian sources such as tofu, tempeh, and legumes. Soymilk or cashews can be used to make an excellent gravy.

Describes how to make kofu (raw gluten dough from 10 cups whole wheat flour) and seitan at home. The broth contains 6 cups water, ¼ to 1/3 cup soy sauce, 4-inch strip kombu seaweed, 4 thin slices of fresh gingerroot (optional), 2 cloves garlic (optional), pepper, thyme, sage, oregano, or other herbs and spices (optional). Gives recipes for: California Seitan (adapted from the Unicorn Restaurant). Brown sauce (with soy sauce). Seitan sauté. Mushroom gravy. Cashew gravy.

2230. **Product Name:** [Deep-fried Tempeh Coins].

**Foreign Name:** Tempeh Taler.

**Manufacturer’s Name:** Life Food GmbH.

**Manufacturer’s Address:** Robert-Bunsen-Strasse 6, D-7800 Freiburg, West Germany. Phone: 0761/50 61 55.

**Date of Introduction:** 1989 November.

**New Product–Documentation:** Talk with Klaus Kempff.

1990. May 9. The tempeh is made in sausage skins. The resulting tempeh sausages are sliced into rounds, cold marinated, then deep-fried, and sold 2 pieces at a time. It was first developed in May 1989, but really launched in Nov. 1989, with a brochure. The product is delicious, and has become the company’s best-selling tempeh product.

2231. Tardosky, Cathy C. 1989. Soyfoods entrees: Nutrition for the ‘90s. *Whole Foods*. Nov. p. 48-53.

• **Summary:** Lists (with photos) many second generation soyfood products. Retailers say that demand for soyfoods

is on the rise. Many store owners are quoted, speaking very positively of the category. Worthington Foods is now in its 50th year of vegetarian food production, with a total of 45 different entrees under the Worthington and Natural Touch labels. “The Natural Touch line was developed in the early 1980s as the interest in products went more toward the natural segment of the market.”

2232. Tofu Shop (The). 1989. This holiday season, make it Tofu Turkey (Leaflet). Arcata, California. 1 p. Front and back. 22 x 14 cm.

• **Summary:** Typeset, green on tan, with four illustrations. Identical to the 1988 leaflet / sell sheet, except for the colors. Address: 768 18th St., Arcata, California.

2233. **Product Name:** [Soy and Vegetable Burgers, Tofu and Millet Burgers].

**Manufacturer’s Name:** La Sojeria, S.C.

**Manufacturer’s Address:** Carretera de Vic Km. 30, 08180 Moia (near Barcelona), Spain. Phone: (93) 830 1123.

**Date of Introduction:** 1989 December.

**Wt/Vol., Packaging, Price:** Vacuum packed in plastic bags.

**New Product–Documentation:** Letter from Javier Arocena of Zuaizto, Spain. 1992. Dec. 14. He knows of three other soyfoods manufacturers in Spain: Natur-Soy, Vegetalia, and La Sojeria, all near Barcelona.

Form filled out by Laura Cami and Mario Rimoldi of La Sojeria. 1993. Feb. 13. Their company introduced these products in Dec. 1989. The burgers are sold in vacuum-packed plastic bags.

2234. Marrese, Anthony. 1989. Re: Visit to Tofu Manufaktur Christian Nagel GmbH in Hamburg, Germany. Letter to William Shurtleff at Soyfoods Center, Dec. 2 p. plus many attachments. Handwritten. [Eng]

• **Summary:** Company name and address: Tofu Manufaktur Christian Nagel GmbH, Osdorfer Landstrasse 4, 2000 Hamburg 52, Germany. Phone: (040) 89 49 37.

“Founder and owner: Christian Nagel.

“History: Christian started making tofu in a small garden in a community kitchen in Holland about 7 years ago. When he needed money to support his family, the decision was made to move to Hamburg & he had a strong ‘impression’ he must make tofu. He contacted a man who was listed as a tofu maker, in order to work for him. The man had purchased all the equipment but never started. So Christian bought the equipment from the man and started making tofu 5½ years ago. The company grew slowly for a couple of years and then began to expand. Christian attributed this expansion to the Chernobyl nuclear disaster in the Ukraine (26 April 1986), and the people’s desire for safe food. Christian is again searching for more space in which to make tofu. He has 7 full-time and 4 part-time employees. The people are macrobiotic and have long associations—about 10 years.

Products not purchased (a label for each is enclosed):

1. Tofu-Brottaufstrich (Spread for bread, in a jar; 180 gm; in 3 flavors: Paprika, Räucher [Smoked], Kräuter [Herbs]).
2. Tofu: Plain, with Herbs, Smoked. 3. Burgers, rolls. 4. Tempeh. 5. Seitan.

Marrese encloses a progression of four tofu labels, over 5½ years; the oldest on the top left and the current one on the lower right.

Products purchased (#59) Tofu-Alge. Very good; the way I like it.

Product literature: 1. *Tofu Werkstatt* (leaflet, black ink on yellow, 2 panels each side, mentions *The Book of Tofu*). 2. Tofu Nagel (leaflet, black ink on gray, 2 panels each side). 3. Tofu postcard, 10.5 x 15 cm, single sided.

Notes: (1) The Soja plant symbol used on the above literature is the basic symbol on their product labels. (2) Similar company to Taifun (No. 31). (3) Christian sent information to the Soyfoods Center about 1-2 years ago but I have some of the new “stuff.” (4) Christian is quite active in the ten or so member “Tofu Section” of the *Naturkost* (“Natural Food”) committees and professional work.

Products and production: Tofu (Plain, Smoked, Herbs, with Seaweed), 5½ years. Total production: 1,500 to 2,000 kg per week.

Burgers (*Happen*), 5½ years. Tofu, Grünkern-Tofu Total production: about 3,000 per week.

Kroketten (Croquettes), 2 years. Production small: 100s per week.

Spring Rolls, production small.

Tempeh 5½ years. Production small, 50 kg per week.

Spread for Bread (*Tofu-Brottaufstrich*). Purchased from Tofurei Albert Hess and their label is applied. This is in order to have the product available because of competition and the friendly relationship between Christian and Albert. New product.

Equipment notes: Meat grinder for grinding soaked soybeans. Converted butter churn to separate milk and okara. Milk pasteurizer to cook milk (At present after milk and okara separation) which is causing relatively low yields of 1.7 kg tofu per kg of soybeans. 70 kg tofu tubs which are divided into five x 12 kg pressed slabs. Automatic press for burgers (capacity up to 3,000 per day). Smoke oven.

Okara: Is given away to farmers.

Whey: Is used to warm the water to grind the soybeans. Other products: Seitan. Address: Germany.

2235. Tofu-Manufaktur Christian Nagel GmbH. 1989. Nagel’s Tofu [Nagel’s Tofu (Leaflet)]. Hamburg, Germany. 2 panels each side. Each panel: 21 x 14.8 cm. Undated. [Ger]

• **Summary:** Printed black on bluish-gray paper. At top of front panel, back soybean plant and “Nagel’s Tofu.” Plus the company address and phone number.

Contents: Introduction. The many benefits of tofu: Rich in high-quality protein, excellent for protein



complementarity, low in calories, free of cholesterol, rich in vitamins and minerals, easily digestible, extremely versatile in the kitchen.

A table shows the nutritional composition of tofu, soymilk, fried tofu, grilled tofu, okara, and vegetable tofu (*ganmodoki*). Ideas for cooking with tofu (recipe ideas). Use of tofu as a medicine (tofu plaster). Tofu as a possible solution to the world food problem; the protein yield of different foods and animals from 1 hectare of land. Soybeans are #1 and meat gives the lowest yield. References (2).

Note: An earlier edition of this leaflet was printed (black on yellow) in about 1984 or 1985. Address: Osdorfer Landstrasse 4, 2000 Hamburg 52, Germany. Phone: 89 49 37.

**2236. Product Name:** Meatless Healthy Links (Tofu Breakfast Sausages).

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 1990 North 57th Court, Boulder, CO 80301.

**Date of Introduction:** 1989 December.

**New Product–Documentation:** Talk with Steve Demos. 1989. May 13. This product will be officially launched in Sept. Talk with Steve Demos. 1989. Nov. 1. The term Links need not be approved by the FDA. Anyone can use the term. The product is not yet out, nor has it been in any interstate sales yet. It is made in Denver. It should be out soon, probably by mid-December.

**2237. Product Name:** [Formoja Tofu Lasagna].

**Foreign Name:** Formoja Lasagne au tofu.

**Manufacturer's Name:** Cacoja. Affiliate of Coopérative Agricole de Colmar (CAC) (Marketer).

**Manufacturer's Address:** 8 rue Merxheim, 68500 Issenheim, France.

**Date of Introduction:** 1989.

**Wt/Vol., Packaging, Price:** 300 gm tins (cans).

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 100 gm.: Calories 97.5, protein 5 gm, fat 1.5 gm, carbohydrate 16 gm.

**New Product–Documentation:** Paul Tjomb. 1990. RIA (Revue des Industries Agro-Alimentaires) No. 443. 14 May to 5 June. "Le pâté nouveau est arrivé: Ingrédients, soja." A large part of its activity is devoted to developing convenience prepared foods (plats cuisinés) which contain an average of 20% soya. The company also offers quenelles (like sausages), ravioli, and lasagne which are distributed fresh with a shelf life of 3 weeks.

Letter and Label sent by Sylvain Stievenard of Sojinal (named Cacoja prior to Aug. 1990). 1990. Sept. 24. This product was introduced in 1989.

**2238. Product Name:** Tofuloni (Meatless Sliced Tofu Sausage) [Country, or Spicy].

**Manufacturer's Name:** Cauldron Foods Ltd.

**Manufacturer's Address:** 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol, Avon, BS3 2TL, England. Phone: (0272) 632835.

**Date of Introduction:** 1989.

**Wt/Vol., Packaging, Price:** 100 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label. 1989, sent by Philip Marshall. Green, red and black on white. Color photo of five slices on a plate. "Five slices ready to eat. A unique combination of spiced tofu, mixed grains, sunflower seeds and fine vegetables, cooked and sliced.

"Tofuloni makes a delicious vegetarian starter, or an exciting addition to salads and sandwiches." Package bears the green "V" symbol "Suitable for vegetarians."

SoyaFoods (ASA, Europe). 1990. 1(1):3. A photo shows the label.

Letter (fax) from Philip Marshall. 1990. July 9. This product was introduced in 1989.

**2239. Product Name:** Col. Sanchez Taco Filling.

**Manufacturer's Name:** Col. Sanchez Traditional Foods Inc.

**Manufacturer's Address:** P.O. Box 5015, Santa Monica, CA 90405. Phone: 213-204-1137.

**Date of Introduction:** 1989.

**Ingredients:** Vital wheat gluten, beetroot, soybeans, soy oil, paprika, a unique blend of non-irradiated chilies, herbs and spices, sea salt, soy sauce.

**Wt/Vol., Packaging, Price:** 12 oz (340 gm) plastic bag.

**How Stored:** Frozen.

**New Product–Documentation:** Label sent by Kathryn Bennett of Col. Sanchez. 1990. Oct. 17. Front panel: 3 inches square. Back panel: 5 by 3 inches. Both: Self adhesive. Black on red. "No cholesterol. High in fiber. Vegetarian. No cholesterol. All natural ingredients. No preservatives. High in fiber. Low in sodium. A percentage of our profits is donated to environmental causes."

**2240. Product Name:** Col. Sanchez Chile & Beans.

**Manufacturer's Name:** Col. Sanchez Traditional Foods, Inc.

**Manufacturer's Address:** 1889 E. Alpha #18, Glendale, CA 91208. Phone: 818-244-8500 or 818-241-3939.

**Date of Introduction:** 1989.

**Ingredients:** Pinto beans\*, vital wheat gluten, tomatoes, beetroot, soy oil, sea salt, fresh onion, fresh garlic, masa harina\*, and a unique blend of non-irradiated chiles, herbs, and spices. \* = Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

**Wt/Vol., Packaging, Price:** 12 oz. (340 gm).

**New Product–Documentation:** Labels (self-adhesive). Copyright 1989. Black on orange-yellow.

2241. **Product Name:** [GranoVita Organic Tofu Patties (Curry, Greek-Style, French Country Herbs, Green Pepper)].

**Foreign Name:** GranoVita Bio Tofuletten (Curry, Griechische Art, Kraeuter der Provence, Gruener Pfeffer).

**Manufacturer's Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany. Phone: (04131)-303-145.

**Date of Introduction:** 1989.

**Ingredients:** Curry: Organic tofu (water, organically grown soybeans, calcium chloride), vegetable oil, water, egg protein, whole wheat, spices, carob bean meal as a plant-based thickener, honey.

**Wt/Vol., Packaging, Price:** 125 gm vacuum pack poly bag, 3 patties per bag. Retail for DM 2.98.

**How Stored:** Refrigerated.

**Nutrition:** Curry. Per 100 gm.: Protein 10.3 gm, fat 27.1 gm, usable carbohydrates 11.5 gm, calories 331.

**New Product-Documentation:** Label for Curry sent by Anthony Marrese. 1990. Jan. 2.75 by 5 inches. Red, green, gold, and black on white. "Contains no flesh." An illustration (line drawing) shows a pagoda at the top of the label and a pan containing the patties at the bottom. Exklusiv Neufarm certification symbol.

Manufacturer's brochure. 1989? "Bio-Tofu for the High Quality Kitchen." p. 4-5. A color photo shows the labels of all 4 flavors.

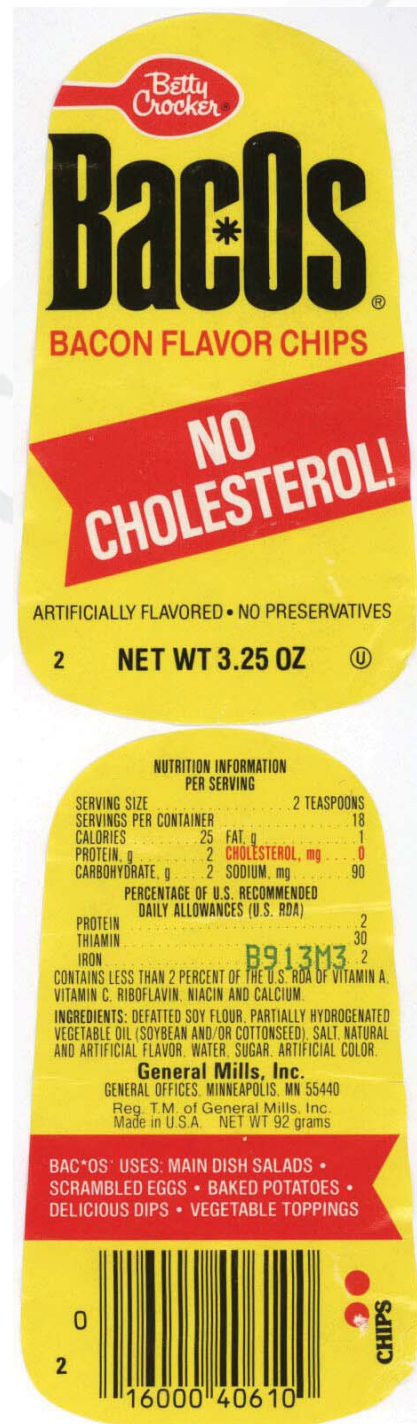
Form filled out and original Labels (for Curry, French Country Herbs, and Griechische Art) sent by DE-VAU-GE. 1990. June 11. These products were introduced in 1989.

Form filled out and new Labels sent by DE-VAU-GE. 1990. June 11. The product was introduced in 1989. New Label for curry. 5 by 8.5 by 1.5 inch paperboard box. Black, gold, red, green, and orange on white. A stylish color photo on the front panel shows the dish ready to serve next to rice, garnished with 2 slices of tangerine and a spring of mint. At the top of the front panel: "The whole foods kitchen for the gourmet" (Die Vollwertkueche à la Gourmet). The subtitle is "In curry-fruit sauce with pumpkin seeds & rice. A ready-to-heat menu for 1 person. Enjoy without flesh." The box contains two pouches: one with the tofu cubes and curry-fruit sauce; the other with the rice and pumpkin seeds. The back panel shows how these can be heated in either a water bath, a cooking pot, or a microwave oven. **Ingredients:** (1) Organic tofu cubes: Organic tofu (water, soybeans\*, calcium chloride), vegetable oil, water, egg protein, raisins, spices, wheat, plant thickener (carob seed meal), spices, honey. (2) Curry & Fruit Sauce: Water, milk, fruits (peaches, apricots, pears), cream, paprika, vegetable oils and fats in varying amounts, wheat flour, rice flour\*, spices, seasonings, sea salt, plant thickener (carob bean seeds). (3) Water, natural rice, pumpkin seeds (Kuerbiskeerne), vegetable oil, sea salt. \* =

certified organically grown (aus anerkanntem kontrolliertem biologischen Anbau). Weight: 350 gm. Per 350 gm portion: Protein 20.3 gm, fat 33.0 gm, carbohydrates 54.2 gm, fiber 6.7 gm, calories 595, 1 BE = 77 gm. Exklusiv Neufarm certification symbol.

2242. **Product Name:** Betty Crocker Bac\*O's (Meatless Bacon Analog from Textured Soy Flour) [Bits, or Chips].

**Manufacturer's Name:** General Mills, Inc.





**Manufacturer's Address:** P.O. Box 1113, Minneapolis, MN 55440. Phone: 612-540-2311.

**Date of Introduction:** 1989.

**Ingredients:** Defatted soy flour, partially hydrogenated vegetable oil (soybean and/or cottonseed), salt, natural and artificial flavor, water, sugar, artificial color.

**Wt/Vol., Packaging, Price:** 3.25 oz tall glass jar. Retail for \$1.75 (12/89 California).

**How Stored:** Shelf stable.

**Nutrition:** Per 2 teaspoon serving: Calories 25, protein 2 gm, carbohydrate 2 gm, fat 1 gm, sodium 90 mg. Contains 30% of the RDA for thiamin.

**New Product–Documentation:** Product (Chips) with Label purchased in Lafayette, California. 1989, Dec. 2 by 4 inches. Red and black on yellow. Front panel: "Bacon flavor chips. No Cholesterol! Artificially flavored. No preservatives." Back panel. "Bac\*Os uses: Main dish salads, scrambled eggs, baked potatoes, delicious dips, vegetable toppings."

2243. **Product Name:** [McSoyana Tofu-Burger (No. 1: Gruyère Cheese, No. 2: Vegetables, No. 3: Brown Rice & Sesame, No. 4: Paprika)].

**Foreign Name:** McSoyana Tofu-Burger (Nr. 1: Greyerzer Kaese/Gruyère, Nr. 2: Gemuese/Légumes, Nr. 3: Vollreis-Sesam/Riz complet-sésame, Nr. 4: Paprika).

**Manufacturer's Name:** Soyaquell [Soyana].

**Manufacturer's Address:** Friedensgasse 3, CH-8039 Zurich, Switzerland. Phone: 01-202-8997.

**Date of Introduction:** 1989.

**Wt/Vol., Packaging, Price:** Weight varies.

**New Product–Documentation:** Letter (fax) from Verena Krieger. 1990. May 31. The Tofuburger is one of Soyana's best-selling products. Labels sent by Verena Krieger of Switzerland. 1990. July 5. Biona certification symbol.

2244. **Product Name:** [Soyaquell Tofu Sausage (With Herbs, Cereal Grains, Pepperoni, Mushrooms, Mace, Head Waiter/Butler, Morel Mushrooms)].

**Foreign Name:** Soyaquell-Tofuwurst (Kraeuter/aux Herbes, Getreide/Céréales, Peperoni/Poivrons, Champignons, Muskat/Muscade, Maître d'Hôtel, Morcheln/Morilles).

**Manufacturer's Name:** Soyaquell [Soyana].

**Manufacturer's Address:** Friedensgasse 3, CH-8039 Zurich, Switzerland.

**Date of Introduction:** 1989.

**Wt/Vol., Packaging, Price:** Weight varies.

**New Product–Documentation:** Labels sent by Verena Krieger of Switzerland. 1990. July 5. Note: The company name on the label is given as Soyaquell; Soyana is not mentioned. The Soyaquell line was introduced by Soyana in 1985 for the mainstream market.

2245. **Product Name:** Seitan Stew, Seitan Chili, Frozen Barbeque Seitan.

**Manufacturer's Name:** Sustenance.

**Manufacturer's Address:** Fayetteville, Arkansas.

**Date of Introduction:** 1989.

**New Product–Documentation:** Jan Belleme. 1992. East West. Jan. p. 62-69. "The Seitan Alternative." "Sustenance of Fayetteville, Arkansas, has been making seitan, distributed in sixteen-ounce jars, since 1986. Owner Ted Louraine recently extended the line to include Seitan Stew and Seitan Chili in jars, as well as frozen Barbeque Seitan."

2246. **Product Name:** [Tempeh Burger].

**Foreign Name:** Tempehburger.

**Manufacturer's Name:** Tofumanufaktur Christian Nagel GmbH.

**Manufacturer's Address:** Osdorfer Landstrasse 4, D-2000 Hamburg 52, West Germany. Phone: 040/89 49 37.

**Date of Introduction:** 1989.

**New Product–Documentation:** Bernd Drosihn. 1989. Tempeh: Ein traditionelles Nahrungsmittel mit Zukunft [Tempeh: A traditional food with a future]. p. 38. Says the company, "Tofumanufaktur Christian Nagel," makes fresh tempeh and tempeh burgers.

2247. **Product Name:** [Spring Rolls: Piquant, Oriental! (with Smoked Tofu)].

**Foreign Name:** Fruelingsrolle: Pikant Orientalisch!.

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** Neusserstr. 199, D-5000 Cologne 60, West Germany. Phone: (02233) 41323.

**Date of Introduction:** 1989.

**Ingredients:** Filling: Smoked tofu (*Räuchertofu*)\*, white cabbage (*Weisskohl*)\*, carrots (*Möhren*)\*, leeks\*, vegetable oil, spices (*Gewürze*)\*, sea salt. Dough: Water, wheat, salt. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 100 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels brought by Bernd Drosihn of Viana. 1995. March 11. 3.25 x 4.75 inches. Red, white, and black on dark red. Self adhesive.

2248. **Product Name:** [Grabowski: Tofu & Amaranth Burger (Gluten-Free, Nutty!).]

**Foreign Name:** Grabowski: Tofu-Amaranth Burger (Glutenfrei, nussig!).

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** Neusserstr. 199, D-5000 Cologne 60, West Germany. Phone: (02233) 41323.

**Date of Introduction:** 1989.

**Ingredients:** Tofu\*, amaranth\*, carrots (*Möhren*)\*, amaranth flour (*Amaranthmehl*)\*, hazelnuts\*, vegetable oil, spices (*Gewürze*)\*, sea salt. \* = Organically grown (*kontrolliert biologischer Anbau*).

**Wt/Vol., Packaging, Price:** 80 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels brought by Bernd Drosihn of Viana. 1995. March 11. 3.25 x 4.75 inches. Red, white, and black on orange. Paperboard. 3.5 x 2.5 inches x 2. Folded over. Stapled on top of plastic bag.

2249. **Product Name:** [Green Rye Burger (with Tofu)].  
**Foreign Name:** Gruenkernburger.  
**Manufacturer's Name:** Viana Naturkost GmbH.  
**Manufacturer's Address:** Neusserstr. 199, D-5000 Cologne 60, West Germany. Phone: (02233) 41323.  
**Date of Introduction:** 1989.  
**Ingredients:** Tofu\*, green rye (*Grünkern*)\*, whole wheat flour (Weizenvollkornmehl)\*, rolled oats\*, leeks\*, vegetable oil, spices (*Gewürze*), sea salt. \* = Organically grown.  
**Wt/Vol., Packaging, Price:** 200 gm.  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Labels brought by Bernd Drosihn of Viana. 1995. March 11. 3.25 x 4.75 inches. Red, white, and black on green. Self adhesive. Patties made purely from plants (*Rein pflanzliche Bratlinge*).

2250. **Product Name:** [Millet Croquettes (with Tofu)].  
**Foreign Name:** Hirse Krokettchen.  
**Manufacturer's Name:** Viana Naturkost GmbH.  
**Manufacturer's Address:** Neusserstr. 199, D-5000 Cologne 60, West Germany. Phone: (02233) 41323.  
**Date of Introduction:** 1989.  
**Ingredients:** Tofu\*, millet (*Hirse*)\*, carrots (*Möhren*)\*, leeks\*, sunflower seeds\*, rolled oats\*, vegetable oil, spices (*Gewürze*)\*, sea salt. \* = Organically grown.  
**Wt/Vol., Packaging, Price:** 160 gm.  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Labels brought by Bernd Drosihn of Viana. 1995. March 11. 3.25 x 4.75 inches. Dark red, white, and black on yellow. Self adhesive. Made purely from plants (*Rein pflanzliche*).

2251. **Product Name:** [Robinson: Classic Tofuburger].  
**Foreign Name:** Robinson: Tofuburger Classic.  
**Manufacturer's Name:** Viana Naturkost GmbH.  
**Manufacturer's Address:** Neusserstr. 199, D-5000 Cologne 60, West Germany. Phone: (02233) 41323.  
**Date of Introduction:** 1989.  
**Ingredients:** Tofu\*, rice (*Reis*)\*, carrots (*Möhren*)\*, leeks\*, sunflower seeds\*, rolled oats\*, vegetable oil, spices (*Gewürze*)\*, sea salt. \* = Organically grown.  
**Wt/Vol., Packaging, Price:** 200 gm or 100 gm.  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Labels brought by Bernd Drosihn of Viana. 1995. March 11. 3.25 x 4.75 inches. Red, white, and black on dark red. Self adhesive. Patties made purely from plants (*Rein pflanzliche Bratlinge*).  
 Note: Also in 1989 Viana introduced Chickpea Spread (*Kichererbsen Pastete*) in which soy sauce was the only soy

ingredient.

2252. **Product Name:** [Viana Tempeh Burger].  
**Foreign Name:** Viana Tempehburger.  
**Manufacturer's Name:** Viana Naturkost GmbH.  
**Manufacturer's Address:** Neusserstr. 199, D-5000 Cologne 60, West Germany. Phone: (02233) 41323.  
**Date of Introduction:** 1989.  
**Ingredients:** Tempeh\*, rice (*Reis*)\*, carrots (*Möhren*)\*, leeks\*, sunflower seeds\*, rolled oats\*, vegetable oil, spices (*Gewürze*)\*, sea salt. \* = Organically grown.  
**Wt/Vol., Packaging, Price:** 80 gm.  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Bernd Drosihn. 1989. Tempeh: Ein traditionelles Nahrungsmittel mit Zukunft [Tempeh: A traditional food with a future]. p. 38. Says the company makes Tempehburger.

Talk with Bernd Drosihn, founder of Viana. 1990. April 7. He started to make tempeh in about Aug. 1989 after leaving Soyastern. He makes 3 types of tempeh, 2 tempeh burgers, and 2 tempeh spreads (introduced in 1990). The burgers and spreads are selling well.

Labels brought by Bernd Drosihn of Viana. 1995. March 11. 3.5 x 2.5 inches, folded over. Red, black and white on orange. Cardstock, stapled on top of plastic bag.

2253. Quong Hop & Co. 1989. The Soy Deli: Good food for healthy living (Leaflet). South San Francisco, California. 1 p. 28 cm.

• **Summary:** This black on beige leaflet shows the front panel of ten soy products made by Quong Hop & Co., including tofu burgers, tempeh burgers, baked five-spice tofu, baked savory tofu, and hickory smoke flavored baked tofu. Address: 161 Beacon St., South San Francisco, California 94080. Phone: 415-761-2022.

2254. Sahn Yook Korean Foods. 1989. [Sahn Yook Soymilk Products (Leaflet)]. Chunwon-gun, Choongchungnam-do, South Korea. 1 p. One sided. 19 x 25 cm. Color photo. [Kor]  
 • **Summary:** A photo on the front shows 5 packages of soymilk and a glass of soymilk surrounded by fresh green vegetables and mikan oranges. The back shows a young lady with a Western-style hairdo holding a Tetra-Brik carton of Sahn Yook Soy Milk. The three foil pouches are displayed nearby. Ways of using the product are described with cartoons below. Other photos show two cans of gluten products, Vegeburger, and Vegemeat. Address: 320 Panjeong-ri, Jiksan-myun, Chunwon-gun, Choongchungnam-do 333-810, South Korea.

2255. Simpson, J.A.; Weiner, E.S.C. 1989. The Oxford English dictionary. 2nd ed.: Soya. Oxford, England: Clarendon Press. [10 ref]

• **Summary:** The earliest entry is in 1679 from John Locke's



*Journal* in Lord King's *The life of John Locke,...* (1830).

There are also attributive definitions and examples for soya flour (1930, 1951), soya meal (1968), soya milk (1977), soya oil (1917), soyaoil (1982), soyaburger (1953, 1974), soya link (1965), soya sausage (1971). Address: England.

2256. *The legacy of the Japanese in Hawaii: cuisine.* 1989. [Honolulu, Hawaii]: Japanese Cultural Center of Hawaii. 248 p. Illust. (some color). Index. 26 cm.

• **Summary:** A spiral bound book. "The simple elegance of Japanese cuisine sets it apart from other ethnic foods of Hawaii." It is a "culinary art."

"The first group of Japanese, the Gannen-Mono, came to Hawaii as laborers in 1868. The S.S. City of Tokio brought a group of 944 contracted laborers, Kanyaku Imin, on February 8, 1885; and by 1924, 220,000 workers had arrived to become residents of these islands. Thus began the legacy of Japanese in Hawaii" (p. 21).

One chapter, titled "Tofu ryori (Bean curd dishes)" (p. 177-92) contains the following recipes: *Hiya yakko* (Cold tofu, with "2 blocks 'kinu' tofu). *Arare tofu* (Fried tofu cubes). *Agedashi tofu* (Deep fried tofu). *Takigawa tofu* (Jellied tofu strips). *Soba dofu* (Buckwheat soybean curd). *Ken chu / Ken cho* (Meatless or shojin food). *Iri dofu* (Sauteed tofu). *Papaya chanpuru* (Tofu stir-fry with vegetables). *Moyashi chanpuru* (Tofu with bean sprouts). *Gan modoki / Hiryozu* (Deep fried tofu balls). Tofu loaf. Tofu patties. *Okara / Unohana iri* (Seasoned soybean lees [okara]). *Shira ae* (Vegetables with tofu dressing). *Yudofu* (Simmered soybean curd).

For kinako (roasted whole soy flour) see: Rice ball with kinako (variation of Ohagi, p. 230). *Kinako mochi* (variation of mochi, p. 232).

Other soy related recipes *Tori dango no teriyaki* (Teriyaki chicken dumpling, with shoyu, p. 41). *Ika no su-miso* (Squid with miso dip, p. 42). *Satsuma jiru* (Miso soup with pork and vegetables, p. 68-69). *Miso shiru* (Basic soybean paste soup, p. 70). *Sushi no gu* (Ingredients for sushi, incl. Koya-dofu {Dried bean curd} preparation, p. 93). *Inari zushi* (Cone sushi, with "12 aburage {deep fried tofu or bean curd}," p. 98). *Aburage mochi* (Fried bean curd with mochi, p. 115). *Oden* (Vegetables, seaweed & fishcake simmered in fish broth, with "3 aburage," p. 116). *Sukiyaki* (Meat & vegetables cooked in sauce, with "1 block tofu, cut in 1-inch cubes," p. 117). *Basic teriyaki sauce No. 1 & 2* (p. 127). *Niku no teriyaki* (Meat teriyaki, p. 127). *Shibi no misoyaki* (Tuna broiled with soy bean sauce, p. 132). *Tako no teriyaki* (Barbecue octopus, p. 134). *Tori no misoyaki* (Chicken with soybean paste, p. 137). *Stuffed miniature aburage* (Fried bean curd, p. 147). *Miso no ankake* (Soybean paste sauces, p. 149). *Kuromame* (Black soybeans, p. 151). *Hijiki to aburage no irini* (Stir-fried seaweed & fried bean curd, p. 153). *Butaniku miso ni* (Pork with miso, p. 154). *Aburage namasu* (Fried bean curd salad, p. 201). *Ingen no*

*miso ae* (String beans with miso dressing, p. 202). *Fudanso no shira ae* (Tofu & swiss chard salad, p. 202). *Kyuri no sumiso ae* (Cucumber with vinegar-miso sauce, p. 204). *Tofu salada* (Soybean curd salad, p. 205). *Misozuke* (Vegetables pickled in miso, p. 212). Address: Honolulu, Hawaii.

2257. *Vegan Restaurant (The).* 1989. New soyfoods restaurant or deli. 115 Baldwin Ave., Paia, Maui, Hawaii 96779.

• **Summary:** Talk with Michael Klaper. 1990. Feb. Gentle World has recently opened this vegan restaurant on Maui. Menu sent by Jeanie Greenbaum of Gentle World in Alachua, Florida. 1991. March 13. The restaurant is now open for dinner only. Soyfoods on the menu include: Tofu eggless salad. Tofu eggless salad sandwich. The vegan burger (with seitan and tempeh). Entrees (\$5.95 to \$6.95): Lasagna tofucci. Tofu loaf. Lemon broiled tempeh with scalloped potatoes. Side orders: Tofu roll (with broccoli, onions and seasonings, wrapped and baked). Crispy tofu chunks. Desserts: Rice Dream Sundae. Assorted Barat Tofu Chocolates. Smoothies: Float with a scoop of Rice Dream. Address: Paia, Maui, Hawaii. Phone: 808-579-9144.

2258. *Good Food News (Nutrition Education Service, Sanitarium Health Food Company, Australia).* 1989-- . Serial/periodical. New South Wales, Australia: Sanitarium Health Food Co. Frequency: Quarterly.

• **Summary:** Contains information about healthy (largely vegetarian) eating, with recipes that use products made by Sanitarium Health Food Co. The format changed in Sept. 1997 (vol. 9, no. 3) by adding 2 more pages and including a "New Products" section.

Some new soy products and the dates mentioned: Sept. 1997–Crispy Nuggets, Country Burgers, Seafarers Patties, Potato Pockets. Dec. 1997–So Good Now (chilled soy beverage in gable-top cartons, regular and low-fat), Weet-Bix Hi Bran with Soy & Linseed. March 1998–So Good Smoothie (Mango, or Banana). June 1998–Soyaccino (cappuccino-style So Good soy drink), Up & Go (Liquid Breakfast). Sept. 1998–Today's Gourmet: Cacciatore Kiev. Dec. 1998–Fat Free So Good. March 1999–So Good Plus (calcium + linseed oil). SoyHealthy: Eight chilled (incl. Original Soy Slices) and five frozen (incl. Tender Soy Schnitzels, Country-Spiced Burgers). Sept. 1999–So Good Ab+ (Soy Yoghurt with Acidophilus and Bifidus, in Strawberry, Apricot & Mango, and Passionfruit flavors). Address: 146 Fox Valley Road, Wahroonga, NSW 2076, Australia. Phone: (02) 487-1711.

2259. **Product Name:** [GranoVita Soya Mignon].

**Foreign Name:** GranoVita Soja-Mignon.

**Manufacturer's Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach

Alternativ essen heißt vegetarisch essen, das ist modern, bringt Abwechslung und Freude an neuen Geschmacks-erlebnissen, Alternativ essen ist außerdem gesund und bekömmlich. Wir empfehlen, vor Ihrem vegetarischen Menü einen Rohkostsalat zu essen und nach der Mahlzeit einen Spaziergang zu machen. So wird „Ihr vegetarischer Tag“ Ihr Wohlbefinden steigern.

**Soja-Mignon, pflanzliche Hacksteaks in pikanter Soße, enthalten folgende Zutaten:**  
Soja-Eiweiß, Wasser, Zwiebeln, Haferflocken, Maiskeimöl, Ei-Eiweiß, modifizierte Stärke, Speisewürze, Hefe, Salz, Gewürze, Sesam, Zucker, Kräuter, Rauchgewürz, Verdickungsmittel Johannisbrotkernmehl, Caramel.

**Soße:** Wasser, modifizierte Stärke, Speisewürze, Weizenmehl, Sojasoße, Salz, Zucker, Geschmacksverstärker, Zwiebeln.

**Durchschnittsanalyse in 100 g:**  
Eiweiß 11 g, Fett 9 g, verwertbare Kohlenhydrate 11 g, kJ 716 (kcal 169), 1 BE = 109 g.  
Sojakost ist cholesterinfrei und arm an harnsäure-bildenden Purinstoffen.

**Soja-Mignon** braucht nur in der Soße wärmegemacht zu werden, sonst wie Hack-Steaks zu verwenden.

**Füllmenge: 375 g**  
**Abtropfgewicht: 300 g**

Mindestens haltbar bis Ende: siehe Dosenboden. Trocken lagern.

DE-VAU-GE Gesundheitswerk GmbH  
Postf. 1660 · D-2120 Lüneburg · BR Deutschland  
Art.-Nr. 1473



**Samenstellung:** Sojaeiwitten, water, uien, havevloken, maiskiemolie, ei-eiwitten, gemodificeerd zetmeel, specerijen, biergist, zout, sesam, zuiker, kruiden, rookkruiden, bindmiddel, Graham-paneermeel, caramel

**Saus:** Water, zetmeel, specerijen, tarwemeel, soja-saus, zout.

**Analyse voor 100 g:**  
Eiwitten 11 g, Vetten 9 g, Koolhydraten 11 g, kJ 716 (kcal 169)

Tenminste houdbaar tot eind: Zie onderaan doos

**Ingédients:** Protéines de soja, eau, oignons, flocons d'avoine, huile de germe de maïs, blanc d'œuf, féculé, assaisonnements, levure, sel, épices, sésame, sucre, fines herbes, épices fumés, liant: farine de carobe, caramel

**Sauce:** Eau, féculé, assaisonnements, farine de blé, sauce de soja, sel.

**Analyse pour 100 g:** Protides 11 g, Lipides 9 g, Glucides 11 g, 716 kJ (169 kcal)

A consommer de préférence avant fin:  
Voir sous la boîte

Nettogewicht: 375 g e  
Poids net: 375 g e

Afdruipgewicht: 300 g e  
Poids net égoutté: 210 g e

**4 pflanzliche Hacksteaks in pikanter Soße**

1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1989?

**Ingredients:** Soy protein, water, onions, rolled oats, corn germ oil, egg whites, modified starches, seasonings, yeast, salt, spices, sesame, sugar, fines herbs, smoked spices, carob flour (thickener), caramel. Sauce: Water, modified starches, seasonings, wheat flour, soy sauce, salt, sugar, flavor intensifier (MSG?), onions.

**Wt/Vol., Packaging, Price:** 375 gm can. Retail for DM 6.65.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 100 gm.: Calories 169, protein 11 gm, usable carbohydrates 11 gm, fat 9 gm.

**New Product–Documentation:** Label sent by Anthony Marrese. 1989. 9 by 4 inches. Green, red, white and black on yellow-green. Color photo on front panel shows the hamburger-like patties on a plate with vegetables. Neufarm certification symbol. “Vegetarian. Contains no flesh. Four vegetarian ground steaks in a piquant sauce.”

2260. **Product Name:** [GranoVita Soya Sausage for Frying and Grilling {Meatless}].

**Foreign Name:** GranoVita Sojawurst zum Braten und Grillen.

**Manufacturer’s Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1989?

**Ingredients:** Water, vegetable oils and fats in changing amounts, onions, egg protein, wheat protein, soy protein, spices, seasonings, salt, vegetable thickeners (carob bean meal and guar seed meal), wheat flour, glucose, apples, smoke seasoning, whole soybean product (Vollsoja-

Erzeugnis), rolled oats, fine Graham bread crumbs, herbs, milk protein, soy sauce, caramel.

**Wt/Vol., Packaging, Price:** 200 gm cellophane bag. Retail for DM 3.48.

**How Stored:** Refrigerated.



**GranoVita**  
**Sojawurst zum Braten u. Grillen**  
**enthält kein Fleisch**

**Zutaten:** Wasser, pflanzl. Öle und Fette in veränderlichen Gewichtsanteilen, Zwiebeln, Eiweiß, Weizenweiß, Sojaeiweiß, Gewürze, Würzmittel, Salz, pflanzl. Verdickungsmittel Johannisbrot- und Guarkernmehl, Weizenmehl, Glucose, Apfel, Rauchgewürze, Vollsoja-Erzeugnis Haferflocken, Graham-Paniermehl, Kräuter, Milcheiweiß, Sojasoße, Caramel.

**Durchschnitts Analyse in 100 g:**  
Eiweiß 10 g, Fett 24 g, verwertbare Kohlenhydrate 4 g, kJ 1150 (kcal 272), 1BE = 300 g

**Vor der Zubereitung Würsthälle entfernen!**  
Sojawurst in der Pfanne oder auf dem Grill zubereiten

DE-VAU-GE Gesundheitswerk GmbH  
Postfach 1660 · D 2120 Lueneburg  
BR Deutschland Art. Nr. 4702

neufarm  
Inhalt 200 g

Gekühlt bei unter +10°  
mindestens haltbar bis Ende.



**Nutrition:** Per 100 gm.: Protein 10 gm, fat 24 gm, usable carbohydrates 4 gm, calories 272. 1 BE (Broteinheit, or diabetic exchange) = 300 gm.

**New Product–Documentation:** Label sent by Anthony Marrese. 2 by 5 inches. Brown, red, green, and black on white. “Contains no meat [Fleisch]. Prepare in the frying pan or on the grill.” An illustration shows 2 sausages in a pan. Neufarm certification symbol.

2261. **Product Name:** [Kolett’s Bottled Soy Sausages (Regular, Frankfurt-Style, Vienna-Style)].

**Foreign Name:** Kolett’s Salchi-Soja (Regolare, Frankfurt, Vienna).

**Manufacturer’s Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1989?

**Wt/Vol., Packaging, Price:** Glass jar.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Manufacturer’s leaflet.

1989? GranoVita. Sin conservantes. No colorantes. Alimentos Naturales. A color photo shows the three bottles and labels. “100% vegetarian. Contains no meat. Heat and serve.” These products are probably for export to Italy.

2262. **Product Name:** [Kolett’s Soy Sausages (Regular, or Spicy)].

**Foreign Name:** Kolett’s Salchisas de Soja (Regolare, Picantes).

**Manufacturer’s Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1989?

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Manufacturer’s leaflet.

1989? GranoVita. Sin conservantes. No colorantes. Alimentos Naturales. A color photo shows the two cans and labels. On the front panel is a photo of each product in a dish ready to be served. “Contains no meat.” These products are probably for export to Italy.

Note: This is the earliest Italian-language document seen (Nov. 2014) that mentions a meat alternative, which it calls *Kolett’s Salchisas de Soja (Regolare, Picantes)*.

2263. **Product Name:** [Kolett’s Canned Soy Sausages (Regular, or Spicy)].

**Foreign Name:** Kolett’s Salchisas de Soja (Regolare, Picantes).

**Manufacturer’s Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach

1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1989?

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Manufacturer’s leaflet.

1989? GranoVita. Sin conservantes. No colorantes. Alimentos Naturales. A color photo shows the two cans and labels. On the front panel is a photo of each product in a dish ready to be served. “Contains no meat.” These products are probably for export to Italy.

2264. **Product Name:** [Kolett’s Meatless Soy Patties (Delicate/Mild, or Spicy)].

**Foreign Name:** Kolett’s Soja-delikat–Sin carne, Soja-zart–Sin carne.

**Manufacturer’s Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer’s Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1989?

**Wt/Vol., Packaging, Price:** Glass jar.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Manufacturer’s leaflet.

1989? GranoVita. Sin conservantes. No colorantes. Alimentos Naturales. A color photo on the front of each of the two bottles shows the finished patties with vegetables ready to be served. These products are probably for export to Italy.

2265. **Product Name:** [Estea Reform Soya Bolognese: Soy Protein in Tomato Sauce].

**Foreign Name:** Estea Reform Soja à la Bolognese: Soja-Eiweiss in Tomatensauce.

**Manufacturer’s Name:** Dr. med. Schneider GmbH.

**Manufacturer’s Address:** Postfach 13 22 15, D-2000 Hamburg 13, West Germany.

**Date of Introduction:** 1989?

**Ingredients:** Tomato paste, water, textured soy protein (texturiertes Soya-eiweiss), onions, Parmesan cheese, soy oil, salt, spices, seasonings, starch, carob seed flour and guar seed flour as thickeners.

**Wt/Vol., Packaging, Price:** 400 gm can. Retail for DM 7.60.

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 100 gm.: Protein 11 gm, fat 4 gm, usable carbohydrates 11 gm, calories 123. 1 BE (Broteinheit, or diabetic exchange) = 108 gm.

**New Product–Documentation:** Label sent by Anthony Marrese. 1990. Jan. 9 by 4 inches. Light green red, yellow, and white on pea green. “This product is suited for everyone, especially those who are busy with their occupation because it can be prepared quickly. Simply warm the contents of the can and, if desired, thin with 300 ml water, milk, or cream.”



2266. **Product Name:** [Eden Soya Chopped Steak, Soya Fricassee, Soya Goulash, Koenigsberg-Style Soya Meatballs, Little Soya Balls].

**Foreign Name:** Eden Soja-Hacksteak, Soja-Frikassee, Soja-Gulasch, Koenigsberger Soja-Klopse, Soja-Baellchen.

**Manufacturer's Name:** Eden-Waren.

**Manufacturer's Address:** P.O. Box 1229, 6232 Bad Soden/Taunus, West Germany.

**Date of Introduction:** 1989?

**Ingredients:** Soja-Klopse: Water, onions, soy protein product, vegetable oil, whole egg, whipped cream, capers, gluten-free fine bread crumbs (*Paniermehl*), starch, milk protein [casein], lemon juice, fruit sugar (fructose), sea salt, seasonings, plant-based stabilizers (guar seed flour, carob seed flour), milk sugar (lactose), vegetable fat (*Pflanzenfett*), spices.

**Wt/Vol., Packaging, Price:** 300 gm paperboard box. Retail for DM 4.95.

**New Product–Documentation:** Manufacturer's leaflet. 1989. "Eden Soja-Gerichte (Eden Soya Dishes). A color photo on one panel shows and describes six of these boxed entrees; one, the Soja-Ragout, is described in a separate record. Eden Soya Chopped Steak comes with carrots, peas, and corn in a piquant sauce with onions, tomatoes, and herbs. Soya Fricassee contains asparagus, peas, and carrots nicely rounded in flavor with white wine, lemon, and seasonings.

Soya Goulash comes with paprika, onions, and tomatoes in a creamy, spicy sauce. Koenigsberg-Style Soya Meatballs are set in a classic caper sauce, with cream, seasonings, and lemon juice. Little Soya Balls come with tomatoes, onions, paprika, and young kidney beans in a hearty sauce with lots of herbs and seasonings. The back of the leaflet is titled "Delicious serving ideas for your meatless days." A photo shows each entree served on a dish, with the recipe and nutritional information. "Meatless dishes—Healthful and nutritious from Eden." Neufarm certification symbol.

"Naturally in Reformhaus/-Depot."

Note: This company also sells a line of canned and bottled vegetable juices and soups for use in their fasting programs. Low-fat quark (*Magerquark*) is also used during fasts.

Note: *Webster's Dictionary* defines fricassee (a term first used in 1586) as "a dish of cut-up pieces of meat (as chicken or veal) stewed in stock and served in a white sauce."

Label for Soja-Klopse sent by Heather Paine of SoyaFoods in London. 1993. Nov.

2267. **Product Name:** [Eden Soya Ragout {Meatless}].

**Foreign Name:** Eden Soja-Ragout {Ohne Fleisch}.

**Manufacturer's Name:** Eden-Waren.

**Manufacturer's Address:** P.O. Box 1229, 6232 Bad Soden/Taunus, West Germany.

**Date of Introduction:** 1989?

**Ingredients:** Water, soy protein product (Sojaeiweisserzeugnis), mushrooms, tomatoes, onions, alcohol-free white wine, vegetable oil, vegetable fat, starch, spices, seasonings, lactose, vegetable (pflanzliche) stabilizers (Guar seed flour, Carob bean meal), milk protein (casein), sea salt.

**Wt/Vol., Packaging, Price:** 300 gm paperboard box. Retail for DM 4.95.

**Nutrition:** Per 100 gm.: Protein 7 gm, fat 4 gm, carbohydrates 4 gm, calories 80. 1 BE (Broteinheit, or diabetic exchange) = 294 gm.

**New Product–Documentation:** Label sent by Anthony Marrese. 1989. Nov. 5.5 by 5.5 by 1.125 inches. Paperboard box. Brown and orange-brown on gray-green and beige. "With mushrooms, tomatoes, onions, white wine, and high quality soy protein." Free of synthetic additives. A color photo on the front panel shows a bowl of the ragout surrounded by sliced mushrooms, in front of a color illustration of a farm landscape. A 1.5 inch square hole cut



in back of box allows buyer to see the product. Exklusiv im Reformhaus. Neuform certification symbol. Marrese adds: There are 5 other types of this TV dinner.

2268. **Product Name:** [Eden Soja Roasted Fried Sausage {Meatless}].

**Foreign Name:** Eden Soja-Rostbratwuerstchen {Ohne Fleisch}.

**Manufacturer's Name:** Eden-Waren.

**Manufacturer's Address:** P.O. Box 1229, 6232 Bad Soden/Taunus, West Germany.

**Date of Introduction:** 1989?

**Ingredients:** Water, vegetable fat, soy protein product (Sojaweißerzeugnis), rolled oats, egg protein (egg white), sea salt, seasonings, herbs, fructose, natural aromas, lactose.

**Wt/Vol., Packaging, Price:** 8 little sausages in 200 gm poly pouch. Retail for DM 4.85.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Protein 17 gm, fat 13 gm, carbohydrates 1 gm, calories 189. 1 BE (Broteinheit, or diabetic exchange) = 1080 gm.



**New Product–Documentation:** Label sent by Anthony Marrese. 1989. Nov. 3 by 4.5 inches with rounded top. Self adhesive. Dark green, red, black, and white on light green. “From Eden’s green Reform kitchen. For all who would

like to eat meatless meals more often without having to try too hard, Eden Soya Snacks are the answer—robust, hearty pleasure... Serve Nuremberg-style with sauerkraut if desired. Store refrigerated at 4-7°C.” Neuform certification symbol.

2269. **Product Name:** [Eden Whole Grain Hunter’s Stew {Meatless}].

**Foreign Name:** Eden Vollkorn Jaegertopf {Ohne Fleisch}.

**Manufacturer's Name:** Eden-Waren.

**Manufacturer's Address:** P.O. Box 1229, 6232 Bad Soden/Taunus, West Germany.

**Date of Introduction:** 1989?

**Ingredients:** Water, paprika, whole-grain noodles, cream, mushrooms, corn, onions, tomato puree, soy protein product (Sojaweißerzeugnis), bread crumbs, whole egg, vegetable oil, spices, seasonings, starch, milk protein (casein), sea salt, natural aromas, vegetable (pflanzliche) stabilizers (Guar seed flour, Carob bean meal), fructose.

**Wt/Vol., Packaging, Price:** 300 gm paperboard box. Retail for DM 4.95.

**Nutrition:** Per 100 gm.: Protein 4 gm, fat 3 gm, carbohydrates 6 gm, calories 67. 1 BE (Broteinheit, or diabetic exchange) = 204 gm.

**New Product–Documentation:** Label sent by Anthony Marrese. 1989. Nov. 5.5 by 5.5 by 1.125 inches. Paperboard box. Brown and green on orange-brown and beige.

“With soya dumplings in a robust vegetable mixture with mushrooms and onions. Elbow macaroni noodles with all their nutrients—the whole grain meal that nature offers us.” A color photo on the front panel shows a bowl of the stew surrounded by sliced mushrooms, vegetables, and grains, in front of a color illustration of a farm landscape. A 1.5 inch square hole cut in back of box allows buyer to see the product. Exklusiv im Reformhaus. Neuform certification symbol. Marrese adds: There are 4 types of this TV dinner.

2270. **Product Name:** [Natura–Naturana Patty Mix, and Bolognese Spaghetti Sauce Mix].

**Foreign Name:** Natura–Naturana Soja Bratlingsmischung, und Naturana Soja Bolognese.

**Manufacturer's Name:** Gebr. Hiller GmbH & Co. KG. [Naturawerk].

**Manufacturer's Address:** Neanderstr. 5, D-3000 Hannover 1, West Germany. Phone: (0511) 66 20 20 / 29.

**Date of Introduction:** 1989?

**New Product–Documentation:** Booklet. 1989? Ach So-Ja. This booklet, with many color photos, shows the manufacturer’s products and recipes using them. The emphasis is on these two TVP-based soy products. Small photos show both Labels. Each has a color photo on the cover against an orange and yellow background. Bratling: “Already seasoned. Made purely from plants (*rein pflanzlich*).” Bolognese: “With all ingredients needed for 200 gm of spaghetti—made purely from plants.”

Label for Naturana Soja-Ragout sent by Anthony Marrese. 1990. Dec. 12. The name of this company now seems to be Naturawerk, located at D-3000 Hannover. The brand is both Naturana (most prominent) and Natural. On the label is shown small color photos of the labels for Naturana Soja-Bolognese, and Naturana Soja-Bratlinge.

Label for Soja-Bratlinge-Fertigmischung sent by Heather Paine of SoyaFoods in London. 1993. Nov. Note that the name of this product has changed slightly. The name of the company seems to be Naturawerk, D-3000 Hamburg. Ingredients: Soya protein, fine bread crumbs, unheated (*ungeh.*) vegetable oil, spices, starch, oat bran, salt, caramel. Retail for DM 5.15. Makes 9 patties.

2271. **Product Name:** [Hensel Soyfoods: Tofu Sausage-like Roll with Herbs].

**Foreign Name:** Hensel Soja-Kost Tofu Rolle mit Kraeuter.

**Manufacturer's Name:** Henselwerk GmbH. Div. of Walther Schoenenberger.

**Manufacturer's Address:** Muehlstrasse 5-7, Postfach 1120, D-7037 Magstadt, West Germany. Phone: 07159/4906.

**Date of Introduction:** 1989?

**Ingredients:** Tofu (water, soybeans, calcium sulfate and calcium chloride coagulants), vegetable oil, water, protein, soy protein, herb and spice mixture, potato starch, whole sea salt, seasonings, carob flour thickener.

**Wt/Vol., Packaging, Price:** 200 gm cellophane bag. Retail for DM 3.95.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Calories 262, protein 12 gm, usable carbohydrate 4 gm, fat 22 gm.

**New Product-Documentation:** Label sent by Anthony Marrese. 1989. 2 by 5 inches. Dark brown, yellow, and white on green. "Free of flesh. Free of gluten. Practically cholesterol free. Broil, grill, or simply eat cold." Neuform certification symbol. Marrese notes that one other flavor is available.

2272. **Product Name:** [Hensel Soyfoods: Tofu Rolls].

**Foreign Name:** Hensel Soja-Kost Tofu-Rolle.

**Manufacturer's Name:** Henselwerk GmbH. Div. of Walther Schoenenberger.

**Manufacturer's Address:** Muehlstrasse 5-7, Postfach 1120, D-7037 Magstadt, West Germany. Phone: 07159/4906.

**Date of Introduction:** 1989?

**Wt/Vol., Packaging, Price:** 200 gm poly bag.

**New Product-Documentation:** Listed on the back of the package for Hensel Soja-Kost Soja-Schrot: Other products from the Hensel Soja-Kost Program. "The 'Bratwurst' without flesh."

Ad in Magstadter Hausfreund. 1990. p. 28. Photo shows 2 tofu sausages in a poly bag. The label is dark brown and yellow on orange. "Free of meat and gluten. Practically free of cholesterol." This same publication (p. 8) gives the

composition of the human body: water 60%, protein 20%, fat 15%, minerals 4.6%, and carbohydrates 1%. Ad (2 by 5.25 inches, full color) in Kurier/Neuform. 1989. Dec. p. 21. "For Hensel Tofu and Tofu Rolls. The tofu is free of cholesterol and rich in protein." The rolls are "The Bratwurst without meat."

2273. Loma Linda Foods, Inc. 1989? Something new for the menu: From Loma Linda Foods. Riverside, California. 12 pages. Each page 21.6 x 8.8 cm. Back to back. Undated.

• **Summary:** A glossy color leaflet. On the cover panel are three meatless casseroles against a background that fades from pink to brown. Recipes show how to use the following Loma Linda meat alternatives: Chik-Nuggets. Chik-Patties. Dinner Cuts. Griddle Steak. Linkettes. Little Links. Redi-Burger. Vegeburger. Vege-Scallops.

On the rear panel are color photos of cans of Loma Linda Dinner Cuts, Vege-Burger, Little Links, and Chik-Patties. Address: 11503 Pierce St., Riverside, California 92515.

2274. Sanitarium Health Food Co. 1989? Sanitarium: The people who believe food should not only taste good, it should be good for you! 148 Fox Valley Rd., Wahroonga, NSW 2076, Australia. 8 p. Undated. Manufacturer's catalog.

• **Summary:** Contents: Background. Manufacture. Retail. Export. Products.

In the late 1800s a group of immigrants from the USA, all of whom were members of the Seventh-day Adventist Church, decided to make their living by distributing health foods. At first they imported a selection of products from Battle Creek, Michigan, then famous for its sanitarium. The first products arrived in Melbourne in 1897. They included Granola, Caramel Cereal, and gluten products. But when demand outstripped supply, in late 1897 a baker, E.C. Halsey, was persuaded to migrate to Australia to start up a manufacturing plant similar to the one he had operated in Battle Creek. On Nov. 8 he arrived in Sydney en route to Melbourne, totally unaware of what he was starting. The records show that the St. George's Bakery was rented in Melbourne in 1898. The production of Caramel Cereal and Granola commenced immediately.

In 1898 the group moved to larger premises in Cooranbong, a rural area south of Newcastle in New South Wales, and adopted the name Sanitarium Health Food Company. With Halsey in charge, production commenced in a large defunct sawmill in 1899. After a period of uncertainty, the Company grew and expanded until today, it has manufacturing plants in all states of Australia, in both islands of New Zealand, and in Papua New Guinea. In about 1906 the company's first retail shop opened in the Royal Arcade, Sydney. Many of the early shops included a vegetarian restaurant. Today the company operates some 70 retail shops. It also has an export division in Sydney. In 1935



the Australasian Food Research Laboratories were started. Located on the spacious grounds of the Cooranbong plant, they now employ a staff of nearly 40 people. Photos show the original Cooranbong factory, early products (incl. Nut Meat, Protose, Weet-Bix, Corn Flakes, and Marmite yeast extract), and today's food factories at Cooranbong, Victoria, and Palmerston, North New Zealand.

Product lines include Cereals (The company's leading product is Weet-Bix, the most popular breakfast cereal in Australia and New Zealand. It was first manufactured under the Sanitarium name in the mid-1920s, and comes in the shape of little biscuits. Other well known brands are Granose, Bran-Bix, and Sanitarium Skippy Cornflakes), Juices and Drinks (So Good, a non-dairy soy drink, is the newest introduction), Spreads (such as peanut butter and Marmite), Muesli Bars, Specialty Lines (such as dried fruits), Canned Protein Foods (all vegetarian, such as B-B-Q Links, Tender Bits, Vegetarian Rediburger, and Nut Meat), and Sundried (incl. TVP products, and Caffex coffee substitute); a color photo shows all of these.

The name and address of the company's head office, export division, and various food factories and retail outlets is given. Address: Wahroonga, NSW, Australia.

**2275. Product Name:** [Tofu Patties {125 gm} (Tomato-Onion, Sauerkraut-Apple, Mushroom-Leek, Pineapple, Broccoli, Dried Fruit-Muesli)].

**Foreign Name:** Tofu Roestling (Tofu-Tomaten-Zwiebel, Sauerkraut-Aepfel, Champignon-Lauch, Ananas, Broccoli, Backobst-Muesli).

**Manufacturer's Name:** Tofukost-Werk TKW GmbH.

**Manufacturer's Address:** Siemensweg 1, D-4724 Wadersloh-Diestedde, West Germany. Phone: 02520-1300.

**Date of Introduction:** 1989?

**Ingredients:** Tofu-Tomato-Onion: Tofu, tomato, onion, whole rolled oats, starch, vegetable mixture, bread crumbs, vegetable protein product, parsley, diced leeks, sea salt.

**Wt/Vol., Packaging, Price:** 125 gm, frozen patties.

**How Stored:** Frozen.

**New Product-Documentation:** Leaflet sent by Anthony Marrese. 1990 March 22. 8.25 by 11.5 inches. Side 1 contains a color photo of each of the 6 patties accompanied by the name and ingredients. Side 2 contains serving suggestions for each. Sold in the frozen food section of stores or distributed to foodservice organizations.

2276. Miller, Bryan. 1990. Restaurants. *New York Times*. Jan. 26. p. C20.

• **Summary:** This is a restaurant review of Shun Lee Palace, 155 East 55th St., New York City. The atmosphere is luxurious and spacious. Mock duck is a light, nonspicy and intriguing dish: "essentially layers of fried tofu skin [yuba] that resemble the texture of duck skin (but not necessarily the flavor), served with hoisin sauce and scallions, like Peking

duck." The flavor and texture, which are unusual, are loved by some people (such as the writer) and loathed by others.

2277. Hicks, Russel. 1990. History of Sweet Earth Natural Foods (Interview). *SoyaScan Notes*. Jan. 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** This company was founded by Russel Hicks and Valerie Dallas. They started making and selling foods in 1978 in Pacific Grove. Their first product was named "Vegeburger by Sweet Earth," a soybean based burger introduced in 1978. In the early days, they also had a bakery named Sweet Earth Bakery (P.O. Box 22543 in Carmel). They did all kinds of things. After a year Russel and his wife left for 3 years, then they returned. The company's second product, launched in about 1983, was called "Tofu Rice Burger by Sweet Earth." Both products had round labels, so the product name was arched across the top and "Sweet Earth" was arched across the bottom.

In about 1983-84 Sweet Earth started to get serious about selling foods. In 1985 they introduced their fresh "Deli Line," consisting of perishable, healthy fast and natural foods—especially sandwiches, salads, and soups. (The burgers were vacuum packed with a 3-month shelf life.) Included in this line were various foods in which soy was a major ingredient: Lunch Rush Burrito (with tofu and rice, 1985), Tofummus Sandwich (1985; tofu + hummus), Miso-Vegetable-Barley Soup (1985), Oriental Rice Burrito (1987), Oriental Rice & Tofu Salad (made sporadically, 1987) TMT Spread (with tofu, miso, and tahini, 1989; no longer on the market due to short shelf life). and Tofetti Sandwich (1990). They distribute these perishable foods themselves in the Monterey area, then they have independent distributors that carry their deli line to Santa Cruz, the Bay Area, etc. Veggie Paté Sandwich (with Miso; 1990). They also use a lot of soy sauce and tamari as a seasoning. They buy their tofu from Jack in the Beanstalk in Salinas. They are Wildwood's biggest competitor in the Monterey area. "Tofu is definitely the food of the future. It's probably going to take a couple of more years. We've been watching this slow change. Ten years from now tofu will be everywhere and in everything. All kinds of foods will be made from it. We raise our children on tofu and they eat it right out of the carton. To them it's second nature. I really like the whole soy end of life. It really feels good. I like developing foods with tofu. The biggest problem with tofu is trying to get a long shelf life in products that use it." Address: 597 Lighthouse Ave., Pacific Grove, California 93950. Phone: 408-375-8673.

2278. Belleme, Jan. 1990. The seitan alternative: Nutritious and versatile, wheatmeat well deserves its growing popularity. *East West*. Jan. p. 62-69. [3 ref]

• **Summary:** "My first business venture earned me the nickname 'Seitan Mama.' In 1978 I started making and delivering seitan, hummus, and vegetable sandwiches to

natural foods outlets in Coconut Grove, Florida. It was quickly apparent that seitan, or ‘wheatmeat,’ was the way to go. In no time I was selling 360 seitan ‘burgers’ a week in just three shops in this one Miami suburb. The growth rate chart was nearly vertical, and it seemed to have endless potential.”

“Sandy Chianfoni, owner of Upcountry, of Lenox, Massachusetts, says that her production has grown 1,000 percent—from 180 to 1,800 pounds per week—in just six years. Chianfoni reports that she has never had to do anything to promote her product. Like the majority of seitan manufacturers, Upcountry offers only one product—seitan chunks packaged in their cooking broth...

“Ken Smith of Ken’s Natural Foods in Makawao, Hawaii, developed a new and unique seitan product called Ken’s Hawaiian B-B-Q, in 1986. This product, which is made from Vital Wheat Gluten is more chewy than most seitan... Response on the mainland was so good that the company started making the product in southern California in 1988. Current production is about 700 pounds per week in three flavors, original, spicy, and no salt. Since 1986, sales have more than tripled.

“Sustenance, of Fayetteville, Arkansas, has been making seitan, distributed in sixteen-ounce jars, since 1986. Owner Ted Louraine recently extended the line to include Seitan Stew and Seitan Chili in jars, as well as frozen Barbeque Seitan.

“The Bridge, of Middletown, Connecticut, Great Lakes Grainfoods, of Kalamazoo, Michigan, and Miami-based Creative Kitchens all produce about 300 pounds of seitan per week from organic 100 percent whole wheat flour. Rick Albee of The Bridge says they have been producing at capacity for several years and sometimes get large orders they are unable to fill. Although Great Lakes Grainfoods could produce up to 100 pounds per day, owners Crick Haltom and Colby Wingate reported that 1989 gross sales more than tripled 1987 sales, so it may not be long before they reach their production limits. Creative Kitchens distributes virtually all of its 15,000 pounds a year in bulk to south Florida restaurants. Owner Yaron Yemini has been working with Amani Ayers, owner of a new natural foods restaurant scheduled to open soon in the Fontainebleu, one of Miami’s oldest and most elegant beachfront hotels. Fifty percent of the entrees on the menu will be made from seitan. Ayers has received an enthusiastic response from the Fontainebleu staff on her creative seitan selections.”

Note that the total amount of seitan produced in America by the 5 companies that reported figures is 3,400 lb/week or 170,000 lb per 50-week year. John Belleme later estimated that Sustenance made about 100 lb/week or 5,000 lb/year, bringing the total to 3,500 lb/week or 175,000 lb/year. In Oct. 1985 Barbara and Leonard Jacobs reported in *East West Journal* that about 2,500 lb of seitan were made commercially each week, or about 125,000 lb/year

in the USA. The largest manufacturer at that time was also Upcountry. Thus, weekly seitan production grew by about 40% between Oct. 1985 and Jan. 1990.

This excellent article closes with 9 seitan recipes from various sources, and a detailed recipe for making seitan at home, starting with 8 cups of whole wheat flour.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “seitan burgers” (or “seitan burger”). Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

**2279. Product Name:** [Jean de Preneuf Tofu Burgers {Not Fried} (Garlic and Fines Herbes, Tomato and Basil, or With Three Cheeses)].

**Foreign Name:** Jean de Preneuf Dorés de Soja (Ail et Fines Herbes, Tomate et Basilic, Aux Trois Fromages).

**Manufacturer’s Name:** SOY (Société Soy).

**Manufacturer’s Address:** 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. Phone: 77.31.24.42.

**Date of Introduction:** 1990 January.

**Ingredients:** With Three Cheeses: Tofu (water, soybeans\* 51%), Emmenthaler (Swiss) cheese (8%), Comté cheese (2%), Cheddar cheese (2%), soy sauce\*, rolled oats\*, sea salt, spices and aromatics. \* = Organically grown (issu de l’agriculture biologique).

**Wt/Vol., Packaging, Price:** 2 x 100 gm round patties vacuum packed in a paperboard box.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Protein 12.4 gm, fats (lipids) 13.0 gm, total carbohydrates (glucides totaux) 9.6 gm, calories (Kcal) 205 (857 kJoules).

**New Product–Documentation:** Labels sent by Bernard Storup. 1990. Dec. 26. 3.25 by 4 by 2 inches from front to back. Paperboard box. With three cheeses: Blue, green, orange-brown, and yellow on white. Color photo of 2/3 of a patty on front panel. “Light and balanced. Keep your vitality with Tofu Burgers. For additional information write: Jean de Preneuf, 42 L’Orangerie, 42580 Letrat, France. Store at +4°C. To use: Remove the protective film with the peel-off tab. Re-heat, either: In a skillet over low heat for 5 minutes. In an oven for 7-10 min. In a microwave oven for 2 minutes. Or steam.”

“Soya, with exceptional natural qualities, rich in protein and free of cholesterol, is finally cultivated in France. We transform tofu, a traditional food that originated in China, so that all of the vitality of soya is protected. Ground with water, cooked, then filtered, the soya is transformed into ‘milk.’ Its coagulation gives us tofu. Easy and quick to prepare, tofu burgers are delicious culinary preparations for serving as a main dish, rich in vegetable proteins (riches en protéines végétales).”

Spot in SoyaFoods. 1991. Spring. p. 5. “Dorés de Soja.” The company name is given as “Jean de Preneuf.”



2280. Jennings, Richard. 1990. Making tofu curds with a chewy, hamburger-like texture (Interview). *SoyaScan Notes*. Feb. 5. Conducted by William Shurtleff of Soyfoods Center.  
**• Summary:** Make tofu in a steam jacketed kettle, break up the curds (either coarse or fine), then boil the curds in the whey. Cook, cool, and you end up with hard, chewy curds. Vacuum tumble the curds (in a cylinder with a vacuum) to make the curds better able to absorb flavors.

Richard wants to get foundation money to find research on this, then license the idea to McDonald's and/or maybe to a chain in Japan. On 1 Aug. 1990 he says that he has been working on this hamburger concept for the past 6 months. He is in the process of having the process patented. "We've got the texture down, so we're working on the color and the flavor now." Address: The Food Plant Inc. & Southwest Soyfoods, 2889 Trades West Rd., Santa Fe, New Mexico 87501. Phone: 505-471-8979.

2281. Worthington Foods, Inc. 1990. Worthington Foods: Direct delivery price list. Effective February 5, 1990 (Leaflet). Worthington, Ohio. 6 p. Each single sided.  
**• Summary:** These products are divided into the following categories: Worthington dry. Worthington canned. Natural Touch beverages. Natural Touch confections. Natural Touch dry & canned. Natural Touch frozen. Worthington frozen. La Loma dry. Miscellaneous. La Loma gravies. La Loma cereal. La Loma canned. La Loma beans. Millstone. La Loma frozen. Meat substitute-miscellaneous. Bush's Best products. Emes. Amberwave Foods-frozen. LaFane's Food Enterprises. Sovex. P.A. Pickles. Southeast Territory only-bulk items. Address: Ohio.

2282. **Product Name:** [Sofit Tofu Bratwurst Sausage (Thuringer-Style, or Santa Fe Style)].  
**Foreign Name:** Sofit Tofu-Bratwurst (Thuringer Art, Santa Fe).  
**Manufacturer's Name:** Avo Feinkost GmbH.  
**Manufacturer's Address:** Postfach 1167, D-4500 Osnabrueck, West Germany. Phone: 05406/5080.  
**Date of Introduction:** 1990 February.  
**Ingredients:** Thuringer: Tofu (water, soybeans), vegetable oil, egg whites (albumen), spice mixture, sea salt, yeast extract, vegetable thickener.  
**Wt/Vol., Packaging, Price:** 10 x 100 gm foil pouch.  
**Nutrition:** Per 100 gm.: Protein 11.0 gm, fat 38.3 gm, usable carbohydrates 1.0 gm, calories 393.  
**New Product-Documentation:** Avo catalog. 1990. Feb. "Sofit: Tofu-Vollwertköstlichkeiten: Leicht, gesund-mit viel Geschmack" [Sofit: Tofu High-Quality Delicacies: Light, healthful, and with lots of taste].

2283. **Product Name:** [Sofit Tofu Burger (Regular, With Cauliflower, With Red Beets, With Cucumbers, With Beans)].

**Foreign Name:** Sofit Tofu-Burger (Regular, mit Blumenkohl, mit Rote Bete, mit Gurke, Tofu-Beans-Burger).  
**Manufacturer's Name:** Avo Feinkost GmbH.  
**Manufacturer's Address:** Postfach 1167, D-4500 Osnabrueck, West Germany. Phone: 05406/5080.  
**Date of Introduction:** 1990 February.  
**Ingredients:** Regular: Tofu (water, soybeans), vegetable oil, onions, egg whites (albumen), spice mixture, herbs, sea salt, yeast extract, vegetable thickener.  
**Wt/Vol., Packaging, Price:** 1,000 gm sterile vacuum pack (Sterildarm).  
**How Stored:** Shelf stable; refrigerate after opening.  
**Nutrition:** Per 100 gm.: Protein 9.9 gm, fat 28.0 gm, usable carbohydrates 1.7 gm, calories 299.  
**New Product-Documentation:** Avo catalog. 1990. Feb. "Sofit: Tofu-Vollwertköstlichkeiten: Leicht, gesund-mit viel Geschmack" [Sofit: Tofu High-Quality Delicacies: Light, healthful, and with lots of taste].

2284. **Product Name:** [Sofit Tofu Meatless Cold Cuts {For Food Service} (Holstein-Style, Lyon-Style, Budapest-Style, Garden-Style)].  
**Foreign Name:** Sofit Tofu-Pastete {Aufschnitt / Bedienung} (Holsteiner Art, Lyoner Art, Budapester Art, Gaertnerinnen Art).  
**Manufacturer's Name:** Avo Feinkost GmbH.  
**Manufacturer's Address:** Postfach 1167, D-4500 Osnabrueck, West Germany. Phone: 05406/5080.  
**Date of Introduction:** 1990 February.  
**Ingredients:** Holstein-Style: Tofu (water, soybeans), vegetable oil, carrots, egg whites (albumen), broccoli, peas, paprika, flax seeds, spice mixture, yellow mustard seeds, sea salt, yeast extract, vegetable thickener.  
**Wt/Vol., Packaging, Price:** 1,500 gm Cryovac pouch.  
**How Stored:** Shelf stable; refrigerate after opening.  
**Nutrition:** Per 100 gm.: Protein 10.2 gm, fat 27.7 gm, usable carbohydrates 3.4 gm, calories 304.  
**New Product-Documentation:** Avo catalog. 1990. Feb. "Sofit: Tofu-Vollwertköstlichkeiten: Leicht, gesund-mit viel Geschmack" [Sofit: Tofu High-Quality Delicacies: Light, healthful, and with lots of taste].

2285. **Product Name:** [Sofit Tofu Wurst-like Spread (Braunschweig-Style, Palatinate Style, Herb, or Pepper)].  
**Foreign Name:** Sofit Tofu-Wurst (Braunschweiger Art, Pfaelzer Art, Tofu Kraeuterwurst, Tofu Pfefferwurst).  
**Manufacturer's Name:** Avo Feinkost GmbH.  
**Manufacturer's Address:** Postfach 1167, D-4500 Osnabrueck, West Germany. Phone: 05406/5080.  
**Date of Introduction:** 1990 February.  
**Ingredients:** Braunschweig-Style: Tofu (water, soybeans), vegetable oil, onions, corn starch, apple juice concentrate, sea salt, yeast extract, spice mixture, vegetable extract, smoke.

**Wt/Vol., Packaging, Price:** 100 gm foil pouch (Folienbeutel).

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 100 gm.: Protein 9.4 gm, fat 20.0 gm, usable carbohydrates 4.1 gm, calories 235.

**New Product–Documentation:** Avo catalog. 1990. Feb. “Sofit: Tofu–Vollwertköstlichkeiten: Leicht, gesund–mit viel Geschmack” [Sofit: Tofu High-Quality Delicacies: Light, healthful, and with lots of taste]. Note: Palantinate-style sausage is a liver sausage with big chunks of meat mixed in.

2286. Avo Feinkost GmbH. 1990. Sofit: Tofu–Vollwertkostlichkeiten: Leicht, gesund–mit viel Geschmack [Sofit: Tofu High-Quality Delicacies: Light, healthful, and with lots of taste]. Postfach 1167, D-4500 Osnabrueck, West Germany. Catalog. [Ger]

• **Summary:** The first 7 pages of this attractive brochure describe what tofu is, how it is made, and its many benefits. A photo on the cover shows 7 meatlike products in the Sofit line. Tofu is free of cholesterol, lactose, milk protein (casein), gluten, and sugar. Tofu is rich in protein, minerals and vitamins, unsaturated fatty acids, linoleic acid (Linolsäure), and natural lecithin. The last 6 pages list, then describe in detail (giving all ingredients and a nutritional analysis) 21 tofu products made by Avo, divided into the following categories: For the cheese counter (2 types of fresh seasoned tofu), Roasted/fried foods (2 tofu bratwurst sausages and 5 tofu burgers), Wurst spreads (4), Pastete-type cold cuts (4), and for the salad bar (4 tofu salads). “The soybeans, which are used in making our products, are organically grown.”

Note: Soyfoods Center received a phone call from a relative of Avo on 6 June 1988, stating that Avo is a spice company that wants to import organic soybeans from America for their tofu based meat analogs. They will be launched soon.

Letter from Xavier Karis in Italy. 1990. June 15. “I am enclosing a catalog for a line named Sofit. They started out in Germany about 1-2 months ago. They managed to get their products sold in a supermarket chain called Tengelmann.” Address: Osnabrueck, West Germany. Phone: 05406/5080.

2287. Life Food. 1990. Taifun Produkte: Preisliste fuer Wiederverkaefer [Taifun Products: Price list for retail food stores (Leaflet)]. Robert Bunsen-Strasse 6, D-7800 Freiburg, West Germany. 1 p. Single sided. 30 cm. [Ger]

• **Summary:** This new price list (printed with black ink on tan paper) takes effect on 1 July 1989. Products are: Tofu (400 gm or 250 gm vacuum pack). Tofu (1 kg pack for those buying fresh). Smoked tofu (200 gm). Sprouted tofu (*Sprossentofu*; 250 gm vacuum pack), Hijiki tofu (200 gm vacuum pack), Tofu sausages (*Grill-Knacker*; Tofu Huerstchen; 250 gm vacuum pack of four). Soya Patty (Soja Bratling; 6 or 12 pack). Tofu Cheese Patty (6 or 12 pack). Black Forest Patty (Schwartzwälder Bratling; 6 or 12 pack).

Tempeh Patty (Tempeh-Taler; 125 gm vacuum packed). Tofu Terrine (Graffiti or Rainbow; 200 gm, 500 gm, or 1 kg vacuum pack). Tofu Balls (Tofu-Klöße; 4 in a 250 gm vacuum pack). Vegetable pouches (Gemuesetaschen; open, fresh). Spread for bread (Brotaufstrich; Tempeh 200 gm, Chickpeas 200 gm).

By request, we deliver various sprouts, tempeh, seitan, salad specialties, soy sauce [but no weights or prices are given for these “by request” items]. For feasts and celebrations, we recommend Taifun’s vegetarian party service.

Prices are given for each product: 1 DM equals about \$0.50.

The company now presents itself as Life Food–Freiburg’s Tofu Shop. Natural Foods (*Life Food–Freiburgs Tofurei. natuerliche Lebensmittel*). Address: Freiburg, West Germany. Phone: 0761/50 61 55.

2288. Fehlberg, Eric C. 1990. Seventh-day Adventist health food companies in Europe (Interview). *SoyaScan Notes*. March 7. Conducted by William Shurtleff of Soyfoods Center. Followed by a letter dated 24 May 1990 clarifying details.

• **Summary:** There are three major Seventh-day Adventist (SDA) food factories in Europe, each owned by the church: DE-VAU-GE in West Germany, Nutana in Denmark, and Granose in England. There are smaller factories in Spain, and Switzerland. All these companies are owned by the SDA church. The leading Adventist food companies, ranked in descending order of annual sales, are: 1. DE-VAU-GE, established 1899 in West Germany. They are by far the biggest in Europe. They manufacture a total of 257 products. DE-VAU-GE began making its own tofu in Jan. 1986; before that it purchased tofu from a Belgian soymilk company [Note: actually from Heuschen-Schrouff in the Netherlands]. When Michael Makowski took over as managing director in about 1972-73, company sales were about US\$3-4 million. By 1983 sales were about \$18 million. Since then growth has been fantastic. 1989 turnover was DM 84 million (US\$49 million). This is due to both excellent management and the German interest in natural, health, and vegetarian foods. 2. Nutana, est. 1898 in Denmark. They are about half the size of DE-VAU-GE. Under the management of Bent Nielsen, who was there until 3 years ago, the company grew rapidly. Since 1987 growth has flattened, but there is great potential for future growth. 3. Nutana in Norway (Nutana Norge), formerly Dagens Kost, est. 1970. They were established as a marketing company for Nutana, Denmark, and they sell all the soyfoods made by Nutana, Denmark. They also manufacture 55 products, but they import and wholesale 321 products. All of the imports come from European Adventist companies. 4. Granose Foods, est. 1899 in England. They manufacture 39 products and distribute 98 more (mostly from Nutana or DE-VAU-GE). They have been



a manufacturer since 1899, and they built a new food plant in 1989. Their business is now growing rapidly. 5. Nutana in Sweden (AB Svenska Nutana) was renamed in 1987. It was formerly named Edakost Food Company, Sweden, est. 1970. 6. Nutana in Finland, formerly Finn-Nutana, est. 1979. 7. Pur-Aliment, est. 1928 in France. They are not a food manufacturer; purely marketing. 8. PHAG Food Factory (Fabrique de Produits Dietetiques), est. 1895 in Switzerland. The small factory produces 40-50 tons of food a month. 9. Granovita Spain, was founded and began manufacturing in about Aug. 1985 in Valencia, Spain. They do not produce any soyfoods at all, but they market soy products made by DE-VAU-GE in West Germany and by Nutana in Denmark. 10. Nutana in the Netherlands, founded in 1986. They are presently selling all the products produced by Nutana of Denmark as well as 5 other products: Vitanex (Sandwich cream), Rondolettes (Chickenlike or beeflike flavor), Snackers (Soy sausages), Boulettes (Dinner balls).

The Austrian Food Company, founded in 1976, was a restaurant rather than a food manufacturer; it was closed in 1987.

Granose and DE-VAU-GE were both importing foods from Loma Linda in the USA. But now that Loma Linda has been sold to Worthington Foods, it is not clear what will happen to these imports. Today, the various Nutana companies are independent, but there is much talk of bringing Nutana in Norway and Holland together with Denmark. Nutana has always been behind the expansion of SDA food work in the Scandinavian countries. Using the common name Nutana greatly facilitates marketing.

The European food companies have grown at different rates, largely dependent on the effectiveness of each company's management. The trend has been generally up. The highest growth rates in the past 5 years have been shown by Granose in England (though it started from a smaller base), followed by DE-VAU-GE in West Germany. Pur-Aliment and Nutana have had a bit of a struggle.

All of these companies pay a portion of their profits back to the church. They are encouraged to pay about 20% of profits back to the church, but some pay almost 50%. This is similar to the dividends paid by secular companies. Fehlberg believes that tofu will be the growth food of the future; it has great growth potential that has not yet begun to be realized. Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

2289. Fehlberg, Eric C. 1990. Thoughts on Loma Linda Foods, its acquisition by Worthington Foods, and the health foods industry in America (Interview). *SoyaScan Notes*. March 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Worthington Foods purchased Loma Linda

Foods (LLF) from the Seventh-day Adventist Church in Jan. 1990. Loma Linda Foods, unlike most other Seventh-day Adventist companies worldwide, tended historically to target its products to Seventh-day Adventists. Within North America there are very, very few respectable SDA businessmen. That is the problem. "Loma Linda has been working since 1906 with their eyes blindfolded. Too often, instead of using a businessman to head the program, the men in their wisdom have elected to install a broken down minister, and expected him to make a roaring success of it."

A very good businessman, George T. Chapman from Australia, ran LLF from 1938 to 1963. The company did very well financially under his leadership. Since 1963 the company has had a series of managers who lacked business experience; the result was ongoing financial problems. In June 1984 Mr. Fehlberg went from his position at the General Conference to Loma Linda where he turned the company around. Fehlberg ran LLF for about 2 years, during which time it went from a substantial loss to a very profitable company. Mr. Pizzaro was brought in Nov. 1984 and has kept it profitable. He is a very conservative man with a background in banking. He was able to hold LLF together but was not inclined to take the risks to make it really take off.

The church first wanted to sell off the infant formula part of the company because of the high cost of liability insurance. The FDA are really down on infant formula foods. If anything goes wrong, there is no end to the strife. LLF had one small recall due to a small shortage of vitamin A—from dissipation. It was very expensive. Fehlberg understands that but does not understand at all and strongly disagreed with the sale of LLF. "I talked myself hoarse on the committee opposing the sale but I didn't win. I am not happy that it ended up in the hands of Worthington Foods. Their financial report over the past 5 years is not that strong. The last year has not been a healthy year. I hope they can survive. Loma Linda will definitely help them survive by giving them a lot of extra new sales with no extra administration or marketing costs. Now that they have a monopoly, they may relax their standards. I believe that once the 5-year non-compete term expires, you'll get an influx of products into the United States from Adventist companies overseas that will make it very difficult for Worthington to operate—unless they can improve things. Fehlberg prefers the flavor the Australian meat analogs, which are less highly flavored and easier to digest.

Fehlberg feels that the USA is 20 years behind many other countries (Australia, West Germany, Japan) in food processing and storage techniques, largely because of Food and Drug Administration (FDA) restrictions. One area where the USA lags behind is in retorting of food products in plastic film containers. We tend to retort foods too long, and do not have foods retorted in sausage-type pouches (e.g., tofu sausages), which require no refrigeration. The FDA

is afraid of botulism in such protein foods, so they require that the foods be frozen. In Australia, West Germany, and Japan these foods are refrigerated, but Adventist tests show they can be stored at room temperature for 6-12 months, or more. If Worthington's frozen meatlike products could put in plastic containers made of this special film (which is available in America) there would be major cost savings in factory storage, transportation, and retail storage. Address: Director, International Health Food Assoc., Seventh-day Adventist General Conference, 12501 Old Columbia Pike, Silver Spring, Maryland 20904. Phone: 301-680-6674.

2290. Gaiser, Klaus. 1990. Huegli acquires majority ownership in Yamato Tofuhaus GmbH and in Heirler (Interview). *SoyaScan Notes*. March 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Huegli Naehrmittel A.G. is a Swiss company, but they have a German branch. The head of the German branch approached Gaiser and asked him if Yamato would like to work together with Huegli. Until the spring of 1989 Klaus had a business partner (Wolfgang Haberberger, who had joined the company in early 1984) but he was not very happy with him, so he bought him out. At the time of the buyout, Huegli approached Gaiser, who was now suffering from undercapitalization. Gaiser found Huegli to be fair, trustworthy, and competent. Huegli bought more than 50% of Yamato in April 1989. Before that, Thomas Karas had tried to sell his company to Huegli.

In Jan. or Feb. 1990, Huegli purchased Horst Heirler, the biggest distributor of fresh health foods in West Germany. Heirler's packaging is very attractive. To the best of Klaus' knowledge, there is definitely no relationship between Huegli and Nestlé. Yamato has not yet announced its relationship with Huegli to the general public, so nothing has been published. Tofu production has not yet expanded enough to fill the needs of potential Huegli customers. Yamato is now selling tofu on one of Huegli's tracks—to hospitals and factories (institutions; Grossverpflegung); other tracks are (2) Reform Houses, and (3) industry and supermarket chains. Presently Klaus is working most on track 1. To reach tracks 2 and 3 Yamato would have to develop new packaging and products suited to their very special needs. "At the moment Yamato and Huegli are not yet working so closely or effectively. Their new capital comes one step at a time for specific goals/projects.

Yamato presently makes 8 tofu products: Tofu (250 gm and 400 gm), Tofu Enriched with Mung Bean Sprouts, Smoked Tofu, (the best in Germany), three types of deep-fried tofu (Sour Marinated Tofu, *Hirschauer Laible* [Hirschau is a small village near Tuebingen]; *Laible* = little loaf or loaflet; the tofu is first marinated in soy sauce and spices, then deep fried), and Tofu Burgers with Sprouts (*Sprossen Tofuletten*; made with mung bean, sunflower, radish, alfalfa, and mustard seed sprouts {no soy sprouts},

these burgers were deep fried), 2 tofu pâtés in glasses (a little like sausages), and soymilk sterilized in bottles. He presently developing some new products.

Note: Huegli Naehrmittel A.G. (P.O. Box, CH-9323 Steinach-Arbon, Switzerland. Phone: 71.46.92.92) was founded in 1935. They currently have about 600 employees and capital of 100,000 Swiss francs. They are a well-known company in Switzerland. Address: President, Yamato Tofuhaus GmbH, Rittweg 11/1, D-7400 Tuebingen–Hirschau, West Germany. Phone: 7071-71094 or 95.

2291. Karas, Thomas. 1990. History of Soyastern Naturkost GmbH (Interview). *SoyaScan Notes*. March 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** This company started making tofu in Siegburg (at Roonstr. 38, D-5200 Siegburg, West Germany) in 1 Nov. 1982. His business registration bears this date; he actually began to prepare foods on a small scale before that. The original name of the company was Thomas Karas und Ingeborg Taschen. The original brand was Soyastern. Ingeborg Taschen was a woman. Thomas' residence and the business office during this time was at Hauptstrasse 1, D-5232 Ziegenhain, near Siegburg. While in Siegburg, they had three products: Regular tofu, Herb Tofu (Tofu Provence), and Tofu Burgers (written just like this in German and still sold today). On 1 Jan. 1984 three important events took place: (1) Two investor-workers joined the company, Mr. Gyoergy Debreceni (a Hungarian name) and Mr. Bernd Drosihn (pronounced dro-ZEEN); (2) Inge Taschen left the company; and (3) The company changed its name to Debrecini-Drosihn-Karas.

In mid-1985 (about June or July) the company moved to Cologne (*Koeln*). On 19 Dec. 1985 Mr. Debrecini left the company and Drosihn and Karas changed the company name to Soyastern Naturkost GmbH. Both were directors and each owned 50% of the stock.

Harry Whitford, formerly with Byodo in Munich, began advising Soyastern 'unofficially' in Jan. 1987. In July 1987 he moved to Cologne and began working for the company.

In Aug. 1987 Thomas founded a company named Bio-Vera, whose function was to market Soyastern's products to supermarkets under the Bio-Vera brand. Originally he and Drosihn owned 45% each and Charlotte Szamaitat (pronounced Shuh-MAI-tat) owned 10%.

The tofu business in Cologne grew explosively, until the company outgrew its space. Moreover, the Cologne plant was not suited for tofu production, and health inspectors want to close the plant for sanitation reasons. So the owners spent years looking for better, larger buildings but nothing could be found in Cologne. Finally they found a huge building (4,000 square meters, or 43,000 square feet) in Dorsten; it had previously been a chicken slaughterhouse.

On 18 May 1988 Thomas founded Dorstener Tofu Produktions GmbH. Thomas owned most of the shares.



Minority shareholders in that company were Harry Whitford, Wilhelm Hansen, and Charlotte Szamaitat. It was necessary to establish this new company both to raise capital for the tofu plant building, and because the new company could get quite a lot of money from the local government in Dorsten. The new company would take charge of production, and Soyastern would focus on marketing.

Dorstener Tofu Produktions GmbH then rented the huge building in Dorsten. In June 1988 the company began installing tofu making equipment in the new building and tofu production began there in November 1988. The company used only one-third to one-half of the total floor space. At the same time, tofu burgers were still being made at the plant in Cologne, until April 1989, when the company moved out of Cologne. In April 1989 Thomas Karas purchased this building, then rented it to Dorstener Tofu Produktions GmbH (DTP).

On 12 June 1989 Bernd Drosihn left the company, selling all of his stock in various companies to Thomas. He left mainly for personal reasons, but in retrospect he says he felt they tried to make too big a jump too fast. In Sept. 1989 Harry Whitford stopped working and in Jan. 1990 he left the company, selling all of his stock in various companies to Thomas. Harry liked the idea of making a great leap forward but there were personal problems between him and Thomas. Thomas now owns all of Bio-Vera and all of DTP. The general name for Thomas' group of companies is "Soyastern," and he plans to unify them under a "roof" company with that name.

Thomas needed large amounts of capital to buy out all of his former partners and to buy the factory in Dorsten. He services his debt on the loan used to buy the building from the rent paid to him by DTP. The financing would have been adequate if everything had gone 100% smoothly. But the company ran into technical problems with their machinery. This left them short of capital.

Today Dorstener Tofu is making about 7,000 kg/week of tofu, slightly less than the 7,500 kg/week they were making in Nov. 1987. Thomas thinks Soyastern/DTP is still the largest tofu manufacturer in West Germany, but he is not sure. In the natural foods trade, the other big competitor is Yamato; DTP definitely produces more tofu than Yamato, and probably more than TKW.

As to Thomas' present financial situation, he is not desperate, but he realizes that he must soon get one or more investors/partners. He is optimistic that he will be able to get the money that he needs in time. He intends to stay active in the company, and to own a part of the company, but he is willing to sell 50% or more since his main personal interest lies not accumulating capital but in tofu production and marketing. In a very rapidly growing market such as this, the key point is having lots of capital at each stage of growth. He is not as interested in the financial side of the business as in the marketing and production.

Soyastern's only new products in the last few years have been a line of fresh (not sterilized) tofu dressings. Launched in test market in Jan. 1990, they come in 3 flavors: Natural, Dill, and Tomato. Address: Bochumerstr. 92-104, D-4270 Dorsten, West Germany. Phone: 2362-26801.

2292. Kempff, Klaus. 1990. Brief history of Life Food GmbH–Taifun Tofurei (Interview). *SoyaScan Notes*. March 14. Conducted by Anthony Marrese in Germany.

• **Summary:** Klaus, known as Dhanya, lived in Miami, Florida, for 5 years and has an American wife, although they are separated. His interest in soyfoods began in America. After returning to Germany, in 1985, Klaus bought a little sprout business in a basement / cellar at Wallstrasse 3 in Freiburg. When he bought it, it had no name and was run by a commune of Bhagwan Rajneesh devotees as a Sannyas business.

Since April 1985 the commune had been making various sprouts (not including soy sprouts). Klaus named the business Life Food, and in July 1985 he and several others started producing tofu. In the spring of 1986, in Germany, he got a copy of *The Book of Tofu* by Shurtleff and Aoyagi which helped his work. He sold the tofu along with various sprouts (mung, alfalfa, radish, chick peas, wheat) at the market place. Looking for a way to use his okara, Klaus developed a Soy Burger and started selling it in about Nov. 1985.

Then health officials told them to move out of the basement or be shut down. While struggling with the decision, a new place (a little grocery store at Stuehlinger Strasse 9, D-7800 Freiburg) became available and an order for one hundred 400 gm packs/week of tofu came along, so in Dec. 1985 they decided to go for it and start making tofu on a larger scale. The business grew steadily and in May 1989 they moved into their present location, a larger, new and modern facility that was previously occupied by a catering service. They purchased a new pressure cooker for making the soymilk for their tofu.

Klaus had a friend named Wolfgang Heck (not a follower of Rajneesh), who was an organizer (*Veranstalter*) of international events. The two began to work together in late 1986. In May 1987 Wolfgang started a business named Taifun that cooked Life Food's tofu for the people in the nearby Market Hall for gourmet foods. Taifun had a small walk-up tofu lunch bar at an indoor market. Here they sold their products and tried out new second generation products.

Klaus and Wolfgang decided to merge their two companies. So on 1 Jan. 1990 Life Food GmbH was formed, with 5 shareholders, including Klaus and Wolfgang. Life Food GmbH bought Taifun (the brand name and equipment) and discontinued operation of the Taifun in the market hall. Taifun became the brand name for many of Life Food's products. But some confusion between Life Food and Taifun still remains. For example, today outside the tofu plant there

is a big sign that says “Taifun Tofurei” in big letters and under it in small letters the name of the company, Life Food GmbH.

Life Food GmbH now employs 15 people. Present products they make are tofu burgers (3 types, each 90 gm, 1,250/week), tofu (500 kg/week, started Dec. 1985), tempeh (10-20 kg/week, started July 1987), Tofu Terrine Sausage (just starting; they are terrific). They made samples of white miso in March 1989 and are in the process of bringing it into production. Although most of their okara goes to farmers, some is used in their tofu burgers and the Hop Sing Bratlinge (burger dough for restaurants). Life Food is the only tofu producer in Freiburg, where they control the whole market. They have a 60 kg/hour Takai pressure cooker, a Takai hand okara press, and a meat-type grinder for the soybeans. They make tofu in 10-12 kg batches. They also import and sell a little miso and shoyu.

Follow-up interview by William Shurtleff. 1990. May 9. The company presently makes 800-1,000 kg/week of tofu and 10-15 kg/week of tempeh. They are hoping for a big standing order of 500 kg/week from the student dining hall at Freiburg Univ. The dining hall has already been buying tofu and tofu products for a long time. Their best selling product is tofu, followed by Smoked Tofu, then the Tofu Terrine (made by pressing tofu, mixing it with vegetables, and baking it in a baking pan; it resembles a goose liver pâté).

Update. 1990. May. Bernd Drosihn says Klaus Kempff is no longer in charge; Guenter Klein and Wolfgang Heck have taken over. Address: Founder, owner and manager, Life Food GmbH, Robert-Bunsen Strasse 6, D-7800 Freiburg, West Germany. Phone: (0761) 50 61 55.

2293. Urban, Gyandeva. 1990. Recent developments at Svadesha–Vegetarische Feinkost (Interview). *SoyaScan Notes*. March 14. Conducted by Anthony Marrese in Germany.

• **Summary:** Svadesha (Ruediger Urban) is manager/owner of the company, and Gyandeva (his son) is manager of soya products (secondary). Svadesha is presently in the hospital. He rarely comes to the plant any more. Svadesha and Gyandeva are both followers of Rajneesh. Svadesha began making tofu in 1979. Then he took a 6-month trip to India, entrusting the company to another person while he was gone. The company fell apart during this time, but it was re-started in 1980 and has grown since then. The company moved to Munich in 1984. Recently the name was changed to Feinkost from Svadesha Tofurei, and now sells as Vegetarische Feinkost using a logo of a sun behind a breaking wave.

They presently have 7 full-time and 5 part-time employees who produce 10 batches (each 250 kg) per day, or 1,250 kg per week—more in winter, less in summer. They are closed in August. Their second generation products include tofu burgers in mushroom or seaweed flavors, and a wine and herb spread. They also make tempeh burgers, buying the

tempeh from Byodo in Munich. Address: Ostpreussen 22, D-8000 Munich 81, West Germany. Phone: 089-939005.

2294. Steyer, Bernd. 1990. History of Byodo Naturkost (Interview). *SoyaScan Notes*. March 21. Conducted by Anthony Marrese in Germany.

• **Summary:** The company was founded in about 1983-85 by Harry Whitford (an American) with Herman Conran [Hermann Konrad], and Michael Mossbacher. Whitford left to go to Soyastern (he later left Soyastern also). Mossbacher is now in charge of the company’s wholesale distribution. The company’s first products were burgers made from purchased tofu and tempeh. In 1984 they started to make their own tempeh. Steyer, now tempeh production manager, built the company’s first tempeh incubator. In 1984 they began to make their own tempeh. Production is now 50 kg/week plus 500 burgers/week.

Bernd is very much working for world food transformation and has invited Marrese for a visit. He will send a set of labels.

Interview with Bernd Drosihn. 1990. April 7. Byodo was founded by Lukas Kelterborn. Harry Whitford came a little after it was founded.

Talk with Klaus Gaiser of Yamato. 1990. May 8. Byodo was bought by a butcher, Rottmueller Naturkost, several weeks ago. The butcher, which now owns 55% of the company, runs a “Naturland” company—a grower’s association like Demeter, Bioland, etc.

See also Harry Whitford’s 1990 early history of Byodo. It is probably the most accurate on the early history.

Note: On 9 Aug. 1990 Soyfoods Center received an enquiry from Tofurei Rotmueller at Hirschbergstr. 9, D-8000 Munich 19, West Germany. Address: Hirschbergstr. 9, 8000 Munich 19, West Germany. Phone: (089) 168570.

2295. Storup, Bernard. 1990. The tofu industry and market in France (Interview). *SoyaScan Notes*. March 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The largest tofu manufacturers in France are: (1) Société Soy makes 12,500 kg/week (12.5 tonnes/week) of their basic tofu, much of which is made into second generation products. In fact, regular tofu counts for only about 15% of their tofu sales, whereas Tofu Burgers (*Croque Tofu*) account for 45% and Tofu Sausages (*Tofinelle*) account for 20%. These figures do not include their soymilk, which is more but which is sold as soymilk. They sell to the mainstream market. Société Soy’s market for tofu and tofu product has been growing at the rate of about 40% a year over the past few years.

(2) Daizou SARL (related to Le Bol en Bois, in Champigny sur Marne) makes an estimated 500-600 kg/week. They sell tofu from the shop and deliver to several Japanese retail outlets. Their customers are mostly Japanese. Their production seems to have remained static during the



past 2-4 years. There are 2-3 small companies that make about 200 kg/week. Innoval (pronounced EEN-oh-val) no longer makes tofu in France. Cacoja (pronounced KA-ko-jah) in the east of France makes what they call their "soy base," to be mixed with meats. It is ultrafiltered, concentrated soymilk with a high solids content but it is quite different from regular tofu. Presently, they may not be selling any tofu in France, and their program to sell the soy base seems weak.

Thus the total size of the tofu market in France is about 14,000 kg/week or 728,000 kg/year. It is growing at about 35% a year.

Update: 12 July 1990. Société Soy has been planning a major export program to the UK. Now they have decided to drop that and export instead to Italy. Address: Founder and Owner, Société Soy, 1 rue du Crêt de la Perdrix, 42400 St.-Chamond, France. Phone: 77.31.23.66 OF.

2296. Hansen, Asger Somer. 1990. The soymilk market in Europe (Interview). *SoyaScan Notes*. March 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** There are no statistics published on soymilk in Europe. The soymilk that is made can be used in either of two ways: (1) Aseptically packaged (typically in Tetra Brik cartons) for consumer use as a beverage or pudding-like dessert; (2) Soymilk base is used as an ingredient in other foods or to make "processed tofu," which is made by ultrafiltration rather than by coagulation. Alpro is definitely the largest manufacturer with output estimated at 18-24 million liters/year. DE-VAU-GE is second biggest with about 12 million liters/year in the form of long-life packs (beverages and desserts). DE-VAU-GE will soon start to make tofu, which will be used mostly as an ingredient in their foods (sausages, etc.). In Asger's opinion these are very good products. Finally there is Cacoja, Triballat, and some smaller companies making a total of about 5 million liters/year. This gives a rough estimate of 35-40 million liters/year of soymilk made in Europe.

The growth rate of this market during the past 2 years has been slow, maybe 5-10%. "The real growth area has been in processed foods with tofu as a main ingredient. That's where I see the growth happening, in foods like dressings, egg-free mayonnaise, sausages, etc."

Cacoja sells "soymilk base," which is sold from the factory in tankers. Last time he talked with customers, they were not satisfied with the quality of the product. The capacity is only 1,500 liters/hour. The Adventists are considering a soymilk plant in the USSR.

Anders Linder left DTD on 1 Nov. 1989. He was asked to leave because the company was not making enough money, and because the company has new management under APV. He is now living at Domsten, Helsingborg, in Sweden. DTD's name is now APV-DTD, part of APV-Pasilac. Asger is in charge of the Soya Technology Div. Two other people are employed by this division with him

(Elizabeth Gibson). John Davies is in Hong Kong. Address: Technical Manager, Danish Turnkey Dairies Ltd., Soya Technology Div., 2 Europaplads (P.O. Box 146), DK-8100 Aarhus C, Denmark. Phone: (86) 12 4155.

2297. Marshall, Philip. 1990. Update on history of Cauldron Foods Ltd. (Interview). *SoyaScan Notes*. March 29.

Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Cauldron Foods Ltd. was founded in 1980 and began to produce tofu in late 1981 in Bristol. This was a pioneer tofu company in England, and they have grown the business and the market by hard work. At Chapel Lane, Bristol, their original address, they made tofu and tofu burgers. In late 1983 they moved to 4 Conduit Place, St. Paul's, Bristol. Then in Aug. 1986 the company moved to 149A South Liberty Lane, Ashton Vale, Bristol, Avon. In Sept. 1987 Philip and his partner, Peter Fagan, sold their entire ownership in the company to Rayner Burgess Ltd. Thus Cauldron Foods Ltd. is a wholly owned subsidiary of Rayner Burgess Ltd. (not a division). Then Fagan left the company in about April 1989; he is now doing frozen ready meals. Generally things are going exceedingly well, thanks to the team that is working with the company. Philip is officially Operations Manager, but unofficially his responsibilities are much wider than that. The company does not present itself as a subsidiary of Rayner Burgess Ltd., even though the latter owns 100% of the stock. Address: Owner, Cauldron Foods Ltd., 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol BS3 2TL, England. Phone: (0272) 632835.

2298. Marshall, Philip. 1990. The tofu industry and market in the UK (Interview). *SoyaScan Notes*. March 29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The largest tofu manufacturer in the UK is probably Dragon & Phoenix in London. They do not reveal anything about their production or sales statistics. In 1984 they were producing an estimated 10,000 kg/week. Now they may be producing roughly 20,000. Second largest is Cauldron Foods, which now produces about 15,000 kg/week, working long shifts and using a completely continuous process that includes a Takai roller extractor (Philip does not like Takai's equipment, and will soon replace it; he feels that it is poorly built, low-quality parts and materials, stainless steel is magnetic, cast iron pumps, etc. He had to completely take their machine apart and rebuild it).

A distant third is Regular Tofu Co., now owned by the Haldane Foods Group. They use a Takai hydraulic press. As a very rough guess, they might be making 4,000 kg/week. Paul's Tofu is probably the fourth largest tofu maker in the U.K. Paul is an old, good friend of Philip's. His product is excellent, and he supplies the organic, natural nigari market. He might make 3,500 kg/week. Dragonfly is a small company at Totnes, Devon, that probably makes less than 1

tonne/week of organic tofu. In addition there are probably a number of Chinese tofu companies that are largely invisible except to the Asian community. There are also some in Birmingham, England. Birchwood Health Products (Clwyd, Wales) is no longer in business. Philip does not know when they stopped. They never really surfaced.

The total market size is probably about 45,000 to 50,000 kg/week.

The future looks good and the market is growing, but only due to hard work. Cauldron Foods is spending quite a lot of money on PR, marketing, education, and new product development. Cauldron's production and sales have more than doubled during the past year. About half of his sales come from his 3 types of basic tofu, and half from second generation products, especially burgers. The vegetarian market is an increasingly important one in the UK, and many non-vegetarians are reducing their consumption of meat, becoming more adventurous eaters, and looking to try new products. There is a general heightening of awareness of food and the variety of food. Cauldron is launching a line of frozen "ready meals." Address: Owner, Cauldron Foods Ltd., 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol BS3 2TL, England. Phone: (0272) 632835.

2299. **Product Name:** [Fast Food Program: Tofu Mussel (Imitation Shell-Fish), With Vegetables Baked in Dough, Tofu Pillow, UFO Sweet Snack with Apple & Vanilla].

**Foreign Name:** Tofu Muschel (im Teig Gebaken), Tofu Kissen, UFO.

**Manufacturer's Name:** Geestland.

**Manufacturer's Address:** Bremerhaven am Fischbeinhof 1, D-2850 Bremerhaven, West Germany. Phone: (0471) 2 60 20.

**Date of Introduction:** 1990 March.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with founder and present owner of Geestland, Paul E. Bremer. 1990. April 25. These products were introduced in March 1990. The UFO (Unidentified Flying Object) looks like a flying saucer.

2300. **Product Name:** Okara Burgers, and Tofu.

**Manufacturer's Name:** Noel Purvis Tofu.

**Manufacturer's Address:** 37 Sandy Hill Gardens, Ballymun, Dublin 11, Ireland. Phone: 01-8424891.

**Date of Introduction:** 1990 March.

**New Product–Documentation:** Letter concerning an interview with Noel Purvis conducted by Anthony Marrese. 1992. Sept. 7. Noel has been familiar with soy products since 1979 when he read Jane O'Brien's book *The Magic of Tofu*. He started making tofu for himself at about that time and sent for books on tofu by Shurtleff and Aoyagi, and by The Farm in Summertown, Tennessee. Noel also met people from The Farm who visited to Ireland and tried to get soyfood

production started. They did leave a small influence and some people in the south of Ireland still make tofu as a result of their visit.

In 1988, in preparation for starting his own business, Neil (who was in the Ballymun Community Enterprise Training Program) received a grant to have a study conducted by Christina McGowan of the Centre for Marketing Studies, University College Dublin. Finished in Feb. 1988 it was titled "An Analysis of the Market for Soya-Based Products" (37 pages). The results were not promising, so he received no further funds to help start the business on a large scale.

In about March 1990 Noel started commercial production and sale of soyfoods. His business started by selling okara burgers; his family and friends used the tofu. In mid-1990, due to the success of the Okara Burgers, Neil started making more tofu and selling it too. He now sells these two soy products once a fortnight (every two weeks) at the local organic food co-op. He makes 10 kg of tofu per batch once a fortnight. He uses his home address for business and is looking for a new location for production and possible expansion. The burgers, which are tasty, are sold in plain white burger bags.

"Noel gave me two other names of small producers in Ireland and said that many have come and gone over the years."

2301. Shurtleff, William; Aoyagi, Akiko. comps. 1990.

The European soyfoods market for tofu, soymilk, dairylike products, and meatlike products in the UK, France, West Germany, Belgium, and The Netherlands: From 1980 to March 1990. Lafayette, California: Soyfoods Center. 54 + 24 + 104 + 52 p. Unpublished manuscript. Subject/geographical index. Author/company index. 28 cm. [827 ref]

• **Summary:** This is a photocopy copy of a market study and bibliography conducted for a customer. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 510-283-2991.

2302. Drosihn, Bernd. 1990. The founding and history of Viana Naturkost GmbH in Cologne (Interview). *SoyaScan Notes*. April 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bernd started to make tempeh in Cologne in about Aug. 1989 after leaving Soyastern. He moved the company to his present address in Huerth, and started making soyfoods there in Jan. 1990. He makes 3 types of tempeh, 2 tempeh burgers, and 2 tempeh spreads (introduced in 1990). The burgers and spreads are selling well, but the basic tempeh is going more slowly since it is a little unknown to the German consumer—not as well known as tofu. The only other tempeh company in Germany is Byodo in Munich—they also make tofu. Both Bernd's company and Byodo make about 200 kg/week of tempeh. They each



make their own tempeh starter. Recently Bernd wrote a little tempeh cookbook titled *Tempeh: A traditional food with a future* (1989, Viana).

The founder of Byodo was Lukas Kelterborn. Harry Whitford came a little after it was founded. Whitford left Soyastern about 6 months ago and since then has been unemployed, living in Dorsten (100 km away; Alleestr. 13a, D-4270 Dorsten 1, West Germany. Phone: 02362-43493), where he runs a Zen Center.

Bernd feels that the future looks bright for his company, in part because he is also making second generation tofu products, including 2 tofu spreads, and 1 tofu sweet cream dessert, all launched in 1990. He buys the tofu from Tofuhaus Tiefenthal because the quality is excellent, better than from Soyastern although the price is higher than that from Soyastern.

He is now also making two short-term misos (a rice miso and chick-pea miso), fermented for 3-4 months, plus a miso spread. He started to sell these 6 weeks ago and they are selling well. His company address used to be Neusserstrasse 199, D-5000 Cologne 60, but he has recently moved. Address: Founder and president, Viana Naturkost GmbH, Schmittenstr. 106, D-5030 Huerth 6 (Fischenich), West Germany. Phone: (02233) 41323.

**2303. Product Name:** 8 Bean Bangers: Soya Based Vegetable Sausages [Herb, or Spicy].

**Manufacturer's Name:** Goodlife Foods. Ltd.

**Manufacturer's Address:** Unit E, 32/34 Gordonhouse Road, Parliament Hill Fields, London, NW5 1LP, England. Phone: 01 485 6583.

**Date of Introduction:** 1990 April.

**Ingredients:** Water, textured soya flour, palm oil, wholemeal rusk, potato starch, soya bean oil, carob bean gum, vegetable stock, mixed spices, mixed vegetables, sea salt, garlic powder.

**Wt/Vol., Packaging, Price:** 227 gm (8 oz) paperboard box. Retails for £1 18 (7/92, Scotland).

**How Stored:** Frozen.

**Nutrition:** Per 100 gm.: Energy value 1220 Kjoules / 293 Kcal (calories), protein 11.6 gm, carbohydrate 16.4 gm, fat (vegetable) 19 gm, dietary fibre 5.2 gm.

**New Product–Documentation:** SoyaFoods (ASA, Europe). 1990. 1(1):3.

Leaflet published by Goodlife Foods Ltd. and Adams Marketing. 1990. April. "Goodlife Foods: New in Frozen Foods!" A photo shows the boxes/labels of both products. Label sent by Leah Leneman, purchased at Natural Food Larder in Edinburgh, Scotland 1992. Jan. 2 and July. Label is 4.75 by 3.5 by 1.25 inches. Box. Black, red, and white on tan. Color photo of several sausage-shaped bangers. "Just heat and eat. Bean Bangers are soya based vegetable sausages and are suitable for vegetarians and vegans as well as those wishing to eat less meat." Can be grilled,

shallow-fried, or microwaved. Circled green V certification symbol. "Approved by the Vegetarian Society." UPC indicia. Note that the company is now located at: 34 Tatton Court, Kingsland Grange, Warrington, Cheshire, England.

**2304. Product Name:** Smoked Tofu Satay.

**Manufacturer's Name:** Goodlife Foods. Ltd.

**Manufacturer's Address:** Unit E, 32/34 Gordonhouse Road, Parliament Hill Fields, London, NW5 1LP, England. Phone: 01 485 6583.

**Date of Introduction:** 1990 April.

**New Product–Documentation:** SoyaFoods (ASA, Europe). 1990. 1(1):3.

Leaflet published by Goodlife Foods Ltd. and Adams Marketing. 1990. April. "Goodlife Foods: New in Frozen Foods!" A photo shows the boxes/labels of both products. Note: As of mid-1992, the company is located at: 34 Tatton Court, Kingsland Grange, Warrington, Cheshire, England.

**2305. Product Name:** Kallo Vegetarian Singles (Non-Dairy Cheese Slices).

**Manufacturer's Name:** Kallo Foods Ltd.

**Manufacturer's Address:** 129 Groveley Rd., Sunbury-on-Thames, Middlesex, TW16 7JZ, England. Phone: 081-890-8324.

**Date of Introduction:** 1990 April.

**New Product–Documentation:** SoyaFoods (ASA, Europe). 1990. 1(1):3. Helfex leaflet. 1990. April. "Vegetarian cheese 'singles' launched by Kallo Foods." "The first vegetarian cheese food slices are now available from Kallo. Each pack contains 10 individually wrapped slices. Approved by the Vegetarian Society the product contains no preservatives, colours or emulsifying salts. Lower in saturated fat, rich in calcium and ideal for family packed lunches, and vegetarian cheeseburgers!"

**2306. Product Name:** Lightlife Lean Links (Breakfast Sausages) [Mild, or Spicy].

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** 74 Fairview St., Greenfield, MA 01301. Phone: 413-774-6001.

**Date of Introduction:** 1990 April.

**Ingredients:** Textured vegetable protein (water, textured soy protein concentrate, soy protein isolate, vital wheat gluten), soy oil, soy sauce, spices, toasted sesame oil, salt, natural vegetable flavors, natural smoke flavor, carrageenan (from seaweed).

**Wt/Vol., Packaging, Price:** 10 oz (238 gm) vacuum pack. Retails for \$2.79 (6/90, California).

**How Stored:** Refrigerated.

**Nutrition:** Per 2 oz.: Calories 82, protein 13 gm, carbohydrate 4.9 gm, fat 1.1 gm, cholesterol 0 mg, sodium 482 mg.

**New Product–Documentation:** Product with Label

purchased at Lafayette, California, Safeway supermarket. 1990. June 13. 5 by 4 inches. Self adhesive. Red, black, and yellow on white. "100% vegetarian. Meatless. All natural breakfast links. Zero cholesterol. Microwaveable. A delicious vegetable protein sausage alternative." Back panel: "Delicious sausage flavor with only 1 gram of fat per serving and no cholesterol." Soyfoods Center product evaluation. 1990. June 17. Score: 7.0. Pan fried or microwaved, a little dry (better if juicier) and the skin is a little tough.

Talk with Richard McKelvey, sales manager of Lightlife Foods. 1990. June 19. They make these products in house. The category seems to have great potential but they are working on the flavor. They have already made a lot of changes to the product, not ingredient changes but the way they are processed. He sent 2 Labels July 20.

Soya International. 1990. April/June. p. 23. Contact: Rick McKelvey. A new address is listed at P.O. Box 870, Greenfield, Massachusetts.

Talk with Michael Cohen. 1991. Sept. 17. There were some problems with this breakfast sausage with wheat gluten, so it was taken off the market, reformulated, and re-introduced about 8 months ago.

**2307. Product Name:** Realeat Vege ¼lb Burger with Cheese, Vegebites, Chilli Vegeburgers.

**Manufacturer's Name:** Realeat Company Ltd. Div. of Haldane Foods Group.

**Manufacturer's Address:** 2 Trevelyan Gardens, London NW10 3JY, England. Phone: 01-459-3401.

**Date of Introduction:** 1990 April.

**How Stored:** Frozen.

**New Product–Documentation:** SoyaFoods (ASA, Europe). 1990. 1(1):3.

Haldane Foods Group. 1990. "Twenty-one Today. Twenty-new and exciting products launched at Helfex alone." At least 12 of these are soyfood products.

**2308. Product Name:** Tofu Burgers (Tandoori, Tikka, and Teriyaki).

**Manufacturer's Name:** Regular Tofu Co. Div. of Haldane Foods Group.

**Manufacturer's Address:** 25 Hayhill, Sibley Road, Barrow upon Soar, Leicestershire LE12 8LD, England. Phone: 050981-6611.

**Date of Introduction:** 1990 April.

**Wt/Vol., Packaging, Price:** Two x 3 oz burgers per unit. 12 units per case. Wholesales for £6.75. Retail for £0.75 per unit.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** SoyaFoods (ASA, Europe). 1990. 1(1):3.

Haldane Foods Group. 1990. "Twenty-one Today. Twenty-new and exciting products launched at Helfex alone." At least 12 of these are soyfood products.

**2309. Product Name:** [Spring Rolls].

**Foreign Name:** Fruehlingsrollen.

**Manufacturer's Name:** Soto. Named Sojatopf prior to April 1989.

**Manufacturer's Address:** Wolfsbergerstr. 47, D-8211 Breitbrunn am Chiemsee, West Germany. Phone: 08621-62538.

**Date of Introduction:** 1990 April.

**Ingredients:** Tofu, vegetables, mung bean sprouts, glass noodles, sesame seeds.

**Wt/Vol., Packaging, Price:** 150 gm.

**New Product–Documentation:** Letter (fax) from Harry Whitford. 1990. May 30. Gives full details on product based on interview with Gerhard (Oskar) Schramm. On 1 Jan. 1990 the company moved to Wolfbergerstr. 47, D-8211 Breitbrunn am Chiemsee, West Germany.

**2310. Product Name:** [Tofu Burger].

**Foreign Name:** Tofuburger.

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** Schmittenstr. 106, D-5030 Huerth 6, West Germany. Phone: (02233) 41323.

**Date of Introduction:** 1990 April.

**New Product–Documentation:** Letter from Bernd Drosihn, founder of Viana. 1990. May 10. This fresh product, which has no label, was introduced in April 1990.

**2311. SoyaScan Notes.** 1990. New Trend: Large European food companies, and agricultural- and dairy cooperatives now launching and actively promoting innovative new tofu and soymilk products: Mostly dairylike and meatlike products (Overview). May 8. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** In Jan. 1980 Vandemoortele N.V., one of Europe's largest oilseed crushers, located at Izezem, Belgium, began to make its first commercial soymilk product (GranoVita Soja Drink in plain and carob flavors, packed in 500 ml Tetra Brik cartons) which was private labeled (co-packed) for DE-VAU-GE, a large Seventh-day Adventist health food manufacturer in West Germany. This was Alpro's first customer. In June 1980 Vandemoortele created Alpro N.V. to take over this production. The company quickly became Europe's leading soymilk producer and by 1990 had about 70% of the European soymilk market. Their new soymilk plant, costing about US\$15 million and having a capacity of 45 million liters a year, opened in Wevelgem in June 1990.

In June 1984 Migros, Switzerland's leading retail food chain, launched 5 tofu products: Natural Tofu, Tofu Snack with Spices, Spicy Tofu Spread, Diced Tofu with Cream, and Tofu Bolognese. In 1985 they introduced Tofu with Mushrooms and Gravy, followed in 1986 by Canned Tofu Kashmir (with Curry and Fruits), Tofu Spread with Cheese



(in a Tube), Tofu Chocolate Crème, and Tofunaise (in a Tube), then in 1987 by Seasoned Tofu. In 1986 Migros, a 61 year old cooperative with 1.4 million members, had net sales of 3,166 million Swiss francs. The tofu was made by a Migros company named Conserves Estavayer in Estavayer-le-Lac, near Zurich.

Galactina is a well established Swiss company (located in Belp) that has made a soymilk named Naga Sonda for enteral tube feeding since 1980. In 1981 they launched the product in liquid Tetra Pack. They entered the tofu market in 1984 with Galactina Tofu, then in 1985 added three types of Seasoned Tofu (Gourmet Diced with Soy Sauce & Spices, Provencale with Herbs, and Jardiniere with Vegetables), followed in 1987 with Tofu Spread and 1988 with Tofu Burger and Tofu Salads. All were marketed very attractively.

In Aug. 1985 DE-VAU-GE, one of Europe's oldest and largest producers of vegetarian health foods, began operation of its new soymilk plant (purchased from STS/DTD) in Lueneburg, West Germany. By 1990 they were Europe's second largest soymilk manufacturer, with 15-20% of the market. They also sold many tofu products and were planning to produce tofu in the near future.

In 1985 Laiteries Triballat, a large French dairy products company (mostly cheese, located at Noyal-sur-Vilaine, Brittany) introduced Sojasun, an innovative cultured soymilk yogurt in 4 flavors, two with bits of fruit and two with fruit puree. In Oct. 1988 and early 1989 they promoted the product extensively on French television and in German print media. Sales in several western European countries were said to be good.

In 1986 Parmalat, the Italian dairy giant, introduced a soymilk named Soialat. By 1989 they had created a subsidiary named Parma Soia, which sold three lines of more than 20 soy products. The Campi di Soia line (containing soymilk, soy pasta, sauce, and sprouts) was sold at supermarkets. The Nature Soy line was imported, and the Erboristeria line was for the health food market.

In Jan. 1987 Cacoja, a newly-formed affiliate of the Coopérative Agricole de Colmar (CAC), began production of soymilk and soy desserts at its new, fully-automated plant (with an ultrafiltration system) at Issenheim, France. Purchased from Alfa-Laval, the plant cost 11 million French francs and had a capacity of 1,500 liters/hour of soymilk containing 4% protein. By 1990 Cacoja was Europe's third largest soymilk producer.

In Sept. 1987 Rayner Burgess Ltd., a large British Food company that specializes in an array of unique condiments, purchased Cauldron Foods Ltd., Britain's second largest tofu manufacturer, and the largest marketing its products to the Caucasian and health-food trades.

In Jan. 1988 British Arkady, a large British food conglomerate owned by Archer Daniels Midland Co. (Decatur, Illinois) acquired the Haldane Foods Group, and made it part of British Arkady's Health Foods Div. The

Haldane Foods Group was put together by acquisition of Direct Foods Ltd. (founded 1980, acquired by the Group in 1985), Vegetarian Feasts Ltd. (founded 1984, acquired 1986), Haldane Foods Ltd. (founded 1983, acquired Aug. 1987), Vegetarian Cuisine Ltd. (founded 1985, acquired 1987), Regular Tofu Co. Ltd. (founded 1983, acquired Aug. 1987), Realeat Foods Ltd. (founded 1984, acquired Sept. 1988), Saucemasters Ltd. (founded 1988, acquired Feb. 1989), and Genice Foods Ltd. (founded 1988, acquired March 1989). Self-proclaimed as "Europe's leading healthier food group, most of these companies make tofu or soyfood products.

In April 1989 Huegli AG, a leading Swiss food company, purchased 75% ownership in Yamato Tofuhaus GmbH, one of West Germany's leading tofu manufacturers. At about the same time, Huegli purchased Horst Heirler, the country's leading distributor of fresh products.

Also in April 1989 Lima N.V. of Belgium, one of Europe's earliest natural foods companies, purchased Jonathan PVBA, Belgium's leading tofu manufacturer.

In Sept. 1989 Innoval (formerly Sojalpe), an acquired affiliate of Les Silos de Valence (a large 5,000-member cereal cooperative in Rhone Alpes, France), began to produce tofu, soymilk, and liquid soy concentrate (with an ultrafiltration unit) at a modern new plant, with a capacity of 2,000 liters/hour, purchased from Alfa-Laval at a cost of 20-21 million French francs.

In Feb. 1990 Euro-Nature, a French investment fund, purchased 97% Lima N.V. of Belgium.

In early 1990 Avo Feinkost GmbH, a large West German spice from Osnabrueck, launched the Sofit line of soy products, including various meatlike products, dressings, and salads.

2312. Whitford, Harry M., III. 1990. Re: Early history of Byodo Naturkost GmbH. Letters (faxes) to William Shurtleff at Soyfoods Center, May 11 and June 8. 2 p.

• **Summary:** "Byodo Naturkost was founded in the summer of 1984 by Lukas Kelterborn (whose idea it was), Hermann Konrad, and myself. I contributed the name—Byodo is the Japanese Buddhist term meaning "eternity," or with extended vowels (Byôdô) "equality" as implied in the perfection of indifference. The full original name was "Byodo Naturkost, Lukas Kelterborn, Hermann Konrad & Harry Whitford." It's legal status was a "GbR" ("Gessellschaft buergerlichen Rechts"—a "Personen Gesellschaft"), that is, a company made up of individuals who carry full personal responsibility for the debts and assets of the company. In Germany, such a company must include the names of all owners in the company name. Hermann and I were both cooking at Keyno Vegetarian Restaurant, where I was in charge of soyfoods production and quality. We made our own tofu and tempeh at the restaurant.

"Byodo started as a tempeh company. The first product was Frisches Tempeh (Fresh Tempeh, in English). Production

started in about Sept. 1984. Originally we were in the Thalkirchnerstr. in Munich in a former bakery together with the Italian Aikido-teacher and Tofu maker Georgio Sapia. I don't remember the exact address. Lukas left a few months after we started in about Oct. 1984 to take over a health food store (Reformhaus). We started making a Tempeh Burger (Tempehburger) later that fall after we realized we couldn't keep the company going only on tempeh.

"A Tofu Burger (Tofuburger) followed shortly afterwards that fall and Lukas' last service to the company was to establish the tie to Soyastern, which was unable to fry burgers due to complaints by the neighbors. We started buying tofu from Soyastern in Cologne to make burgers for them—at a distance of 400 miles!

"On 2 July 1985 Byodo Naturkost was transformed into a new company with a new structure, Byodo Naturkost GmbH. GmbH stands for "Gesellschaft mit beschränkter Haftung" ("Company with limited liability"), which is comparable to a "Co. Ltd." in the USA. Michael Mossbacher entered the company at that time, and the base capital was used to move to Hirschbergstr. 9.

"In the fall of 1985 we started making tofu after a scandal: We had been buying tofu from Sapia to make our burgers for the Munich market. But he bought conventionally grown beans and sold the tofu as bio [organic]!

"In early 1986 (winter) we made tofu spreads (Tofu Brotaufstrich). There were 3 kinds: Paprika, horseradish & green pepper (Paprika, Meerrettich & Gruenerpfeffer). We also started making Vegetable Tofu (Gemuese-Tofu), which is tofu with chopped veggies pressed into it—ready to fry. Somewhere along the way we started to make tofu to sell also. I don't know when.

"I left Byodo in September 1986 after unsolvable differences became ridiculous and intolerable. Another reason I left was that none of the others at Byodo had ever had anything to do with spiritual practice.

"I worked part time at Svadesha making tofu until I could clear up my debts enough to be able to accept Soyastern's offer and make the move to Cologne. I started advising Soyastern 'unofficially' in Jan. 1987. The move and work permit finally came together on July 15, 1987.

"Soyastern is now basically bankrupt, with debts of DM300,000 (US\$150,000), whereas the German legal limit is DM50,000." Address: Eurosoy consulting, Alleestr. 13a, D-4270 Dorsten 1, West Germany. Phone: 02362/43493.

2313. Seewer, Conrad. 1990. The tofu market in Switzerland (Interview). *SoyaScan Notes*. May 17 and 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Galactina was the first company in Switzerland to sell tofu in supermarkets. In about 1984 their tofu was sold in a test market in the Bern area at Co-op supermarkets under the Galactina brand. After a while Co-op introduced their own tofu product, made for them with the Co-op brand

by PLL in Lausanne from soy protein isolates. Galactina does not consider that product or the Yasoya made by Baer to be a types of tofu. Tofu must be made from soymilk by the traditional process. Co-op still labels its product as tofu, but they may not be able to continue since the regulations are now getting stricter. Co-ops isolate tofu replaced most (but not all) of Galactina's tofu in Co-op supermarkets, which hurt Galactina's sales a lot. Co-op then introduced a yogurt-type product made by PLL, which they called Soya Dessert, but it is no longer on the market. Co-op also now carries Baer's Yasoya, which is like a tofu made from isolates and with 2-3% lactose added. It is different in consistency from the isolate tofu made by PLL, and it is marketed completely differently and is not private labeled for Co-op. Now Galactina tofu is sold in all department stores that have a food department, and most of the stores that sell milk (The "White Chain" controlled by milk distributors). Starting in 1989 Galactina started to sell its tofu (1 tofu, 2 bread spreads, and 2 salads) in Switzerland's 500 Reform Houses under the brand name Galaform with the Biona certification symbol (like the Neuform in Germany); 90-95% of the Swiss Reform Houses are Biona stores with the Biona label. Products with the Biona label can only be sold in Biona Reform House stores and must meet certain quality and production specifications. In 1-2 months Galactina will come out with new labels that look even fresher and tastier.

Seewer thinks (though he has no market statistics) that Migros/Conserves-Estavayer is the biggest tofu maker in Switzerland (but they only have 2 products), followed by Galactina, then Soyana, and PLL/Co-op. He is not sure which of the last 2 is largest. There is a smaller tofu company in Bern [Berner Tofurei] selling regionally; he also owns a health food store.

A rough estimate of the total size of the tofu market in Switzerland would be 500,000 kg/year. The growth rate has been uneven. In the beginning in 1984 and 1985 there was a boom. A number of products were introduced at that time that were not properly developed and of low quality. Then consumers got frustrated because many felt that tofu didn't taste good and was difficult to cook, etc. In 1986 the market dropped; Co-op and Migros reduced their lines. Now tofu is catching on again. Galactina has introduced "third-generation" products that taste good, but it takes a lot of marketing work to re-establish tofu and tofu products on the market. Over the past year, Galactina sales have grown about 10%. The first generation is plain tofu. The second generation is tofu with taste, as with 50% diced vegetables or some flavors mixed in. Third generation would be a burger or sausage, ready to heat and serve, or a bread spread that contains less than 10% fat. Address: Marketing Manager, Galactina Ltd., Birkenweg 1-6, CH-3123 Belp, Switzerland. Phone: +41 31 811 111.

2314. Howell Mountain Distributors. 1990. Longa Life



products: Effective May 23, 1990 (Leaflet). P.O. Box 96, Angwin, CA 94508. 1 p. Single sided.

• **Summary:** Made in Australia. Describes 9 frozen products (Hot Dog, Vege-Snag–Curried, Vege-Henchen, Vege-Herb, Vege-Smoke, Vege-Garlic, Vege-Wurst, Cavellami Steak, Meatless Schnitzel). Address: California. Phone: (707) 965-7557.

2315. Speck, Peter. 1990. The tofu market in Switzerland (Interview). *SoyaScan Notes*. May 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The market has been stable and without much change for the last few years, but now there seems to be a slight upturn. However some new second-generation products will soon be launched. Galactina has a tofu burger and Migros will launch one in the next few months. Galactina and Migros are the main companies selling tofu in supermarkets; both are doing a good job marketing. Co-op is selling a tofu made by PLL with soy protein isolates under their own brand. During the last year a number of publications showed that this tofu was made with isolates and that gave Co-op a very bad reputation. This adverse publicity did not hurt other types of tofu. Co-op announced on television that they are considering changing the product name from tofu to something like “soy product” or “soy curd.” They do not have the equipment to make tofu from whole soybeans. Soyana is still on the market but mainly in health food shops. Not much has happened with Soyana in the last year; a few years ago they were much stronger. Baer makes one soft tofu in one bland and 3 spiced flavors; all are made from isolates with dairy protein, cereals, and vegetables added. They have promoted these with a very large marketing budget (Peter heard 4 million Swiss francs, but that figure may be too high). Baer introduced this product because the market for dairy products in Switzerland was not growing. It is sold at Co-op supermarkets, dairy shops, and many other types of stores (except Migros) all over Switzerland. Note: Dairy shops (Molkerei / Laiterie) are retail outlets that sell mostly milk and cheese, but since turnover is slow they usually also sell bread, vegetables, canned goods, etc. plus Galactina and Yasoya soy products. They never sell Migros or Co-op products.

Peter estimates that the five largest tofu manufacturers in Switzerland, in descending order of size, are Migros, Galactina, Baer, Soyana, and PLL/Co-op. If we include tofu made from isolates, Peter estimates that 500 tonnes/year of tofu are sold in Switzerland. The percentage growth rate is now very low. The market grew very rapidly during the early years (1985–86), but during the past 2 years tofu has gotten a bad reputation because people didn’t know how to prepare regular tofu. By the time that companies had realized that consumers needed second generation tofu products, the consumers didn’t want to try tofu any more. Even though they gave cooking classes and distributed

a gourmet tofu cookbook, it was too late. In retrospect, second-generation tofu products should be introduced with cooking classes before basic tofu. One market sector that is now growing well is the institutional/catering [foodservice] market that sells to university and company dining halls (canteens), big hotels, or hospitals. In some cases the tofu dishes are prepared outside the institution and in other cases inside. Tofu use is also growing in restaurants, especially vegetarian and hotel chain restaurants; the latter cater to many vegetarian travelers. But tofu is not sold in regular Swiss restaurants. This institutional sector is responsible for the slight growth in the total market. Soyana was the first company to sell to this institutional market, but now Galactina is offering successful cooking classes for hospital cooks. About half of all Galactina tofu is now sold to the institutional market. Now Galactina and Migros are trying to rejuvenate the tofu market with new products. Both companies have a deep belief in the potential and future of tofu. But it will be hard, because tofu has a bad image, like liver or spinach. Peter feels that yogurt-like soy products will never do well in Switzerland because the country has a long history of dairy yogurt and soy products are found to be of lower quality by comparison. One of the main groups buying soy products in Switzerland are the “Green People.” They often buy at Reform Houses, where Soyana is the main supplier. Most of Soyana’s sales are from Reform Houses. 4-5 months ago Galactina launched tofu spreads, salads, and burgers under the Galaform brand in the Reform Houses. Over the past few years, flavored tofu products and tofu spreads (Tofunette) have been most successful for Galactina. They have found that it is important to add new flavors from time to time, just like with ice cream. Of Galactina’s 3 product lines, tofu products are probably the best sellers, followed by the baby foods, then the clinical feeding products, but they are all about the same size. Migros’ most successful products have been their regular tofu, spiced tofu, tofu spread, and Tofunaise. They are planning to launch a tofu burger in the next month or two.

Speck once heard that Unilever developed a whole range of tofu and soy products. He does not know when or where they did this or what they plan to do with the products, but he thinks they were for the German market.

Huegli has an annual turnover of about 150 million Swiss francs. They are in the dry soup and dry product business. He has a pamphlet describing the company. Address: Home: Muenzingen, Switzerland. Work: Haco Co. in Gumlingen. Formerly with Galactina, Ltd. Phone: 031-52-1631.

2316. Daenzer, Walter. 1990. The tofu and soymilk markets in Switzerland (Interview). *SoyaScan Notes*. May 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Soyana introduced its Soyaquell brand in about 1985 for the mainstream market. The Soyana brand is

reserved for the Reform market. Many (but not all) Soyana products are now sold under the Soyaquell brand—such as tofu, soymilk, etc. New products include Tofu Pastete (cake-shaped hors d'oeuvres, 1989) and some new Tofu Burgers.

Competition in the soyfoods market is terrible in Switzerland—its the most competitive market in Europe. The market is small and people have very high quality expectations. Galactina is trying to get into all the Reform stores. They are doing everything they can to market their products there. Some years ago the regular food industry got interested in soya, but their standards allowed them to make tofu and related products using soy protein isolates. Baer Weichkaeserei had a big campaign which resulted in Galactina tofu products being kicked out of all Co-op supermarkets. Also Galactina products had many problems selling in the supermarkets. So Galactina has decided to sell their products in the Reform stores. And now Soyana has lots of competition from Galactina. The Swiss Biona Association used to sell only Swiss soyfoods. Nothing else was imported until about 2 years ago. At that time, they got offers to sell soymilk made in France and Germany. “Then Biona did something terrible; they gave the Biona sign to all foreign suppliers. So now Société Soy is coming in from France, Heirler with a big range of products from Germany, etc. Products from all over Europe are now being imported to Switzerland and sold at Reform stores.”

Soyana invested a great deal of money as a pioneer in the Swiss soyfoods market. Just when it looked like they were about to recover their losses, the terrible new competition began. And the competitors are using every trick in the book, including unfair means and deceptive advertising. They have no sense of purity of product; for example they say they are using nigari but they use calcium sulfate with 10% nigari. Soyana does not pasteurize its tofu but the competition does. So now Soyana has to educate its former customers about the advantages of not pasteurizing. Now Soyana has to become a quality pioneer and an advertising pioneer. Reaching and convincing all these people costs lots of money, but Soyana is doing it. Soyfoods have changed from being an alternative food to being a big money maker, so the big food companies jump in with the goal of making more money by selling lower priced, lower quality foods. Their advertising is often dishonest.

“The whole soy thing has proved to be an alternative for people who really need it. And that is a stable market, but it is not booming. In America it seems that the big food producers have slept while the soyfoods market has grown, but in Switzerland the situation is different. Many big Swiss companies jumped in when they got the idea that soya is healthy, but many of them didn't know anything about the products. So now Soyana is looking for alternate things to do to avoid this terrible situation.”

If Soyana tries to export its products from Switzerland, it has to pay 20% customs duty, and Swiss wages are high.

But companies that import foods to Switzerland have to pay a much smaller tax, and the process is easier. This will not change with the opening of trade in 1992 because Switzerland is not part of the EEC! Swiss has always cherished its separateness, independence, and neutrality.

Concerning the term Broteinheit (“Bread Unit,” it is not Broteinhalt) relating to diabetic exchanges, the term is not well defined or agreed upon by professionals, so it is a big problem.

Soyana used to be the only soymilk manufacturer in Switzerland. Then a Swiss-French company with a French name started making soymilk. Their prices were low, but they couldn't reach the big consumer chains. Address: Soyana, Postfach 8039, Zurich, Switzerland. Phone: 01/202 89 97.

2317. Krieger, Verena. 1990. Re: The tofu market in Switzerland. Letter (fax) to William Shurtleff at Soyfoods Center, May 31. 5 p. Typed, with signature on letterhead.

• **Summary:** Switzerland's largest tofu manufacturers are:

Migros/Conserves Estavayer makes 4,650 kg/week of tofu. They are introducing a silken tofu.

Galactina Ltd. in Belp makes 1,500–2,000 kg/week of tofu.

Baer makes Yasoya, an isolate-based tofu-like product. Production figures are not available. They are taking a large share of the market with an inferior product and aggressive advertising.

Soyana in Geneva makes tofu. Production figures are confidential.

PLL Produits Laitiers Lausanne SA in Lausanne makes 1,000 kg/week of tofu [using soy protein isolates].

Tofushop Centanin SA in Carouge (Geneva) makes 750 kg/week of tofu. This company was formerly named Osoja: La Maison du Tofu.

Genossenschaftstofurei in Ottenbach makes 600–700 kg/week. They also produce and sell tofu kits.

Berner Tofurei in Frutigen makes 400 kg/week of tofu. They also make 100 kg/week of tempeh.

Tofurei Pfannenstiel in Maennedorf makes 160 kg/week of tofu.

Krieger estimates the total market size to be about 10,000 kg/week or 500,000 kg/year. [Note: If we estimate Baer's production to be 1,500 kg/week and Soyana's to be 1,250 kg/week (see 1990 estimates by Peter Speck), the weekly total becomes 12,110 kg/week of tofu and at 50 weeks/year, the annual total becomes 605,500 kg/year.] The market is stagnant. Best-selling products include Soyana Tofuburgers and Galactina Tofu Salads.

The following tofu companies are no longer in business: Gauthier Loeffler Tofu, Joya, Le Grain d'Or, Soy Joy, Tangram Tofurei, Thieus Soja Spezialitaet. Address: Bruchmattstr. 24, CH-6003 Lucerne, Switzerland. Phone: 041-22 50 34.



2318. **Product Name:** Tempeh Burgers.

**Manufacturer's Name:** Soy Feliz.

**Manufacturer's Address:** 17802 N.E. 21st St., Gainesville, FL 32609. Phone: 904-485-1527.

**Date of Introduction:** 1990 May.

**New Product–Documentation:** Talk with Jose Caraballo. 1990. July 27. He started making and selling tempeh burgers at his home in May 1990. In Spanish “Soy Feliz” means “I am happy.”

2319. Urban, Svadesha Ruediger. 1990. The history of Tofurei Svadesha, West Germany's first tofu manufacturer (Interview). *SoyaScan Notes*. June 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ruediger Urban was born in about 1940. After 3-4 years of studying photography, in about 1969, he began working in a restaurant named Hotel Brauneberg that had been started by his brother in the city of Traben-Trarbach on Mosel (Moselle) River. At the restaurant he came across a large, high quality cookbook (covered in white silk) by Werner Fischer [or perhaps Alfred Walterspiel] titled *Meine Kunst in Kueche und Restaurant* (My Art, Kitchen, and Restaurant) that contained 2-3 pages of information in German about how to make tofu. He started to buy the ingredients, but he was so overworked that he had no time to really start experimenting with tofu.

Then he went to work in a “Macro-Shop” in Deggendorf, in the Bavarian Forest, but he did not do anything with tofu there. Meanwhile he sold arts and crafts at marketplaces for several years to support himself and his two sons.

Then, in about 1979, he started on the side to make tofu in a little farmhouse at Winterlehen 1½, Einweging, in the Bavarian Forest (Bayerischer Wald). He ordered a copy of *The Farm Vegetarian Cookbook*, from which he learned more about tofu. He made only one product, tofu, using organically grown soybeans and nigari coagulant. Initially he tried making the tofu without removing the okara, but he soon filtered the milk to removed the okara. He made the tofu using a gas stove, which he sometimes used in the kitchen and sometimes moved out into the garden. The tofu was sold under his name Svadesha (he was a disciple of Bhagavan Sri Rajneesh) but he had no officially registered business. On weekends his two sons, Premdeva (the elder) and Gyandeva, helped with the tofu business. Twice a week he produced about 30-40 kg of tofu, which he packed in small plastic tubs, loaded into his car? and drove more than 200 km (120 miles) into Munich. There he personally delivered it to a handful of the new generation of natural food stores (*Biolaeden*) that sold all of his tofu. These pioneer natural foods shops included Erdgarten (the first), and Macro-Shop on Amalienstrasse. While still in Einweging he introduced his second product, Kraeuter Tofu (Herb Tofu),

made by mixing and mashing herbs into finished pressed tofu to make a sort of seasoned tofu cottage cheese.

After about a year making tofu at this location, he decided to go to India for 6 months, so he entrusted his small business to another person while he was gone. The company fell apart during this time. Upon his return from India, Svadesha moved the business to Aeussere Koetzingerstr. 52a, D-8492 Fuerth im Wald, very near the Czechoslovakian border, and farther away (about 200 km or 120 miles) from Munich. He knew a woman friend there where he could work and stay. This new tofu shop began operation on 1 March 1981 and, because of pressure from retailers who needed official invoices, he registered the company under the name Svadesha Pflanzen-Feinkost. By mid-1982 was using 20 lb of soybeans each time to make tofu 3 times a week. In Furth im Wald he introduced a new product, Tofu Pflanzarl, a special kind of Bavarian meatless meatballs or “Bolleten.” Soon he was getting more and more orders.

So in 1983 Svadesha moved his company into Munich, his main market, and set up shop in Das Werkhaus at Leonrodstr. 19. Alexander Nabben's tofu shop was in the same building, but Alexander kindly offered to stop making tofu at that time. Svadesha changed his company's name to Tofurei Svadesha Naturkost Produkte. During this period, at meetings of Germany's various German tofu makers, the question arose as to which company had started first. It was clearly decided and agreed that Svadesha had been the first. Other early companies were Alexander's Tofu Shop (an underground business founded by Alexander Nabben at the Werkhaus on Leonrodstr. in Munich; started tofu production by Jan. 1981), and Auenland Tofu und Soja Produkte (founded by Peter Wiegand at Prien-Chiemsee; started tofu production in March 1982). Svadesha thinks (but is not sure) that Biogarten sold tofu made by other companies (including Svadesha's) but never made their own. Note that all of West Germany's early tofu companies started in southeastern Germany in the area around Munich.

In Munich, Svadesha kept making improved versions of his regular tofu, herb tofu, and tofu meatless meatballs. He also launched a new Tofu Pastete (Tofu Spread), and Raeucher Tofu (Smoked Tofu, in 3 flavors).

In 1985 Svadesha moved again, this time to a suburb east of Munich near Denning, into a former butcher shop (at Ospreussenstr. 22, D-8000 Munich 81), the company's present location. There the company really started to earn money. They introduced a new type of Tofu Pflanzarl, new Tofu Pastete (one with herbs, and one with tempeh), Tofu Burgers, Spice Tofu, Tofu Spring Rolls, and Tofu Schnitten (Tofu Slices) marinated in shoyu then fried, and Sauerkraut Schnitten (Tofu slices filled with sauerkraut). He also started selling tempeh, which was made by Byodo Naturkost.

On 1 June 1990 Svadesha sold his company for a good price to Robert Mayer and Erhardt Schwartz. He had learned 1 year before that he had cancer of the cheeks. At that time

the company acquired a new structure and the name became Tofurei Svadesha Naturkost Produkte GmbH. The new owners agree with Svadesha's philosophy and have solid business experience, so the future looks promising. The company's best selling products are now, in descending order of popularity: Plain Tofu, Tofu Pflanzarl, Smoked Tofu, Tofu Schnitten (marinated, deep-fried slices), and Tofu Spring Rolls.

Aside from being the first tofu company in Germany, Svadesha feels that his other major innovations were being the first to make smoked tofu, Tofu Pflanzarl (tofu meatless meat balls), Herb Tofu, Tofu Schnitten, and Sauerkraut Schnitten. Address: Home: Waldstr. 4, D-8015 Ottenhofen, West Germany.

2320. Belleme, Jan. 1990. Wheat meat: A meaty-tasting substitute for beef that has no saturated fat and half the calories. *Your Health*. June 19. p. 31. [3 ref]

• **Summary:** An introduction to seitan, with two seitan recipes: Oriental pasta salad with peanut sauce, and New England boiled dinner. "Nutritionally, seitan is a powerhouse. In both quantity and quality, the protein in seitan is similar to that in beef. Sirloin steak and seitan both supply approximately 16 grams of protein per 100-gram (3.5-ounce) serving, or 25 percent of the U.S. Recommended Daily Allowance... Although unseasoned seitan, raw wheat gluten, is low in one essential amino acid, lysine, this is easily offset by cooking it in a soy sauce-seasoned broth, or by combining or serving it with lysine-rich foods such as beans. And while the 3.5-ounce sirloin comes with 11.5 grams of saturated fat, 58 milligrams of cholesterol and nearly 300 calories, seitan contains no saturated fat or cholesterol and only 120 calories per 3.5-ounce serving." Address: P.O. Box 457, Saluda, North Carolina 28773. Phone: 704-749-9537.

2321. McKelvey, Richard. 1990. New developments at Lightlife Foods in Greenfield, Massachusetts (Interview). *SoyaScan Notes*. June 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Richard was the sales manager at Tomsun Foods while the company was growing rapidly and at the time it went bankrupt. New products at Lightlife Foods include Foney Baloney (Aug. 1989), Lemon Grill (Tempeh Burgers) (Nov. 1989), and Lean Links (April 1990). Lightlife now buys its tofu from Nasoya. About half the company's sales come from tempeh and tempeh products, and about half from tofu products. The best-selling products are (1) Tofu Pups, (2) Lightlife Tempehworks Soy Tempeh, and (3) Fakin' Bacon. The company is trying to get away from the pure Tempehworks products and to include Lightlife on every label. The new soy tempeh labels will read as shown above. He feels the Grills and the Lean Links have the greatest potential. The Lean Links are very close in concept to their meat counterparts. Address: Sales Manager, Lightlife Foods

Inc., 74 Fairview St., Greenfield, MA 01301. Phone: 413-774-6001.

2322. *SoyaScan Notes*. 1990. Co-packing and private labeling (Overview). June 20. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** From the point of view of a company who wants another to co-pack/private label products for them. Examples Tofutti Brands has a ice cream maker make its soy ice cream. White Wave has a sausage company make its Healthy Links. Advantages: No need to buy new equipment, space, insurance, or hire new workers, which saves money and time. The co-packer has the experience and equipment needed to produce the products. Product development time is usually reduced. Disadvantages: Logistics may be more complicated, especially if the company is not located nearby. A big company may not be very interested in giving you the specialized help and service you need at the beginning or in emergencies. Watch out: Be sure to get a non-compete clause so that company can't steal your product, drop you, and start to compete with you. Get a contract with a long duration, and lots of specifics.

From the point of a company who has a product that other soyfoods companies want to have packed and sold under their label. Examples: Hinoichi Tofu, and Alpro soymilk and soy desserts. Advantages: Co-packing greatly expands your sales. It allows you to use your plant at higher percentage capacity, which lowers per-unit costs. Disadvantages: The co-packed products usually end up competing with yours, thus lowering sales and profit margins of the in-house brand.

2323. Gaiser, Klaus. 1990. The second German Soyfoods Association meeting, and new developments (Interview). *SoyaScan Notes*. June 29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Shurtleff wrote a letter to the German Soyfoods Association. Gaiser translated it into German and read it to those assembled at the second meeting. But the letter did not impress them very much; the smaller tofu manufacturers are still afraid of the bigger ones. They are all struggling with their daily problems of cash flow, etc. and do not seem very interested in long-term planning. Now Klaus and Thomas Karas are interested in working to reactivate the European Soyfoods Assoc. and/or found a new association in Germany. Klaus is not so busy now during the summer, when people in Germany eat less tofu than during the cold months.

Concerning Auenland, Klaus feels that this company was a very unfair competitor in terms of spreading misinformation about Klaus. In Germany there is a law that magnesium salts cannot generally be used as an "ingredient" in foods (incl. magnesium chloride in tofu), unless it is considered as a "processing aid" (*Hilfstoff*) if very little ends up in the final product. This last area is a gray area. Yamato



has always taken the safer path and used calcium sulfate as a coagulant. But tofu was introduced to Germany mainly by followers of macrobiotics, who favor use of nigari (unrefined magnesium chloride). So Peter Wiegand repeatedly went to Yamato's most important wholesaler and complained: "Can you imagine it. Yamato is using 'Plaster of Paris' in their tofu. Its just like making concrete out of soybeans. For God's sake. How can you sell such a product to your retailers?" Yet Wiegand knew that this was a good, natural coagulant that had been used in China (where it is named *shu-gao*) since ancient times to make tofu.

Concerning Avo Feinkost and their Sofit line of second generation tofu products—it is a complex situation. Klaus is not sure whether or not Avo makes any tofu, since the company does not sell any tofu as such. Klaus is not sure but he thinks that Avo does not buy tofu, but rather makes tofu out of soy protein isolates. The products are quite good imitations of sausage products. The man who runs the tofu operation is a butcher by trade. The biggest German Reform House foods distributor is Heirler, which like Yamato, is partly owned by Huegli. Heirler sells basic tofu that is mainly from Hensel, and second generation tofu products which (as far as Klaus knows, up until now) exclusively from Avo but under the Heirler brand. Heirler does not yet sell any Yamato products, but in the long run Heirler will since Yamato is a sister firm. Things seem to be moving very slowly, however.

Concerning Wolfgang Haberger, Thomas started the company officially in 1982 and Wolfgang joined in Jan. 1984 because he had capital to found the GmbH (Company Ltd.). He left officially in June 1989, but in fact he left earlier. Klaus and Wolfgang did not fit and work together well. Address: President, Yamato Tofuhaus GmbH, Rittweg 11/1, D-7400 Tuebingen-Hirschau, West Germany. Phone: 7071-71094 or 95.

**2324. Product Name:** Veggie Burger (Shipped from the USA to the Soviet Union as a Dry Mix).

**Manufacturer's Name:** Archer Daniels Midland Co.

**Manufacturer's Address:** 4666 Faries Parkway, Box 1470, Decatur, IL 62525. Phone: 800-637-5850.

**Date of Introduction:** 1990 June.

**Ingredients:** Textured soy protein concentrate, natural flavors, seasonings.

**How Stored:** Shelf stable.

**New Product–Documentation:** Peter Golbitz. 1990. *Soya International*. April/June. p. 10-12. "Soya Interview: Dwayne Andreas, CEO Archer Daniels Midland: Soybean Ambassador." Peter Golbitz. 1990. *Soya International*. April/June. p. 14. "ADM unveils new veggie burger: Over 50 million served." "Originally developed by ADM's wholly-owned subsidiary in the United Kingdom, British Arkady, over fifty million servings of the veggie burger, along with soy sausages and meat analog mixes, were sold in the

U.K. last year. According to Ron Ferrari, sales manager of ADM's Protein Specialties Division, the veggie burger was developed to meet the demands of vegetarians..."

Archer Daniels Midland Co. 1990. "Annual report." "ADM has introduced its veggie burger, an all-vegetable protein food product based on soy protein concentrate. This innovative, cholesterol-free, reduced calorie product also contains dietary fiber and appeals to the vegetarian market. Early indications of good acceptance in the U.S. and U.S.S.R. suggest that this product has global potential..."

Stewart Reeve. 1991. *Soybean Digest*. Dec. p. 40a. "Fast food delight." "The product has already proven itself in an export market. ADM introduced a similar product trademarked as the Veggie Burger to the Soviet Union in October 1989 at a food trade show in Moscow. Shipped as only the dry mix, Veggie Burgers are sold in Soviet grocery stores as the mix or served in restaurants as burgers. The Petina restaurant in Moscow now sells 4,500 Veggie Burgers a day, Lensch reports. The Veggie Burger is tailored to the tastes of Soviet consumers. 'For example, the Soviet Union product has 10% fat content rather than the 5% the U.S. has. They're looking for calories,' he explains."

Talk with Lee Lensch of ADM. 1991. Dec. 16. Initial commercial sales began in June 1990. Although Realeat and British Arkady developed the Vegeburger in the UK using TVP (textured soy flour), ADM reformulated it in the USA using textured soy protein concentrate. Worthington Foods has a registered trademark on the name Veggie Burger in the USA only, so that is why ADM named its product Harvest Burger—after extensive talks with Worthington in the spring of 1990. The Veggie Burger made in the USA with textured soy protein concentrate is not currently sold in the UK. Kees Touw, who is in charge of all international sales for this product, would know why it is not sold—but it is probably because British Arkady or Haldane has their own line of products. Maybe one of their products is now made with textured concentrates.

**2325. Brown, Peter J.** 1990. Worthington Foods acquires La Loma foods. *Soya International (Bar Harbor, Maine)*. April/June. p. 13.

• **Summary:** In Jan. 1990 Worthington Foods purchased the La Loma Foods line from Loma Linda Foods for approximately \$6 million. Worthington's 1989 sales were \$62 million, up 29% over 1988. The La Loma line is expected to increase Worthington's sales by up to 15% a year. The company has now four different food lines and brands: La Loma, Worthington, Natural Touch, and Morningstar Farms. The latter accounts for most of the company's sales, and Worthington states that Morningstar Farms products can be found in 90% of America's food markets.

**2326. Product Name:** Soypreme Tofu Dinners [Tofu

Marinara, Tofu Luau, or Tofu Stroganoff].

**Manufacturer's Name:** Cedarlane Foods.

**Manufacturer's Address:** 1864 E. 22nd Street, Los Angeles, CA 90058. Phone: 213-745-4255.

**Date of Introduction:** 1990 June.

**Ingredients:** Organic whole wheat (Kamut) pasta, tofu (organic soybeans, filtered water, nigari), green beans, carrots, corn, tomato puree, tomato juice, soy sauce, corn oil, garlic, olive oil, honey, sea salt, herbs, spices.

**Wt/Vol., Packaging, Price:** 11 oz package.

**New Product–Documentation:** Soya International. 1990.

April/June. p. 23. Contact: Terry Mayo. Ingredients for the Stroganoff are: Organic whole wheat (Kamut) pasta, tofu, green beans, carrots, corn, water, soy sauce, corn oil, mushrooms, onions, organic whole wheat pastry flour, cooking wine, arrowroot powder, garlic, pepper, hydrolyzed soy protein, sea salt, parsley, kelp, dulse, papaya enzyme.

Ad in Whole Foods. 1991. July. p. 76. "Soypreme. Substituting without sacrificing."

2327. Golbitz, Peter. 1990. ADM unveils new veggie burger: Over 50 million served. *Soya International (Bar Harbor, Maine)*. April/June. p. 14.

• **Summary:** "What vegetarian burger can make the claim 'Over 50 million sold?'" Archer Daniels Midland's (ADM) new soy protein-based burger! Made from ADM's own formula of textured soy protein concentrate and other vegetable-based ingredients, this is the same burger that Soviet officials were caught stuffing in their pockets at a recent U.S. trade fair exhibit in Moscow.

"Originally developed by ADM's wholly-owned subsidiary in the United Kingdom, British Arkady, over fifty million servings of the veggie burger, along with soy sausages and meat analog mixes, were sold in the U.K. last year. According to Ron Ferrari, sales manager of ADM's Protein Specialties Division, the veggie burger was developed to meet the demands of vegetarians... "This cholesterol-free product contains dietary fiber, half the fat, 20% fewer calories, and similar protein levels of beef."

"ADM, because it is not a consumer food products company, is currently looking for marketing companies to distribute the product to supermarkets, natural food stores and supermarkets. 'We would like to see the product sold in fast-food outlets as well, as it would be a natural alternative to meat,' says Ferrari..."

"Dwayne Andreas, ADM's illustrious chairman, has dubbed the burger the 'ninth wonder of the world' because it has the ability to relieve extreme malnutrition for over 500 million people." Address: Soyatech, Bar Harbor, Maine.

2328. Golbitz, Peter. 1990. Soya Interview: Dwayne Andreas, CEO Archer Daniels Midland: Soybean Ambassador. *Soya International (Bar Harbor, Maine)*. April/June. p. 10-12.

• **Summary:** "If you want to look over the long pull, in the U.S., we are keeping four times as many tons of animals alive as people in order to eat meat. As the population increases, as it will by one billion people between now and the year 2000, that balance is going to have to change in order to feed the human race." Address: Soyatech, Bar Harbor, Maine.

2329. Golbitz, Peter. 1990. Lite soyfoods making their way to market: Shape of things to come? *Soya International (Bar Harbor, Maine)*. April/June. p. 16-17.

• **Summary:** New low-fat soyfood products include Westsoy Lite (made by Westbrae Natural Foods, and containing only 1% fat and 18% of calories from fat), fat-free versions of Soyco cheese (made by Galaxy Cheese Co. in Cheddar Chunk and Mozzarella Chunk styles), Lean Links (made by Lightlife Foods and containing only 12% of calories from fat). Address: Soyatech, Bar Harbor, Maine.

2330. **Product Name:** Egg Rolls [Vegetarian, Pizza Tofu, or Spinach Tofu].

**Manufacturer's Name:** Health Is Wealth, Inc.

**Manufacturer's Address:** Sykes Lane, Williamstown, NJ 08094. Phone: 609-228-1150.

**Date of Introduction:** 1990 June.

**Ingredients:** Tofu Pizza: Stone-ground whole wheat flour, tomatoes, mozzarella cheese alternative (organic tofu, canola oil, casein, sea salt, citric acid, soy lecithin, guar gum), olive oil, soybean oil, natural spices.

**Wt/Vol., Packaging, Price:** 3 egg rolls per 9 oz package. Retail for \$2.49 (7/90).

**How Stored:** Frozen.

**New Product–Documentation:** Soya International. 1990. April/June. p. 22. The only soy ingredient in the Vegetarian Egg Rolls is soy sauce. Spinach Tofu ingredients are the same as Pizza Tofu but with spinach instead of tomatoes. Contact: Robert Giacoboni.

Ad (color) in Natural Foods Merchandiser. 1990. Nov. p. 22. "The great taste of cheese without the cheese." Shows 3 types of Egg Rolls, 2 of which bear the word "tofu" prominently atop the front panel. "Health is Wealth has replaced the cheese in our ever popular egg rolls with tofu mozzarella."

Product (Egg Rolls [Pizza Tofu]) with Label purchased at Open Sesame in Lafayette, California. 1992. Feb. 13. 5 by 4.75 by 1.75 inches. Paperboard box. Red, white, and blue on black. Color photo of the prepared sticks. "The great taste of tomatoes & cheese without the cheese! Handrolled with Tofu Mozzarella, tomatoes, & stone-ground whole wheat. All natural. Cholesterol free. No MSG. No preservatives. Lactose free. Made with the cheese NûTofû alternative." 3 egg rolls (9 oz.) retail for \$3.99. The phone number is now 609-728-1998.

Soyfoods Center Product Evaluation. 1992. Feb. 13.





Package design: Excellent, however the text on the front panel of the Spinach Tofu Egg Rolls that states “The great taste of spinach and cheese without the cheese!” seems deceptive, since the cheese in this product is made from cow’s milk. The ingredients listing is likewise deceptive since it lists “casein (protein)” rather than “casein (milk protein).” Flavor: We liked the Spinach Tofu Eggs Rolls best—by far.

2331. International Wheat Gluten Association. 1990. Product application bulletins (Leaflets). 4510 West 89 St., Prairie Village, Kansas 66207. 1-2 p. each. June. 28 cm.

• **Summary:** The International Wheat Gluten Association publishes many product application bulletins which give basic information, specific formulas and procedures for the use of vital wheat gluten in the following products: Multigrain bread (use 4.0–5.0% by weight of dry VWG). Batters for coated foods (3.0%). Breakfast cereals. Sausages and other meat products (3.2%). Seafood analogs (such as surimi crab analog, 2.0%). Imitation cheeses (with sodium caseinate, 5.75–6.30%). Flour tortillas (2.50%). Pizza (1.0–2.0%). High protein pasta (1.6%). Flour mills. Bran bread (2.0%). Bread with low slice weight and high specific volume (30.0%). Brown soft rolls (2.0%). Kaiser (hard) rolls (2.0%). “Salad” rolls (4.0%). Hamburger buns (2.0%). French bread (2.0%). Protein increased bread (5.0%). Wheat bread with bran (3.0%). Whole wheat bread from flaked wheat (10%). Wholemeal fibre increased bread (6.0%). Vienna bread (2.0%).

They also publish one bulletin on wheat gluten in

aquaculture diets (5-10%). Address: Prairie Village, Kansas. Phone: (913) 341-1155.

2332. **Product Name:** [Soy Sausages (Thick and Short)].

**Foreign Name:** Chorizos de Soya.

**Manufacturer’s Name:** Productos Alimenticios Soyavyn.

**Manufacturer’s Address:** Planta Soyavyn, 2a Calle Poniente No. 2-4, Lourdes, Colón, Depto. La Libertad, El Salvador. Phone: 51-0705 or 23-3554.

**Date of Introduction:** 1990 June.

**Ingredients:** Soya, green vegetables, oil, eggs, meatlike flavor, spices, salt, colorings.

**Wt/Vol., Packaging, Price:** 10 sausages in approx. 3/4 pound plastic bag.

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Carbohydrate 19.5 gm, protein 6.6 gm, fat 4.1 gm, minerals 2.1 gm.

**New Product–Documentation:** Letter and Label sent by Kris Duville of Productos Alimenticios Soyavyn. 1992. June 2. This product was launched in July 1990. Chorizos are thicker and shorter than Salchichas.

Label. 6 by 4.5 inches. Red and blue on white. “Soya, vida, y nutricion. Precooked. Fry in a little oil. Serve with fried tomatoes, onions, and eggs, as you like.”

2333. **Product Name:** [Soy Sausages (Hot Dog Type)].

**Foreign Name:** Salchichas de Soya.

**Manufacturer’s Name:** Productos Alimenticios Soyavyn.

**Manufacturer’s Address:** Planta Soyavyn, 2a Calle Poniente No. 2-4, Lourdes, Colón, Depto. La Libertad, El

Salvador. Phone: 51-0705 or 23-3554.

**Date of Introduction:** 1990 June.

**Ingredients:** Soya, flour, oil or fat, egg, spices, salt, seasonings (*saborizantes*), colorings.

**Nutrition:** Per 100 gm.: Carbohydrate 20.2 gm, protein 6.0 gm, fat 3.3 gm, minerals 1.5 gm.

**New Product–Documentation:** See next page. Label and letter sent by Kris Duville of Productos Alimenticios Soyavyn. 1992. April 22. 6 by 4.25 inches, folded in half. Paperboard. Blue and red on white. “Fry in a little oil. Can be consumed fresh. Serve in hot dogs.” Chris also encloses 3 color photos of all Soyavyn products in their packages.

2334. **Product Name:** [Soy Burgers (With Fresh Vegetables)].

**Foreign Name:** Tortitas de Soya.

**Manufacturer’s Name:** Productos Alimenticios Soyavyn.

**Manufacturer’s Address:** Planta Soyavyn, 2a Calle Poniente No. 2-4, Lourdes, Colón, Depto. La Libertad, El Salvador. Phone: 51-0705 or 23-3554.

**Date of Introduction:** 1990 June.

**Ingredients:** Soya, green vegetables, egg, spices, seasonings (*saborizantes*).

**Nutrition:** Per 100 gm.: Carbohydrate 24.6 gm, protein 5.8 gm, fat 2.1 gm, minerals 2.0 gm.

**New Product–Documentation:** Label and letter sent by Kris Duville of Productos Alimenticios Soyavyn. 1992. April 22. 6 by 4.25 inches, folded in half. Paperboard. Blue and red on white. “Serve fried or baked. Nice with a fry of tomatoes or vegetables.”

2335. *Soya International (Bar Harbor, Maine)*. 1990. Yves Tofu Wieners up to bat at Candlestick Park. April/June. p. 3.

• **Summary:** This product, made by Yves Fine Foods of Vancouver, BC, Canada, will be served at San Francisco Giants baseball games in Candlestick Park, San Francisco, this year, in a new eggless variety and a larger ballpark size. This will be the second year that meatless tofu hot dogs have been available along with meat hot dogs at concession stands in the stadium.

2336. Tjomb, Paul. 1990. Le pâté nouveau est arrivé: Ingrédients, soja [The new pâté has arrived: Ingredients, soya]. *RIA–Revue des Industries Agro-Alimentaires* No. 443. 14 May to 5 June. [Fre]

• **Summary:** For some years, Cacoja has specialized in soyfoods (food products based on the soybean; les produits alimentaires à base de soja) made from organically grown soybeans. This company is finishing studies on the formulation of a new line of products, soya pâtés, which will be commercialized about a month. Cacoja is an affiliate of the Est-Lait [“East Milk”] group. The company presently markets an important line of products consisting of desserts, of confections with 20% soya, of beverages,

and of mayonnaises. A large part of its activity is devoted to developing convenience prepared foods (*plats cuisinés*) which contain an average of 20% soya. The company also offers quenelles (like sausages), ravioli, and lasagne which are distributed fresh with a shelf life of 3 weeks. One of this company’s flagship products is the soya medallions (médaillon de soja). These are two round meatless patties (gallettes, 125 gm each, about 3/8 inch thick), rich in protein. They are vacuum packed in plastic film with a shelf life of 21 days. The medallions come in 4 flavors: carrot, mushroom, tomato, and garlic and fines herbes. Mme. Chanterau is director of product development.” Address: France.

2337. *Vegetarians of Alberta*. 1990–. Serial/periodical. Edmonton, Alberta, Canada: Vegetarians of Alberta Association. Frequency: Quarterly.

• **Summary:** Form filled out by David J. Parker. 1992. July. The first issue was published in May/June 1990 (7 p.). The publisher, Vegetarians of Alberta, was founded in July 1989. The founder and first editors were Margaret Marean, Glen McLean, and David J. Parker. A copy of all back issues still exists at the Society. The present title is *Vegetarians of Alberta Quarterly*, published by the same organization at the same address. It is still published quarterly. Circulation is now about 200.

“The organization was started by Father Evaski-Mclean who deals in soya products. Picnics in the park were our first endeavour and & still are although we go indoors over winter. We sell tofu wieners at Earth Day and other events to get money to operate although our budget is small. Please find back issues of our journal” enclosed. Also enclosed is a leaflet (3 panels each side) titled “Vegetarians of Alberta.” Address: c/o 10257–95 Street, Edmonton, Alb T5H 2B3, Canada. Phone: 469-1448 or 429-3679.

2338. **Product Name:** Multigrain Cutlets.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Road, Worthington, OH 43085. Phone: 800-628-3003.

**Date of Introduction:** 1990 June.

**Ingredients:** Water, textured vegetable protein (wheat gluten, soy protein concentrate), red wheat flakes, barley flakes, oatmeal, rye flakes, triticale flakes, white wheat flakes, millet, guar gum. Broth: Water, flavorings (hydrolyzed vegetable protein).

**Wt/Vol., Packaging, Price:** 20 oz (567 gm) can. Retail for \$2.65 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** *Soya International*. 1990. April/June. p. 23. Contact: Don Michalenko.

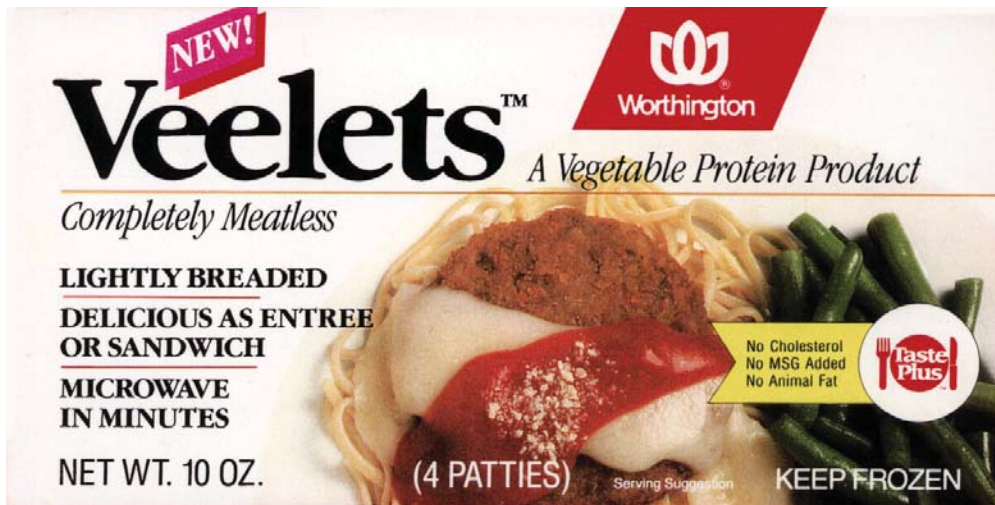
Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan*. 7th ed. Appendix A.6-27.

Product with Label purchased at Adventist Book Center









in Pleasant Hill, California. 1990. July 19.

2339. **Product Name:** Veelets.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Road, Worthington, OH 43085. Phone: 800-628-3003.

**Date of Introduction:** 1990 June.

**Ingredients:** Textured vegetable protein (wheat gluten, soy concentrate, soy isolate), egg whites, wheat flour, corn flour, soybean oil, corn oil, modified food starch, partially hydrogenated soybean and cottonseed oil, natural and artificial flavors from non-meat sources, leavening (sodium acid pyrophosphate, sodium bicarbonate), calcium caseinate, salt, onion, mono- and diglycerides from vegetable sources, garlic, caramel color, paprika, niacin, iron (as ferrous sulfate) vitamin B-1 (thiamine), vitamin B-6, vitamin B-2 (riboflavin), vitamin B-12.

**Wt/Vol., Packaging, Price:** 10 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 2.5 oz (71 gm): Calories 230, protein 14 gm, carbohydrate 12 gm, fat 14 gm, cholesterol 0 mg, sodium 390 mg, potassium 120 mg.

**New Product-Documentation:** Soya International. 1990. April/June. p. 23. Contact: Don Michalenko.

Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. 8 by 4 by 1.25 inches. Red, black, and yellow on white. Paperboard box. Front panel states: "A vegetable protein product. Completely meatless. Lightly breaded. Delicious as an entree or sandwich. Microwave in minutes. 4 patties. No cholesterol. No MSG added. No animal fat." Package design is copyright 1990.

Soyfoods Center product evaluation. 3½ inch patties are lightly breaded and pre-fried. Flavor, texture and salt level are very good. Package design: Excellent.

2340. **Product Name:** Golden Croquettes.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:**

900 Proprietors Road,  
Worthington, OH 43085.

Phone: 800-628-3003.

**Date of Introduction:** 1990 June.

**Ingredients:** Textured vegetable protein (wheat gluten, soy concentrate, soy isolate), egg whites, cracker meal, rice, soybean oil, corn oil, partially hydrogenated soybean and cottonseed oil, potatoes, nonfat dry milk, natural and artificial flavors from non-meat sources, onions, salt, sucrose, parsley

flakes, celery, niacin, iron (as ferrous sulfate), vitamin B-1 (thiamine), vitamin B-6, vitamin B-2 (riboflavin), vitamin B-12.

**Wt/Vol., Packaging, Price:** 15 oz paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 3.75 oz (106 gm): Calories 280, protein 19 gm, carbohydrate 20 gm, fat 14 gm, cholesterol 0 mg, sodium 890 mg, potassium 230 mg.

**New Product-Documentation:** See next page. Soya International. 1990. April/June. p. 23. Contact: Don Michalenko. Product with label purchased from Craig Klatt at Adventist Bookstore, Pleasant Hill, California.

2341. **Product Name:** Tofu Garden Patties [With Garden Vegetables or With Mushrooms and Soya Cheddar Cheese].

**Manufacturer's Name:** Yves Fine Foods Inc.

**Manufacturer's Address:** 1138 East Georgia Street, Vancouver V6A 2A8, B.C., Canada. Phone: 604-251-1345.

**Date of Introduction:** 1990 June.

**Ingredients:** With Garden Vegetables: Tofu, (water, organic soybeans, magnesium chloride), stone ground whole wheat flour, gluten, fresh carrots, green peppers, celery, onions, crushed tomato, soy grits, garlic powder, seasonings, rice syrup solids.

**Wt/Vol., Packaging, Price:** 6 oz package. Retail for \$1.99 (7/90).

**New Product-Documentation:** Soya International. 1990. April/June. p. 22. The ingredients for Tofu Garden Patties with Mushrooms and Soya Cheddar Cheese are: Tofu, soya cheese (tofu, soy oil, casein, salt, citric acid, lecithin, natural flavor, guar gum, annatto seed), stone ground whole wheat flour, gluten, mushrooms, soy grits, garlic powder, seasonings, rice syrup solids. Contact: Yves Potvin.

Spot in Health Foods Business. 1991. Jan. p. 76. "The burgers are made with either fresh vegetables and spices, or with mushrooms and soya cheddar cheese."





# Golden Croquettes

*A Vegetable Protein Product / Completely Meatless*

**NEW!**

**GOLDEN BROWN  
OUTSIDE**

**TENDER GOODNESS  
INSIDE**

**MICROWAVE  
IN MINUTES**



**NET WT 15 OZ. (20 PIECES)**

Serving Suggestion

**KEEP FROZEN**

**2342. Product Name:** Yves Veggie Tofu Wieners.  
**Manufacturer's Name:** Yves Fine Foods Inc.  
**Manufacturer's Address:** 1138 East Georgia Street,  
Vancouver V6A 2A8, B.C., Canada. Phone: 604-251-1345.  
**Date of Introduction:** 1990 June.

**Ingredients:** Tofu (water, organic soybeans, magnesium chloride), soy protein, canola oil, wheat gluten, unmodified wheat starch, natural smoke flavors, beet powder (coloring), paprika (coloring), tamari sauce, spices, guar gum.

**Wt/Vol., Packaging, Price:** 10 oz package. Retail for \$2.19 (7/90). 12 oz vacuum pack retails for \$3.29 (6/92, California).

**New Product–Documentation:** See next page. Soya International. 1990. April/June. p. 22. Contact: Yves Potvin. Spot in Health Foods Business. 1991. Jan. p. 76. Shows a small black-and-white photo of the package.

Ad (color, 2/3 page) in *Natural Foods Merchandiser*. 1992. April. p. 94. "Yves Veggie Cuisine." Shows packages of Veggie Wieners and Burger Burgers.

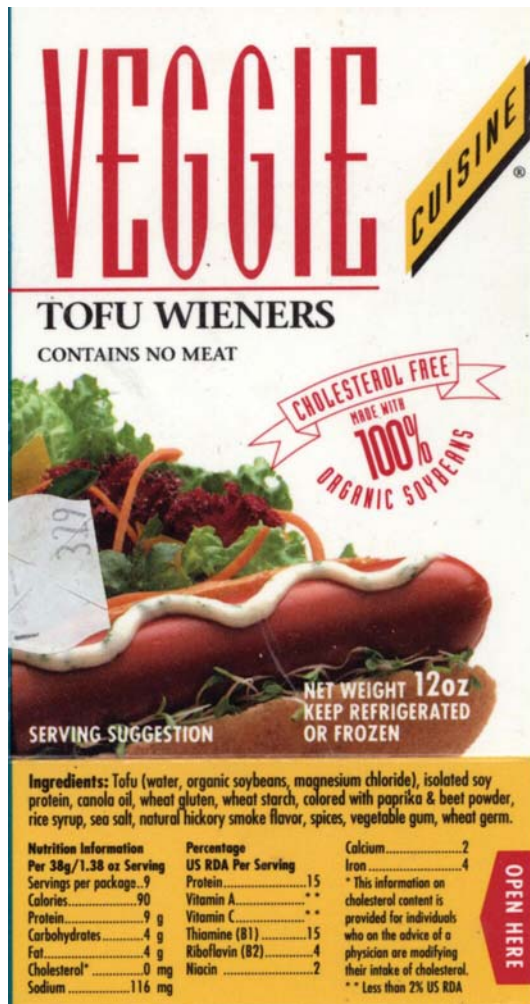
Product with Label purchased at Open Sesame in Lafayette, California. 1992. June. 3.5 by 10 inches. Vacuum pack. Red, yellow, blue-green, and black on white. Color photo of a wiener with trimmings in a bun. "Contains no meat. Cholesterol free. Made with 100% organic soybeans.

No preservatives. Low in saturated fat. Since 1985 we have been committed to providing you with the highest quality in healthy, easy to prepare entrées. Always cholesterol and preservative free..." The company name is now Yves Veggie Cuisine Inc. The president is Yves Potvin.

**2343. Muso Shokuhin.** 1990. [Pure heart: Muso general catalogue]. Otedori 2-2-7, Chuo-ku, Osaka 540, Japan. 88 p. Printed 1 July 1990. 30 cm. [Jap]

• **Summary:** This strikingly beautiful, full-color catalog, pictures and describes Muso's natural-food macrobiotic products in Japanese for the Japanese market—although the title is written only in English. Includes many kinds of miso, shoyu (incl. Marushima Shoyu), black soybeans, yellow soybeans, kinako [roasted soy flour], seitan (in a jar from Marushima, p. 41; the product name is written as "Seitan" in large roman letters, then in smaller letters in katakana), San-Iku Foods canned products (Gluten Burger, Gluten Meat, Linketts, Soyees, Snack Joe; p. 41), yuba, gomoku nimame (cooked whole soybeans), many kinds of sea vegetables and related products, San-Iku Soyolac (8 different products), Marusan soymilk (5 different products; 3 are named mineral tou-jyan; the latter is the Chinese term for soymilk), macrobiotic books. Address: Osaka, Japan. Phone: 06-942-





0343.

2344. Rabheru, Neil. 1990. Brief history of Unisoy Milk 'n' By-Products Ltd. (Interview). *SoyaScan Notes*. July 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Neil, who founded this company, was born in Tanzania. One of his parents was of Indian origin (born in India). He arrived in the UK in 1972 and went to work for a very large electronics company. By the mid-1980s he had cornered himself into a very specialized field of environmental testing and performance of defence equipment. The next step up in the organization was a long way away, so having run out of excitement in life, he began to look for more rewarding work. While doing a little import/export work he met an Indian named Mr. John Patel [pronounced puh-TEL] who suggested to him that they start a company to make soymilk, soy ice cream, and burgers. Mr. Patel did not have any money. The company was founded in June 1985. Before anything else happened, Neil became very concerned over irregularities in Mr. Patel's financial activities, and decided to discontinue his involvement with Mr. Patel. A few days later Mr. Patel died unexpectedly on 5 Nov. 1985. On Nov. 10-12 Neil selected the location for

his new plant, then he raised the necessary startup capital from five venture capitalists in high tax brackets, but he was the company's only executive. Neil was never in any way involved with Michael Cole or with Soya Health Foods Ltd. (which is still owned by Mr. Arora, a Sikh) despite what others have said. Jan Freeman is presently involved with Unisoy.

In May 1986 Unisoy began to make its first product, White Wave Soya Milk (plain/unsweetened, or sweetened with raw cane sugar) at their present address. Before this time, the soymilk market in the UK was "very stagnant and boring, with limited growth. There was a very high price differential between dairy milk and soya milk. Soymilk packaging was poor. The ratio of the volume of business to the number of brands on the market was too high. Too many brands were fighting for too small a market. There was tremendous brand loyalty, promoted in part by the wide range of product tastes. That was Unisoy's biggest problem. So Unisoy decided to crash the price barrier, and develop some nice packaging and a better tasting, much creamier product." To learn how to make soymilk, Rabheru did an extensive study of the literature. He found many conflicting opinions but agreement on some basic points. To help resolve these, he consulted with Dr. H.L. Wang at the USDA Northern Regional Research Center in Peoria, Illinois. He developed a unique process, purchased a soymilk plant from Taiwan, modified it with steam injection and instrumentation to suit his application (he has an engineering background), developed soymilk products, ran taste tests, and continued improving his process. Unisoy's main competitors in the soymilk market at that time (and still today) were Alpro/Vandemoortele and Granose. Unisoy has taken over virtually all of the market share of Soya Health Foods Ltd., mostly because of better quality and lower price.

In May 1987 Unisoy introduced White Wave Soya Yogart, a line of products were yogurt-like desserts in fruit flavors with a shelf-life of 10-11 weeks with aseptic packaging. This was followed by Unisoy Carob & Banana Organic Drink (Aug. 1988), Unisoy Gold soymilk (March 1989), Maranellis Ice Supreme (soy ice cream, May 1989), and Unisoy Soy Yogart (Aug. 1989). All the previous soy ice creams and yogurts in the UK had contained soy protein isolates, since the manufacturers did not know how to make soymilk with a high protein levels. Even today, all the soy ice creams in the UK are made from soya isolates. Unisoy makes a special rich soymilk used specially for making their ice cream.

Over the years Unisoy steadily improved its soymilk process with numerous innovations. They now make excellent quality soymilk without dehulling the soybeans, without adding any oil or lecithin, and using only 1-2 people to operate the largely automated plant.

In Dec. 1988 Neil sold the company to Daisy Dairies Ltd. This cooperative group of companies has their head



office in Hyde, Cheshire, and they also have fresh milk, UHT, catering, and ice cream manufacturing divisions, plus now Uniso. He would prefer not to comment on the effects/results of the sale. Address: Unit 1, Cromwell Trading Estate, Cromwell Rd., Bredbury, Stockport, Cheshire SK6 2RF, England. Phone: 061-430 6329.

2345. Marshall, Philip. 1990. Early work with soyfoods in the UK: Direct Foods, Whole Earth, Harmony Foods Ltd., and Haldane (Interview). *SoyaScan Notes*. July 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Brian Welsby founded Haldane Foods in 1983. But he was active with health foods long before 1980. He used to do the product mixing for a company named Direct Foods Ltd. (in Petersfield, Hampshire), which was owned by Peter and Anna Roberts, a very nice, committed pair of vegans. They were among the first people to market dried soya products, particularly TVP, in the UK. And they were certainly the first people to develop the market for composite dry soya products—like burger mixes. Philip has no idea when Direct Foods started, but it may have been in the late 1960s. [Note: It started in Aug. 1969.] They were one of the pioneers of vegetarianism and veganism in England.

Greg and Craig Sams are brothers, both American. Both are very talented guys, excellent at marketing. Greg is in a wheelchair. In the early days, both were the key figures/principals at Whole Earth with the early events at Portobello Road. Whole Earth, which started as a bakery, became Harmony Foods, a large health food wholesaling company. [Note: In 1980 Harmony Foods Ltd. was at 12 Orpheus St., Camberwell, London S.E., England.] Harmony had some of its own Harmony Foods brands and was one of the first companies in the UK to import Japanese miso, shoyu, etc. At some point, Whole Earth was sold off as a health food wholesaler, and its still going with such popular brands as Whole Earth jams, sauce, etc.

Peter Fitch was responsible for putting together the Haldane Foods Group, which incorporates Direct Foods, Haldane Foods, and Realeat. Address: Owner, Cauldron Foods Ltd., 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol BS3 2TL, England. Phone: (0272) 632835.

2346. Klatt, Craig. 1990. Best-selling Worthington and Loma Linda food products in Northern California (Interview). *SoyaScan Notes*. July 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** This store has a large selection of meatless products made by these two Adventist companies. Of the canned products, Worthington's (and the store's) best-seller by far is FriChik (based on spun soy fibers), followed by Vegetable Skallops (with artificial seafood flavor; originally developed by Battle Creek Foods of Michigan), then Veja-Links or Burger. Loma Linda's most popular canned product

by far is Big Links (like a Polish sausage), followed by Vege-Burger.

Of the frozen products, Worthington's best-seller is Smoked Turkey Slices, followed by Stripples (like bacon), while Loma Linda's best-seller is Corn Dogs (based on their Big Franks), followed by Fried Chicken. Loma Linda has tended to follow Worthington in terms of new product development and introduction. Craig has heard for reliable sources that spun soy protein fibers are quite similar to plastic fibers in that they are hard to digest and have a scouring effect on the digestive system. They also seem to cause large amounts of flatulence. His store is working to carry products with a "cleaner" list of ingredients, which are less highly processed, such as those made by Cedar Lake. Address: Manager, Adventist Book Center, 2300 Nourse Rd., Pleasant Hill, California 94523. Phone: 415-685-4300.

2347. Michael, Brenger. 1990. History of La Fonte della Vita S.r.L., Italy's largest manufacturer of tofu and seitan (Interview). *SoyaScan Notes*. July 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** This company was founded in Feb. 1985 by Mr. Demontis and his wife, Ms. Borello, on Via Matteotti?, in Fossano, about 35 miles south of Torino (Turin). He joined the company in the fall of 1985 and became a partial owner. He learned to make tofu from *The Book of Tofu* by Shurtleff & Aoyagi. Today the company is owned by 5 people, with the DeMontis owning the largest share; Mr. Mario Cozio joined later. Originally the company made only nigari tofu, but by autumn they had introduced 4 tofu spreads (tofu pâté), and soymilk. In April 1986 the company moved about 15 miles further south to Via Circonvallazione 87, 12049 Trinita (Cuneo), Italy. They are still at the same location but the street was renamed in about 1987? so that their present address is Via Monviso 18, 12049 Trinita (Cuneo). After the move, they introduced two types of seitan (plain and fried), fried tofu, tofu with herbs, then two tofu burgers (one with sea vegetables, and one with seitan). They used to make soymilk but after it grew to a certain level they stopped making it and began buying it from a company in Belgium [probably Alpro], so that they could focus on expanding tofu production. In June 1990 they began making tempeh.

Today they are the largest among 5 tofu manufacturer in Italy. They make about 2,500 kg/week of tofu and have 23 employees. The company's best-selling product is fried seitan, followed by natural seitan and regular tofu (about equal), tofu burgers, and tofu spreads. During the last year sales have grown about 30%, due in part to an aggressive program to introduce 2-3 new products a year. New products are tempeh and seitan burgers. Address: Via Monviso 18, 12049 Trinita (Cuneo), Italy. Phone: (0172) 66 397.

2348. MT Plate. 1990. July. New soyfoods restaurant or deli. 641 N. Palm Dr. (P.O. Box 3243), Palm Springs, CA 92263-

3243.

• **Summary:** Letter from Tanya Malch. 1990. Sept. 11. This restaurant opened on 17 July 1990 with completely vegetarian (except rennetless cheeses) lunch and dinner menus consisting of Pasta, Pizza, and Pacific Rim foods. The dinner menu represents 8 countries. They have a young, full-time French chef who adds style and presentation and is doing great things with the tempeh. They make their own tempeh, presently for use at the restaurant only, and lite-soy-millet. For lunch they serve tempeh burgers, tacos, Tempehting Garden Salad, and a wonderful tempeh paté on a bed of greens with basmati rice. For dinner, appetizers include (from Thailand) Thai Stix, which are skewers of tempeh to dip in a south seas peanut sauce, and (from Japan) aged tofu. Entrees include Tempeh Scallopini with Shallot and Shiitake-Sake Sauce. Everyone loves the tempeh. “We have tempeh addicts who never knew the word before we opened.” Her partner is Mona.

Menu. 1990. 8.5 by 11 inches. 1 page, two sided. Black on yellow.

Talk with Tanya. 1991. March 7. She tells how tennis star Martina Navratilova came repeatedly to her restaurant before and during the local Virginia Slims tennis tournament and loved the tempeh, then after winning the tournament, Martina stopped her press conference to talk about what a great food tempeh is! (see separate record). Tanya uses about 48 cups of soybeans a week to make tempeh. She mixes 3 parts of soybeans with 1 part millet and makes only soy & millet tempeh—her favorite. She feels that fresh tempeh is far superior to its refrigerated or frozen counterpart. She also teaches a cooking class on tempeh.

M.T. Plate then moved to 43 North Pacific Coast Hwy #201, Redondo Beach, California 90277. This restaurant was on the second floor of a building. Then the rent tripled and investors balked. So Tanya closed it in mid-1993. Now she wants to make tempeh. Address: Palm Springs, California. Phone: 619-323-9686.

2349. **Product Name:** [Soglowekteva Vegetarian Schnitzel].

**Foreign Name:** Zoglovakteva Schnitzel min Hatzomeach.

**Manufacturer’s Name:** Soglowekteva.

**Manufacturer’s Address:** Nahariyya, Israel.

**Date of Introduction:** 1990 July.

**Ingredients:** Water, rehydrated soy protein concentrate and wheat gluten, vegetable oil, egg whites, natural spices, onion, salt (less than 1%) vegetable ?, yeast, lecithin, vitamin A, vitamin C, vitamins B (B-1, B-2, B-6, B-12, niacin, pantothenic acid). Breading: Bread crumbs, starch, sugars, spices.

**Wt/Vol., Packaging, Price:** 600 gm paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm.: Calories 270, protein 16 gm, carbohydrate 18 gm, fat 14 gm, cholesterol 0 mg, sodium 100 mg.

**New Product–Documentation:** Label obtained by Nora Perry in Tel Aviv, Israel. 1990. July 5.

2350. Tivall. 1990. Aizeh mi’shloshet ha’hamburgerim hu ha’hamburger Tivall [Which of these 3 hamburgers is a Tivall hamburger? (Ad)]. In: Playbill for “Of Mice and Men” by John Steinbeck. 1990. Presented at Habimah National Theatre, Tel Aviv, Israel. 30 p. See p. 28. [Heb]

• **Summary:** Half page color photo shows a boy with 3 hamburgers in front of him pouring catsup on one of them. The text below the picture reads: “Which of the 3 hamburgers is a Tivall hamburger? All three! Surprise? Maybe. But while you sit there surprised, your son has already finished eating his hamburger. Let him be healthy! Now, when you or your child feel like having a juicy hamburger, you’ll know: Tivall offers 3 kinds of vegetarian hamburgers:

“Hamburger Tivall: The classic hamburger. (Don’t forget to let your child pour the catsup on himself!) The grilled hamburger: Try it with barbecue sauce, pickles, and onions. The American hamburger from the ‘World of Tivall series.’ Prepare a double portion with lettuce, tomato, and thousand island sauce. It’s nickname is the ‘big burger.’ Bon Appetit.” Address: Israel.

2351. **Product Name:** [Vegetarian Burger].

**Foreign Name:** Hamburger min Hatzome’ach.

**Manufacturer’s Name:** Tivall.

**Manufacturer’s Address:** Kibbutz Lochamei Hageta’ot, Oshrat, Israel.

**Date of Introduction:** 1990 July.

**Ingredients:** Water, wheat protein, soya protein, vegetable oil (soybean and cottonseed), natural spices, onion, salt (less than 1%), garlic, hydrolyzed vegetable protein, paprika, powdered beets, natural flavors, lecithin, vitamin A, C, B (B-1, B-2, B-6, B-12, niacin, pantothenic acid). spices.

**Wt/Vol., Packaging, Price:** 600 gm plastic wrapped package.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm.: Calories 221, protein 16 gm, carbohydrate 7.5 gm, fat 14.2 gm, cholesterol 0 mg, sodium 100 mg, iron 5 mg.

**New Product–Documentation:** Label obtained by friend of Nora Perry at Tel Aviv, Israel, supermarket. 1990. July 4. 7 by 11.5 by 1.5 inches. Plastic bag. Brown, yellow, green, red, white, and black. “Vegetarian food products grown with nature’s goodness. No food coloring, no preservatives, no cholesterol. Contains all the basic nutritional necessities: Protein, carbohydrates, polyunsaturated fats, and minerals and vitamins.” Back panel: “How to prepare.”

2352. **Product Name:** [Vegetarian Burger (Grilled Hamburger Style)].

**Foreign Name:** Hamburger min Hatzome’ach (Hamburger





Grill).

**Manufacturer's Name:** Tivall.

**Manufacturer's Address:** Kibbutz Lochamei Hageta'ot, Oshrat, Israel.

**Date of Introduction:** 1990 July.

**Ingredients:** Water, wheat protein, soya protein, vegetable oil (soybean and cottonseed), egg albumen, salt, natural spices, hydrolyzed vegetable protein, lecithin, vitamin A, C, B (B-1, B-2, B-6, B-12, niacin, pantothenic acid).

**Wt/Vol., Packaging, Price:** 300 gm paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm.: Calories 235, protein 16 gm, carbohydrate 11 gm, fat 14 gm, cholesterol 0 mg, sodium 100 mg, potassium 110 mg, iron 5 mg.

**New Product–Documentation:** Label obtained by friend of Nora Perry at Tel Aviv, Israel, supermarket. 1990. July 4. 8.5 by 4.75 by 1.5 inches. Paperboard box. Green, red, and white on yellow. Front: Photo of 3 hamburgers on a plate alongside some corn and lettuce. Plate is sitting on a light wooden table besides a variety of grains and vegetables. "New! Hamburger Grill. No food coloring, no preservatives, no cholesterol. Contains all the basic nutritional groups: Protein, carbohydrates, polyunsaturated fats, and minerals and vitamins." Back panel: "How to prepare."

2353. **Product Name:** [Tivall Vegetarian Sausage Roll].

**Foreign Name:** M'afeh Naknikiah min Hatzomeach.

**Manufacturer's Name:** Tivall.

**Manufacturer's Address:** Kibbutz Lochamei Hagetaot, Israel.

**Date of Introduction:** 1990 July.

**Ingredients:** Sausage: Water, rehydrated soy protein concentrate and wheat gluten, soybean oil, egg albumen, natural spices, onion, salt (less than 1%), garlic, hydrolyzed vegetable protein, paprika, lecithin, vitamin A, vitamin C, B vitamins (B-1, B-2, B-6, B-12, niacin, pantothenic acid). Dough: Wheat flour, vegetable oil, water, and salt.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm.: Calories 337, protein 10.5 gm, carbohydrate 22 gm, fat 23 gm, cholesterol 0 mg, sodium 100 mg.

**New Product–Documentation:** Label obtained and translated by Nora Perry in Tel Aviv, Israel. 1990. July 5.

2354. **Product Name:** [French Style Vegetarian Schnitzel with Wine and Mushrooms].

**Foreign Name:** Schnitzel Tzarfati min Hatzome'ach im Ya'in ve Pitriot.

**Manufacturer's Name:** Tivall.

**Manufacturer's Address:** Kibbutz Lochamei Hageta'ot, Oshrat, Israel.

**Date of Introduction:** 1990 July.

**Ingredients:** Water, wheat protein, soya protein, vegetable oil (soybean and cottonseed), mushrooms, onions, egg albumen, salt, natural spices, white wine, lecithin, vitamin A, C, B (B-1, B-2, B-6, B-12, niacin, pantothenic acid). Breeding: Wheat flour, corn starch, soybean oil, spices.

**Wt/Vol., Packaging, Price:** 400 gm paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm.: Calories 240, protein 13 gm, carbohydrate 18 gm, fat 13 gm, cholesterol 0 mg, sodium 100 mg, potassium 210 mg, iron 5 mg.

**New Product–Documentation:** Label obtained by friend of Nora Perry at Tel Aviv, Israel, supermarket. 1990. July 4. 6.5 by 8.25 by 1.75 inches. Paperboard box. Red, yellow and blue on a design of beige crisscrossed fibers which covers the entire box. Picture of 2 schnitzels on top of each other alongside asparagus and an elegantly cut mushroom and tomato, all on a china plate. Glass of wine beside china plate with a satin tablecloth beneath both plate and glass. “No food coloring, no preservatives, no cholesterol. Contains all the basic nutritional groups: Protein, carbohydrates, polyunsaturated fats, and minerals and vitamins.” Back panel: “How to prepare.”

**2355. Product Name:** [Vegetarian Schnitzel].  
**Foreign Name:** Schnitzel min Hatzome’ach.  
**Manufacturer’s Name:** Tivall.  
**Manufacturer’s Address:** Kibbutz Lochamei Hageta’ot, Oshrat, Israel.  
**Date of Introduction:** 1990 July.  
**Ingredients:** Water, wheat protein, soya protein, vegetable oil (soybean and cottonseed), egg albumen, natural spices, onion, salt (less than 1%), garlic, hydrolyzed vegetable protein, yeast, lecithin, vitamin A, C, B (B-1, B-2, B-6, B-12, niacin, pantothenic acid). Breeding: Wheat flour, corn starch, soybean oil, spices.  
**Wt/Vol., Packaging, Price:** 1 kg plastic wrapped package.  
**How Stored:** Frozen.  
**Nutrition:** Per 100 gm.: Calories 290, protein 13 gm, carbohydrate 18 gm, fat 18 gm, cholesterol 0 mg, sodium 100 mg, iron 8 mg.  
**New Product–Documentation:** Label obtained by friend of Nora Perry at Tel Aviv, Israel, supermarket. 1990. July 4. 6.25 by 13 by 2 inches. Plastic bag. Brown, yellow, green, red, white, and black. “Vegetarian food products grown with nature’s goodness. No food coloring, no preservatives, no cholesterol. Contains all the basic nutritional groups: Protein, carbohydrates, polyunsaturated fats, and minerals and vitamins.” Back panel: “How to prepare.”

**2356. Product Name:** Choplets.  
**Manufacturer’s Name:** Worthington Foods, Inc.  
**Manufacturer’s Address:** Worthington, Ohio.  
**Date of Introduction:** 1990 July.  
**Ingredients:** Textured vegetable protein (wheat gluten, soy protein concentrate), caramel color. Broth: Water, flavorings (hydrolyzed vegetable protein, spice extractives), yeast extracts, dextrose, salt, soybean oil, caramel color, monosodium glutamate.  
**Wt/Vol., Packaging, Price:** 8 oz, 17 oz, and 30 oz can. 20 oz can retails for \$2.75 (7/90, California).  
**How Stored:** Shelf stable; refrigerate after opening.  
**New Product–Documentation:** Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. 20 oz (567 gm) can. The

ingredients are now: Textured vegetable protein (wheat gluten, soy protein concentrate), caramel color. Broth: Water, flavorings (hydrolyzed vegetable protein, spice extractives), yeast extracts, dextrose, salt, soybean oil, caramel color, monosodium glutamate.

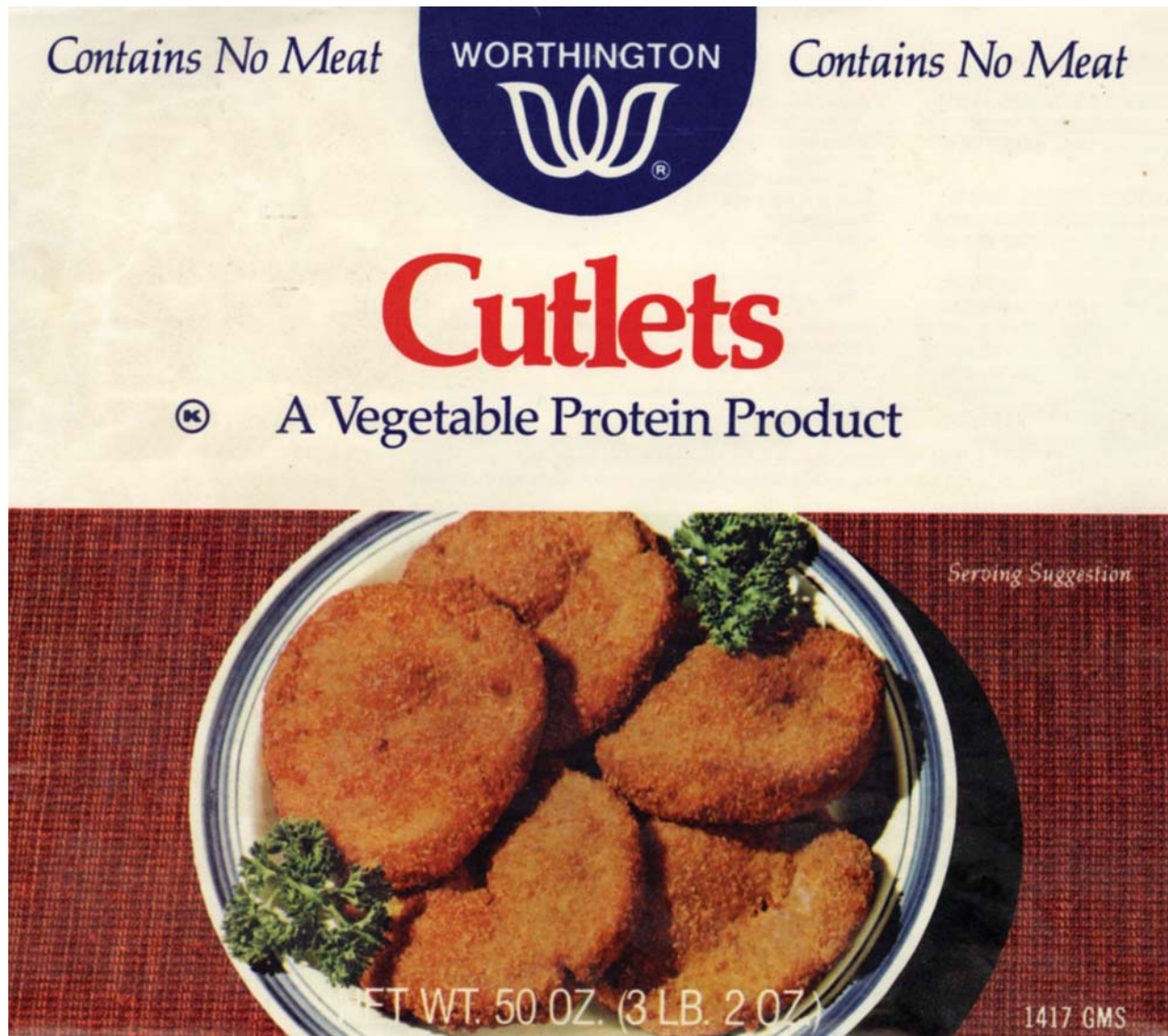
Note: This product was first introduced in Oct. 1941, but did not contain textured soy protein at that time.

**2357. Product Name:** Cutlets.  
**Manufacturer’s Name:** Worthington Foods, Inc.  
**Manufacturer’s Address:** 900 Proprietors Road, Worthington, OH 43085. Phone: 800-628-3003.  
**Date of Introduction:** 1990 July.  
**Ingredients:** 1990: Textured vegetable protein (wheat gluten, soy protein concentrate), caramel color. Broth: Water, flavorings (hydrolyzed vegetable protein, spice extractives), yeast extract, dextrose, salt, soybean oil, caramel, monosodium glutamate.  
**Wt/Vol., Packaging, Price:** 50 oz (1417 gm) can. Retails for \$6.25 (7/90, California).  
**How Stored:** Shelf stable; refrigerate after opening.  
**New Product–Documentation:** See next page. Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19. Red and blue on white. The ingredients are now: Textured vegetable protein (wheat gluten, soy protein concentrate), caramel color. Broth: Water, flavorings (hydrolyzed vegetable protein, spice extractives), yeast extract, dextrose, salt, soybean oil, caramel, monosodium glutamate.

Note: This product was first introduced in 1960, but did not contain textured soy protein at that time.

**2358. Product Name:** Health Valley Tofu Fast Menu: Honey Baked Organic Beans with Tofu Wieners, Organic Black Beans with Tofu Wieners, or Organic Lentils with Tofu Wieners.  
**Manufacturer’s Name:** Health Valley Foods, Inc. (Product Developer-Distributor).  
**Manufacturer’s Address:** 16100 Foothill Blvd., Irwindale, CA 91706-7811.  
**Date of Introduction:** 1990 August.  
**Ingredients:** Organic small white beans, water, tofu wieners (tofu [organic soybeans, nigari, water], canola oil, wheat gluten, wheat germ, nutritional yeast, natural spices, tamari soy sauce [water, soybeans, wheat salt], natural hickory smoked flavor, paprika, beet powder, sea salt, guar gum), honey, tomatoes, onions, tomato paste, organic potato flakes, unsulfured molasses, concentrated organic apple juice, carrot powder, olive oil, apple cider vinegar, sea salt, paprika, natural herbs and spices, onion powder, garlic powder, organic oregano, organic sage, organic thyme.  
**Wt/Vol., Packaging, Price:** 15 oz (425 gm) can. Retails for \$1.89 (1/91, California).  
**How Stored:** Shelf stable; refrigerate after opening.





**Nutrition:** Per 7½ oz.: Calories 140, protein 11 gm, carbohydrate 15 gm, fat 3 gm, cholesterol 0 mg, sodium 14 mg, potassium 260 mg.

**New Product–Documentation:** Label (Honey Baked) obtained at World Vegetarian Day in San Francisco. 1990. Oct. 6. 9 by 4 inches. Paper can label. Reddish brown, yellow, black, brown, green, and white on yellow. Full color photo of crock of beans with tofu wieners and a spoon dipping in. “3-minute main dish.” Date of 8/90 written encoded on label.

Products with Labels (all 3) purchased at Open Sesame in Lafayette, California. 1991. Jan. 31. \$1.89 each. “Lead free can from Health Valley. This can is enamel coated for your protection.”

2359. **Product Name:** Garden Gourmet Vege-Dogs in Pastry.

**Manufacturer’s Name:** Tivall.

**Manufacturer’s Address:** Imported by Tivall, USA, Inc., 9633 E. Bexhill Dr., Kensington, MD 20895. Phone: 301-946-8855.

**Date of Introduction:** 1990 August.

**Ingredients:** Rehydrated soy protein concentrate and wheat gluten, soybean oil, egg whites, spices, salt, onion, garlic, tamari sauce, hydrolyzed vegetable protein, paprika, natural flavoring, guar gum (natural vegetable gum), lecithin, vitamin A, thiamine (Vitamin B-1), riboflavin (vitamin B-2), pyridoxine hydrochloride (vitamin B-6), vitamin B-12, nicotinamide, vitamin C, calcium pantothenate. Pastry: Wheat flour, soybean oil, partially hydrogenated soybean oil, water, sesame seeds, salt, mono and diglycerides.

**Wt/Vol., Packaging, Price:** 12 oz package.

**How Stored:** Frozen.

**New Product–Documentation:** Garden Gourmet brochure sent by Tivall, Israel. 1990. Sept. 4. Glossy insert. “The ‘pig in a blanket’ has left the pig behind. It its place is a lightly

seasoned, wholesome entrée in a light puff pastry.”

**2360. Product Name:** Garden Gourmet Vege-Cutlets.

**Manufacturer’s Name:** Tivall.

**Manufacturer’s Address:** Imported by Tivall, USA, Inc., 9633 E. Bexhill Dr., Kensington, MD 20895. Phone: 301-946-8855.

**Date of Introduction:** 1990 August.

**Ingredients:** Rehydrated soy protein concentrate and wheat gluten, soybean oil, egg whites, spices, salt, onion, garlic, hydrolyzed vegetable protein, natural flavoring, lecithin, vitamin A, thiamine (vitamin B-1), riboflavin (vitamin B-2), pyridoxine hydrochloride (vitamin B-6), vitamin B-12, nicotinamide, vitamin C, calcium pantothenate. Breeding: Wheat flour, corn starch, partially hydrogenated soybean oil.

**Wt/Vol., Packaging, Price:** Retail: 7 oz package.

Foodservice: 3.5 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Garden Gourmet brochure sent by Tivall, Israel. 1990. Sept. 4. Glossy insert. “... as delicious as it is nutritious. Main-meal satisfying with its delicately seasoned flavor and crisp crumb coating, our Vege-Cutlet has instant taste appeal. Excellent baked to a golden brown.”

2361. Tivall. 1990. Tivall vegetarian food products: Growth with nature’s goodness (Portfolio). Kibbutz Lochamei Hagetaot, Mobile Post, Oshrat 25220, Israel. 6 p., incl. 4 inserts. 29 cm. [Eng]

• **Summary:** The cover of this full-color brochure shows an empty white plate flanked by a fork and spoon. The four inserts describe the company’s four main product lines: Tivall in Israel, Garden Gourmet in the USA, Tivall/Tesco in Great Britain, Gourmet Vert in France, and Tivall Gourmet-Garten in Germany. Each line has completely different package designs and product names. Each 2-sided color insert contains a photo of the package and details on each product for each line. For example, Tivall/Tesco retail products in the UK are: Vegetarian sausage, Vegetarian burger, Vegetarian cocktail sausage, Vegetarian sausage roll, Vegetarian strudel, Vegetarian schnitzel, Vegetable patty, Vegetarian whole wheat schnitzel, Vegetarian slicing sausage, Vegetarian nuggets. This line also includes the following products available in catering packages of 2.27 kg, 3, 5, or 10 kg: Vegetarian lasagna, Vegetarian burger for “Tesco,” and Vegetarian Grills for “Tesco.”

The French Gourmet Vert line includes: Freeburg (vegetarian burger), Crocknack (sausage), Vege-Pane (cutlets), Takit (nuggets), Crockroll (sausages in pastry), Vege-feuillette (savory filling in pastry), Gale vert (patty with vegetables and grain).

The German Tivall Gourmet-Garten line includes: Gemuese Patties (spinach, or carrots, corn & peas), Veglettes (Schnitzel), and Sesamies (nuggets).

Four color photos show: An aerial view of the Tivall food factory, sausages coming down a stainless steel chute off the production line, patties being packaged on a conveyor, chefs in tall white hats cutting the products in a kitchen. “Tivall. A patented process and unique seasoning system guarantee the winning combination that shoppers are looking for.”

The Tivall international network includes the head office in Israel, plus distributors John A. Taylor Ltd. in London, Yarden France in Paris, Schoenmakers Import & Export in Ooltegensplaat, Holland, F. Nowak GmbH in Essen, West Germany, and Tivall USA Inc. in Kensington, Maryland. Address: Oshrat, Israel. Phone: 04-858700.

2362. Tivall. 1990. Tivall frozen foods (Portfolio). Kibbutz Lochamei Hagetaot, Mobile Post, Oshrat 25220, Israel. Four inserts. 31 cm. [Eng]

• **Summary:** The cover of this full-color brochure shows a silver, green, and black oval that reads “Tivall Frozen Foods” against a bright yellow rectangle, set in a black background. The four pages of inserts describe individual products. The two inside pages bear the V-shaped logo of the Vegetarian Society of the UK, but in black on a white background. The brochure is targeted at the British market. “The demand to maintain a healthy diet is underway and no longer is it considered a fad but a way of life. Today over 30 million British adults claimed to be concerned about nutrition and over half of them say that they are trying to cut down on their fat intake. In the last 5 years, cholesterol has become something to avoid. It is against this backdrop that Tivall has developed a wide range of tasty products which are based on Soya and Wheat Protein but match the nutritional values, taste, and texture of meat. Tivall products are natural and wholesome, do not contain additives, preservatives, artificial colouring or meat.

“Tivall products give today’s caterer an extra option—something new and tasty which appeals to the health conscious customer. A range of products which are suitable for vegetarians and taste good too. The Tivall products offer the caterer portion control and more menu alternatives. Because the products are frozen they are simple to prepare and serve without waste.

“Tivall products originate from an ultra-modern frozen foods factory in Israel. The name Tivall itself means ‘quality from nature.’ The production process is truly revolutionary and at last there’s a vegetarian alternative to meat that matches the nutritional value and texture of meat but without cholesterol, without artificial colourings, additives, and preservatives. Tivall Frozen Foods, Jatko House, 798 High Road, London N17, England. Tel: 01-801-6421.

The inserts give details on, and large color photos show: Vegetarian garden vegetable pattie [sic, patty], Vegetarian savoury strudel, Vegetarian burger, and Vegetarian whole-wheat schnitzel.



On the rear cover of the portfolio is a color photo of the “ultra-modern frozen foods factory in Israel” where Tivall products are made. Standing in the foreground are 30-40 employees dressed in blue uniforms. Address: Oshrat, Israel. Phone: 04-858700.

2363. Torii, Yasuko. 1990. [Re: New developments with tempeh and natto in Japan]. Letters to William Shurtleff at Soyfoods Center, Sept. 2 and 23. 2 p. Handwritten and typed, with signature. [Jap; eng+]

• **Summary:** In Japan, tempeh has not become popular. Marusan-Ai has stopped making tempeh. What a shame that Mr. Kanasugi, who was so enthusiastic about tempeh, has just passed away. The Tempeh Study Group (Kenkyukai) is still meeting 2-3 times a year and trying to popularize tempeh.

On the other hand, natto is becoming very popular and production is increasing rapidly. Natto groups are sponsoring various events to help popularize natto outside Japan.

Mrs. Torii traveled to Budapest, Hungary in early September to attend an IFOAM Conference on organic farming, which is spreading in Eastern Europe. There she enjoyed tasty chilled tofu (*Hiya-yakko*) and met a person who knows a lot about tofu. At an international agricultural fair, she found that soyfoods were becoming popular. The booths offering roasted soybean snacks and soya burgers were crowded. She saw an attractive soy cookbook containing color photos, and met a man who is translating *The Book of Tofu* into Hungarian. The Kombinat was doing a lot to develop and popularize soyfoods.

In Feb. she went to Indonesia with other members of the Tempeh Study Group to attend a symposium on soybean fermentation. It was very interesting. Address: Kamitsuchidana 324, Ayase-shi, Kanagawa-ken 252, Japan. Phone: 0467-76-0811.

2364. Eberenz, Walter. 1990. Das BBZ Gespraech mit Klaus Kempff [The BBZ spoke with Klaus Kempff]. *Badische Bauern Zeitung (BBZ, Germany)*. Sept. 8. p. 4. [Ger]

• **Summary:** Klaus Kempff is managing director (*Geschaefstfuehrer*) of Life Food GmbH, of Freiburg. We spoke about the food uses of Soya.

BBZ: Mr. Kempff, you manage a company that makes soyfoods. To what extent and from where do you get your soybeans?

Kempff: Five years ago we began to make soya products for human food, and above all tofu, but also smoked tofu, sausages, balls, and pastes (*Würstchen, Klösse, Pasteten*). We presently buy our soybeans from the USA where they are grown organically (*Sie stammen aus kontrolliert biologischem Anbau*). We presently use about 1.5 to 2 metric tons a month [or 18-24 tons a year]. The demand for our products has steadily increased.

BBZ: What guarantees do you have that the American

soybeans are really grown the way they are said to be grown?

Kempff: We buy our soybeans from Arche, a wholesaler, whose owner we know personally. He has been to the USA several times to inspect the soybean he imports. And a guarantee is attached to every sack.

BBZ: Can you imagine ever buying soybeans that are grown in Bavaria—so near to where you work?

Kempff: When we can be sure to get organic quality (*biologische Qualität*), I can imagine buying from Bioland or Demeter, or also contracting for our own soybeans.

BBZ: How much do you pay for organic U.S. soybeans?

Kempff: We presently pay about 1.30 German marks per kg.

A portrait photo shows Klaus Kempff.

2365. Archer Daniels Midland Co. 1990. Annual report. P.O. Box 1470, Decatur, IL 62525. 33 p.

• **Summary:** Net sales for 1990 were \$7,751 million, down 2.3% from 1989. Earnings for 1990 were \$483.5 million, up 13.9% from 1989. Shareholders' equity (net worth) is \$3,573 million, up 17.8% from 1989. “This fifth straight year of record earnings showed good contributions from the Company's core businesses of oilseed, corn, and wheat processing and was aided by initial contributions from some of the new value-added operations... The company operates 121 processing plants in the U.S. and owns, or has an ownership interest in, 25 foreign plants...”

“The protein specialties division expanded both in terms of output and facilities this year. The production of edible soy protein isolates more than doubled this year due to greater market penetration in both domestic and export markets. The production of soy protein concentrates also increased as this product demonstrated its adaptability in food and animal feed products.

“A new facility for the production of industrial soy protein isolates was brought on line in February. These products are used in a variety of markets worldwide, including the paper coating industry. ADM is the only company which produces a complete line of value-added soy proteins.

“ADM has introduced its veggie burger, an all-vegetable protein food product based on soy protein concentrate. This innovative, cholesterol-free, reduced calorie product also contains dietary fiber and appeals to the vegetarian market. Early indications of good acceptance in the U.S. and U.S.S.R. suggest that this product has global potential...”

“ADM Ross & Rowe expanded its facilities this year with the completion of a new lecithin production plant in Decatur, Illinois. The division is now capable of producing modified, enzyme hydrolyzed, complexed and microbiologically pure lecithins” (p. 4-5).

From page 8 to page 15 are four 2-page color photo spreads, each concerning ADM's new Vege Burgers. The text of each reads: London: “Due to the trend toward healthier

eating, many restaurants in Great Britain, including the Hard Rock Cafe in London, offer Vege Burgers as a popular menu choice.” Moscow: “Cafe Vege Burger opened in Moscow in early spring and sales have far exceeded expectations.” Great Britain: “Vege Burgers are sold in a variety of flavors in many retail grocery and health food stores throughout Great Britain.” Decatur, Illinois: “In the Decatur area, several grocery stores and employee cafeterias are now selling veggie burgers to the growing number of health-conscious consumers looking for nutritious, good-tasting food.”

“Haldane Food Group has benefitted from the ongoing trend toward a healthier and more varied diet. A recent Gallup poll which indicates a 150% increase in vegetarians since 1984 helps to explain the emergence of Vege Burger and other TVP products as market leaders. Over 60 million servings of Vege Burgers were sold by Arkady Group companies last year. Production capacity at the Coventry frozen food factory has been supplemented with off-site storage and additional burger manufacturing machinery. Kwaliti Foods, now renamed Saucemasters Ltd., has enjoyed increased sales in a potential growth market, especially with private label businesses. The company’s manufacturing capacity has been expanded with the addition of bottle and jar fillers, labellers, and more off-site storage. Genice Ltd. has introduced an extended range of non-dairy ice creams based on soya isolate, soya milk, or tofu. Yogurt-based ice creams are now being marketed.” Address: Decatur, Illinois.

**2366. Product Name:** Heart & Soul Trim Slice Meatless Cold Cuts [Turkey Style, Roast Beef Style, Ham Style].  
**Manufacturer’s Name:** Gourmet Naturally (Manufacturer). Common Objective Co. (Marketer-Distributor).  
**Manufacturer’s Address:** 1. 5890 Black Welder St., Culver City, CA 90232; 2. P.O. Box 261, Hermosa Beach, CA 90254. Phone: 213-373-5826.

**Date of Introduction:** 1990 September.

**Ingredients:** Turkey Style: Water, vital wheat gluten, tofu, natural flavor, canola oil, natural smoke flavor, salt, herbs and spices, soy oil.

**Wt/Vol., Packaging, Price:** 4 oz (112 gm) paperboard box. Recommended retail: \$1.79 (9/90).

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Andrew Harrison of Common Objective Co. 1990. Sept. 19. The Roast Beef Style and the Ham Style products contain most of the same ingredients, but no tofu.

Press release. Sept. 1990. “Try a slice of life.”

Products with Labels (Turkey, Ham, Roast Beef styles) purchased (\$1.75 each) from Berkeley Natural Grocery Co., California. 1991. Nov. 24. 4.5 by 5 by 5/8-inch paperboard box. Turkey: Red, yellow, green, tan, black, and pink on white, with little pink hearts scattered on the white background. Illustration of two slices of bread, with lettuce,

and the words “Trim Slice” between them. “All natural. 97% fat free. No cholesterol. Trim Slice is completely free of cholesterol content, very low in fat and it tastes terrific in your favorite sandwich combination. Best of all, Trim Slice is a cruelty-free product containing no animal products or animal by-products.” A logo of a turkey in a red circle with a red line diagonally across the cow reads: “No meat. Just wheat.”

Soyfoods Center Product Evaluation. 1991. Nov. 26. Package design: Very good. Flavor and texture: One person rates excellent (9), another rates dislike slightly (4).

Talk with Andrew Harrison, President, Heart & Soul, Common Objective Inc. 1991. Nov. 27. Only three products in this line are currently on the market; they were introduced in Sept. 1990. Two others (Corned Beef Style, and Pastrami Style) are under development and will be introduced soon—even though they are listed on the labels of other products in the line as if they were available now. He owns a company, Gourmet Naturally, which manufactures only Heart & Soul Products, including this product. Legally this company is separate from Heart & Soul, but the two will soon be merging. Andrew’s forte is sales and marketing; he has worked with distributors and brokers in the natural foods industry for 12 years.

**2367. Product Name:** Heart & Soul Tofu Lasagna, and Tofu Enchilada [California, or Mexicali].

**Manufacturer’s Name:** Gourmet Naturally (Manufacturer). Common Objective Co. (Marketer-Distributor).

**Manufacturer’s Address:** 1. 5890 Black Welder St., Culver City, CA 90232; 2. P.O. Box 261, Hermosa Beach, CA 90254. Phone: 213-373-5826.

**Date of Introduction:** 1990 September.

**New Product–Documentation:** Talk with Andrew Harrison, President, Heart & Soul, Common Objective Inc. 1991. Nov. 27. These were Heart & Soul’s first soy products, introduced in March 1989. The first two products contained tofu, and the Mexicali Enchilada contained soy cheese. None of these are on the market any longer.

**2368. Product Name:** Midland Harvest Harvest Burgers (Frozen) [Original, Taco, Italian-Style, or Sausage-Style].

**Manufacturer’s Name:** Harvest Direct, Inc. Made in Decatur, Illinois, by Archer Daniels Midland Co.

**Manufacturer’s Address:** P.O. Box 4514, Decatur, Illinois 62525. Phone: 800-637-5850.

**Date of Introduction:** 1990 September.

**Ingredients:** Water, soy protein concentrate, partially hydrogenated corn and/or soybean and cottonseed oils, isolated soy protein, methylcellulose, natural flavors, onion powder, salt, maltodextrin, modified corn starch, corn syrup solids,...

**Wt/Vol., Packaging, Price:** Four 3.2 oz patties per 12.8 oz pack. Retail for \$1.99 (12/91, Illinois).



**How Stored:** Frozen.

**Nutrition:** Per 3.2 oz.: Calories 140, protein 16 gm, carbohydrate 7 gm, dietary fiber 4 gm, fat 4.5 gm, cholesterol 0 mg, sodium 350 mg, potassium 450 mg.

**New Product–Documentation:** Talk with Richard Gross, owner of Nature’s Oven, Florida. 1991. Sept. 3. Concerning ADM’s new Harvest Burger (a name used only in the USA, called Vege Burger in the USSR and Veggie Burger, made by British Arkady in the UK and sold elsewhere in Europe), Richard finds its texture too tough and chewy (like the sole of a shoe), the flavor a little bit off, and he dislikes their use of methylcellulose as an ingredient (a binder) in the product; it is wood pulp processed with caustic soda and other chemicals, and there is a residue—it is not really natural as ADM claims.

Note 1. This is the earliest English-language document seen (Nov. 2014) that contains the term “Harvest Burgers” (or “Harvest Burger”).

Stewart Reeve. 1991. *Soybean Digest*. Dec. p. 40a. “Fast food delight.” The first test market for this product began in April 1990 in 7 grocery stores, 2 cafeterias, 2 restaurants, and a hospital in four cities in central Illinois.

Two leaflets distributed at Natural Products Expo East in Baltimore, Maryland. 1993. Oct. “How vegetarian are they...?” A color bar chart shows that Harvest Burger contains no animal-based ingredients, Garden Burger from Wholesome & Hearty contains four (low-fat Mozzarella, cottage cheese, egg white blend, cheddar cheese), and Griller from Morningstar Farms (Worthington Foods) contains two (egg white, calcium caseinate). “How do ‘vegetarian’ patties stack up?” Comparing the 3 types of burgers mentioned above (90 gm serving), Harvest Burger is lowest in fat (4.5 gm), in calories (140 gm), and in cholesterol (0; tied with Griller). Garden Burger has the lowest percentage of calories from fat (26%) and the most cholesterol (11.4 mg). Griller contains the most fat (9.8 gm), the most calories (197), the highest percentage of calories from fat (45%), and the most fiber.

Talk with Lee Lensch of ADM. 1994. March 4. In April 1990 ADM started its first “public tasting” of the Harvest Burgers (as frozen patties) in Decatur, Illinois. It took until September 1990 to get packaging for the product, and that month ADM made its first shipment, to Super Value supermarkets in Minneapolis, Minnesota, with Indianapolis being the real focus test market. So ADM sold directly to a supermarket chain, not to a food distributor. In Jan. 1991 the four frozen Midland Harvest products first really hit the grocery store shelves in Indianapolis as a test market. For details, see interview with Lensch (4 March 1994).

Package with Label sent by Dr. Walter Wolf of Peoria, Illinois. 2000. Aug. 5. The package is copyrighted “ADM 1990.”

2369. Maitre, Pierre. 1990. Current European markets for

soyfoods. Lecture presented at Eurosoya Conference. Held 5-7 Sept. 1990 at Strasbourg, France. \*

• **Summary:** The following is summarised from a report by SoyaFoods (1990. 1(2):6-7). France: A study in April 1990 on 2,052 men and women showed that for 33% of respondents the word ‘soya’ was associated with oil. Indeed 66% had not heard of any soyfoods. Of the remaining 34%, only 19% had heard of soyamilk and 19% of soya-based desserts. Tofu and other products were less well known. Some 57% thought soya was a modern product, 66% thought soya was nutritious, and 61% thought soya was good for slimming. The reasons for not consuming soyfoods were given as follows: Never thought about it 45%. Prefer to buy my usual brands 14%. Do not like the taste 14%. Not found in shops 6%. Too expensive 5%.

For those who had tasted soyamilk or desserts, the taste was rated as follows: Soyamilk and other soy drinks: Rather good taste 58%, neither good nor bad 29%, rather bad taste 8%. Desserts: Rather good taste 61%, neither good nor bad 26%, rather bad taste 11%. As a result of this survey in France, SOJAXA is targeting its activities to address the problem of educating the consumer about soyfoods, in particular tofu which is less well known in France than soyamilk and desserts.

The UK: Most large supermarkets carry soyfoods, except Marks and Spencer. The strong interest in vegetarianism has played a major role in the development of the soyfoods market. Vegetarians represent about 8.6% of the population and the vegetarian market is estimated at about £5 billion.

Benelux: The Benelux markets are similar to France. In Belgium there are at least 11 suppliers of soyamilks. The most popular products are drinks and desserts. Higher income groups tend to consume soyfoods.

Germany: Soyfoods are more widely carried in natural food stores (*Biolaeden*) and Reform Houses (*Reformhaeuser*) than in supermarkets. Young German consumers accept soyfoods more readily than French consumers but price is an important factor. German consumers seem to be well informed about products and the best selling items (in descending order of importance) are tofu, sauces, sausages and delicatessen products, milks, and desserts. The following percentages of shoppers in *Biolaeden* and Reform Houses have positive opinions about soyfoods: 70% in the age 20-30 group, 55% in the age 30-40 group, and 65% in the over 40 age group.

“Spain: Soyfoods development is fairly constant in Mediterranean countries such as Spain. All soyfoods are imported and are found in specialist shops, generally associated with dietetic products, e.g. calorie controlled products. Only recently have soyfoods been sold in large supermarkets. The influence of tourism has led to a changed image for soybeans which are perceived as good for health and a modern lifestyle. Current interest is producing new

products which are geared to local tastes. The most common products at present are soya drinks, desserts, sauces and soya sausages. Sales in non-specialist shops are likely to become more important.

“Italy: Soya foods and products containing soya are sold mainly for dietetic reasons.

“In summary Mr. Maître felt that progress had been made over the years in terms of product quality, marketing, product information and international recognition, but there should be no complacency. More will need to be done to stimulate demand in Europe.” Address: 18 Square les Oliviers, 13111 Coudoux–Aix en Provence, France. Phone: 33/43.52.09.44 (fax).

2370. *Soya International (Bar Harbor, Maine)*. 1990. APV Crepaco, Inc. has new machine for vegetable sausage. July/Sept. p. 3.

• **Summary:** “APV Crepaco has introduced a new continuous forming system, the *APV Sintermatic*, for the production of natural sausage, made from animal or vegetable sources—such as soya—without the use of a casing. The system utilizes a cold process... For more information, request APV Crepaco’s brochure #G-1-200 from the company at 100 S. CP Avenue, Lake Mills, Wisconsin 53551, or telephone 414/648-8311.”

2371. *Soya International (Bar Harbor, Maine)*. 1990. Tofu festival held in Taiwan. July/Sept. p. 3.

• **Summary:** “In celebration of the 2169th birthday of the tofu inventor Liu An—King of Huai-nan of the Han Dynasty of China—Taiwan’s tofu industry presented its ‘First Tofu Festival’, on September 15, 1990. The event was held at Taipei Grand Hotel for over 300 attendees. The Tofu Festival was planned to promote further usage of tofu and to spur development of new tofu products, such as tofu ice cream, burgers, etc. The event was sponsored by Dr. T.C. Tung, Chairman of the Chinese Research Foundation of Food and Nutrition, and Dr. Steve Chen, President of the Chinese Nutrition Society, (Director of American Soybean Association/Taiwan). Henry Kao, Senior Advisor to the President of the ROC [Taiwan] was keynote speaker.”

2372. **Product Name:** Soya Nova Soya Sage Rolls.

**Manufacturer’s Name:** Soya Nova Tofu Shop.

**Manufacturer’s Address:** R.R. #2 Rourke Road, C-28, Ganges, Saltspring Island, BC, V0S 1E0, Canada. Phone: 604-537-9651.

**Date of Introduction:** 1990 September.

**Ingredients:** Incl. okara, tofu, brown rice, fresh onions, garlic, carrots, chili peppers (seasonal), olive oil, safflower oil, herbs and spices.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Greg Lundh of Silverking Soya Foods in Nelson, BC, Canada. 1990. Dec.

14. Soya Nova Tofu Shop introduced this product in Sept. 1990. Labels are not yet available.

Talk with Debbie Lauzon. 1990. Dec. 28. “I now have a really cute little cottage industry. I met a master pastry chef from France named Pascal Pellerin. He worked at Tassajara in California for a while. When I saw that he was unemployed I put him at work in the tofu shop. We came up with some really nice Soyasage Rolls... They use okara and are made in French puff pastry and can be sold frozen. Just bake and serve. The inside has okara, tofu, brown rice, olive oil, herbs, spices, etc.”

Leaflet sent by Deborah Lauzon. 1991. Feb. 6. “Soya Nova Tofu Shop.” Describes the rolls and lists ingredients.

2373. Stievenard, Mr. 1990. Concentrating soya milk by ultrafiltration. Lecture presented at Eurosoya Conference. Held 5-7 Sept. 1990 at Strasbourg, France. \*

• **Summary:** The initial soymilk contains 4% solids at 80°C. Ultrafiltration is conducted using a carbon / zirconium membrane with a process control factor of 3.5 at 80°C. The resulting concentrated milk, which now contains 12% protein, is cooled in a chamber. It is then heated to 55-80°C, conditioned, and chilled. The concentrated contains 12% solids and at 4°C its texture is that of a gel. The typical composition of the final product is: dry matter 22.8%, protein 12.7%, lipids 7.4%, and carbohydrate 1.2%. Compared with normal soyamilk, concentrated soyamilk has higher levels of phosphorus, calcium, and magnesium, and lower levels of the flatulence-causing oligosaccharides saccharose, stachyose, and raffinose. Applications of concentrated soyamilk include soya ice creams, pâtés, sausages, salad dressings, mayonnaise, and ready meals. Address: Cacoja, France.

2374. **Product Name:** Meatless Healthy Bologna (Made with Tofu).

**Manufacturer’s Name:** White Wave, Inc.

**Manufacturer’s Address:** 1990 North 57th Court, Boulder, CO 80301.

**Date of Introduction:** 1990 September.

**Ingredients:** Organic tofu [water, soybeans, gypsum, nigari (magnesium chloride)], soy oil, wheat gluten, egg white, tapioca starch, wheat germ, soy sauce (water, soybeans, whole wheat, salt), dried yeast, natural liquid hickory smoke, garlic powder, spices, natural flavor, beet powder and oleoresin paprika for color. “No more, no less.”

**Wt/Vol., Packaging, Price:** 5.5 oz (156 gm) vacuum pack. Retail for \$2.10 (10/90, California).

**How Stored:** Refrigerated.

**Nutrition:** Per 1.5 oz.: Calories 120, protein 7 gm, carbohydrates 5 gm, fat 8 gm (polyunsaturated 7 gm; saturated 1 gm), cholesterol 0 mg, sodium 340 mg.

**New Product–Documentation:** Talk with Steve Demos. 1989. May 13. This product will be officially launched in



Sept. Talk with Steve Demos. 1989. Nov. 1. The term Links need not be approved by the FDA. Anyone can use the term. The product is not yet out, nor has it been in any interstate sales yet. It is made in Denver. It should be out soon, probably by mid-December.

Label obtained at White Wave booth at World Vegetarian Day in San Francisco. 1990. Oct. 6. 5 by 7 inches. Flat vacuum pack with see-through front. Red, black, and yellow on white. "Cholesterol-free! Great for kids! Hearty luncheon slices." Talk with Lon Stromnes. 1990. Oct. 6. The product was introduced in Sept. 1990. Recommended retail is about \$2.10.

**2375. Product Name:** Soya Burgers, Soy Milk [Chocolate, Cardamom, Vanilla, or Plain].

**Manufacturer's Name:** Lisa Camps.

**Manufacturer's Address:** 1694 Ouneachem Baht, Anjuna Bardez, Goa, India 403-507. Phone: 0091-0832-2273648.

**Date of Introduction:** 1990 October.

**Ingredients:** Soya Burgers: Okara, potato to bind, onion, garlic, capsicum; breaded with bread crumbs then deep fried in olive oil. Served with Cole Slaw and Hummus.

**Wt/Vol., Packaging, Price:** Burgers: Served on a plate to eat on site or take away in waxed paper. Price: 50/- rupees. Soya milk: Packed in 250 ml milk grade biodegradable bags, sealed with a machine, served with a straw-poked a hole in the bag. Price: 10/- rupees.

**New Product-Documentation:** Letter (e-mail) from Lisa Camps of Goa. 2005. May 15-17. These products were introduced in about 1990. In 1989-90. Lisa decided to settle in Goa. She ran a lingerie business and also sold soya burgers, hummus brown bread, and 4 flavors of soy milk every Wednesday in the Anjuna Flea Market, where she had a food stall; she made these in her home kitchen at 1694 Ouneachem Baht, Anjuna Bardez, Goa, India 403-507.

Letter (e-mail) from Lisa Camps. 2005. July 16. Lisa is not aware of anyone who sold soya burgers or soy milk in Goa before she did. These products were introduced in Oct. 1990; the season in Goa starts in October and ends in April. The business had no name at that time; it was just a nameless stall in the local market.

\*

**2376. Product Name:** [Biosoja Soja Delights: Tofu Lasagna].

**Foreign Name:** Biosoja Soja Delights.

**Manufacturer's Name:** Sojinal. Affiliate of Cooperative Agricole de Colmar (CAC) (Marketer).

**Manufacturer's Address:** 8 rue Merxheim, 68500 Issenheim, France. Phone: 89 74 53 53.

**Date of Introduction:** 1990 October.

**Wt/Vol., Packaging, Price:** 300 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product-Documentation:** Spot in SoyaFoods. 1991.

Spring. p. 5. "Ready meals from Biosoja." Tofu Lasagna, introduced at SIAL in Paris (Oct. 1990), supplements the company's existing line of 3 Soya Deli company's existing range of Soyabean Delights products which includes Financière Sauce, Basmati Rice and Curry Sauce, and Tofu Ravioli. These are portion controlled soya-based ready meals for one person. Each meal is available in a 300 gm can and contains less than 300 calories.

SoyaFoods. 1992. Autumn. p. 7. "A profile of Sojinal." See Table 2. "Biosoja retail food products." Canned ready meals with less than 300 calories.

**2377. Product Name:** Garden Delight: Cutlets, Nuggets, Burgers, and Spicy Burgers.

**Manufacturer's Name:** Tivall.

**Manufacturer's Address:** Kibbutz Lochamei Hageaot, Mobile Post, Oshrat 25220, Israel. Phone: 00972-4-858700.

**Date of Introduction:** 1990 October.

**New Product-Documentation:** Spot in SoyaFoods. 1991. Spring. p. 4. "Lite foods from Tivall." "A new range of frozen 'lite' products called Garden Delight have been launched in the UK by Tivall. Manufactured from soya and wheat protein, Garden Delight cutlets (400 gm), nuggets (300 gm), burgers (300 gm), and spicy burgers (227 gm) are reduced in calories and low in fat. Similar products have been very successful in Israel and are also due to be launched in the Netherlands."

**2378. Worthington Foods, Inc.** 1990. Morningstar Farms: The foods you love... Only healthier. 900 Proprietors Rd., Worthington, OH 43085. 4 panels. Catalog. Undated (But Oct. 1990). 28 cm.

• **Summary:** Contents: Scramblers: Cholesterol-free real egg product. Morningstar Farms: Cholesterol-free meatless products. Morningstar Farms: The most complete line of cholesterol-free foods: Scramblers, Breakfast Links, Breakfast Patties, Breakfast Strips, and Grillers. Address: Worthington, Ohio. Phone: (614) 885-9511.

**2379. Contra Costa Times (California).** 1990. A perfect turkey for California? Nov. 28.

• **Summary:** "News Item No. 2: Thanksgiving passes peacefully among the 15,000 residents of Arcata, where a new California trend-tofu turkey-is hatching for the holidays."

"The Tofu Shop's warm-and-serve ersatz turkey is flavored with a secret blend of spices and herbs, and comes in sizes up to 25 pounds. There's 'stuffing' and 'pumpkin pie' also fashioned from-you guessed it-the mushy, malleable staple of millions of Japanese."

**2380. Ashland Soy Works-Soy Deli.** 1990. November. New soyfoods restaurant or deli. 225 Water St., Ashland, OR 97520.

• **Summary:** Menu brought by Claire Wickens. 1991. Oct. 14. "Its just a few steps to delicious gourmet tofu." "The Soy Deli serves lunches, dinners, snacks, and desserts. Take out or eat in. Burritos, lasagna, chili, salads, tofu burgers, eggless salad sandwiches, deep fried tofu, hot tofu loaf sandwiches. Our cheesecakes are famous: fruit topping, chocolate peanut butter, double chocolate mousse. No meat, eggs, or dairy. Extra lite lunch specialties: Eggless salad, Malibu salad. Fresh pyramid juices, coffee and tea. Ready to eat—try our packaged tofu products: Oregon baked tofu. Curry baked tofu. BBQ baked tofu. Tofu (meatless) loaf. Sunny eggless salad. Fortune bread, and the famous Tofu burger." On the back of the menu are three tofu recipes: Tofu stroganoff. Tofu-spinach balls. Creamy poppy dressing.

Talk with James Muhs. 1991. Oct. 14. Ashland Soy Works moved to 225 Water St. in Aug. 1990, and they opened the Soy Deli in Nov. 1990. Address: Ashland, Oregon. Phone: 503-482-1865.

2381. **Product Name:** Legume Vegetarian Franks & Beans. **Manufacturer's Name:** Legume, Inc. **Manufacturer's Address:** 116 Fairfield Rd., Fairfield, NJ 07006. Phone: 201-263-1013.

**Date of Introduction:** 1990 November.

**Ingredients:** Navy beans, water, tomato paste, organic tofu\* [organically grown soybeans\*, water, calcium sulfate (a naturally mined earth mineral)], sweet potato puree, apple cider vinegar, canola oil, molasses, honey, tamari soy sauce (water, soybeans, sea salt), onion, soy oil, isolated soy protein, mustard powder, garlic, spices, natural flavors, sea salt, beet powder, paprika oil, guar gum. \* = Grown in accordance with California Health & Safety Code 26569.11.

**Wt/Vol., Packaging, Price:** 9 oz plastic bag (boil-in-the bag).

**How Stored:** Frozen.

**New Product—Documentation:** Talk with Gary Barat. 1990. Oct. 31. Legume is now introducing 7 new boil-in-the-bag products. All are non-dairy, cholesterol-free. The word "tofu" does not appear on the front panel of any of the products because a huge segment of the American population does not have a positive image of tofu. These products will sell for about \$1 less each than the old Legume products. They will sell the products where they do not need to pay slotting allowances, as in Southern California where 15-20% of the company's total business now is. Business is way up in the kosher market. All will be introduced at the Natural Foods Merchandiser show in Philadelphia this weekend.

Label sent by Gary Barat. 1990. Oct. 31. by 5.5 by 1.5 inches. Paperboard box. Green, white, and black. Full-color photo of the product in a white dish. "Low fat. No cholesterol. Microwaveable. All natural. Legume main courses."

2382. **Product Name:** Legume Vegetarian Chili.

**Manufacturer's Name:** Legume, Inc.

**Manufacturer's Address:** 116 Fairfield Rd., Fairfield, NJ 07006. Phone: 201-263-1013.

**Date of Introduction:** 1990 November.

**Ingredients:** Tomatoes, water, black beans, red chile beans, onion, corn, organic\* tofu [water, organically grown\* soybeans, magnesium chloride (nigari)], tomato puree, canola oil, sweet potato puree, tamari soy sauce (water, soybeans, sea salt), chile powder, garlic, natural flavors, spices, sea salt. \* = Grown in accordance with California Health & Safety Code 26569.11.

**Wt/Vol., Packaging, Price:** 10 oz plastic bag (boil-in-the bag).

**How Stored:** Frozen.

**New Product—Documentation:** Talk with Gary Barat. 1990. Oct. 31. This weekend at the Natural Foods Merchandiser show in Philadelphia, Legume will introducing 7 new boil-in-the-bag products.

Label sent by Gary Barat. 1990. Oct. 31. by 5.5 by 1.5 inches. Paperboard box. Green, white, and black. Full-color photo of the product in a white dish. "Low fat. No cholesterol. Microwaveable. All natural. Legume main courses."

2383. Tofu Shop (The). 1990. Restaurant: Holiday special tofu turkey (Ad). *Northcoast Holidays (Regional Visitor Publications, Eureka, California)*. p. 36.

• **Summary:** A half-page vertical ad. Graphics: At the top of the ad is a black and white photo of a bearded man cutting a large block of tofu into cakes. Near the middle (vertically) is an illustration of the front of the Deli.

Upper text: "In business since 1977, the Tofu Shop has been making hand-crafted tofu for over a decade."

The lower half of the vertical ad is an ad (on a dark background) for "Holiday special Tofu Turkey." "Order one of our delicious Tofu Turkeys.

"Pumpkin tofu pie! Try this non-dairy alternative. Delicious, cholesterol-free and baked in a wholewheat crust. Small 6 oz. \$1.55. Large 9" (special order) \$5.95.

"Not 'n Natural Tofu Turkey dinners! Served at our deli beginning Sunday, Nov. 15, includes hot slice of tofu turkey, stuffing, gravy, cranberry sauce & salad. \$5.25.

Hours: Mon-Sat 8-8. Sun 11-6. Address: 768 18th St., Arcata, California. Phone: 822-7409.

2384. Tofu Shop (The). 1990. This holiday season, make it Tofu Turkey (Leaflet). Arcata, California. 1 p. Front and back. 22 x 14 cm.

• **Summary:** Typeset, dark green on beige, with four illustrations. Identical to the 1989 leaflet / sell sheet, except for the colors and some new product sizes: Tofu Turkeys now come in small (2-3 servings) \$7.50. Tofu-Turkeys stuffing now comes ½ pint \$1.95. Address: 768 18th St., Arcata, California.



2385. Roberts, Peter. 1990. History of Direct Foods Ltd. and Compassion in World Farming. Part II (Interview). *SoyaScan Notes*. Dec. 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In about 1970 Direct Foods launched 20 more convenience (add water, cook, and serve) vegetarian protein products, all were TVP-based alternatives to meat sold under the Ranch House brand. These included Curry, Stew, Goulash, Bolognese, Vegetable Mince, Soysage, Seasavour, Sizzleberg, Sosmix, Savoury Macaroni Mix. etc. All were vegan products except the bolognese, which contained milk powder, but even the milk was soon eliminated, so that all products were vegan. etc. Anna wrote three cookbooks, with even more recipes: (1) *The Earth Shall Feed Us* (1976; now out of print); (2) *The Protoveg Cookbook* (1984, which sold about 8,000 copies via mail order and health food shops; now out of print); and (3) *The Magic Bean* (April 1985, published and distributed more widely by Thorsons). These were sold in both health food stores and regular bookstores.

At this time British Arkady was making a product named Banger Mix (a “banger” is a sausage), made with soya protein and pig fat. Peter asked them to replace the pig fat with a hardened vegetable oil. The Roberts named the resulting product Sosmix. Introduced in about 1970, it was a dry sausage mix and soon became their best-seller. Because Sosmix became such a success, British Arkady invited Direct Foods to market Arkady’s new vegetarian Burger Mix. Direct Foods accepted and again the product did well. Shortly after that, in about 1972, Brewhurst Health Food Supplies Ltd., the biggest health food distributor in the UK, asked if they could distribute the Direct Foods line of products. Direct Foods appointed Brewhurst as their first distributor, but did not give them an exclusive distributorship. This was a major breakthrough; sales tripled almost immediately. Soon Direct Foods appointed other distributors, and exporters, that exported to Jamaica, Malta, and Greece. So Direct Foods remained a product developer, marketer, and mail-order house.

In 1973 British Arkady started making TVP in England, then in 1974 they were acquired by ADM, largely because ADM had seen the rapid growth of the European TVP market, especially among food manufacturers. Most of Arkady’s TVP was being sold to food manufacturers (for use in canned stews, etc.) and institutional foodservice, not to retailers.

The Roberts continue to run their growing business out of their home. The kitchen was the weighing room, the lounge was the dispatch room, and the rest of the house became the warehouse. There was no room left for the Roberts. Moreover, with a steady stream of delivery trucks coming down their narrow country dead-end road, they began to have problems with the town planning authorities. So in about 1974 they rented a warehouse for Direct Foods

in Petersfield, about 5 miles away from Greatham—and breathed a sigh of relief at home. At this time their best-selling products were Sosmix, Protoveg Beef Chunks, and Beef Mince. Sales began to grow rapidly. For a short while, Brian Welsby’s Haldane Foods did the mixing of the Ranch House line of products under contract.

In about 1976 and 1977 Direct Foods participated in its first exhibition, the huge Ideal Home Exhibition, which runs for a month every spring at Olympia in London. They served samples of Sosmix, which was an entirely new product for the British public, and it was a great success. Long lines of people were attracted by the smell, then won over by the ease of preparation, low price (less than half the price of eat sausage), and health benefits of this meatless sausage.

Direct Foods’ first competitor was Itona (pronounced ai-TOE-nuh), which by 1978 had started buying TVP from Arkady and selling it as Itona TVP. Itona had purchased other soy products (probably soy flour) from Arkady before this. At one stage, they tried to make an agreement with Arkady which would have forced Direct Foods to buy from Itona, but this did not work.

Another strong competitor was Real Foods in Edinburgh, Scotland. They sold flavored TVP in 50 kg paper sacks to health food shops so that the shops could weigh out any amount the customer desired. This approach lowers the price of TVP to the consumer but in the end hurts the market due to lack of recipe information. After a while Real Foods disappeared.

In about 1979 the Roberts started their own health food store, named The Bran Tub, in Petersfield. In England a “bran tub” is sort of like a “lucky dip” where kids dive for presents.

Over the years Direct Foods had many problems with local regulators concerning labeling—but won in every case. One thought Protoveg was misbranded because the label said it was a vegetarian product but it contained salt—which was a mineral not a vegetable! Another tried to outlaw the term Sosmix because it sounded too much like sausage. The most important was when the public health authority took Direct Foods to court claiming that the term “Vegetable Goulash” was a contradiction in terms since “goulash” typically contained meat. Peter argued the 4-hour case himself and his victory set a major precedent. Representatives from many large food companies were present in the courtroom, and they congratulated Peter afterwards.

In March 1985 the Roberts sold Direct Foods (which was making good money) to British Arkady. Arkady had tried to sell their Arkady TVP to the retail trade through the Cash and Carry chain but had failed—at considerable expense to Arkady. Now Arkady wanted to buy either a majority share in Direct Foods or buy the entire company. Peter knew that if he said “no,” Arkady was in a position to undercut Direct Foods and take away much of their market share. A major loss of market share would be a disaster,

since Direct Foods' sales would then drop below the steadily rising threshold needed to cover their overhead and make a profit. Moreover, the Roberts wanted to spend more time concentrating on their animal welfare work through Compassion in World Farming. During the period from 1969 to 1985 Peter had devoted about 2/3 of his work time to CIWF and 1/3 to Direct Foods. Direct Foods was run mainly by Anna Roberts (who put in about the same amount of time as Peter), her sister, and her sister's husband, Bob Howe, who was production manager at the mixing and packaging warehouse. At the time of the sale Direct Food had 18 employees and was buying 30 tons a week of TVP from British Arkady. Address: Compassion in World Farming, 20 Lavant St., Petersfield, Haunts (Hampshire) GU32 3EW, England. Phone: 0730 64208.

2386. McNichol, Bethanye. 1990. His beef with meat: Vegetarian doctor argues for a plant-based diet—not just to improve personal well-being, but also to help save dwindling water and topsoil. *Oregonian (The) (Portland, Oregon)*. Dec. 25.

• **Summary:** A photo shows Dr. Michael Klaper.

Note: This is the earliest English-Language document seen (Nov. 2014) with the term “plant-based diet” (or “plant-based diets”) in the title. Address: Sent by Klaper in his “Physician for the Planet” leaflet 1991.

2387. Dacosta, Yves. 1990. Lait de soja et tofu [Soy milk and tofu]. APRIA/CDIUPA, 1 avenue des Olympiades, 91300 Massy, France. 102 p. Dec. No index. 30 cm. Series: Actualités Scientifiques et Techniques en Industries Agro-Alimentaires. No. 45. [85 ref. Fre]

• **Summary:** Contents: Preliminary remarks. 1. Production of soy milk and tofu: Principles of production, the soybeans, cleaning/washing, soaking, grinding, cooking the slurry (*bouillie*), extraction of the soy milk, coagulation, separation of curds and whey, pressing the curds, removal of the tofu from the mold, cutting and packing the tofu, the need for water in a tofu shop, variations in production, storage and preservation of soy milk and tofu after their production, yuba, production of tofu from seeds other than soybeans.

2. Applications/uses of soy milk and tofu: Products: Soy milk and soy milk products (soy milk, sweetened soy beverages, dairylike soy milks, soy-based infant formulas, powdered soy milk, concentrated soy milks, soy milk mixed with other animal or vegetable milks, soy ice creams and frozen desserts, fermented soy milk products such as soy yogurt, various soy milk desserts [such as custards], sauces, dressings, and mayonnaises made from soy milk), tofu and tofu products (smoked tofu, fried tofu [*tofu frit*], marinated tofu, fermented tofu, breaded tofu, tofu mayonnaise and sauces, tofu spreads for bread, tofu sausages, pâtés, or biscuits/pancakes [*galettes*], tofu quenelles, quiches, fritters, raviolis, pizzas, mixed salads, prepared dishes (*plats*

*cuisinés*), or sandwiches, tofu cakes, cheesecakes, or tarts, tofu desserts, ice creams, or chocolate bars), preparations based on okara (sausages, pâtés, croquettes, burgers, special breads or biscuits), the nutritional arguments for soy milk and tofu (rich in proteins, lipids, absence of cholesterol and lactose, low in sodium, an excellent ingredient in “light foods” [*aliments allégés*]).

3. A quick look at the major enterprises making and or selling soy milk, tofu, or their products in selected countries: France (Cacoja, Innoval, Soy [Société Soy], Sojadoc, Triballat, Celia, Celnat, Lima-Andiran, Maho Distribution, France-Proteines-Services), Great Britain (Plamil Foods Ltd., Itona Products Ltd., Soya Health Foods Ltd., British Arkady Co. Ltd. [subsidiary of ADM; incl. Haldane Foods Ltd., Regular Tofu Co., Tofeata Tofu], Granose Foods Ltd., Cauldron Foods, Dragon and Phoenix, Paul Jones (Tofu Shop), Full of Beans Soyfoods, Birchwood Health Products, White Waves, The Bean Machine Co-op Ltd., St. Ivel, St. Giles Foods Ltd., Yu's Tofu Shop, Tousoy Ltd., Allied Foods Ice Cream Co., Nexus Foods, Vegetarian Feasts, Unisoy Milk and By-Products Ltd.), Germany (DE-VAU-GE Gesundheitswerk GmbH, Soyastern Naturkost GmbH, Nuxo-Werke Rothfritz), Netherlands (Heuschen-Schrouff, Linn Oriental Products, Solnuts B.V., Manna Natuurvoeding), Belgium (Alpro, Jonathan P.V.B.A., Lima Foods, De Hobbit, Seven Arrows), Switzerland (Conserves Estavayer S.A., Soyana, Galactina), Sweden (Trensums Musteri, Aros Sojaprodukter), Italy (Crivellaro), Spain (Zuaitzo), USA, Japan, Hong Kong, Taiwan, Singapore. Bibliography.

Note: A great deal of the information in this report is taken, without permission or adequate citation, from books published by the Soyfoods Center in California. The statistics and dates given for the European, American, and Asian markets are taken almost completely from Soyfoods Center books. In some cases where the author relied on these books published more than 2 years ago, the information is presented as if it were current, whereas it is actually out of date and no longer correct. Dacosta's book, which might be called a “review of the literature,” contains little or no new information. However his bibliography, based largely on a search of the CDIUPA database, with some original references, is quite good.

APRIA stands for Association pour la Promotion Industrie Agricole. APRIA administers CDIUPA. Address: Conseiller d'Entreprises, France: 47, rue Guersant-7015 Paris, France.

2388. **Product Name:** Midland Harvest Taco Filling 'n Dip (Dry Taco Mix Based on Textured Soy Protein Concentrate).

**Manufacturer's Name:** Harvest Direct, Inc. Made in Decatur, Illinois, by Archer Daniels Midland Co.

**Manufacturer's Address:** P.O. Box 4514, Decatur, Illinois 62525. Phone: 800-637-5850.

**Date of Introduction:** 1990 December.



**Ingredients:** Soy protein concentrate [textured], corn starch, dried onion, partially hydrogenated corn and/or soybean and cottonseed oils, maltodextrin, tomato paste, spices, salt, hydrolyzed vegetable protein, garlic powder, natural flavor, malt extract, zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate (vitamin B-1), pyridoxine hydrochloride (vitamin B-6), riboflavin (vitamin B-2), cyanocobalamin (vitamin B-12).

**Wt/Vol., Packaging, Price:** 4 oz foil pouch.

**How Stored:** Shelf stable.

**Nutrition:** Original: Per 21.25 gm dry (5 servings per packet): Calories 100, protein 8 gm, carbohydrates 8 gm, total dietary fiber 1 gm, fat (total) 1.7 gm (saturates 0.5 gm, monounsaturates 1.0 gm, polyunsaturates 0.2 gm), cholesterol 0 mg, sodium 280 mg, potassium 390 mg.

**New Product–Documentation:** Stewart Reeve. 1991. *Soybean Digest*. Dec. p. 40a. “Fast food delight.” Talk with Lee Lensch, 1991, Dec. 16. This product is sold only through ADM’s direct mail company named Harvest Direct. The company sells only ADM’s dry mixes. The company began operation in Dec. 1990, and this product was introduced at that time. The 4 oz of dry mix makes 16 oz (1 lb) of finished product—just add water and mix.

Ad in *Vegetarian Times*. 1992. Jan. p. 16. “Harvest’s got it!” “Midland Harvest now comes in seven flavors: Original, Taco, Herbs and Spice, Curry, Italian, Sloppy Joe Fixin’s, and Chili Fixin’s. Call Harvest Direct at 1-800-835-2867 for a free 16-page catalog.”

Label sent by ADM. 1991. Dec. 17. 5.25 by 3.75 inches. Self adhesive. Red on white. “Cholesterol free. Low fat. All-vegetable protein. Microwaveable. A delicious Taco entree, based on a savory blend of textured soy protein concentrate and traditional taco flavors. The only ingredients you add are water and your imagination for variations. The result is tasty loose “ground meat” type Taco filling. The Taco filling can be used for tacos, enchiladas, tostados, dips, sauces, chili, sloppy Joes, and many other dishes.”

**2389. Product Name:** Midland Harvest Burger ‘n Loaf (Dry Mix Based on Textured Soy Protein Concentrate) [Original, Herb and Spices Style, Italian Style].

**Manufacturer’s Name:** Harvest Direct, Inc. Made in Decatur, Illinois, by Archer Daniels Midland Co.

**Manufacturer’s Address:** P.O. Box 4514, Decatur, Illinois 62525. Phone: 800-637-5850.

**Date of Introduction:** 1990 December.

**Ingredients:** Original: Soy protein concentrate [textured], partially hydrogenated corn and/or soybean and cottonseed oils, isolated soy protein, natural flavors, methylcellulose, malt extract, dried onion, salt, dried garlic, black pepper, beet powder, spices, zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate (vitamin B-1),

pyridoxine hydrochloride (vitamin B-6), riboflavin (vitamin B-2), cyanocobalamin (vitamin B-12).

**Wt/Vol., Packaging, Price:** 6 oz foil pouch.

**How Stored:** Shelf stable.

**Nutrition:** Original: Per 34 gm dry (5 servings per packet): Calories 140, protein 16 gm, carbohydrates 7 gm, total dietary fiber 4 gm, fat (total) 4.5 gm (saturates 1.3 gm, monounsaturates 2.7 gm, polyunsaturates 0.5 gm), cholesterol 0 mg, sodium 350 mg, potassium 450 mg.

**New Product–Documentation:** Stewart Reeve. 1991. *Soybean Digest*. Dec. p. 40a. “Fast food delight.” Talk with Lee Lensch, 1991, Dec. 16. This product is sold only through ADM’s direct mail company named Harvest Direct. The company sells only ADM’s dry mixes. The company began operation in Dec. 1990, and this product was introduced at that time. ADM hopes to also sell it through retail stores, but there is no firm timetable. The 6 oz of dry mix makes 16 oz (1 lb) of finished product—just add water and mix.

Ad in *Vegetarian Times*. 1992. Jan. p. 16. “Harvest’s got it!” “Midland Harvest now comes in seven flavors: Original, Taco, Herbs and Spice, Curry, Italian, Sloppy Joe Fixin’s, and Chili Fixin’s. Call Harvest Direct at 1-800-835-2867 for a free 16-page catalog.”

Labels for Original, Italian Style, and Herb and Spices Style sent by ADM. 1991. Dec. 17. 5.25 by 3.75 inches. Self adhesive. Original: Blue and black on white. “Cholesterol free. Low fat. All-vegetable protein. Microwaveable. A delicious cholesterol-free entree that is based on a savory blend of textured soy protein concentrate with natural flavorings. The Burger ‘n Loaf mix can be used in a multitude of recipes: make burgers, loafs, spaghetti balls, or any recipe where ground meat is used.”

**2390. Product Name:** Health Burger Mix (Dry Mix) [“Sausage” Flavor or Grille Flavor].

**Manufacturer’s Name:** Mission Foods.

**Manufacturer’s Address:** 2205 Highway 66, P.O. Box 3075, Ashland, OR 97520. Phone: 503-488-2451.

**Date of Introduction:** 1990 December.

**Ingredients:** TVP–soy flour [fortified with zinc (oxide), iron (ferrous sulfate), vitamin B-3 (niacinimide [niacinamide]), calcium (pantothenate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-1 (thiamin hydrochloride), vitamin A (palmitate), vitamin B-12], rolled oats, soybean oil, parsley, onion salt, caramel and certified color, natural and artificial flavorings, hydrolyzed vegetable protein. No MSG or animal products used.

**Wt/Vol., Packaging, Price:** 8 oz plastic Ziploc bag. Makes 1 lb.

**How Stored:** Shelf stable.

**Nutrition:** Per 2 oz ready to eat meatless serving: Calories 198, protein 19 gm, carbohydrates 25 gm (Dietary fiber 8.2 gm), total fat 2.8 gm (% calories from fat 12% vs 64%

for beef burger; saturated fat 0.25 gm), cholesterol 0 mg, calcium 75 mg, copper 0.6 mg, iron 7.7 mg, potassium 925 mg, sodium 138 mg, zinc 8.6 mg.

**New Product–Documentation:** Talk with Clyde Boismenu of Basic Foods. 1991. March 7. Robin and Paul Noll are marketing a product that looks something like what Fantastic Foods has done. Its a dry product.

Talk with Robin Noll. 1991. March 7. This product was introduced in test market in Dec. 1990. Their organization, whose official name is simply “Mission,” is a portable mission, a church on wheels in the form of a bus. They provide local soup kitchen service.

Label with sample, letter, photo of bus, and leaflet sent by Robin Noll. 1991. March 8. Label. 4.75 by 1.6 inches. Black, white, pink, and orange on yellow. Illustration of 3 angels holding a large heart, in the middle of which is written, “Cholesterol-free! High fiber and protein. Low sodium & fat!” The label also states: “Quick & easy! Use with or without ground meat. Needs no refrigeration. 8 oz. makes 1 lb.”

The leaflet (8.5 by 11 inches, black on tan) states that Health Burger is “Made with Profibertine, combining protein and fiber in a unique way... Ideal for folks allergic to wheat (and gluten) eggs and dairy products, or who want to reduce their fat, cholesterol and salt intake while adding high quality protein and fiber.” Then it lists “Four easy ways to use Burger Mix,” gives a typical nutritional analysis and compares it to beef. “Diabetic exchanges: Equal to 2 lean meats and one bread portion.”

The letter notes: “Although we have sold 8 oz. retail packages for test-marketing purposes as well as frozen burgers for local hospital use, we really would like to specialize in the 25 lb. bulk boxes (@\$1.50/lb = \$37.50 F.O.B. Ashland)... We have a full range of dry textured soy products available that we broker for the Pacific Northwest, as well as carrying the Chewy Lumen/Heartline products... We are considering relocating to the Eugene area this summer.”

Talk with Robin Noll. 1991. March 12. TVP (made by ADM) is NOT one of the ingredients. The Nolls buy textured soy flour in the form of flavored bits from PMS Foods in Kansas. The Nolls use a process developed by Paul (an inventor) to mix these bits with oats and grains so that the grain fiber combines with the soy to yield Profibertine, a unique product made and trademarked only by them. They fund their work from their savings. Their children are grown up and they wanted to do something they enjoyed and believed in. It is not yet supporting itself. They are too small to ask for county funding. Meals on Wheels does not like soy products.

2391. Shurtleff, William; Aoyagi, Akiko. 1990. Tofu & soymilk production. 2nd ed. Lafayette, California: Soyfoods Center. 336 p. Illust. by Akiko Aoyagi Shurtleff. Index. Dec.

11. 28 cm. [223 ref]

• **Summary:** Contains many new advertisements, plus changes on the copyright page, on page 14 (Soyfoods Association in now located at Bar Harbor, Maine), and rear cover of both paperback and hardcover editions (new ISBN for each). Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549.

2392. **Product Name:** Lalita’s Vegetarian Lasagna.

**Manufacturer’s Name:** Surrey International.

**Manufacturer’s Address:** North Arlington, New Jersey.

**Date of Introduction:** 1990 December.

**Ingredients:** Organic whole wheat pasta, spinach, mushrooms, pureed vegetable, textured vegetable protein. Topped with soy cheese and marinara sauce.

**Wt/Vol., Packaging, Price:** 12 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Soya International. 1990. July/Sept. p. 4.

2393. **Product Name:** [Artisanal Tofu Burgers (From the Forests, Indian, Pumpkin, Buckwheat, From the Sea, From Provence, From the Mountains)].

**Foreign Name:** Galettes Artisanales au Tofou (Forestières, Indiennes, Potimarron, Sarrasines, Marinières, Provençales, Montagnes).

**Manufacturer’s Name:** Tofoulie.

**Manufacturer’s Address:** St. Pierre, 26560 Séderon, France. Phone: 75-28-55-05.

**Date of Introduction:** 1990 December.

**Ingredients:** Tofou\* 77%, mushrooms from Paris\* 32%, rolled oats\*, onions\*, shoyu\*, sunflower oil\*, herbs and spices\*, unrefined salt, garlic\*. \* = Organically grown (*Ingrédient issu de l’agriculture biologique*).

**Wt/Vol., Packaging, Price:** 200 gm plastic bag.

**How Stored:** Refrigerated (store at 4°C).

**Nutrition:** Per 100 gm.: Fats (lipids) 7.6 gm, protein 13.5 gm, carbohydrates (glucides) 7.3 gm, calories (Kcal) 152 (635 kJoules).

**New Product–Documentation:** Form filled out and Label sent by Joel Pichon. 1996. June 14. His company started making tofu burgers in Dec. 1990, and now makes 3,700 lb/month. Label is a yellowish-white transparent heavy plastic bag, printed with brown and green letters. Near the bottom of the back panel is a UPC indicia. Below that are two logos, one for recycling. Between the logos is written: *Produit de l’agriculture biologique. Système de contrôle CEE, Ecocert 31076 Toulouse Cedex.*

Letter from Michel Claude and Joël Pichon in response to questions from William Shurtleff of Soyfoods Center. 1996. July 4. Their company now produces 7 different flavors of tofu burgers; a package with Label for each flavor is enclosed. On average the following amounts of each flavor are produced (in kg/month): From the Forests 400, Indian





450, Chestnut 400, Buckwheat 250, From the Sea 250, From Provence 350, From the Mountains (300).

2394. **Product Name:** Meatless Bologna Luncheon Slices.  
**Manufacturer's Name:** White Wave, Inc.  
**Manufacturer's Address:** 1990 N. 57th Ct., Boulder, CO

80301. Phone: 303-443-3470.

**Date of Introduction:** 1990 December.

**How Stored:** Refrigerated.

**New Product–Documentation:** Spot in Product Alert. 1990. Dec. 17.

2395. **Product Name:** [GranoVita Heidelberg Small Vegetarian Sausage With Organic Tofu].

**Foreign Name:** GranoVita Heidelberg Vegetarische Wuerstchen mit Bio-Tofu.

**Manufacturer's Name:** DE-VAU-GE Gesundheitswerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1990.

**Ingredients:** Water, vegetable oils and fats in changing proportions by weight, organic tofu (Water, organically grown soybeans, calcium chloride), onions, egg protein, wheat protein (gluten), soy protein, plant thickener agar-agar, spices (*Gewuerze*), natural aromas, rolled oats, seasonings (*Wuerzmittel*), garlic, sea salt, fermented rice flour, smoke.

**Wt/Vol., Packaging, Price:** 6 dumplings weigh 200 gm.

**Nutrition:** Per 100 gm.: Protein 10.6 gm, fat 30.9 gm, usable carbohydrates 5.7 gm, calories 343. 1 BE (Broteinheit, or diabetic exchange) = 210 gm.

**New Product–Documentation:** Form filled out and Label sent by DE-VAU-GE. 1990. June 11. This product was introduced in 1990. Label: 2.5 by 4.5 inches. Self adhesive. Green, red, yellow, and black on white. Illustration of two red-roofed traditional houses among trees and bushes.

“Contains no flesh. Simply heat or fry. Practically cholesterol free. Recommended in the context of a natural whole foods diet (Im Rahmen einer Vollwerternahrung zu empfehlen).”  
 Exklusiv Neuform certification symbol.

Note: In German, *Heide* means “heath, moorland, or moor.” Thus Heidelberg refers to the moorland around Lueneburg where DE-VAU-GE is located.

2396. **Product Name:** New World Foods Red Chile Tamales (With Granular Tofu Curds).

**Manufacturer's Name:** Food Plant Inc. (The) & Southwest Soyfoods.

**Manufacturer's Address:** 2889 Trades West Rd., Santa Fe, NM 87501. Phone: 505-471-8979.

**Date of Introduction:** 1990.

**Ingredients:** Organic\* corn, Organic\* Rico Soy (soybeans, water, calcium sulfate—a natural mineral, caramel color), organic\* soy fiber, organic\* corn meal, red chile pods ground with water, soy oil, shoyu (water, soybeans, wheat, salt), spices, salt. \* = Organically grown & processed in accordance with Section 26569.11 of the California Health and Safety Code.

**Wt/Vol., Packaging, Price:** 12 oz vacuum pack—Contains 4 tamales. Or 13 lb 8 oz foodservice pack—Contains 72

tamales.

**How Stored:** Frozen or refrigerated.

**Nutrition:** Per 2 tamales: Calories 275, calories from fat 98, total fat 11 gm (saturated fat 1 gm), cholesterol 0 mg, sodium 365 mg, total carbohydrate 41 gm (dietary fiber 6 gm), protein 10 gm, vitamin A 25%, vitamin C 2%, calcium 26%, iron 64%.

**New Product–Documentation:** Leaflet sent by Richard Jennings of VPS, Inc. (Vegetable Protein Specialists). 1993. Nov. 26. “New World Foods.” These tamales are made from corn cooked in the traditional way and then stone ground. The tamales are steamed in a vegetable parchment.

Talk with Richard Jennings of VPS. 1993. Dec. 1. This product was introduced in 1990. A key ingredient was Rico Soy (small, firm chunks of tofu), which was renamed and trademarked Befine by Sept. 1993.

New Label sent by Richard Jennings. 1993. Nov. 29. 3 by 5 inches. Self adhesive. Black on gold. Illustration of a symbolic Aztec crow. “Vegetarian.”

Letter and color labels sent by Richard Jennings of VPS, Inc. 1994. Dec. 28. The first focus of New World Foods products was foodservice. Starting in 1990 the company used generic labels printed with a personal computer and label printer. In the spring of 1994 they decided to go after the retail market as well. So they developed attractive new color self-adhesive labels for each product (see New World Foods, 1994).

2397. **Product Name:** Original Field Roast (Vegetarian Grain Meat Sausages) [Mexican Chipotle, or Italian].

**Manufacturer’s Name:** Grain Meat Co.

**Manufacturer’s Address:** Seattle, Washington.

**Date of Introduction:** 1990.

**Ingredients:** Mexican Chipotle: Filtered water, wheat protein (vital gluten flour), expeller pressed high oleic safflower oil, onions, fresh garlic, apple cider vinegar, yeast extract, chipotle peppers, onion powder, granulated garlic, brown sugar, chili de Arbol peppers, salt, barley malt extract, cumin seed, paprika oleoresin, oregano and spice.

**Wt/Vol., Packaging, Price:** 12.95 oz (368 gm).

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels for both products sent by Field Roast Co. 1990. Product with label purchased at Whole Foods in Lafayette, California. 2014. Sept. 3. Italian flavor.

2398. **Product Name:** Granose Vegetarian Spicy Links.

**Manufacturer’s Name:** Granose Foods Ltd.

**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1990.

**Wt/Vol., Packaging, Price:** Glass jar.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Color photo of package in

*Linda McCartney’s Home Cooking*. 1990. p. 18. The label is red, white, and black on green.

2399. **Product Name:** Granose Vegelinks.

**Manufacturer’s Name:** Granose Foods Ltd.

**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1990.

**Wt/Vol., Packaging, Price:** Can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Color photo of package in *Linda McCartney’s Home Cooking*. 1990. p. 18. “Wheat protein frankfurters and sausages in brine.” A photo shows numerous frankfurters in a bowl.

2400. **Product Name:** Mandarin Soyfoods Garden Patties [Bar-B-Que, Cajun, and Teriyaki].

**Manufacturer’s Name:** Mandarin Enterprises Ltd.

**Manufacturer’s Address:** 11031 Bridgeport Rd. #107, Richmond, BC, V6X 3A2, Canada.

**Date of Introduction:** 1990.

**Ingredients:** Bar-B-Que: Tofu (organically grown soybeans, water, magnesium chloride [purified nigari]), brown rice, soybean fibre [probably okara], soy grits, brown rice flour, fresh onions, fresh carrots, fresh celery, fresh green peppers, crushed tomatoes, sesame seeds, rice syrup solids, sea salt, spices, tomato powder, powdered fruit solids, sunflower oil, smoke and spice extracts, natural flavor, spinach powder.

**Wt/Vol., Packaging, Price:** 2 patties. 170 gm (6 oz).

Pinched ends box.

**How Stored:** Refrigerated or frozen.

**Nutrition:** Per 100 gm.: Calories 255, protein 10.3 gm, carbohydrates 27 gm, fat 6.0 gm (polyunsaturates 3.7 gm, monounsaturates 1.1 gm, saturates 0.6 gm, cholesterol 0 mg), dietary fiber 2.2 gm, sodium 1050 mg, potassium 425 mg.

**New Product–Documentation:** This is the line extension of 3 products launched in 1989. Talk with Gerry Blanchard of Natural Promotions, Vancouver, BC, Canada. 1992. Jan. 22. His company developed the packages / labels for these products. Mandarin now has 10-11 distributors in the USA. Six flavors are now available.

Label for Bar-B-Que sent by Gerry Blanchard. 1992. Jan. 22. 7 by 5.5 inches. Paperboard sleeve. Red, brown, and dark green on tan and light green. Illustration of a tofu burger with trimmings between buns, surrounded by a tomato, green pepper, celery stalk, and sliced onion. Silhouette of a cowboy riding a horse and swinging a lasso. “Ready in 3 minutes. Prepared with tofu, savoury herbs & vegetables. Cholesterol free. Microwaveable. Heat and serve.” Called “Pâtés Jardinières” in French.

Two leaflets for all 6 Mandarin patties also sent. One shows a huge illustration of a burger with the 6 packages below it. The other shows the six packages lined up in a typical produce case. On the back is a list of ingredients and



nutritional composition for each flavor.

Ad in Vegetarian Times. 1992. April. "Mandarin Soy Foods. Since 1976 we have been committed to producing the finest in great tasting soyfoods. For a free copy of our newsletter "Soy News," just circle our number below."

**2401. Product Name:** [Natura–Naturana Soya Ragout].

**Foreign Name:** Natura–Naturana Soja-Ragout.

**Manufacturer's Name:** Naturawerk.

**Manufacturer's Address:** D-5000 Hannover, Germany. Phone: (0511) 66 20 20 / 29.

**Date of Introduction:** 1990.

**Ingredients:** Whole wheat flour (Weizenvollkornmehl)\*, soya protein, powdered cream, dried parsnips, dried peas, starch, dried mushrooms, granular seasoning, sea salt, mixture of spices.

**Wt/Vol., Packaging, Price:** 100 gm foil pouch in a paperboard box. Retail for DM 3.95.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label sent by Anthony Marrese. 1990. Dec. 12. 4.75 by 6.75 by 1.12 inches. Orange, white, red, and black. Color photo of the prepared stew next to a ball of rice on a white plate, garnished with mushrooms and snow peas. "Ready to cook." Neufarm Reformhaus logo.

**2402. Product Name:** [Amazing Grains–Roast Seitan (Organic)].

**Foreign Name:** Amazing Grains Rôti de Seitan (Biologique).

**Manufacturer's Name:** Noble Bean.

**Manufacturer's Address:** R.R. 1, McDonalds Corners (near Elphin), Ontario K0G 1M0, Canada. Phone: 613-278-2305.

**Date of Introduction:** 1990.

**Ingredients:** Certified organic wheat flour, spring water, peanut butter, canola oil, tamari, spices.

**Wt/Vol., Packaging, Price:** 6 oz.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Letter and photocopies of Labels from Allan Brown. 1998. Jan. 21. This product was made for 8 months in 1990.

**2403. Product Name:** [Vege Ham {Meatless Ham}].

**Foreign Name:** Vegehamu.

**Manufacturer's Name:** San-iku Foods.

**Manufacturer's Address:** 1-1 Nagaurataku, Sodegauramachi, Kimizu-gun, Chiba-ken 299-02, Japan.

**Date of Introduction:** 1990.

**New Product–Documentation:** Letter from San-iku Foods. 1990. June. This product was introduced in 1990.

**2404. Product Name:** [Sobo fix Soya & Vegetable Patties, Soya Pies, Soya Coffee, Granulated Soya, Soya Flakes, Soya & Vegetable Ready-Mix].

**Foreign Name:** Sobo fix Soja-Getreide Bratling, Soja Pastete, Soja Kaffee, Soja Granulat, Soja Flocken, Soja Getreide Fertigmischungen.

**Manufacturer's Name:** Sobo Naturkost.

**Manufacturer's Address:** Goltsteinstr. 43a, D-5000 Cologne 51, West Germany.

**Date of Introduction:** 1990.

**New Product–Documentation:** Box sent by Anthony Marrese. 1990. Dec. 12. These products are listed on the side of a box of Soja-Dreikorn Auflauf.

Ad in Schrot & Korn. 1992. April. p. 48. Sobo Naturkost is located at the address shown above. The phone and fax numbers are 0221-343277. The company sells Soja Flocken, Soja Pastete, Soja Kaffee, Soja Getreide (neu, Fertigmischungen), Soja Knabbers, Soja Granulat.

**2405. Product Name:** Summerfield's Chili [Hot Lentil, or Mild Black Bean].

**Manufacturer's Name:** Summerfield Foods, Inc.

**Manufacturer's Address:** P.O. Box 3235, Santa Rosa, CA 95402. Phone: 707-579-3938.

**Date of Introduction:** 1990.

**Ingredients:** Black bean: Water, black beans, textured soy flour, tomato paste, canola oil, natural mochi rice flour, molasses (unsulphured), spices, onion powder, sea salt, paprika, garlic powder.

**Wt/Vol., Packaging, Price:** 15 oz (425 gm) can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Labels sent by Roland Au of Summerfield Foods. 1991. Jan. 25. 9.5 by 4 inches. Red, turquoise blue, dark blue, and red on white. Color photo of the chili in a white dish.

**2406. Product Name:** Tofu-Scramble (Eggless Seasoning Mix) [Regular, Cheese, Bacon flavor].

**Manufacturer's Name:** Vegetarian Health, Inc.

**Manufacturer's Address:** P.O. Box 525, Maywood, IL 60153. Phone: 800-323-4092.

**Date of Introduction:** 1990.

**Ingredients:** Soy flour, salt, natural and imitation flavorings (onion and garlic), spices, caramel coloring; fortified with vitamins and minerals: zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate (B-1), pyridoxine hydrochloride (B-6), riboflavin (B-2), cyanocobalamin (B-12).

**Wt/Vol., Packaging, Price:** 5 oz paperboard box. Retail for \$1.99.

**How Stored:** Shelf stable.

**Nutrition:** Per 1 oz (28 gm): Protein 14 gm, carbohydrates 10 gm, fat less than 1 gm, cholesterol less than 1 mg, sodium 4 mg, fiber less than 1 gm.

**New Product–Documentation:** Ad in Company catalog. 1991. March. Talk with company salesperson. 1991. May 31.

This company developed this product. It is a dry mix meant to be added to tofu.

2407. **Product Name:** Peanut Braised Tofu.

**Manufacturer's Name:** Wildwood Natural Foods.

**Manufacturer's Address:** 31 Bolinas Rd., Fairfax, CA 94930. Phone: 415-459-3919.

**Date of Introduction:** 1990.

**Ingredients:** As of 1998: Wildwood tofu (filtered water, soybeans organically grown in accordance with the California Organic Foods Act of 1990, nigari/magnesium chloride, a natural firming agent), marinade (soy sauce, water, brown rice syrup, rice wine, ginger powder), peanuts, onions, celery, red bell peppers, water, soy sauce, apple juice, vinegar, tomato paste, honey, toasted sesame oil, ginger powder, mustard, garlic, salt, and spices.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Billy Bramblett. 1998. July. He says this product was introduced in 1990, and made at Wildwood's plant in Fairfax.

2408. **Product Name:** Wildwood Seitan: Made the "Say-Tahn" Ron Way.

**Manufacturer's Name:** Wildwood Natural Foods.

**Manufacturer's Address:** Fairfax, CA 94930.

**Date of Introduction:** 1990.

**Ingredients:** Organic whole wheat flour grown in accord with Sec. 26569.11 of the California Health & Safety Code, filtered water, shoyu, onions, ginger, kombu sea vegetable.

**Wt/Vol., Packaging, Price:** 8 oz.

**How Stored:** Refrigerated,

**New Product–Documentation:** Label sent by Wildwood Natural Foods. 1990. Nov. 1.62 x 2.62 inches. Black type and red silhouette of trees on silver. Black birds are flying out of forest.

2409. Facciola, Stephen. 1990. *Cornucopia: A source book of edible plants*. Vista, California: Kampong Publications. ix + 678 p. Indexes (six!). 28 cm. [522\* ref]

• **Summary:** "In your hands is one of the most remarkable efforts to come out of the struggle to preserve the genetic diversity of our planet... Steve Facciola has put together an easy-to-understand, easy-to-use compendium of the diversity of food plants available to consumer, gardener and scientist" (from the Preface). The largest and most comprehensive work of its kind, this book gives details on 3,000 edible plant species and 7,000 varieties.

Contents: Preface, by Noel Vietmeyer. Introduction. Acknowledgements. Botanical listings: Alphabetical listings of plant families (*Glycine max* and *Glycine tabacina* are listed in the family Fabaceae, pronounced fuh-BAY-see), fungi families, algae families, bacteria families. Cultivar listings (by common name for the most important and popular crops, e.g., shiitake, soybean, spinach, sprouting

seeds). Sources (names, addresses and phone numbers of firms that sell seeds, plants, etc.: Domestic commercial, domestic non-commercial, overseas commercial, overseas non-commercial). Bibliography. Indices and appendixes: Index of principal vernacular names. Index of vernacular and other names occurring elsewhere in the text. Index of usage and edible parts. Index of species native to or naturalized in North America. Index of species not listed in Kunkel [Gunther Kunkel. 1984. *Plants for human consumption*. Koeltz Scientific Books, Germany]. Index of families and genera. Appendix A: Abbreviations used—For type of product offered, for annotated bibliographical citations, in descriptions for sources. Appendix B: Endnotes used in the cultivar listings.

As of Aug. 1994 an electronic version of this book is now available. It runs on Microsoft Windows and uses more than 25,000 hypertext links to cross reference information.

The main information on soybeans is found on pages 91 (Botanical listings for *Glycine max* and *Glycine tabacina*), p. 219 (*Aspergillus oryzae* culture), p. 221 (*Actinomucor elegans* culture for fermented tofu or sufu, and *Rhizopus* cultures for tempeh), p. 224 (*Bacillus subtilis* culture for natto), p. 482-83 (for "field soybeans," lists 5 black-skinned cultivars, and 7 yellow-skinned cultivars; plus 11 "vegetable soybeans"—Agate, Butterbeans, Envy, Extra Early, Fiskeby V, Hahto, Hakucho Early, Kanrich, Okuhara Early Green, Prize, and White Lion), p. 485-87 (sprouting seeds including soybean sprouts with directions for sprouting), and p. 500 (Soyfood cultures).

Additional information on food uses of soybeans is found throughout the book. Tofu: p. 9 (In Indonesia, a salt derived from the fruit of *Rhus javanica* (*Nurude*, *Mu-yen*) is used to coagulate tofu), p. 61 (In Japan the seeds of *Cannabis sativa*, called *asanomi*, are used in deep-fried tofu burgers (*ganmodoki*)), p. 76 (A vegetable curd similar to soybean tofu can be made from the seeds of the bottle gourd or calabash (*Lagenaria siceraria*)), p. 92 (The seeds of the Bonavista bean or hyacinth bean (*Lablab purpureus*) can be prepared as tofu), p. 127 (The seeds of okra, gumbo, or lady's finger (*Abelmoschus esculentus*) can be made into tofu or tempeh). Kecap (Indonesian soy sauce): p. 9 (In Indonesia, the plant tuberose (*Polianthes tuberosa*) is added to the substrate in making kecap), p. 191 (In Indonesia, fresh leaves of kaffir lime, also called ichang lime, makrut, or djeruk purut (*Citrus hystrix*) are used to flavor kecap). Miso: The following can be used as a substrate for miso—p. 88 (Peanuts), p. 94 (seeds of the velvet bean, also called cowitch, cowhage, benguk (*Mucuna pruriens*)), p. 155 (barley (*Hordeum vulgare*)), p. 156 (proso millet (*Panicum miliaceum*)). Address: 1870 Sunrise Dr., Vista, California 92084. Phone: (619) 726-0990.

2410. McCartney, Linda. 1990. Linda McCartney's home cooking. New York, NY: Arcade Publishing, Inc. (a Little,



Brown company). England: Bloomsbury. 174 p. Illust. Index. 25 cm.

• **Summary:** As of 1994 this is said to be the world's best-selling vegetarian cookbook. It contains more than 200 recipes and many full-page color photos, uses TVP (both chunk and granular styles) in at least 22 recipes, mostly main dishes, including: Turnovers (p. 65). Beefless pie (p. 85). Beefless rice casserole (p. 86). Beefless stew (p. 86). Burgers bourguignonne (p. 89). Chili non carne (p. 94-95). Festive roast with savoury stuffing (p. 98). Lentil and steaklets stew (p. 104). Linda's lasagna (p. 104-05). Madras onion curry (p. 105). Maine sauerkraut (p. 105). Meatless loaf (p. 106). Mexican loaf (p. 108). Mince and aubergine casserole (p. 109). Moussaka (p. 109-10). Oriental beefless casserole (p. 115). Shepherd's pie (p. 120). Simple beefless hash (p. 120). Sour cream steaklet chunks (p. 121). Spaghetti sauce bolognaise (p. 149). Stuffed and broiled mushrooms (p. 125). Stuffed peppers (p. 126).

Linda and Paul (of Beatles fame) McCartney have been married since March 12, 1969, are vegetarians and very active in the field of animal welfare. Linda, born in Scarsdale, New York, USA, has been a committed vegetarian for twenty years, during which time she has lived in England. She is also a world-famous photographer. Her color photo appears on the cover. TVP is more popular among consumers in the UK than in the USA. Pages 18-19 show a color photo of many meatlike products and their packages—including Protoveg Sizzles, Protoveg 5 Grain Burgamix, Tivall Vegetarian Schnitzel, Sausage, and Burger, Fritini Vegetable Pattie Mix, Realeat Vege Burger Mix, Dietade Low-Salt Vegetarian Gravy Mix, Granose Vegetarian Spicy Links, Sausalatas, Vegelinks, and Sausfry, Friggs Vegetable Gravy Powder, and Worthington Wham, Bolono, GranBurger, Vegetarian Fillets [fish alternatives], Stakelets, and Stripples. Page 43 gives a brief description of soya beans and soyfoods. Address: England.

2411. Wagner, Lindsay; Spade, Ariane. 1990. *The high road to health: A vegetarian cookbook*. New York, NY: Simon & Schuster / Prentice Hall Press. xv + 288 p. Foreword by E. Lee Rice. Index. 24 cm. [54 ref]

• **Summary:** Lindsay Wagner, whose lovely color photo appears on the cover, first achieved widespread television in the early 1970s as "The Bionic Woman." Recently she starred in the Academy-Award winning film *The Paper Chase*. This vegan cookbook uses no meat, dairy products, or eggs. A section titled "Raising the Dairy Question" (p. 13) discusses problems with milk and concludes: "A terrific substitute for milk products comes from that little marvel, the soy bean. Soy milk has the look and consistency of milk, and some brands even taste like it. Try some on your breakfast cereal, top your pies with our creamless Whipped Cream, spread your sandwiches with eggless Mayo Spread and enjoy Huevos-less Rancheros for brunch. You'll never look at

another carton of milk."

Chapter 4, "About the ingredients," includes discussions of Braggs Aminos, cold-pressed oil, kuzu, lecithin, miso, mochi, nori, soy milk, soy sauce, tempeh, tofu. Soy-related recipes include: Huevo-less rancheros (with tofu and soy milk, p. 65). Vegetarian "salami" (with firm tofu, p. 82-83). Mayo spread II (with soy milk, p. 88). Ginger tamari dressing (p. 131). Creamy oil substitute (with soy milk, p. 134). Tofu sour cream (p. 134). Eden cheesy sauce (with soy milk, p. 136).

Chapter 10 (p. 141-59) is titled "Entrées for the meat lover"; most of the recipes are based on soyfoods: Marinated tempeh (p. 141). Marinated tofu. Barbecued tofu or tempeh. Tempeh marinade. Teriyaki tofu. Polynesian tofu. Tofu piquant. Tofu ribs. Grilled tofu with summer vegetables. Japanese eggplant and tofu Romano. Pecan herb loaf (with tofu and soy flour). Easy tofu burgers. Easy easy burgers (with Marinated tempeh or tofu). New Age Italian sausage I (with Marinated tempeh and Marinated tofu). New Age Italian sausage II (with Marinated tofu). Spicy tempeh stir fry. Tofu cacciatore.

Lasagna with zucchini and mushrooms (in Light sauce with soy milk, p. 166). Manicotti stuffed with zucchini and tofu cheese (p. 175). Tacos (with Marinated tofu and tempeh, p. 187). Eggplant al forno (with tofu, p. 213). Banana-strawberry tofu pudding (p. 231). Italian cheesecake (with tofu, p. 243). Coconut-mocha cream frosting (with soy milk, p. 260). Tofu fruit sauce (p. 261). Mock whipped cream (with soy milk, p. 262).

An interesting last chapter titled "Afterword: Meat—We can live without it! Here's why" discusses the role of an "animal-based diet" on destruction of the environment. Address: 1. California; 2. Woodland Hills, California.

2412. Wang, Wenqiao; Kang, Wenbin. 1990. *Chinese vegetarian cuisine: 100 authentic recipes*. Beijing, China: New World Press. 142 p. Illust. (color photos). No index. 26 cm.

• **Summary:** Part II, titled "Bean curd and bean product dishes, contains 21 recipes, including: 34. Bean curd in fermented black beans [fermented black soybeans] (with 3 3-inch {7.5 cm} cakes of bean curd {about 6-7 oz. or 180 gm}). 37. Peppery hot bean curd (with 1 tablespoon Sichuan soybean paste and 1 tablespoon soy sauce). 38. Smoked bean curd (Smoking can be done before or after the ingredients are prepared). 39. Fried bean curd balls (resemble Japanese ganmodoki balls). 41. Dry-cooked bean curd bamboo (with "½ lb {225 gm} bean curd bamboo" [dried yuba sticks]; the yuba is soaked, then put in boiling water, then deep fried in a wok).

42. Braised bean curd shreds in tomato sauce (with "¾ pound {330 gm.} fresh bean curd sheets" [pressed tofu sheets] each cut vertically into 3 rectangular pieces of equal width, then piled atop one another and cut into thin shreds).

43. Bean curd sheets with tangerine peel. 44. Flavor potting five-fragrance dried bean curd (with 1 lb. white fresh pressed bean curd [pressed tofu]). 45. Bean curd bamboo with chili oil (with ½ lb. bean curd bamboo [dried yuba sticks]). 50. Stuffed bean curd. 51. Crispy-fried pine nut rolls (with 3 dried bean curd sheets {soaked}). 52. Deep-fried five-shred rolls (with “3 bean curd sheets” [pressed tofu sheets]; the result is like deep-fried spring rolls). 54. Bean curd triangles (tofu is cut into triangles then deep fried).

Part IV, titled “Vegetarian imitation meat dishes” includes: 71. “Mother and her sons meet”—chicken and eggs (with “4 bean curd sheets”). 74. Vegetarian ham (with “20 dried bean curd sheets [dried yuba sheets] {soaked}”). 74. Vegetarian chicken (with “5 dried bean curd sheets”). 75. Vegetarian duck (with “6 dried bean curd sheets {soaked}”). 76. Vegetarian fried dry minced meat (with “3 dried bean curd sheets {soaked}”). 77. Vegetarian sausage (with “3 dried bean curd sheets {soaked}”).

80. Crispy and fragrant “duck” (with “15 dried bean curd sheets {soaked}”). 81. Diced ‘chicken’ with green peppers (with “3 dried bean curd sheets”). 82. Braised vegetarian chicken (with “3 dried bean curd sheets”). 83. Vegetarian eight-treasure chicken drumsticks (with “3 dried bean curd sheets”). 84. Vegetarian chicken curry (with “½ lbs fresh bean curd sheets {thousand sheets [pai-yeh]}”). 86. Vegetarian red-cooked chicken (with “8 dried bean curd sheets {soaked}”). 88. Deep-fried “duck” (with “2 dried bean curd sheets {soaked}”). 89. Deep-fried “duck” with fermented black beans (with “3 dried bean curd sheets {soaked, or substitute egg wrappers}.” “Rinse the black beans well, soak in warm water until soft, removed and pound into a pulp”).

A glossary (p. 133+) includes definitions of: Soy bean sprouts. Bean curd (six types): (1) Fresh bean curd comes in two types. The southern has a more watery consistency and is very soft. The northern contains less water and is firmer. (2) Fresh dried bean curd; pressed into small firm squares [dofu-gan, pressed tofu]. (3) Fresh dried bean curd sheets; also called “hundred pages” or “thousand sheets” [pai-yeh or ch’ien chang; pressed tofu sheets].

(4) “Dried bean curd bamboo (*fu zhu*); not bean curd at all, though so-called, but rather a by-product from making bean curd. It is the rich cream that rises to the top of the boiling soybean milk before gypsum is added to curd. The skimmed cream is sun-dried thoroughly in narrow stiff sticks [dried yuba sticks]. Soak in warm water to soften before using.”

(5) “Dried bean curd sheets (*yu pi*) [dried yuba sheets], same as dried bean curd bamboo, but dried in the form of folded semicircles. The dried bean curd sheet called for in the recipes in this book is a round piece with a diameter of 9 or 10 inches. Soak in warm water to moisten before using. It is also called ‘oil sheet,’ for it looks as if it were glazed with oil... According to ancient Chinese medicine books,

they can clear up excessive heat in the lungs, stop coughs, eliminate phlegm and stop inflammation, and are good for the stomach.”

(6) “Fermented bean curd cheese [fermented tofu]; salty and creamy cakes of fermented dried bean curd [pressed tofu] with a savory flavor, appearing in white or red.” Many recipes call for MSG (optional).

Recipes also call for: Sesame paste, gluten, and several different types of mushrooms.

Note: Also published in Chinese in 1990 by the same publisher. “Both authors have worked for many years in the catering business. Wang is a member of the editorial board of the Chinese magazine *Cooking* and Gang himself possesses excellent cooking skills... All 100 recipes have been tested and proven successful” (from the rear cover). The many color photos (on glossy paper) were taken by Zhou Youma and Yan Xinqian at Gongdelin (the Forest of Merit and Virtue) Restaurant, a famous vegetarian eating place in Beijing. Address: China.

2413. Sanitarium Health Food Co. 1990? Our story (Leaflet). 148 Fox Valley Rd., Wahroonga, N.S.W. 2076, Australia. 2 panels on each side. Each panel 30 x 21 cm. Undated.

• **Summary:** This glossy, color leaflet gives a brief history of the company, interspersed with many color photos. The company’s export division is at Hudson Ave., Castle Hill, NSW 2154, Australia.

“The fascinating history of the Sanitarium Health Food Company started in the late 19th century when a group of highly motivated immigrants from the United States decided to make their living by distributing health foods that they had imported from Battle Creek, in Michigan, USA. Battle Creek was famous then for its Sanitarium, the health retreat based on a Swiss model, where the rich and famous from all parts of the United States and Europe came for a relaxing health holiday. One of the draw cards of this place was a breakfast cereal and health food manufacturing plant, the purpose of which was to supply food to the institution as well as to the neighbouring districts.

“A selection of these products was sent to Melbourne, Australia, in 1897, but before too long the demand for these unique foods outstripped the availability. Local production was inevitable...”

“The name, Sanitarium Health Food Company, was adopted in 1898.”

Photos show: (1-4 on front panel) Weet-Bix in a white bowl. A man on a bicycle pedaling a wheeled cart in front of him; on it is written Sanitarium Health Food Co. A modern factory with a company flag flying over it. Veggies in a wrap on a plate. (5) The old Battle Creek Sanitarium. (6) A hand pouring a pack of So Good Soymilk. (7) A very old photo showing an early food factory along the banks for a river. (8) An aerial view of a modern food factory. (9) A bottling line. (10) A breakfast table on which Sanitarium breakfast food



products are served. (11) A Sanitarium food delivery truck. (12) Packages of the leading Sanitarium food products: Weet-Bix. Corn Flakes. Weet Bix Hi-Bran. Puffed Wheat. Weeta Puffs. Good Start. Ricies (rice cereal). Honey. Peanut Butter (Smooth or Crunchy). Crunchy Granola. Caffex. Golden Toasted Meusli. So Good (soymilk). Vegetarian Sausages (canned). Vegetarian Bologna (canned). Address: Wahroonga, Australia. Phone: (02) 487 1711.

2414. Sanitarium Health Food Co. 1990? Product range. 148 Fox Valley Rd., Wahroonga, N.S.W. 2076, Australia. 6 p. Catalog. Undated. 30 cm.

• **Summary:** Product lines include: Flake biscuit range (incl. Weet-Bix [“Australia’s favourite whole wheat malted breakfast biscuits”], Corn Flakes, and Muesli). Loose cereal range. Sundry cereal range. Drinks and beverages (incl. So Good soymilk). Spreads (peanut butter and marmite). Legumes, grains, seeds (incl. soya beans in 500 gm bag). Dried fruits. Nuts. Mixes (such as nuts & raisins). Canned vegetarian meals (24 meatlike products, 3 of which are dry TVP in boxes). Misc. foods (incl. natural lecithin and lecithin granules).

The company also has an export division at Hudson Ave., Castle Hill, NSW 2154. Address: Wahroonga, Australia. Phone: (02) 487 1711.

2415. **Product Name:** D’lites Vegy Protein Mix [Chicken Style].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1990?

**Ingredients:** Chicken style: Textured vegetable protein (soy protein isolate and concentrate), egg whites, soybean and/or corn oil, salt, flavorings (hydrolyzed vegetable protein, onion powder, turmeric, spice extractives), monosodium glutamate, carrageenan, niacinamide, etc. Reduced calorie mayonnaise: Water, soybean oil, modified food starch, egg yolks, vinegar, salt, eggs, mustard flour, phosphoric acid, DL alpha tocopheryl acetate (vitamin E), calcium disodium EDTA to protect flavor, natural and artificial flavor, oleoresin paprika, beta carotene (color), celery, green peas, dill pickle, modified food starch.

**Wt/Vol., Packaging, Price:** Roll.

**How Stored:** Frozen.

**New Product–Documentation:** Seventh-day Adventist Dietetic Assoc. 1990. *Diet Manual, Including a Vegetarian Meal Plan. 7th ed.* Appendix A.6-27.

2416. **Product Name:** Savory Slices–Vegetable Protein Slices / Artificial Beef Flavor.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Road, Worthington, OH 43085. Phone: 800-628-3003.

**Date of Introduction:** 1990?

**Ingredients:** Textured soy protein isolate, egg whites, soybean oil, wheat flour, partially hydrogenated soybean and cottonseed oil, yeast extract, flavorings (hydrolyzed vegetable protein, monosodium glutamate, onion powder, artificial flavor), caramel color, corn syrup solids,...

**Wt/Vol., Packaging, Price:** 20 oz (567 gm) can. Retail for \$2.65 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19.

2417. **Product Name:** Turkee Slices: Vegetable Protein Slices–Artificial Smoked Turkey Flavor.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1990?

**Ingredients:** Slices: Textured vegetable protein (soy protein isolate, wheat gluten), egg whites, soybean and/or corn oil, partially hydrogenated soybean oil, flavorings (hydrolyzed vegetable protein, monosodium glutamate, artificial flavor, onion powder, natural smoke flavor, disodium guanylate, disodium inosinate), dextrose, brown sugar, salt, niacinamide, iron, vitamins. Gravy: Water, modified corn starch, flavorings (hydrolyzed vegetable protein, monosodium glutamate, onion powder, artificial flavor, disodium guanylate, disodium inosinate), salt, wheat flour, dextrose, soy protein isolate, soybean oil.

**Wt/Vol., Packaging, Price:** 13 oz can. Retail for \$2.35 (7/90, California).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Product with Label purchased at Adventist Book Center in Pleasant Hill, California. 1990. July 19.

2418. **Product Name:** Tofu Burger.

**Manufacturer’s Name:** Ashland Soy Works.

**Manufacturer’s Address:** 225 Water St., Ashland, OR 97520. Phone: 503-482-1865.

**Date of Introduction:** 1991 January.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Jim Muhs. 1991. Oct. 14. The company introduced this product in Jan. 1991.

2419. **Product Name:** Fantastic Cha-Cha Chili, All-O-Round Spaghetti, Splittin’ Peas, Leapin’ Lentils Over Couscous, Rockin’ ABC’s.

**Manufacturer’s Name:** Fantastic Foods.

**Manufacturer’s Address:** 106 Galli Dr., Novato, CA 94949. Phone: 415-883-7718.

**Date of Introduction:** 1991 January.

**Ingredients:** See below.

**Wt/Vol., Packaging, Price:** 2 oz (56 gm) paper cup.

**How Stored:** Shelf stable.

**New Product–Documentation:** Ad (full page color) in *Health Foods Business*. 1991. Jan. p. 40A-B, and in *Whole Foods*. 1991. Feb. p. 27. “Add some character to a quick lunch.” The label of each cup is clearly visible. Ingredients: Fantastic Cha-Cha Chili uses textured vegetable protein as the second ingredient. Fantastic All-O-Round Spaghetti is seasoned with soy sauce powder. Fantastic Splittin’ Peas is seasoned with miso and soy sauce powder. Fantastic Leapin’ Lentils Over Couscous is seasoned with miso powder. Fantastic Rockin’ ABC’s is seasoned with miso powder. All the products are low in fat. Just add hot water and serve. Same ad in *Natural Foods Merchandiser*. 1991. Jan. p. 25 (insert).

2420. Fowler Brothers. 1991. Catalog: January 1991. P.O. Box 2324, San Rafael, CA 94912. 79 p. 28 cm.

• **Summary:** The company is a “distributor of natural foods.” The following makers, distributors, and brands of soyfood products are listed: I. Bulk Products: Miso (American Miso, 8 products), Soy foods (Turtle Island tempeh and Soy Deli tofu burger). Soy Sauce & tamari (San-J domestic shoyu and tamari, Westbrae Johsen shoyu), Tofu (Quong Hop, 6 products).

II. Packaged products: Ah Soy (Westbrae, 7 soy drinks), Eden Foods (Edensoy, 6 soy drinks), Pacific Soyfoods (6 types of soysage), Pacific Tempeh (4 products), Quong Hop (11 soymilk and 4 tofu products), San-J (tamari crackers, 14 soy sauce & tamari products), Soy Deli (Quong Hop, 5 soy foods, 8 vacuum pack tofu), Sweet Earth (3 vegeburgers), Turtle Island (10 tempeh products), Vitasoy (7 soy drinks), Westbrae (2 instant miso soups, 14 soy drinks, 14 types of soy sauce and tamari). Address: San Rafael, California. Phone: 415-459-3406.

2421. **Product Name:** Tofu Burgers, Sesame Tomato Soya Burgers.

**Manufacturer’s Name:** Pureland Soy Products.

**Manufacturer’s Address:** 23 Depot St., Maroochydore, QLD 4558, Australia. Phone: 071-43-4254.

**Date of Introduction:** 1991 January.

**New Product–Documentation:** Letter and leaflet sent by Jennie Finnigan and Ricciardo Ferrari. 1992. June 17. In June 1992 the company moved to a new address with a new phone number: Lot 47 Page Street, Kunda Park, QLD 4556. Phone: (074) 45 6077. The leaflet (brown on yellow) states that, in addition to tofu, the company also makes Tofu Burgers, Curried Lentil Burgers, and Sesame Tomato Soya Burgers.

2422. **Product Name:** Korean Style Vegetarian Potstickers.

**Manufacturer’s Name:** Shin-Sun Foods.

**Manufacturer’s Address:** 2551 W. Winton Ave. #6-0,

Hayward, CA 94545. Phone: 510-887-6140.

**Date of Introduction:** 1991 January.

**Ingredients:** Filling: Cabbage, tofu, zucchini, onion, sesame oil, garlic, ginger, sea salt, black pepper. Wrapper: Unbleached flour, rice flour, water, egg.

**Wt/Vol., Packaging, Price:** 12.5 oz. for 10 potstickers.

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet (8.5 by 11 inches, 3 color). “New! Shin-Sun Foods. Fresh, healthy, and delicious.” “Each potsticker is individually hand wrapped in our kitchen. Hand wrapping takes a little longer than machine manufactured foods, but the appearance is greatly improved, and the product is more stable. All the ingredients used are fresh, and not frozen. Using fresh produce is more costly, but we think the taste and quality is well worth it.”

Talk with Susannah Yang of Shin Sun. These potstickers were launched in Jan. 1991. They were the company’s first product.

2423. Lesser, Peter; Elkin, Ed. 1991. History of Pacific Soyfoods in Olympia, Washington (Interview). *SoyaScan Notes*. Feb. 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Pacific Soyfoods was started by Peter Lesser in 1981. Initially it was run out of the kitchen a collective restaurant named Café a la Mode, located on 4th Avenue in Olympia, Washington. They made tofu from scratch, and used the okara from the tofu to make soysage, using a version of the recipe published in *The Farm Vegetarian Cookbook*. Initially these products were served in the restaurant (the okara was used in sandwiches), but by about June 1981, they had started delivering the Soysage to the local food co-op and to 1 or 2 local grocery stores in Olympia. When the restaurant was closed after a year of operation, the wholesale accounts still wanted Soysage, so Peter decided to keep the soy operation going and at that time, in Feb. 1982, he coined the term “Pacific Soyfoods.”

Peter stopped making tofu and bought his okara from a Korean-American tofu manufacturer named Boo Han in Lakewood, Washington. In the spring of 1982, Pacific Soyfoods’ landed its first wholesale account, Pacific Rim (formerly known as something like C.C. Grain), a collective wholesaler in Seattle, that delivered to the Puget Consumers Co-op (PCC) in Seattle. Soon thereafter he started selling to natural foods wholesalers, the first one based in Seattle and the second one based in Portland, Oregon. Then in 1983 he expanded his product line by adding to the Original Soysage, Italian and Mexican flavor, and changed from a fresh Saran wrap packaging to vacuum packaging. He expanded his distribution into the San Francisco Bay Area, first through Pacific Trading Co. (Mark Brawerman), then after he folded [sic, relocated], Ben Lee at Quong Hop & Co. took over the distribution. At one point, Quong Hop offered to set up a plant in the state of Washington with Peter overseeing it, in



order to reduce freight to Washington. Island Spring also distributed Peter's products, and he would sometimes get okara from them.

In about Nov. 1985 he introduced his first tofu burger, the Earthling Tofu Vegetable Burger. He bought the tofu for this burger from Boo Han.

On 1 April 1988 Peter sold Pacific Soyfoods to Ed Elin. At that time the company made four soyfood products: three flavors of Soysage, and Earthling Tofu Vegetable Burgers. Peter left and started Northwest Natural Foods, which makes Medallions, salmon or halibut patties/burgers with wild rice. He tried many times to make a salmon & tofu burger but was unable to get the right texture. (His phone number is now 206-866-9681.) Elin purchased his tofu and okara from Boo Han's, just up the road in Tacoma, Washington. About 12-15 months ago Boo Han changed hands; it is now named Hang Yang, owned by Mr. Choy, a Korean-American, who does not speak English—although his brother does. Hang Yang is very aggressive and doing well; he just upgraded to a new system.

Ed continued to make the same four products, and will be getting new labels (with some color changes) next week for two new flavors of burgers. To the Original Earthling, they will add a Barbecued Earthling and a Teriyaki Earthling. The Barbecued flavor should be on the market in late Feb. and the Teriyaki in March. His business is "growing so fast I can't believe it." His bestselling product is the tofu burger. He has also become distributor for other companies outside the region; he brings up and distributes Quong Hop's entire Soy Deli line. He plans to take on some tofu wieners and the JSL line of egg roll wraps and won-ton skins. By mid-summer he plans to have three of his own styles of tofu (soft, medium, and firm) private labeled by Han Yang.

He fully services his own products in about 175 supermarkets on a weekly or bi-weekly basis. His big accounts are Q.F.C. [Quality Food Centers, the big market in Seattle], and Safeway. He sells only in supers, no natural/health food stores. But he does sell his products to companies that distribute to natural/health food stores, such as NutriSource and the Mountain People's Warehouse down south. The business in natural food stores is too small. Address: 2948 29th Ave. S.W., Building 2C, Olympia, WA 98502. Phone: 206-943-6234.

**2424. Product Name:** 2 Quarter Pounders (100% Vegetable Meatfree Burgers).

**Manufacturer's Name:** Realeat Company Ltd.

**Manufacturer's Address:** Hayhill Industrial Estate, Barrow on Soar, Leics., England.

**Date of Introduction:** 1991 February.

**Ingredients:** Water, textured soya flour, vegetable oil (hydrogenated), onions, wheat gluten, wholewheat rusk, cellulose gum, natural flavors, sea salt, malt extract, spices, beetroot.

**Wt/Vol., Packaging, Price:** 227 gm paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm.: Energy 183 kCal (calories) / 767 kJoules, protein 12.0 gm, carbohydrate 6.3 gm, fat 12.4 gm, dietary fibre 6.8 gm.

**New Product–Documentation:** Label (carton) sent by Leah Leneman of Scotland. 1992. July. 4.5 by 9.5 by 1.1 inches. Reddish brown, orange, yellow, green, and black. Large color photo of the burger with buns and trimmings at bottom of front panel. "New recipe." Back panel: "Also available: Vegetable Bangers. Realeat Quarterpounders are a delicious and nutritious alternative to meat burgers. They have more protein, higher fibre and less fat than ordinary burgers and are free from artificial colours and preservatives. Quarterpounders are quick and easy to grill or fry and will not shrink when cooked. Guarantee: If for any reason you are dissatisfied with our product, please return the carton, stating why and where purchased, for a full no-quibble refund. Your statutory rights are not affected." 4 small color photos show the 2 burgers on plates with other foods ready to serve. UPC indicia.

**2425. Product Name:** Sunburger.

**Manufacturer's Name:** Sunfood Products.

**Manufacturer's Address:** Fort Lauderdale, Florida.

**Date of Introduction:** 1991 February.

**Ingredients:** Textured soy protein concentrate, vital wheat gluten (powdered, 75% protein, serves as a binder), natural flavorings, natural spices, fresh onion.

**New Product–Documentation:** Talk with Richard Gross. 1991. Sept. 3. He first developed the Sunburger in 1974 (which see). He bought the name back from one of the surviving parties who makes rugalach. He had been supplying the Sunburger to Tree of Life in boxes, and to other foodservice accounts. The new products uses soy protein concentrate instead of TVP; it is baked rather than fried. It has "no fat" (i.e. less than ½ gm of fat per serving). The quality and acceptance are good. New he has only one variety (plain), but he will add another flavor (like breakfast sausage) within the next week.

**2426. Product Name:** Meatless Healthy Bacon (Made with Tempeh).

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

**Date of Introduction:** 1991 February.

**Ingredients:** Soy tempeh (cultured organic soybeans, water), soy sauce (water, soybeans, whole wheat, salt), miso (soybeans, water, salt), dried yeast, beet powder for color, dehydrated onion, granulated garlic, natural liquid hickory smoke and spices.

**Wt/Vol., Packaging, Price:** 6.5 oz (184 gm) plastic pouch.

**How Stored:** Refrigerated, 45-60 day shelf life.



**Nutrition:** Per 1 oz.: Calories 27, protein 4 gm, carbohydrate 4 gm (incl. 3.3 g, dietary fiber), fat 1 gm, cholesterol 0 mg, sodium 310 mg.

**New Product–Documentation:** White Wave News. 1991. Vol. 4, No. 1. June. A photo shows the label. Like all White Wave products, Meatless Healthy Bacon is made with soybeans grown in accordance with Section 26569.11 of the California Healthy and Safety Code [i.e. organic soybeans]. A comparison of 1 oz. broiled / fried bacon (pork) with Meatless healthy Bacon shows: Fat: 14 gm vs. 1 gm. Saturated fat: 4.95 gm vs. 0.15 gm. Cholesterol: 24 mg vs. 0

mg.

Label sent by Lon Stromnes. 1991. July 30. 4.5 by 10.25 inches. Plastic pouch. Red, black, and yellow on white. “Cholesterol-free! Vegetarian breakfast strips. A great-tasting choice.”

Leaflet (black and white, single sided, 28 cm) sent by White Wave. 1993. June 22. “White Wave meat substitute fact sheet. White Wave now sells four meat substitutes: Meatless Healthy Franks, Meatless Healthy Links, Meatless Healthy Bologna, Meatless Healthy Bacon.” The main ingredient in each is organic tofu. Nutritional information about and all ingredients in each product are given.

2427. *Time*. 1991. To the roars of the herbivores: *Entrepreneurs*. 137:65. March 4.

• **Summary:** Discusses the Gardenburger. Developed by Paul Wenner, the president of Wholesome & Hearty Foods Inc. (Portland, Oregon), this meatless competitor of the hamburger contains mushrooms, onions, oats, brown rice, low-fat cheese, egg whites, bulgur wheat, walnuts, and seasonings pressed into a patty and baked. It contains only half the calories and one-fifth the fat of an ordinary hamburger. “Wenner expects to sell 8 million patties this year.” A small photo shows Wenner with a large photo of his Gardenburger.

2428. **Product Name:** Earthling Tofu Vegetable Burger [Barbecued, or Teriyaki].

**Manufacturer’s Name:** Pacific Soyfoods.

**Manufacturer’s Address:** 2948 29th Ave. S.W., Building 2C, Olympia, WA 98502. Phone: 206-943-6234.

**Date of Introduction:** 1991 March.

**Wt/Vol., Packaging, Price:** 8 oz. or 16 oz.

**New Product–Documentation:** Talk with Peter Lesser of Northwest Natural. 1991. Feb. 8. He plans to introduce these two new products in Feb. and March (respectively) 1991.

2429. **Product Name:** Vegetarian Sausages.

**Manufacturer’s Name:** Soy Works (The).

**Manufacturer’s Address:** P.O. Box 158 (Huffam Street), Motueka, South Island, New Zealand. Phone: 64-03-528-9170.

**Date of Introduction:** 1991 March.

**Ingredients:** Soy pulp (okara), soy protein, soy oil, breadcrumbs, potato starch, gluten, carrageenan (seaweed) gum, caramel, garlic, onions, herbs, spices.

**Wt/Vol., Packaging, Price:** 400 gm.

**New Product–Documentation:** Letter and business card sent by Jan Batchelar, owner. 1989. Nov. 8. “I am also looking to develop a vegetarian sausage from the okara.”

Letter (fax) and Label sent by Bruce Trevett and Jan Batchelar of The Soy Works. 1991. Aug. 5. “The Soy Works has been in operation since February 1983 producing tofu for the local market. Our most recent product is Vegetarian





Sausages which are selling extremely well.” The Label is 4.5 by 3 inches. The product is subtitled “A healthy alternative.” Atop the front panel is written: “No preservatives. No cholesterol. High protein. Low salt. No artificial flavours or colors. Pre-cooked. Dairy free.”

Real Label sent with letter by Bruce Trevett & Jan Batchelar. 1992. Jan. 23. Blue and green on white. The product was introduced in March 1991.

**2430. Product Name:** Spring Creek Great Balls of Tofu (Italian Flavored Meatless Meatballs).

**Manufacturer’s Name:** Spring Creek Natural Foods.

**Manufacturer’s Address:** 212-C East Main St., Spencer, WV 25726. Phone: 304-927-1815.

**Date of Introduction:** 1991 March.

**Ingredients:** Tofu, okara (both made from certified organic soybeans), whole wheat bread crumbs, walnuts, onion flakes, granulated garlic, parsley, sea salt, black pepper, tomato sauce.

**Wt/Vol., Packaging, Price:** 12 oz vacuum pack. Retail for \$3.65.

**How Stored:** Refrigerated.

**New Product–Documentation:** News release. 1990. Dec. 20. The product will be available on 1 March 1990. Talk with Bill Quick of Spring Creek. 1992. Jan. 10. This product is now out. It is meatless meat balls made with tofu, okara, bread crumbs, walnuts, and other minor ingredients in tomato sauce.

**2431. Product Name:** Pepper Steak Gluten, B.B.Q. Gluten, or Curry Gluten.

**Manufacturer’s Name:** Sprout Delights.

**Manufacturer’s Address:** 13090 N.W. 7th Ave., North Miami, FL 33168. Phone: 305-687-5880.

**Date of Introduction:** 1991 March.

**Wt/Vol., Packaging, Price:** 8 oz round plastic tubs with label on the snap-on lid.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Steve Bern of Sprout Delights in Miami. 1992. July 11. He introduced these seitan products, which have a Sloppy Joe consistency, in March 1991.

2432. Yakabushi, Konrad. 1991. Ontario soybean growers crushed by plant closing. *Toronto Star (Ontario, Canada)*. April 11. p. C1, C10.

• **Summary:** Last month Victory Soya Mills, Ontario’s largest soybean crusher, ceased operations and padlocked the doors of its plant on Lakeshore Blvd. East, thus closing a chapter in Toronto’s history.

For almost 50 years, “convoys of trucks had converged on Queen’s Quay during the dying days of Indian summer to unload” the harvest of many Ontario farms at the soybean crushing facility.

While some Toronto residents will hardly miss the mile-long traffic snarls, “the closure has left many others with a wistful sense that an annual rite of autumn and a historic Toronto landmark, are soon to be lost forever.”

But for many of Ontario’s 25,000 soybean farmers, whose crops were crushed by Victory Soya Mills, the plant closure raises more serious issues; where will they sell their crops in the future? Central Soya Co. Inc. (Fort Wayne, Indiana), the plant’s owner blames the demise “on several factors, including high municipal taxes, traffic problems and encroaching development on the city’s waterfront.” Bill Campbell, vice-president of processing at Central Soya, says the basic problem was that “the plant was unable to operate profitably in that environment.” The larger problem is that there is an excess of soybean crushing capacity in North America.

Soybean farmers point to federal policies aimed at promoting production of canola, a competing oilseed grown on the Prairies to the west. Even today, “Ottawa subsidizes the shipment of canola to Eastern Canada and, during the 1970s, handed out grants to encourage the construction of canola crushers in the West. Central Soya told the Ontario Soybean Growers’ Marketing Board that the plant might be spared if the Board could get the government to change some of those policies.

Built in 1944 during World War II, the plant was a key factor in the birth and development of Ontario’s (and Canada’s) soybean industry. Production rose rapidly during the 1970s “as continent-wide health concerns sparked a move away from animal fats to vegetable oils.” Soybeans even found their way onto Canadian dining tables in the form of margarine, salad and cooking oils, soyburgers, tofu, and soy flour in baked goods. Moreover, soybeans were increasingly used in industrial applications from printing

inks to paints, and soybean meal became the standard protein source in livestock and poultry feeds.

Today Ontario grows 95% of Canada's soybeans and 70% of these are grown in southwestern Ontario, which stretches further south than Detroit or Ann Arbor, Michigan.

Until last year, about 85% of Ontario's soybean crop was crushed in Canada yielding two value-added products: crude soybean oil and protein-rich soybean meal. But with the closure of Victory Soya Mills, about one-third of Canada's soybean crushing capacity and roughly 2 million bushels of soybean storage space have been eliminated, farmers will have to sell their soybeans anywhere they can.

Central Soya, which owns a smaller soybean crushing plant in Hamilton, Ontario, "says it is considering expanding that plant to make up for the lost capacity in Toronto.

The only other Canadian plant that crushes soybeans is ADM Agri-Industries, Ltd. (dba Maple Leaf Monarch), in Windsor, Ontario, owned by ADM of Decatur, Illinois.

It seems clear that the plant closure will hurt Ontario soybean farmers, in both the short and long terms. They may end up having more of their soybeans crushed in the United States and they will surely have to expand their markets overseas.

Photos show: (1) The Victory Soya Mills plant and silos. (2) Jim Allin, a soybean grower, standing next to a large sack of Pioneer brand soybean seed.

2433. Gaiser, Klaus. 1991. Re: Huegli acquires Soyastern, owned by Thomas Karas. Letter (fax) to William Shurtleff at Soyfoods Center, April 18. 1 p.

• **Summary:** Soyastern (Dorstener Tofu), owned by Thomas Karas, was acquired by Huegli a few days ago. Follow-up talk followed by letter (fax). 1991. June 26 and 28. In about Feb. 1991 Huegli Nahrungsmittel GmbH bought the Soyastern brand only, not the company. Soyastern Naturkost GmbH has now been moved into the same town as Huegli (address: Guettinger Str. 23, D-7760 Radolfzell, Germany), and the huge chicken factory in Dorsten, formerly occupied by Soyastern but never paid for completely, has been closed down and returned to the former owners. Yamato is producing part of Soyastern's products. The larger part has been taken over by some other factory which has been producing the tofu for Heirler (which Huegli now also owns). Alexander Moosmann from Huegli is managing director of the new Soyastern, and Thomas Karas (still located in Dorsten) works for him as director of sales and marketing for the health food market (*Naturkostmarkt*). Thomas' task is tofu product manager for the whole group/firm. Soyastern and Yamato are now working together to develop a strategy for selling more of their tofu and tofu products in Europe, primarily in the Reform market and natural/health food market. Yamato is committed to making all of their soy products from organically grown soybeans. Yamato plans to move into a larger factory soon to keep up

with their growing production. The plan now is to keep both the Yamato and Soyastern brands. The traditional/classical tofu products (such as basic tofu, smoked tofu, sprouts) will be sold under the Yamato brand, while the new/modernized European second-generation products (like tofu burgers) will be sold under the Soyastern brand. "The market for regular traditional tofu is limited and will stay limited in Germany. The growth potential lies in new, modernized second-generation European tofu products. Soybeans and soyfoods still do not yet have the best reputation here in Germany, for various reasons. Some people even think negatively of them." Things at Yamato and Soyastern are changing rapidly now but should have settled down within 6 months.

Huegli is now buying some spray dried tofu from a company in the USA or Canada. Shurtleff encourages Yamato to start making their own spray-dried tofu since this is a product which is growing very rapidly in the USA. Address: President, Yamato Tofuhaus GmbH, Rittweg 11/1, D-7400 Tuebingen-Hirschau, West Germany. Phone: 7071-71094.

2434. Harvest Direct, Inc. 1991. We couldn't keep the lid on taste this great! Introducing Midland Harvest (Ad). *Vegetarian Times*. April. Inside front cover.

• **Summary:** This full-page color ad introduces the all-new Midland Harvest Burger 'n Loaf and Taco Filling 'n Dip, both made with 100% vegetable protein. Three photos show the products used in favorite dishes. "100% Vegetable Protein."

This ad also appeared in *East West* (July/Aug. 1991, p. 37). Address: P.O. Box 4514, Decatur, Illinois 62525. Phone: 800-835-2867.

2435. **Product Name:** [Soy Beefsteak].

**Foreign Name:** Bistek de Soya.

**Manufacturer's Name:** Productos Alimenticios Soyavyn.

**Manufacturer's Address:** Planta Soyavyn, 2a Calle Poniente No. 2-4, Lourdes, Colón, Depto. La Libertad, El Salvador. Phone: 51-0705 or 23-3554.

**Date of Introduction:** 1991 April.

**Ingredients:** Incl. wheat gluten, soy flour, spices, and meat extract.

**New Product-Documentation:** Letter from Kris Duville of Productos Alimenticios Soyavyn. 1992. June 2. This product was launched in April 1991.

2436. **Product Name:** Lightlife Barbecue Grill (Vegetarian Tempeh Burger).

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 413-774-6001.

**Date of Introduction:** 1991 May.

**New Product-Documentation:** Talk with Michael Cohen. 1991. Sept. 17. This tempeh burger has a barbecued flavor. It



is marinated and packed with marinade in the package.

**2437. Product Name:** [GranoVita Organic Whole-Grain Tofu Ravioli].

**Foreign Name:** GranoVita Bio-Vollkorn Tofu-Ravioli.

**Manufacturer's Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1991 June.

**Ingredients:** Pasta shell: Whole wheat flour, egg, mineral water. Filling: Bio-Tofu (water, soybeans\*, calcium chloride), sea salt, fine bread crumbs, Parmesan cheese, spices. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 250 gm poly pouch. Retail for DM 2.98 (6/91, Hamburg, Germany).

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Protein 12.8 gm, fat 4.8 gm, usable carbohydrates 36.5 gm, calories (kcal) 240 (1021 kJoules).

**New Product–Documentation:** Label sent by Anthony Marrese of Hamburg. 1991. June. 6 by 7.5 inches. Poly pouch. Red, light green, and dark green on white. Illustration of a plate, spoon, and pot surrounded by green and red vegetables. “Vegetarian. Contains no meat.”

**2438. Product Name:** Traditional Foods Hickory Smoked Seitan, Seitan Curry, Seitan with Ginger, Seitan with Garlic & Herbs.

**Manufacturer's Name:** Santa Fe Organics.

**Manufacturer's Address:** 906 Locust St., Columbus, NC 28722. Phone: (704) 894-3132.

**Date of Introduction:** 1991 June.

**Ingredients:** Hickory smoked: Organic wheat flour\* & vegetable broth seasoned with whole bean soy sauce, onion, garlic, and natural hickory smoke. \* = Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

**Wt/Vol., Packaging, Price:** Retorted in a 1 pint (16 oz) glass jar with a 2-piece canning lid. Retail for \$3.99 on the East Coast.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Talk with Lenny Jacobs.

1991. Nov. 15. The Bellemes' new seitan products are now on the market. They are expensive but good. The Bellemes were going to spell seitan as “saytan” but they got a lot of flack from the idea and decided to drop it.

Talk with Jan Belleme. 1991. Nov. 14. Santa Fe Organics (run by John Belleme) started making four seitan products in June 1991. They are made from high-protein wheat flour. The plant is located near Rutherfordton, but not on their property. The principal owner of the business, who lives in Santa Fe, New Mexico, chose the business name. Starting the business took much longer and was much more complicated than expected. They do not yet have a brochure describing the products, but every distributor who has seen them immediately wants to carry them.

Small leaflet (3 panels each side. Each panel: 6.2 x 5 cm. Black, brown, and silver on white. Front and back) sent by John Belleme. 1991 June. “All about seitan.” One panel is: “Cooking with Seitan–Traditional Foods Seitan.” Another: “Try all Traditional Foods Heat & Serve Seitan Classics: Chili Beans with Seitan. Seitan Sloppy Joe. Smokey Mt. Seitan & Beans. Pasta Sauce with Seitan & Miso. Zesty Pasta & Grain Topping.”

**Seitan** has a delicious and hearty flavor and meaty texture. In fact, it is closer to meat in texture and taste than any other vegetarian food. Ground up, you can use it to make chili, burgers, sloppy joe, lasagna, tacos and sausage, just to name a few. In chunks or slices **Seitan** makes delicious pepper steaks, stews, pot pies, Stroganoff and sandwiches.

Our **Seitan** is made the slow traditional way. We first knead organic wheat flour to develop the gluten (protein). Then we gently simmer the gluten for 3 hours in a savory broth seasoned with rich, naturally-made whole bean soy sauce, vegetables and selected herbs. Enjoy!

*John & Jan Belleme*  
John & Jan Belleme Cookbook Authors and Food Columnists

**TRADITIONAL FOODS™**  
ALL NATURAL VEGETARIAN ENTREE

**Seitan with Ginger**

SEASONED WHEATMEAT  
Made with Organic Wheat Flour  
Cholesterol Free

Made in Small Batches from:  
**Organic Wheat Flour\* and Vegetable Broth Seasoned with Whole Bean Soy Sauce, Ginger, and Herbs**  
\*Organically Grown and Processed in accordance with section 26569.11 of the California Health and Safety Code

Refrigerate After Opening  
No Preservatives  
No Additives

Made By:  
**Santa Fe Organics**  
906 Locust St.  
Columbus, NC 28722  
(704) 894-3132

PLEASE RECYCLE THIS CONTAINER  
Printed on Recycled Paper  
©1991 Santa Fe Organics

NET WT. 16 OZ.

**Seitan** has a delicious and hearty flavor and meaty texture. In fact, it is closer to meat in texture and taste than any other vegetarian food. Ground up, you can use it to make chili, burgers, sloppy joe, lasagna, tacos and sausage, just to name a few. In chunks or slices **Seitan** makes delicious pepper steaks, stews, pot pies, Stroganoff and sandwiches.

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**TRADITIONAL FOODS™**  
ALL NATURAL VEGETARIAN ENTREE

**Hickory Smoked Seitan**

SEASONED WHEATMEAT  
Made with Organic Wheat Flour  
Cholesterol Free

Made in Small Batches from:  
**Organic Wheat Flour\* & Vegetable Broth Seasoned with Whole Bean Soy Sauce, Onion, Garlic, and Natural Hickory Smoke**  
\*Organically Grown and Processed in accordance with section 26569.11 of the California Health and Safety Code

Refrigerate After Opening  
No Preservatives  
No Additives

Made By:  
**Santa Fe Organics**  
906 Locust St.  
Columbus, NC 28722  
(704) 894-3132

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NET WT. 16 OZ.

Talk with John Belleme. 1992. March 7. He makes his seitan using a seitan machine that he ordered from Muso in Japan.

Talk with a reporter. 1992. March 12. John Belleme believes that it is not good to make seitan starting from vital wheat gluten, since the latter is made from white flour and the finished raw gluten does not absorb flavors nearly as well as raw gluten made from whole wheat. This reporter found that the Bellemes' products had a flavor and texture that was remarkably similar to that of meat.

Labels for all 4 products sent by Santa Fe Organics. 1992. April. 8 by 2.5 inches. Two pastel colors plus white. Illustration of ears of wheat. Hang tag (neckhanger: 2.5 x 2-inch, 6-panel leaflet) attached to neck of jar with a rubber band. "Seasoned Wheatmeal. All natural vegetarian entree. Please recycle this container. Printed on recycled paper. Copyright 1991 Santa Fe Organics."

**2439. Product Name:** California Dream Burger. Reamed Dream Burger in Aug. 1993.

**Manufacturer's Name:** Season's Harvest.

**Manufacturer's Address:** 52 Broadway, Somerville, MA 02145. Phone: 617-628-1182.

**Date of Introduction:** 1991 June.

**New Product–Documentation:** Talk with Ademar Reis. 1993. Nov. 29. He introduced this consumer retail product, made with tofu powder (purchased from Minnesota Waxy) and textured soy protein concentrate, in about June 1991. The name will soon be changed to Dreamburger so it can be copyrighted.

2440. Folkers, Doerte. 1991. Verbraucherwissen ueber Soja als Naehrstoffquelle und Lebensmittel [Consumer knowledge of soya as a source of nutrients and a food]. In: F. Meuser and P. Suckow, eds. 1991. Soja in Lebensmitteln: Vortraege 2. Hamburger Soja-Tagung. Berlin: Technische Universitaet Berlin, Institut fuer Lebensmitteltechnologie und Gaerungstechnologie–Getreidetechnologie. 171 p. See p. 9-21. [10 ref. Ger]

• **Summary:** Discusses German consumer attitudes toward soya and plant proteins based on surveys using 8 questions with 2,000 people in 1989. When asked which of 9 foods on a list were important sources of protein, those foods receiving the highest percentage of responses were fish (85.3%), meat (72.4%), soybeans (50.3%, up from 39.0% in 1978), and butter (41.0; even though it is mostly fat and contains almost no protein). When asked if people need more or less protein, 39.3% said "about the same as before," 33.6% said "more," and 25.5% said "less."

When asked if people should consume more plant protein or animal protein, 61.3% said more plant protein and therefore less animal protein, 19.5% said "same as before," 12.9% said that it makes no difference since "protein is protein," and 5.4% said more animal protein and therefore

less plant protein.

"One source of plant protein is the soybean. Do you know if the soybean is used as a food or in foods?" 48.3% said they did not know. 37.2% said yes, as a food. 28.0% said yes, in foods.

"Which foods are you aware of in which soya is used?" Soya oil 34.1%, in breads and baking 26.3%, soy sprouts 17.8%, soy sauce 14.6%, in convenience prepared foods (*Fertiggerichten*) 9.7%, in sausages and cold cuts 8.9%, in meat substitutes 7.7%, as soybeans 7.6%, in noodles and pasta 7.0%, tofu and tofu products 6.9%, soybean flour 5.9%, vegetables 5.8%, salads and raw foods 5.4%, soyburgers or patties (Soja-Bratlinge) 4.1%, soymilk 4.0%, other 15.0%.

"I will read you a list of foods in which soya is used. Please tell me if you have heard of it, tried it, or purchased it." (percentage responses): Soy oil 70.5%/24.2%/17.7%. Raw soy sprouts 55.5%/24.0%/14.4%. Soy sauce 54.5%/28.1%/17.6%. In bread 39.5%/19.6%/14.2%. In convenience prepared foods 28.5%/10.0%/6.5%. Soyburgers or patties 21.3%/7.3%/3.5%. Soymilk 19.4%/4.0%/1.8%. Tofu and tofu products 18.6%/7.6%/4.6%. In noodles or pasta 17.6%/5.9%/3.4%. Address: Inst. fuer Ernaehrungsoekonomie und -soziologie der Bundesforschungsanstalt fuer Ernaehrung, Stuttgart, Germany.

2441. MacNeil/Lehrer Newshour. 1991. Dwayne Andreas, ADM, Vege Burgers, and investing in the Soviet Union. Television broadcast. PBS. July 15. Based on a report by Paul Solman. [1 ref]\*

• **Summary:** The Café Grill in Moscow, one of the hottest restaurants east of Sweden, sells 4,500 Vege Burgers a day. Both the owners and the customers are Soviet, but the burgers are shipped from America's heartland. "The fabulously successful, cholesterol-free Vege Burger. Behind it stands a huge U.S. firm that could invest hundreds of millions of dollars in the USSR. You look at the success of a Vege Burger in the Soviet Union and you can imagine Mikhail Gorbachev thinking that his could look like ours here in the U.S. some day. All he needs is some time to turn the system around and enough capital. So as Gorbachev makes the rounds at the Economic Summit in London this week he's thinking about capital and how to raise it..."

"We went to see someone whom Gorbachev has turned to for advice since his days as Agriculture Minister, the head of the \$8,000 million Archer Daniels Midland Corporation, and incidentally the man behind the Vege Burger, known as Mr. Agribusiness, Dwayne Andreas," who has built an empire on the soybean. Its cheap, plentiful, and thus (he thinks) an ideal food for a hungry Soviet Union. He is actually selling Vege Burgers in the USSR. He notes that "we have shipped enough to the Soviet Union, and most of it is already sold, to make 14 million patties." And he has noticed, contrary to what is generally believed in this country, that the Soviet people have a lot of money on their pockets and



a lot of savings, partly because they have not had a lot of goods to buy. So there is a ready market for Vege Burgers and the rubles are available. To avoid getting stuck with lots of rubles that are not readily convertible to dollars, Andreas has set up a tricky bartering arrangement, essentially trading his Vege Burgers for petroleum, which will then be sold for dollars. Andreas hopes to put a patty freezing machine in literally every major Soviet city. Plus, he wants to build a processing plant like the one at corporate headquarters in Decatur, Illinois, that would be a \$100 million dollar investment all by itself. The main obstacle to Andreas is getting the Soviet Union to recognize the right of private ownership. That is the key. Once he has that right, he would keep the money in the Soviet Union rather than taking it out. The Soviets have got to make their country as comfortable as California for investors, “then we’ll all be glad to have assets there.” Andreas’ first small step in that direction is the Vege Burger, a staple at the ADM executive dining room in Decatur. The boss (Andreas) eats them at least 3 times a week. Solman remarks that his Vege Burger doesn’t taste any different from the hamburgers sold at McDonald’s, just a little smoother consistency. What does Andreas think are other main problems with the Soviet economy? It is far too centrally controlled. Fixed prices distort the market, created a black market, and cause farmers and housewives to hoard. The answer is a market economy. And the time to help the Soviets is now—while the window of opportunity is open. If it closes and things slide backwards, the West might have to wait another 70 years.

2442. Pringle, W. 1991. Soya protein, past experience & future potential. In: F. Meuser and P. Suckow, eds. 1991. Soja in Lebensmitteln: Vortraege 2. Hamburger Soja-Tagung. Berlin: Technische Universitaet Berlin, Institut fuer Lebensmitteltechnologie und Gaerungstechnologie–Getreidetechnologie. 171 p. See p. 153-59. [4 ref]

• **Summary:** Contents: Introduction. Potential uses of soya bean. Past product launches. Soya product as a foodstuff.

A certain Mr. Robert Whympier was probably the first person to show Europeans how the functional character of soya proteins could be exploited. He returned to England in 1923 after a trip to Japan with a suitcase full of soya beans and a head full of ideas. He carried out a series of experiments using soya flour as an ingredient of the dough in the breadmaking process. This work culminated in the granting of a British Patent in 1926. The patent described conditions of unusually vigorous dough mixing which allowed for the maximum inclusion of air. Very substantial improvements in the colour of the bread crumb and the volume and quality of the bread were observed. We now know that this bleaching and improving effect is a direct result of a coupled oxidation reaction involving the lipooxygenase enzyme present in the soya flour. The breadmaking industry of Europe now uses thousands of

tonnes of enzyme-active soya flour every year as a bread improver.

“The work of Whympier and his associates continued and in the early 1930’s a heat processed full fat soya flour appeared on the market.”

Henry Ford, a man of vision, initiated the next phase in the development of soya proteins for human food. In the early 1950’s [sic, mid-1930s] he put together a team to work on the isolation of pure protein from soya and the subsequent spinning of this protein into a stable fibre.” After his scientific team was disbanded, the expertise was not lost, for the scientists found places in food companies and began to look at the use of isolated soya proteins in the food industry. It is now well established that isolated soya proteins have functional uses for binding and emulsification, and for improving nutritional value. “More controversial and newsworthy was the attempt by the old Ford researchers to produce textured protein products to simulate meat and other traditional protein foods. They did this by two processes: (1) The spinning of isolate into fibres, using technology from the textile industry; (2) The extrusion of soya bean meal under conditions of high temperature and pressure... Branded food products based on these textured soya proteins were launched on the market in the late 1960s and all during the decade 1970-1980.”

During the early 1970s the future looked a little bleak due to the world population explosion, the world energy crisis (precipitated by OPEC), and the world food crisis (which was more specifically a protein crisis). The first World Soy Protein Conference, held in Munich in 1973 with over 1,000 delegates, was a very important affair. “The U.S. Secretary of Agriculture, Mr. Earl L. Butz, opened the conference. Senator Hubert Humphrey made a memorable inspirational address... I was there and I can tell you we all thought we could make a big impact on the world’s on the world’s problems by supplying textured soya protein.”

Against this background, many such products were launched in the U.K. in the mid-1970s by major food companies. All but Kesp were based on textured soya flour: 1975 Feb.—Mince Savour by Nestle; 1975 May—Country Meadow by Brooke Bond Oxo; 1976 Jan.—Soya Choice by Cadbury; 1976 April—Economince by Spillers; 1976 Sept.—Kesp by Courtaulds (made from spun soy protein fiber).

“All of the products enjoyed real success for a period of time. In particular Cadbury’s Soya Choice sold well for about three years in every area of the U.K. Sad to relate, however, all of them quietly and gradually lost sales and finally disappeared from the market. It is important to know why... People did not want a substitute food; this was a challenge to their security, a threat to the comfortable familiar world.” The consumers of today have become more “green.” “It is clear to me, the emotional conditioning that sees security in the consumption of traditional animal foods is being replaced by the more logical attitudes of a new

generation. The young people of today want to find ways to preserve the environment and they have an increased perception of health problems that may be caused by the consumption of animal products, especially animal fat. These and other factors are making vegetarianism more attractive.

“A recent Gallup poll has shown, in the U.K., that 3% of the total population are vegetarians. A total of 8.5% are either totally vegetarian or avoid red meat, and 9.3% of children are vegetarian. Vegetarianism has moved from being a refuge of cranks to being fashionable.”

A new product popular among yuppies is Quorn, a textured fungal protein, marketed by ICI and RHM via Sainsburys and other selected suppliers. Address: The British Arkady Co. Ltd., Manchester, England.

2443. Spaid, Elizabeth Levitan. 1991. Give me a burger—Hold the meat: A widening variety of dishes enliven the plant-based diets of today’s vegetarians. *Christian Science Monitor*. Aug. 1. p. 14.

• **Summary:** Vegetarian diets are no longer bland or uninteresting (if they ever were). Today’s vegetarians enjoy a rich variety of flavors, and sound nutrition. A new generation of vegetarian adults are raising their kids on healthy vegetarian or vegan diets. They also know more about nutrition. And a much wider variety of vegetarian foods and cookbooks are easily available. Almost every supermarket now carries tofu, frozen meat alternatives, all kinds of fruits and vegetables, breakfast cereals, etc. There are now alternatives to almost every meat, dairy, or egg product—from tofu dogs to soy cheese, from eggless mayonnaise to fake bacon made of tempeh—not to mention soy milk and soy ice cream. In short, there are a great many more things to eat in the plant kingdom than in the animal kingdom.

“Many people wince when they hear the word ‘vegetarian,’ thinking tofu (a cheese-like food made from soybeans) and salad are the staples of such a diet.” But vegetarians know this is a myth.

For many people discovering the rich, varied, and delicious flavors is a big discovery, a real and happy surprise. When many people decide to “go green” they also decide to give up meat, which is so destructive to the environment. Others believe it is ethically wrong to kill and eat animals. Still others believe that a vegetarian diet is more healthful.

Tofu can be used in a remarkable number of ways, and made to blend in so one doesn’t even know its tofu. Delicious sauces can be made out of “silken tofu and miso,” and people think they are eating some type of rich cream sauce.

2444. Kane, Marion. 1991. The cutting edge: Sink teeth into vegetarian fare. *Toronto Star (Ontario, Canada)*. Aug. 28. p. C3.

• **Summary:** At the seventh annual Vegetarian Food Faire at Harborfront’s York Quay Centre, there will be plenty of

mouth-watering food and info to get your teeth into. But there won’t be any meat.

The Faire will be held on Sept. 7 and 8, from 11 a.m. to 6 p.m., sponsored by the Toronto Vegetarian Association. It “addresses what the group calls the ‘four cornerstones of a vegetarian lifestyle: health, animal rights, environmental concerns and the elimination of world hunger.” Soy City Foods will be there to prepare barbecued veggie burgers, tempeh stew, vegetable curries, tofu pot pies, and non-dairy brownies.

Dr. David Jenkins, of the Univ. of Toronto’s nutrition department will explain the nutritional benefits of a vegetarian diet.

A large photo shows Penny Cassel of Soy City Foods as she shows off her Tempeh Reuben sandwich, a vegetarian delight. “Tempeh is an Asian food prepared by fermenting soybeans.”

2445. **Product Name:** Mushroom and Tofu Stroganoff.

**Manufacturer’s Name:** Culture Foods Ltd.

**Manufacturer’s Address:** 4 All Saints Workspaces, 75 Raleigh St., Nottingham NG7 4DL, England. Phone: (0602) 788963.

**Date of Introduction:** 1991 August.

**Wt/Vol., Packaging, Price:** 12 oz (340 gm) aluminum foil container with paperboard sleeve. Retail for £1.69.

**How Stored:** Frozen.

**New Product–Documentation:** Label sent by Alison J. Clark of Culture Foods Ltd. 1991. Aug. 23. 5.76 by 4.5 inches. Orange and turquoise blue on white. Heavy paper sleeve. Logo resembling the Vegetarian Society’s “V” but with a sunflower growing out of it. “No animal ingredients. Marinated tofu in a creamy mushroom sauce. No artificial additives of any kind. Tofu is a protein rich soya bean curd.” A letter adds that the company, a worker’s co-operative, sold its first order on 8 Aug. 1991.

2446. **Product Name:** Granose Vegetarian Wholefood Kitchen Vegetarian Sausages.

**Manufacturer’s Name:** Granose Foods Ltd.

**Manufacturer’s Address:** Stanborough Park, Watford, Herts., WD2 6JR, England.

**Date of Introduction:** 1991 August.

**Ingredients:** Water, textured defatted soya flour (defatted soya flour, iron, thiamin, riboflavin, vitamin B-12), hydrogenated vegetable oil, rusk, stabiliser (methyl cellulose, of plant origin), sea salt, hydrolysed vegetable protein, herbs, spices, colour (beetroot red).

**Wt/Vol., Packaging, Price:** 270 gm paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 100 gm.: Energy 190 kcal (calories; 790 kJ), protein 6.9 gm, carbohydrate 12 gm, fibre 4.5 gm, fat 13 gm.

**New Product–Documentation:** Part of label sent by Leah Leneman. 1992. Jan. 2. 6.5 by 3.75 by 1.12 inches. Black,





blue, white, and yellow on gray. Color photo of browned sausages on a plate with sliced tomatoes, green beans, and sliced browned potatoes. “Individually frozen sausages of seasoned soya protein. Six sausages. No artificial colours or preservatives.”

**2447. Product Name:** Veggie Life Burgers (Vegan Burgers).

**Manufacturer’s Name:** McLaud Partnership. Later renamed Laudisio & McClain Partnership.

**Manufacturer’s Address:** Made at Kitchens, Inc., San Rafael, CA 94901. Phone: (415) 927-0236.

**Date of Introduction:** 1991 August.

**Ingredients:** Brown rice, tofu, green peppers, onions, mushrooms, carrots, sunflower and sesame seeds, oat flour, vital wheat gluten, tamari, garlic.

**Wt/Vol., Packaging, Price:** 2 patties per 7 oz. retail pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter (typed on letterhead) from Steve Demos, owner of White Wave, to Leonardo Laudisio of Veggie Life, 46 Lucky Drive, Greenbrae, California 94904. 1992. July 20. Demos thanks Laudisio for a very enjoyable dinner with wine last week and summarizes their discussion. Veggie Life would like White Wave to manufacture, private label, and vacuum pack its baked and frozen Veggie Burger. White Wave believes that it can produce the product for about 16-29% less than it presently costs Veggie Life. Veggie life will supply all labels and boxes.

Natural Foods Merchandiser. 1993. May. p. 6. “White Wave purchases Veggie Life.” In March, White Wave, a soyfoods manufacturer in Boulder, Colorado, acquired

the rights to manufacture Veggie Life vegetarian burgers from Laudisio Veggie Life, also based in Boulder, for an undisclosed sum. “Laudisio president Leonard Laudisio has been retained by White Wave as corporate chef to market the tofu company’s products to food service providers.”

Talk with Leonardo Laudisio. 1993. May 21. He started this company in San Rafael, California, about 3 years ago and introduced Veggie Life in the summer of 1991. The original recipe was developed in New York and passed on to him. Originally tofu was the main ingredient, followed by brown rice. But some customers thought they would not like tofu, so Leonardo made brown rice the main ingredient, followed by tofu and vital wheat gluten. Initially he sold the product at Grateful Dead concerts (he followed the group around) and at performances sponsored by Bill Graham Presents.

Labels sent by Leonardo Laudisio. 1993. June 15. A 1-page photocopied leaflet (black on white) titled “Veggie Life Burgers: Bulk Price List” states that there are 9 units per vacuum pack, each 3.5 oz. and 4 inches in diameter. The price per pack is \$6.75. The product has a 30-day cold shelf life and is freezable. A label 4½ by 3¼ inches, black on white photocopy, bears the name Veggie Life Burgers: The healthy vegan\* alternative. It lists the ingredients shown above, \* = No eggs, meat, or dairy. Net weight per patty 3.5 oz. “Produced in Kitchens, Inc.; San Rafael, CA 94901. McLaud Partnership (415) 927-0236.

Note 1. McLaud is a name combining McLain and Laudisio. McLain was a person who helped in formulating the recipe, but who never actually became Laudisio’s partner; he could not stand the risk.

Note 2. This is the English-language document seen

(Nov. 2014) that contains the term “Veggie Life Burgers” (or “Veggie Life Burger”).

The second label is 3.75 by 3.25 inches. Black on white photocopy. “The healthy vegan\* alternative. Complete protein. Pre-baked, just heat in toaster, microwave, oven, on grill or barbecue. Perishable keep frozen or refrigerated. No preservatives, artificial colors, or colors.”

The third label, 4.5 inches in diameter, printed two on glossy leaflet, is similar to the second, except that the company name is now Laudisio & McLain Partnership. Below the label is written: “Veggie Life Burgers for a healthy body and environment. Colorado agent: 303-231-9938. California agent: 927-0236. Distributed by Natural Food Purveyors (415) 289-9522.” These patties were always retailed in 2 patties per pack. In the beginning they were sold fresh in the dairy case; later they were sold frozen.

The fourth label is 3 5/8 inches diameter. Self adhesive. Yellow and green, with a grain symbol curving around each side. The product name, subtitle, phone number, and ingredients are the same except that the “organic tofu” [not the soybeans] is said to be “Grown in accordance with California Organic Foods Act 1990.” The company now seems to be named “Veggie Life” and near the bottom of the label in small letters is written “Leonardo Laudisio.”

2448. Pickarski, Ron. 1991. *Friendly foods: Gourmet vegetarian cuisine*. Berkeley, California: Ten Speed Press. 277 p. Illust. Index. 23 cm. [23 ref]

• **Summary:** This is a stylish vegan cookbook, with a wealth of sophisticated and delectable soyfoods recipes. The author recommends only high-quality ingredients. Brother Ron grew up in Michigan and during high school spent time in the restaurant business flipping hamburgers. Later he became a Franciscan monk (OFM). A look at his own health revealed the need to change his diet. So Brother Ron changed to a natural vegetarian diet and experienced weight loss and renewed energy. Now he considers himself a food missionary—helping people transform their lives through food. Friendly foods are “foods that are friendly to our bodies, our pocket books, our busy schedules, and our environment.”

In the section on dairy-like products, the author recommends soy milk and some “tofu ice creams.” He recommends use of soy cheeses sparingly since they are high in fats (especially the softer types). He considers nondairy creamers to be a less healthful than their dairy counterparts, since they are high in saturated fats and artificial additives. “Typically, nondairy creamers contain corn syrup solids, partially hydrogenated vegetable oil (including coconut oil, cottonseed oil, palm oil, or palm kernel oil), sodium caseinate, sodium phosphates, mono- and diglycerides, sodium silico aluminate, and artificial color. I do not consider this type of product to be an example of a high-quality food.”

Soy-related recipes include: Marinated vegetables with

marinated tofu (p. 41). Shish kebabs (with marinated tofu, p. 42). Marinated tofu with scallions (p. 43). Gefilte tofu with horseradish and charoset sauce (p. 49-50). Zucchini bisque (with tofu, p. 66). Tofu wakame salad (p. 82). Tofu cottage cheese (p. 89). Vegan sour cream (with soy milk, p. 90). Soy mayonnaise (with tofu, p. 90). Silken tofu mayonnaise (p. 91). Lemon cream dressing (with tofu, p. 92). Oil-less miso dressing (with soy milk and white miso, p. 96).

In the chapter on entrees, there are detailed descriptions of tofu, tempeh, and seitan. Soysage (with cooked soybeans and soymilk, p. 105). “Meatballs” (with cooked soybeans, p. 107). American loaf (with silken tofu, p. 112-13). Tofu spinach pie (p. 120). Auberge Hanfield pie (with silken tofu, p. 121). Russian vegetable pie (with silken tofu and tofu cottage or ricotta cheese, p. 122). Greek moussaka (with tofu topping, p. 128-9). Sweet and sour tempeh (p. 133). Southern fried tofu (p. 134). Tofu Swiss steak (p. 135). Tempeh stew (p. 136). Thanksgiving day tofu (p. 137). Tofu Jamaican run down stew (p. 138). Tofu paneer (p. 139). Seitan (p. 140-43). Seitan à la Normandie (p. 144). New England boiled dinner (with tofu or seitan, p. 145). Seitan Parmesan (with vegan cheese made with tofu, p. 147-48). San Francisco stir-fry (with seitan or tofu, p. 151). Berner platte (with protein accompaniments made with tofu and Soysage, p. 155-56). Vegan Béarnaise sauce (with silken tofu, p. 161). Miso sauce (p. 164-65). Tahini lemon sauce (with silken tofu, p. 165). Steamed kale with lemon miso sauce (p. 176).

In the dessert section, there is mention to tofu chocolate as an alternative to chocolate. Carob cake (with tofu chocolate, p. 217). Chocolate cream couscous cake (with filling made with silken tofu, p. 220). Silken tofu chocolate “cheesecake” (p. 221). Key lime shamrock torte (with silken tofu, p. 222). Raspberry sabayon sauce (with silken tofu, p. 232). Tofu chocolate “buttercream” icing (p. 234). Tofu chocolate ganache (p. 234-35). Mocha grain coffee (with any grain coffee substitute, cocoa, brown rice syrup, and soy milk, p. 238). Christmas soy nog (with soy milk and lecithin granules, p. 238).

The last section of the book, titled “The Culinary Olympics,” gives recipes that Brother Ron prepared while competing in these Olympics, starting in 1978. These Olympics are held every four years at Frankfurt, Germany, by the International Cooks Society. The American Culinary Federation is the U.S. organization that promotes the competition. “In 1978 I won a gold medal in the national competition, which qualified me to compete in the 1980 Culinary Olympics. In 1980 I founded the American natural foods team and, with this team, international competition to gain widespread competition for vegetarian cuisine. In that year, I became the first professional vegetarian chef to compete in the Olympics and win a medal for totally vegetarian foods. I also competed in 1984 and 1988... My team won bronze and silver medals in all three years that we entered the competition.” Soy-related recipes dominate this



section, and include: Baked tofu pâtés (spinach, tarragon, or carrot, p. 241-42; won a bronze medal in 1984). Tofu and sea vegetable quenelles (beet, spinach, or carrot, p. 243-45; won a silver medal in 1988). New York cima roll (with tofu, p. 248-49; won a silver medal in 1988). Tofu seitan Wellington (p. 250-51; won a bronze medal in 1984). Vegan London broil (with seitan, miso, and tamari, p. 251-52; won a bronze medal in 1984). Southern blackened tempeh with tomato-apricot-ginger coulis (p. 253-54; won a silver medal in 1988). Carrot cream in squash shell (with soy milk and tofu, p. 255-56; won a silver medal in 1988). Chocolate squash confection (with Tofu Chocolate Ganache, p. 259-60; won a silver medal in 1988). Address: O.F.M., St. Anthony's Shrine.

2449. Cohen, Michael. 1991. Early work with soyfoods, The Farm, Laughing Grasshopper, New England Soy Dairy, and The Tempeh Works (Interview). *SoyaScan Notes*. Sept. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Michael's interest in soyfoods began in about 1971-72 when he became a vegetarian, while living communally with friends in Boston. He was interested in Eastern religions and philosophies, Ram Dass, Be Here Now, Hatha Yoga, etc. He probably tasted a little tofu at this time.

In early 1972, Michael took a trip to California, first met Stephen Gaskin, and got introduced to Stephen's Monday Night Class—a week before Stephen's community left (on 10 Feb. 1971) for Tennessee to buy the land that in Sept. 1971 would become The Farm. Michael returned to Boston and worked for the next 9 months to save money. In 1973 he left the USA for a year to travel on an undirected personal spiritual adventure to India, Israel, and the Middle East. While he was in India, various people in Boston with whom he was living communally got more closely involved with The Farm in Tennessee.

In the summer of 1974 Michael moved from Boston to Amherst, Massachusetts, where he got involved in a vegetarian, natural foods restaurant named Equinox. It was a 4-person partnership founded by Judy Roberts (who later married Tom Timmins); Michael was their first employee. Eventually he became a partner. The main dishes in this small natural foods luncheonette were soups, sandwiches, and salads. They occasionally prepared a soy burger from soybeans or a stir-fry tofu dinner entree. Michael worked there for about a year until there were 6-7 partners, then he and his girlfriend (Shelley Moore, who was also working there and was to become his first wife) decided (as did Judy Roberts) to leave. The restaurant soon moved into very large quarters, took on large debts, and eventually went bankrupt.

Michael and Shelley (who was from Memphis, Tennessee) left for a short tour of the southeastern United States. For most of the next 2 years he lived on The Farm in three different locations. Starting in late 1974 he and Shelley lived for 7 months on the 40-acre Virginia Farm, a satellite

of the Tennessee Farm in Louisa, Virginia. During that time Michael and Shelley were married. Soybeans were grown along with vegetables and corn on this farm, and the women made soymilk in the kitchen at least twice a week and (as a treat) tofu and/or soyburgers (from mashed soybeans) every week or two. All meals were strictly vegetarian, with no dairy products or eggs. Soymilk was a staple in the diet.

Then they moved to Brattleboro, Vermont, and lived for 1-2 months with Tom and Judy Timmins in their home. Tom was working for Llama, Toucan & Crow, a worker-owned natural foods distributor. Michael then got a job working for Llama. About 6 months later, Llama (which was not making it financially) sold out to their current owner, Barclay McFadden of Stow Mills. At the time of the sale, Tom left Llama and went into partnership with Ira Leviton and Kathy Whelan in the Laughing Grasshopper Tofu Shop.

By this time Michael and Shelley had become much more interested in tofu; they were eating it frequently, had gotten a copy of *The Book of Tofu* by Shurtleff and Aoyagi, and were thinking / dreaming about starting their own small tofu plant in Brattleboro—40 miles from Laughing Grasshopper in Millers Falls. Tom Timmins convinced Michael to become a partner in Laughing Grasshopper rather than becoming a nearby competitor. So Tom left Llama, made a couple of runs into Boston driving the Laughing Grasshopper van to distribute the tofu and feel out the company, and in Feb. 1977 paid \$2,000 to \$2,500 to become a partner in Laughing Grasshopper. He did mostly production, but also delivered tofu to Boston and went to stores to try to pick up new accounts. Tom was more the “numbers person” and Ira fancied himself to be “the tofu master.” It all worked pretty well. The company had only one product—nigari tofu. Michael does not recall them making or distributing any tofu pies or cheesecakes.

During this period, from early spring until June, Michael and his family lived on a local satellite of The Farm in Montague, Massachusetts, next to Millers Falls.

In Nov. 1977 Laughing Grasshopper moved to Greenfield and changed its name to New England Soy Dairy. At that time Steve Hassell was brought in as a controlling partner; he invested \$40,000 in the company—money which the company needed and did not feel it could obtain from a bank. On 20 November 1976 Michael and Shelley had their first child. Ira told Michael, “I just hope you have your child on a Saturday so that it doesn't interfere with work.”

Shortly after the move to Greenfield, before the company got back into tofu production, Michael decided to take a temporary leave of absence from the company, in part because he and Shelley decided they wanted to have their second child (soon to be born) on The Farm in Summertown, Tennessee. Michael left in June 1978 and Joshua was born in September. They stayed on The Farm until Nov. 1978. After living in Summertown for several weeks Michael and Shelley (as was the custom) donated all of their savings

(about \$5,000) to The Farm—permanently.

On The Farm, because of his experience at Laughing Grasshopper, Michael was considered to be a fairly knowledgeable soy person, so he went to work in the soy dairy, where the main product was soymilk (fortified with vitamin B-12 and usually sweetened with sugar); a little tofu was made occasionally. After Michael arrived, the soy dairy started making much more tofu for the 1,850 Farm residents. Typically they now made tofu twice a week, and 500 pounds each time. The people loved it. No single person in the Soy Dairy was particularly knowledgeable in making soyfoods; it was run by a rotating crew. Tempeh was made in a separate building, the Lab, by Cynthia Bates and Alexander Lyon. Michael had first learned of tempeh when he, Ira, and Tom had visited Dr. Keith Steinkraus at Cornell Univ. But at The Farm he first had a chance to taste it (“It knocked my socks off”); unfortunately, he never had a chance to make tempeh on The Farm. Michael found the experience at The Farm, with its many equipment breakdowns, extreme poverty, and wasted time to be very frustrating; he was used to running a business efficiently.

After 5-6 months, in Nov. 1978, Michael and his family left The Farm—penniless. Returning to live briefly at the Montague Farm and work at New England Soy Dairy, he found that there was no solid position for him, so he was put in a temporary R&D position. But after a month or two, the Soy Dairy no longer felt like the place he wanted to live and work. Fortunately in Jan. 1979, Michael’s father offered to lend him \$30,000 to start his own business. A year earlier, Bernie Cohen at the Montague Farm had invited Michael to join in starting a tempeh business, but Michael declined saying, “It will never fly.” But this time, within a few weeks, Michael decided to establish The Tempeh Works. The Soy Dairy partners were supportive of Michael’s leaving, especially since they planned to focus on dairylike products and no longer planned to make tempeh. In March of 1979 Michael rented a space for the business in Greenfield and he made his first batch of tempeh there in July. It was served at the annual Soycrafters Convention in Amherst. The company began regular production in September 1979. The Tempeh Works was America’s first Caucasian-run company to make only tempeh in a commercial building. Address: President, Lightlife Foods Inc., P.O. Box 870, Greenfield, Massachusetts 01302. Phone: 413-774-6001.

2450. Cohen, Michael. 1991. Recent developments at Lightlife Foods (Interview). *SoyaScan Notes*. Sept. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Since it began making soy tempeh as The Tempeh Works in 1979, Lightlife Foods has evolved into a company that each year receives about half its income from tempeh and half from tofu. At the peak of hot dog season, 65-70% of sales may come from Tofu Pups and other tofu-based products. In response to tempeh burgers

and 5-grain tempeh air-freighted in from California, The Tempeh Works launched 3-Grain Tempeh in May 1982, New England Tempeh Burgers in July 1982, and a line of early Tempté spreads in early 1984. Based on projected growth in sales, the company borrowed \$250,000—a large amount for relatively small company. They moved into a new building in the summer of 1984, and actually purchased it in the summer of 1985. This is the building they are located in now.

With new large payments of interest and principal, the company experienced increase competition from other tempeh companies (Appropriate Foods, Soyfoods Unlimited) plus a slowing in growth of the total tempeh market. To try survive with minimal capital investment, Michael proposed to Bob Davis of Light Foods that The Tempeh Works serve as a master distributor of Bob’s Light Links (a tofu hot dog made in Sacramento, California, and shipped frozen to Massachusetts). Michael sent the Light Links to his distributors along with orders for his tempeh products. Soon problems developed. First, Light Links contained eggs and Michael was getting many requests for eggless tofu hot dogs. Second, in the peak summer season, many of Michael’s orders for Light Links were either not fulfilled or delayed 2-3 weeks; this created a bad relationship for him and the accounts that carried his tempeh. Third, Light Foods did very little promotion of its Light Links by offering discounts, whereas Tempeh Works did lots of discounting—creating more problems with retailers or even lower margins for Michael on the Light Links. In addition, as soon as Michael started to sell a lot of tofu hot dogs and realized what low margins he was earning, he started to think about making such a product himself. One day Tom Timmins of New England Soy Dairy (a large local tofu maker) and Michael sat down at Tom’s kitchen table and worked out a plan for Tempeh Works making their own tofu hot dog. But since he had no money to buy equipment, Michael then went to the National Rural Development and Finance Corp., a federally-funded economic development organization in Washington, DC. They had picked Massachusetts as one of their 4 demonstration states. Michael got a loan for \$50,000 based on a plan to build the tofu hot dog to a point where he could carry the debt of increasing the size of their plant buying their own equipment. The plan went like clockwork. Lightlife Meatless Tofu Pups were launched in Sept. 1985. For the first 2-2½ years, they were co-packed at a plant about one hour away, then they were made entirely in-house. On 14 Oct. 1987, reflecting the new diversification, the name of The Tempeh Works was changed to Lightlife Foods, Inc. After a year’s work, Michael pulled together a \$750,000 loan package in May 1988, rolling his former \$250,000 loan into it. Today the company is in good shape.

Today, the company’s best tempeh products are: (1) The 3-product line of tempeh grills (marinated tempeh burgers, in American, lemon, and barbecue flavors); the three outsell soy tempeh two-to-one. The 18-burger institutional



packs, 3 packs per case, also sells very well to natural foods restaurants, retail stores with a lunch counter, and colleges. (2) Soy tempeh (both in a retail and institutional sizes). Many colleges use it in a stir fry, stroganoff, breaded cutlets with mushroom gravy, etc. During the last year Lightlife has had a full-time sales person developing the institutional market. (3) Fakin' Bacon. In addition, Lightlife has just picked up its first airline account. People like tempeh but its unsightliness (mold on the surface) is a big barrier. So second-generation tempeh products are the answer to this problem.

Of Lightlife's tofu products, Tofu Pups are by far the best-seller. They are a "mega-product" for the company. The next best seller is Lean Links Italian, then Foney Baloney.

Looking at the company as a whole, it is in great shape. The past year "has been an absolutely superb year for us." Sales are rising every month and the future looks bright. The big gambles that Michael has taken with large loans have really paid off. The company is now well organized and tight at all levels, especially the core group of around 8 people. "We run a tight ship and we don't spend a dime that is not going to make us money. We're careful. We've taken it slow. One big mistake was taking on a frozen natural cookie dough, totally outside the company's field. We almost lost our shirts on it in a big way. We're committed to bringing out 3-4 new products a year. We're also realizing that the natural foods business is a good one. We're not as interested as we once were in banging our heads against a wall trying to get into supermarkets. If they want us, we're glad to go in, but we're not going to pay them \$5,000 to \$10,000 per product to get in."

Looking at the next 5 years, the growth appears to lie in prepared (second-generation) products, both in the retail and institutional markets. Address: President, Lightlife Foods Inc., P.O. Box 870, Greenfield, Massachusetts 01302. Phone: 413-774-6001.

2451. Archer Daniels Midland Co. 1991. Annual report. P.O. Box 1470, Decatur, IL 62525. 33 p. Sept.

• **Summary:** Net sales and other operating income for 1991 (year ended June 30) were \$8,468 million, up 9.2% from 1990. Net earnings for 1991 were \$466.7 million, down 3.5% from 1990. Shareholders' equity (net worth) is \$3,922 million, up 9.8% from 1990.

"Foreign oilseeds operations were strengthened with the acquisition of a major softseed plant in Erith, U.K., and several plants in Canada. Soy protein facilities currently being added to the Europort plant in The Netherlands should be in operation by year's end and a marketing arrangement to supply Lodens Croklaan, B.V., with soy protein concentrate gives the plant a good production base to begin operations."

"ADM now operates 136 U.S. processing plants and owns, or has an ownership interest in, 34 foreign plants in seven countries. The Company 149 terminal, country, and

river grain elevators." A 2-page color photo (p. 2-3) shows "ADM's Europort plant, near Rotterdam, the world's largest soybean processing facility. Construction is underway for the addition of a vegetable oil refinery, soy protein plants and a second cogeneration unit." ADM's "oilseed processing operations operated at lower profit levels. Export margins were reduced due to heavily subsidized South American and European oilseed product sales."

"The protein specialties division expanded its position as the world's largest supplier of value-added soy proteins this year. Construction began on a facility at Europort to produce soy protein concentrates, isolated soy proteins and the specialized raw material from which these products are formulated. The facility will serve the growing demand in Europe and the USSR for food and animal feed ingredients.

"ADM will produce a line of soy protein concentrates which Lodens Croklaan will market to the animal feed industry in Western Europe. The combination of ADM's production technology and Lodens Croklaan's leadership position in the animal feed ingredient market will provide a major improvement in efficiency. Products will be supplied from the Europort facility.

"Consumer acceptance of the all-vegetable protein food item, Midland Harvest's Harvest Burger, has been encouraging and exceeds expectations. This low-fat, cholesterol-free, reduced calorie product is being sold in selected U.S. markets and in several international markets, notably England and other European Community countries, the USSR, Czechoslovakia, Finland, Mexico and Canada.

"Haldane Food Groups acquired two additional companies: Granose Foods Ltd., a pioneer in the health food industry, and Unisoya [on 21 Dec. 1990], a soya milk production company. Additional bottling capacity was installed at Saucemasters Limited when the company moved operations to a larger facility shared with Snackmasters Limited, a newly formed company manufacturing snack meals. These TVP-based products are used with either noodles or rice and are sold through supermarkets and health food stores. Genice Limited added more yogurts and non-dairy ice creams to its product range. Frozen meals from both Vegetarian Cuisine Limited and Vegetarian Feasts Limited increased their market share. Production at the leased Coventry factory was transferred to the Granose factory at Newport Pagnell, where additional land is available for further expansion."

Page 32 lists the many ADM divisions worldwide. In Europe, key soyfoods-related divisions are: The British Arkady Co. Ltd. (William Pringle, Division Director), and ADM International Ltd. (John R. Mahlich, Managing Director). Both are located in the UK. Note: The Haldane Foods Group (Peter Fitch, Managing Director), which is currently under British Arkady, will soon become an independent division. Since 1985 Peter Fitch and John Mahlich have skillfully acquired 11 of England's most

important natural-, vegetarian-, and soyfood manufacturing companies to make the Haldane Foods Group unique in the world as a professional, efficient, and innovative group with a very promising future in a rapidly growing market.

Note: In Dec. 1990, ADM started making soy protein concentrates at its plant in Europoort, Netherlands. Address: Decatur, Illinois.

2452. Archer Daniels Midland Co. 1991. Introducing Midland Harvest: The great taste of good health! (Leaflet). Decatur, Illinois. 28 x 11 cm. Catalog.

• **Summary:** This full-color dome-shaped leaflet describing the Midland Harvest products comes in the shape of a vertically-oriented rectangle that is rounded at the top. It is not a mail order catalog. Color photos (p. 1) show a Harvest Burger, Taco Filling 'n Dip, and Burger 'n Loaf. At the bottom are written: Cholesterol free. Low fat. High protein. Low calories. Dietary fiber. Microwaveable.

The two inside panels show the four frozen and four shelf stable dry mix Midland Harvest products. Frozen: Harvest Burgers in Original, Italian Style, and Taco Flavors plus Breakfast Patties–Sausage style. Shelf Stable: Burger 'n Loaf in Original, Italian Style, and Herbs & Spice, plus Taco Filling 'n Dip. “Consumers are buying healthier foods: 4 out of 10 consumers have changed their eating habits because of nutritional concerns. 98 million Americans have a cholesterol count over 200.” In these healthy products, less than 30% of the calories come from fat. “Complete marketing support: An \$18 million national television advertising campaign. Professional in-store demonstrations. Trade and merchandising allowances available. Colorful, eye-catching, free-standing POP pieces that sell, sell, sell! Newspaper ROP (Run of Press = newspaper ad), Sunday FSI (free standing insert), and demo coupons.

The back panel explains the products that are available in food service packs, by mail order, or for the retail trade, with phone numbers for the last two categories.

Talk with Lee Lensch of ADM. 1994. March 4. This promotional piece was developed by ADM for use as a handout at trade shows to give to supermarket and foodservice buyers who came by the ADM booth. This unrelated to Harvest Direct. Address: Decatur, Illinois. Phone: 1-800-637-5850.

2453. **Product Name:** Chia's Chili (Meatless; With Tempeh).

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 413-774-6001.

**Date of Introduction:** 1991 September.

**Wt/Vol., Packaging, Price:** 13 oz deli container.

**How Stored:** Refrigerated, 60 day shelf life.

**New Product–Documentation:** Talk with Michael Cohen. 1991. Sept. 17. This was introduced last week at the NFM

trade show in Baltimore, Maryland. Ad and Spot in Natural Foods Merchandiser. 1992. Feb. p. 24 and 38. Ad is titled “Chill out and get sloppy.” “Lightlife introduces two great new heat & eat vegetarian entrees: Chia's Chili and Classic Sloppy J. Flavor too fresh to find in a can.”

2454. **Product Name:** Classic Sloppy J. (Meatless; With Tempeh).

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 413-774-6001.

**Date of Introduction:** 1991 September.

**Wt/Vol., Packaging, Price:** 13 oz plastic deli container.

**How Stored:** Refrigerated, 60 day shelf life.

**New Product–Documentation:** Talk with Michael Cohen. 1991. Sept. 17. This version of Tempeh Sloppy Joe was introduced last week at the NFM trade show in Baltimore, Maryland. Ad and Spot in Natural Foods Merchandiser. 1992. Feb. p. 24 and 38. Ad is titled “Chill out and get sloppy.” “Lightlife introduces two great new heat & eat vegetarian entrees: Chia's Chili and Classic Sloppy J. Flavor too fresh to find in a can.”

2455. Nishimoto, Miyoko. 1991. The now and Zen epicure: Gourmet cuisine for the enlightened palate. Summertown, Tennessee: The Book Publishing Co. 250 p. Color photos. Index. 24 x 21 cm.

• **Summary:** This is a gorgeous, delightful vegan cookbook (though it uses honey), loaded with color photos. Most recipes, designed for entertaining, embody an atmosphere of elegance with a sense of fun, capturing the best of traditional European cuisine, offering gourmet recipes with an element of Japanese style, simplicity, and flavor. Each recipe is accompanied by a nutritional analysis, and most are remarkably low in fat.

The author is founder and owner of the Now & Zen Bakery (1838 Golden Gate Ave., San Francisco, CA 94115) which is well known for its tofu cheesecakes and other delights, and which sells dried okara. She is also a jazz vocalist and vegetarian chef. Born in Japan to a Japanese mother and an American father, she moved to Mill Valley, California, with her parents when she was age 7 and became a vegetarian at age 12. A photo on the rear cover shows Miyoko Nishimoto. She shows great virtuosity in the use of soyfoods—and wheat gluten. The section on ingredients contains excellent, detailed information on miso, nut milks and creams (almond milk and cashew milk, which the author prefers for some uses to soymilk), agar, okara, soy milk and soy cream, soy sauce, soy sour cream, soy yogurt, tamari, tempeh, tofu, frozen tofu, and pressed tofu.

Soy-related recipes include: Tofu “cheese” (p. 32). Tofu “boursin” or herb-garlic cheese ball (p. 33). Tofu “feta” cheese (p. 35). Tofu cream cheese spread with herbs (p. 36). Eggplant and tofu pâté (p. 51). Smoked tofu, mushroom, and



garlic canapés (p. 53). Tofu “mornay” sauce (p. 65). Tofu aioli (p. 82). An introduction to quick and tasty tofu cream soups is given on p. 108. Each of the following cream soups contain tofu. Cream of pumpkin soup (p. 109). Cream of corn soup (p. 110). Cream of green pea soup (p. 111).

Mediterranean eggplant and tofu gratin (p. 115). Tofu burgers suprême (p. 118). Creamy tempeh curry (p. 119). Tempeh mexicali (p. 121). Sweet and sour tofu (p. 122-23). Whole cabbage with hearty tempeh stuffing (p. 124-25). Herbed soybean casserole or stew (p. 132). Savory tempeh and vegetable stew (p. 134-35). Tofu bourguignon (p. 138-39). Homemade tofu pasta (p. 142-43). Ginger tempeh with green peppers (p. 145). Homemade gluten, Tempeh and gluten burgers, and the Great gluten turkey with dressing (p. 150-160). Tempura tofu (p. 163). Marinated tofu (p. 164). Smoky marinated tofu (p. 165). Believable bacon (with tofu, p. 166). Beans and “bacon” casserole (with tofu, p. 167). Orange-soy dressing (p. 177). Tofu sour cream (p. 179). Tofu mayonnaise (p. 180). Tofu thousand island dressing (p. 182). Tropical coconut banana ice cream or sauce (with tofu, p. 212). A different pumpkin ice cream (with tofu, p. 213). Italian cheese-less cake (with tofu, p. 216). Cashew cheesecake (with tofu, p. 217). Tofu crème (p. 218).

For a lengthy and very positive review of this book by Carol Flinders, see *Vegetarian Times* Nov. 1991, p. 86-87. Address: San Francisco, California.

2456. Gibson, Richard. 1991. Restaurants beef up vegetarian menus. *Wall Street Journal*. Oct. 15. p. B1.

• **Summary:** “Vegetarianism is in at the nation’s restaurants. From trendy cafes to traditional fast-food outlets, eating green is shaking off its bean-sprouts image and taking hold as a popular alternative cuisine. The meatless movement, nurtured by a growing cut-the-fat health consciousness, has chefs reaching for their recipe files.”

“A recent survey commissioned by the National Restaurant Association found that while only 5% of those queried regarded themselves as vegetarians, 20% said they would prefer a restaurant offering meatless items when dining out.”

“Vegetarian fare’s popularity is growing for several reasons, including greater nutrition awareness, worries about meat-transmitted diseases, the rising influence of Asian cooking, and concern over animal rights.”

An important supplier of the new market is Wholesome & Hearty Foods Inc. of Portland, Oregon. In Britain, Burger King sells a soy-based burger that accounts for about 6% of sales. Address: Staff reporter.

2457. **Product Name:** Cauldron Foods Tofuloni [Country, or Spicy].

**Manufacturer’s Name:** Cauldron Foods Ltd.

**Manufacturer’s Address:** 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol, Avon, BS3 2TL,

England. Phone: (0272) 632835.

**Date of Introduction:** 1991 October.

**Ingredients:** 1994: Original tofu (water, soya beans, calcium sulphate), hydrogenated vegetable oil, potato starch, wheat flour, rusk, maize starch, mixed cereal grains, onion, carrot, peppers, hydrolysed vegetable protein, yeast extract, salt, dextrose, ascorbic acid, herbs, spices.

**Wt/Vol., Packaging, Price:** 1 sausage per 113 gm chub pack. Retails for £0.75.

**How Stored:** Refrigerated.

**New Product–Documentation:** Spot in *SoyaFoods*. 1991. 2(2):7. “Tofuloni–The veggie salami.” Photos show both packages and labels. The product, made from a blend of smoked tofu and seasonings, was introduced in a pre-sliced form in 1989. Spot in *SoyaFoods*. 1993. 4(3):5. “Tofuloni in new chub size.” “Cauldron Foods Tofuloni is now available in 113 gm unsliced chub sizes in addition to the popular sliced version.” It comes in two flavors: Spicy and Country. A photo shows packages of the two flavors.

Label for Country flavor sent by David Greenslade. 1994. Oct. 2.5 by 4.5 inches. Green and black on white. Color photo shows round slices of Tofuloni on a plate with a slice of bread. Retails for £0.92 in Oct. 1994. Cauldron Foods Ltd is now in Portishead, Bristol.

2458. **Product Name:** Tofu Burgers [Organic Tofu & Fresh Vegetables, Savory Nut, Spicy Mixed Bean, or Curry and Coconut].

**Manufacturer’s Name:** Dragonfly Kitchen.

**Manufacturer’s Address:** 19A Riverside Buildings, Staverton Bridge Mill, Totnes, Devon TQ9 6AQ, England. Phone: (0803) 865667.

**Date of Introduction:** 1991 October.

**Ingredients:** Curry and Coconut: Okara\*, brown rice\*, tofu\*, onion\*, carrots\*, raisins, coconut, tomato puree, shoyu, herbs, spices, sea salt, sunflower oil. \* = Organic.

**Wt/Vol., Packaging, Price:** 200 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Four Labels sent by Simon and Dawn Boreham of Dragonfly Foods. 1991. Nov. 1. 3 inches diameter. Self adhesive. One color on white. “Dragonfly original recipe. With Soya bean, fibre and protein, naturally. Store below 4°C. Ready cooked. Delicious hot or cold. Heat right through. Freeze once only.”

Talk with Simon Boreham. 1999. Dec. 7. These meatless burgers are now called “Beanies” and the company has ten recipes or varieties. On 1 Jan. 1994 the company moved to its present address: 2A Mardle Way, Buckfastleigh, Devon TQ11 0NR, England. Phone: +44 1364 642700.

2459. **Product Name:** Midland Harvest Sloppy Joe Fixin’s.

**Manufacturer’s Name:** Harvest Direct, Inc. Made in Decatur, Illinois, by Archer Daniels Midland Co.

**Manufacturer’s Address:** P.O. Box 4514, Decatur, Illinois

62525. Phone: 800-637-5850.

**Date of Introduction:** 1991 October.

**Ingredients:** Soy protein concentrate [textured], vinegar powder (maltodextrin, distilled vinegar), dry onions, partially hydrogenated corn oil, modified food starch, dry red and green peppers, spices, sugar, dry worcestershire sauce, dry molasses, natural flavor, natural smoke flavor (maltodextrin, salt, natural flavors, modified food starch, corn syrup solids), garlic powder, citric acid, zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate (vitamin B-1), pyridoxine hydrochloride (vitamin B-6), riboflavin (vitamin B-2), cyanocobalamin (vitamin B-12).

**Wt/Vol., Packaging, Price:** 4 oz foil pouch.

**How Stored:** Shelf stable.

**Nutrition:** Original: Per 0.8 oz dry (5 servings per packet): Calories 80, protein 8 gm, carbohydrates 8.8 gm, total dietary fiber 1 gm, fat (total) 1.7 gm (saturates 0.5 gm, monounsaturates 1.1 gm, polyunsaturates 0.1 gm), % calories from fat 19, cholesterol 0 mg, sodium 165 mg, potassium 360 mg.

**New Product–Documentation:** Talk with Lee Lensch of ADM. 1991. Dec. 16. This product is sold only through ADM's direct mail company named Harvest Direct. The company sells only ADM's dry mixes. This product was introduced in Oct. 1991. The 4 oz of dry mix makes about 16 oz (1 lb) of finished product. Add water plus 4 oz tomato sauce.

Ad in Vegetarian Times. 1992. Jan. p. 16. "Harvest's got it!" "Midland Harvest now comes in seven flavors: Original, Taco, Herbs and Spice, Curry, Italian, Sloppy Joe Fixin's, and Chili Fixin's. Call Harvest Direct at 1-800-835-2867 for a free 16-page catalog."

Label sent by ADM. 1991. Dec. 17. 5.25 by 3.75 inches. Self adhesive. Reddish brown on white. "Cholesterol free. Low fat. All-vegetable protein. Microwaveable. A delicious, healthy Sloppy Joe based on a savory blend of vegetable protein concentrate and traditional Sloppy Joe flavors. The only ingredients you add are water and tomato sauce. The result is a tasty 'ground meat' type Sloppy Joe."

**2460. Product Name:** Midland Harvest Chili Fixin's.

**Manufacturer's Name:** Harvest Direct, Inc. Made in Decatur, Illinois, by Archer Daniels Midland Co.

**Manufacturer's Address:** P.O. Box 4514, Decatur, Illinois 62525. Phone: 800-637-5850.

**Date of Introduction:** 1991 October.

**Ingredients:** Soy protein concentrate [textured], spices, partially hydrogenated corn oil, dry onions, masa flour, maltodextrin, hydrolyzed vegetable protein, natural flavor, paprika, salt, dry garlic, zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate (vitamin B-1), pyridoxine hydrochloride (vitamin B-6), riboflavin (vitamin

B-2), cyanocobalamin (vitamin B-12).

**Wt/Vol., Packaging, Price:** 4 oz foil pouch.

**How Stored:** Shelf stable.

**Nutrition:** Original: Per 0.8 oz dry (5 servings per packet): Calories 88, protein 8.8 gm, carbohydrates 7.2 gm, total dietary fiber 1.6 gm, fat (total) 2.5 gm (saturates 0.8 gm, monounsaturates 1.6 gm, polyunsaturates 0.1 gm), % calories from fat 25.4, cholesterol 0 mg, sodium 225 mg, potassium 425 mg.

**New Product–Documentation:** Talk with Lee Lensch, 1991, Dec. 16. This product is sold only through ADM's direct mail company named Harvest Direct. The company sells only ADM's dry mixes. This product was introduced in Oct. 1991. To the 4 oz of dry mix, add water, 8 oz of tomato sauce, and 16 oz of kidney (or other) beans to make 2½ pounds of chili.

Label sent by ADM. 1991. Dec. 17. 5.25 by 3.75 inches. Self adhesive. Brown on white. "Cholesterol free. Low fat. All-vegetable protein. Microwaveable. A delicious, healthy Chili based on a savory blend of vegetable protein concentrate and traditional chili flavors. The only ingredients you add are water, tomato sauce, and kidney beans. The result is a tasty 'ground meat' type chili with beans."

**2461. Product Name:** [Tempast {Vegetarian Tempeh Spread}].

**Foreign Name:** Tempast.

**Manufacturer's Name:** Lima Foods (Marketer).

**Manufacturer's Address:** Edgar Gevaertdreef 10, B-9830 Sint-Martens-Latem, Belgium.

**Date of Introduction:** 1991 October.

**Ingredients:** Water, tempeh\*, sunflower seeds\*, whole meal bread\*, sunflower oil\*, miso, free range eggs, onion\*, pumpkin\*, dulse (seaweed), ume [plum] vinegar, sea-salt, herbs. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 150 gm glass jar. Retail for DM 6.70 (10/91, Bremen, Germany).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Label sent by Anthony Marrese of Bremen, Germany. 1991. Oct. 7. 9.25 by 1 inches. Paper. Black on light orange. Color photo of the spread on a slice of bread, topped with a slice of radish and cucumber. CINAB organic certification symbol. Nature et Progres organic certification symbol. Ingredients are listed in Dutch, French, German, and English.

**2462. Smoky Mountain Natural Foods. 1991. Fall/Winter 1991. Natural foods price list [Mail order catalog]. 15 Aspen Court, Asheville, North Carolina 28806. 23 p. 28 cm.**

• **Summary:** This is a "Catalogue of natural foods, body care and home products for a healthier, more natural way of life." This mail-order company, which began operation in Jan. 1991, sells products made by other companies; it does not do any manufacturing and does not have its own brand on



any products. Their specialty is macrobiotics products, and they buy their Japanese imports from Macrobiotic Wholesale Co. They sell miso (Miso Master American Miso, Mitoku Japanese miso, Traditional Foods domestic miso, and instant miso soups from Edward & Sons), black soybeans and azuki beans (organic are grown in the USA, non-organic from Hokkaido), sea vegetables, soy sauce (San-J shoyu and tamari, Mansan tamari, Sakae shoyu, Johsen shoyu), San-J teriyaki sauce and Szechuan sauce, Nasoya dressings and Nayo-naise, Natto miso chutney, Sesame miso sprinkle, Tekka condiment (jar or bag), jinenjo tekka, MMB [Mitoku Macrobiotic, a premium brand] organic farmhouse tekka, seitan, MMB traditional dried tofu, Tofu burger, scrambler, and stroganoff, Sweet Cloud sesame miso munchie, Sweet life miso candy.

John Troy is not connected to this company, nor is John Belleme; John is the wizard, and now he makes sauces from the Wizard's Cauldron. He also works with John Belleme at Traditional Foods making seitan. Address: North Carolina. Phone: 1-800-926-0974.

2463. *SoyaScan Notes*. 1991. In search of Tan Pups (Skewered Seitan Deep-Fried in a Breaded Batter), and memories of one of America's first two commercial seitan products (Interview). Nov. 18–May 24, 1992. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Talk with Joel Wollner, a clerk at the Erewhon retail store on Newbury St. in Boston in the mid-1970's. 1991. Nov. 18. Joel recalls that a man named Johnny Weissman made both Wheatmeat and Tan-Pops (or were they spelled Tan-Pups?). In the name Tan-Pops, "Tan" comes from seitan, and "Pops" may come from Popsicles, or "Pups" may be a take-off on "hot dogs."

Talk with Johnny Weissman. 1992. March 31. In 1977 there was a cheesecake company named Baby Watson, owned by two men named Peter and Kenny. John used to sell John's Wheatmeat Sandwiches at Baby Watson. One of the owners of Baby Watson had tasted a Tan Pup and liked it very much. A Tan Pup was a deep-fried seitan products on a bamboo stick. John does not know who made it (neither the person nor the company), when they started (it might have been America's first commercial seitan product), how long it was on the market, or where it was sold. But he does recall hearing that the maker moved to Maine or New Hampshire after discontinuing Tan Pups in Boston. John tasted 1 or 2 Tan Pups.

Talk with Barry Creighton in Alaska. 1992. March 9. In August 1974 he and his wife Cathy started Cable Springs Bakery as an incorporated official business in Boston. At that time (Aug. 1974) he is quite sure that a product named Tan Pups (skewered seitan deep-fried in a breaded batter) was being made in Boston. Barry thinks that Tan Pups were probably introduced 6-12 months before his bakery opened, i.e. in early 1974 or late 1973. Barry first saw Tan Pups in the

Erewhon store on Newbury St.

Talk with Lenny Jacobs of New Age. 1992. May 12. David Kailin owned and ran Crane's Call Bakery. He is now living in Seattle, Washington, doing acupuncture at his Seattle Institute of Chinese Traditional Medicine. Phone: 206-545-3530.

Talk with David Kailin, founder and former owner of Crane's Call Bakery on Queensberry St. in Boston. 1992. May 12. He (alone) owned a bakery named "Crane's Call Bakery," located on Queensberry Street in the Fenway area of Boston. He sold it to two brothers who renamed it Queensberry Street Bakery, ran it for 1-2 years, then got a grant and moved it to rural Vermont. David never made Tan Pups, and he does not remember the names of the two brothers to whom he sold the business.

Talk with Charles Kendall. 1992. May 20. Charles remembers Tan Pups (skewered deep-fried seitan in a breaded batter) as an excellent product, and thinks they may have been made by a woman out of her home as a small operation—but he is not at all sure. He tasted Tan Pups but he is not sure if he ever bought Tan Pups for "The Company Store," which he ran at the Erewhon warehouse from about 1974 to 1978.

Talk with Matthew and Helen Sandler. 1992. May 24. An excellent early product in Boston was Tan Pups, made by Nik Amartseff and his wife. It was a natural meatless hot dog made of seitan, deep-fried on a stick. Nik was one of the most creative food product developers in Boston at the time.

2464. McDermott, Ron. 1991. The use of wheat gluten in foods by Seventh-day Adventist food companies (Interview). *SoyaScan Notes*. Nov. 25, and 23 Oct. 1992. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Most of the early meat alternatives made by Seventh-day Adventist food companies were based on wheat gluten, or wheat gluten and peanuts. His recollection is that Worthington Foods first used wheat gluten in Choplets, introduced in 1941. He is sure that Choplets contained wheat gluten from the day they were launched. Before Fry-Chik, an early Worthington product containing spun soy protein fibers, introduced in about 1965, most of Worthington's products were based on wheat gluten. In 1968-70 Worthington developed a new generation of products containing wheat gluten; the first of these was Prosa (rhymes with "Sausage"). For the first time, fresh (not dried) wheat gluten was combined with spun soy protein fibers and textured soy protein concentrates to give improved texture, flavor, and nutritional value (through protein complementarity). Later the spun soy protein fiber was removed but the textured concentrate remained. Miles Laboratories, which bought Worthington in March 1970, did a lot of further development on Worthington's products; Breakfast Links, Breakfast Patties, etc. Morningstar Farms Breakfast Patties, a meatless sausage, which are an improved version of Prosa, were

introduced to the mass market in 1974, still featuring the gluten-soy combination. In 1979 Morningstar Farms Grillers (a meatless hamburger patty based on gluten and soy; the Worthington equivalent is FriPat) were also introduced into the mass market, again featuring the gluten-soy combination. More than any other company, Worthington took gluten-based products to new levels of sophistication, with improved flavor, texture, and nutritional value, by combining gluten and soy protein using proprietary techniques. In the early 1980s the gluten-soy combination came to be used in a host of Worthington's products.

Today, of Worthington's 180 products, approximately 90% contain wheat gluten. Many of the products contain a combination of textured soy protein (soy concentrates or flour or spun soy protein fiber) or soy protein isolates with the gluten. The process by which the soy and wheat are combined and the desired texture is developed is proprietary information. Whereas many companies would use only textured soy protein, Worthington prefers the soy-gluten combination for the 3 reasons given above.

The technical aspects of gluten use are interesting. In the Seventh-day Adventist (SDA) companies, there was a gradual evolution from the process requiring the washing of flour and dough (to wash the starch out, yielding fresh gluten), to the use of dry vital wheat gluten, which causes much less pollution into the sewage system.

Ron will look in Worthington's extensive files to try to find out when John Harvey Kellogg, Worthington Foods, and Loma Linda Foods first used wheat gluten in a commercial food product.

Trudy Cravens at Worthington is now developing a computerized database of their products, which they call an "elimination list." For example, if someone wanted to eliminate wheat from their diet, they could print a list of all products in which neither wheat nor gluten was an ingredient. Address: Vice President Research & Technology, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085-3194. Phone: 614-885-9511.

2465. Morell, Tania; Schultz, J.J. 1991. Harmonium Foods tempeh report: Prepared for Armand Asher, owner Harmonium Foods. Ithaca, New York. 66 + 15 p. Nov. 26. Unpublished manuscript. No index. 28 cm. [2 ref]

• **Summary:** This report was prepared for Armand Asher (owner, Harmonium Foods, 117 Auburn Ave., Ithaca, New York 14850), who wanted to start a tempeh company in Ithaca. The consumer study was conducted at the Greenstar Co-op, which subsequently burned down, but re-opened in Oct. 1992. The conclusion of the study was that the market for fresh tempeh in Ithaca was too small to support a tempeh shop, but that production of consumer ready tempeh products might support a small shop. Contents: I: The counseling report (p. 1-19). Executive summary. Introduction: Purpose, scope, and limitations, sources and

methods, report organization. The small market for plain tempeh: Taste of plain tempeh unappealing to consumers, usage of plain tempeh confusing to consumers. Wave of the future—Consumer ready products: Two consumer ready products, consumer ready tempeh had higher financial return over fresh tempeh. Financial analysis: Producing only the fresh tempeh for retail, producing and selling a consumer ready product, purchasing the tempeh and then producing a consumer ready product. Conclusions and recommendations.

II: The supplementary materials (p. 20-43). Contents. Marketing information (75 lb/week of tempeh is sold in Ithaca; the main retailer is Greenstar Food Co-op at 30 lb/week). Financial analysis information.

IIA: Handwritten information. Copy of original business plan. Actual consumer survey.

III: The original proposal. Executive summary. Business highlights. Proposal. Consultant skills. Appendix A: Marketing. Appendix B: Kitchen. References & sources.

A bar chart (Part II, p. 23) shows why consumers do not purchase tempeh: It has no taste 9. Do not know what to do with it 6. High cost 3. It has a strange appearance as a fungus 2. It takes too much time to prepare 1.

A bar chart on page 22 shows that 85% of the consumers polled were tofu users, 45% were tempeh users, 45% would purchase locally made tempeh over the brand they currently purchase, 20% have purchased consumer ready tempeh products (burgers, bacon, etc.). Address: 19A Gaslight Village Apt., Ithaca, New York 14850. Phone: 607-257-8438.

2466. Harvest Direct, Inc. 1991. Harvest Direct winter catalog, 1991-92: All natural products and unique gifts for the vegetarian lifestyle (Mail order catalog). Decatur, Illinois. 22 cm.

• **Summary:** The front cover shows a lady in a blue shirt against a purple background holding a plate containing a vegetarian burger with all the trimmings. Additional cover text reads: "Harvest Burgers, vegetarian gift baskets, and more! Three new flavors of Harvest Burger [Sloppy Joe Fixin's, Italian Burger 'n Loaf, and Chili Fixin's], the great taste of good health, page 3. Call 1-800-8-Flavor for home delivery! Midland Harvest, Midland Harvest Burger, Midland Harvest Burger 'n Loaf, Midland Harvest Fixin's and TVP are the registered trademarks of Archer Daniels Midland Company, and are used herein with its consent."

On the inside front cover, "A letter to our friends," from Lea Stutkins, business manager, states: "This is the first issue of a rather unconventional catalog that we hope you'll come to rely on for foods and other items that fit the health-conscious lifestyle. We specialize in gourmet vegetarian foods." Recipes for using the products are scattered throughout the catalog. Address: P.O. Box 4514, Decatur, Illinois 62525-4514. Phone: 1-800-835-2867 (1-800-8-FLAVOR).



2467. **Product Name:** Meat of Wheat Sun Burgers, Grilled Burgers, Chicken Style, Sausage Style, Hearty Original (Seitan Loaf), or Chicken Style Chili.

**Manufacturer's Name:** Ivy Foods.

**Manufacturer's Address:** Office: 7613 S. Prospector Dr., Salt Lake City, UT 84121. Phone: 801-943-7664. Fax: 801-943-7311.

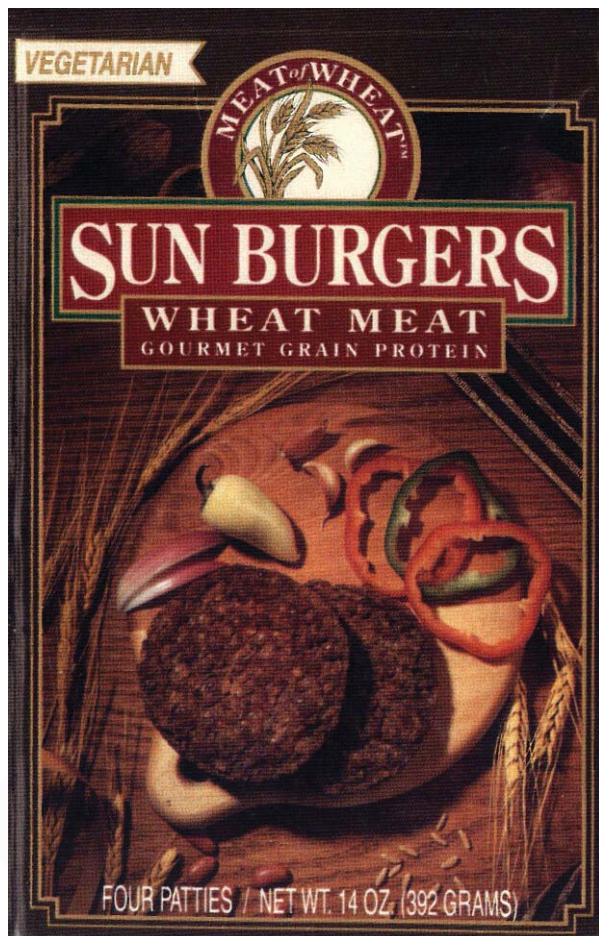
**Date of Introduction:** 1991 November.

**Ingredients:** Sun Burger: Wheat gluten, brown rice, tamari, miso, onion, garlic, lemon juice, bean flour [white bean, black bean, garbanzo], yeast, flour, walnuts, vegetable oil [canola oil], xanthan gum, spices and natural seasonings.

**Wt/Vol., Packaging, Price:** 16 oz plastic bag inside a paperboard box.

**How Stored:** Refrigerated.

**Nutrition:** Per 98 gm.: Calories 221, protein 26 gm, carbohydrate 28 gm, fat 2 gm, cholesterol 0 mg, sodium 277 mg.



**New Product–Documentation:** Talk with Goldie Caughlan of Puget Consumers Co-op in Seattle. 1992. Feb. 7. The company is selling gluten-based products under two trademarks: Wheat Meat and Meat of Wheat. Ivy Foods, the maker, is a member of Ivy International. Some of the products are of excellent quality. The company, a new

company, will be showing the products shortly in Tacoma, and then at Anaheim. They were at the Anaheim show in early 1991 scoping out the market. She is not sure whether or not they have any products for sale yet. They also seem to be selling some Worthington products (Morningstar Farms line).

Talk with Mira Blue Machlis (pronounced MAK-liss) of Ivy Foods. 1992. Feb. 7. She and her husband, Mark, own this company. Mark has been in the restaurant business all his life, and his father originally owned all the Farrel's Ice Cream parlors in the northwest. Their company introduced their products in 1991 at Anaheim as Wheat Meat. The government was 9 months late in letting them know that they couldn't use that Trademark, because it was already registered. Their attorney did a trademark search and they got a copy of the trademark application and found out the person who owns the trademark. The trademark was registered in about 1982 although it states that the owner first started making the product in 1977. The owner of the trademark no longer lives where the Trademark was registered, but they have his phone number. Their company is now test marketing 5 gluten-based products in Salt Lake City and the surrounding area. And these products are available by mail order. They plan to make a gluten-based chili, which Sysco, a restaurant supply company, is now carrying. Ivy Foods, a regular business, is a member (not a division) of Ivy International, a contemplative group. "We are considering opening the company up to be a cooperative after a while. We're not in this to make money. We're in this more to set up a model business. We make all of our decisions through contemplation. We try to do things a little more consciously, and to recognize that food really is a vehicle for nurturing. This country has kind of forgotten that. When we moved to Salt Lake City we opened up a little vegetarian restaurant, the Sun Bun Café, with 2 partners. Mark started developing the Sunburger for them. It became so popular that we decided to take it to the natural foods show at Anaheim to see what the response was. The response was overwhelming. Now we are ready." Originally they considered food service operators their main potential customers, but now they hope to establish their base among natural food consumers. The little natural food store in town sells about 100 lb/week. After that base is stabilized, they plan to focus more on mainstreaming.

They have applied for a trademark on Meat of Wheat. They manufacture the products and their temporary plant will soon be moving to a new location.

Talk with Mark Machlis of Ivy Foods. 1992. Feb. 27. Most of their products (Chicken, Sausage, and 2 burgers) were first available for sale in Nov. 1991 at several stores in Salt Lake City. They now have a mail order program which allows them to ship their products in bulk as cheaply as they can put them in a store. This is good for people in outlying areas.

Products (Sun Burger, Chicken Style) with Labels

sent by Mark Machlis. 1992. March. 4.25 by 6.5 by 2.75 inches. Paperboard box. Chocolate brown, red, white, green, gold, and tan. Sun Burger: Color photo of two patties on a wooden cutting board surrounded by grains and vegetables. "Vegetarian. Gourmet grain protein." Contains three preparation hints. At the top of one side panel is a symbol of one green circle inside another. Between the two is written "Animal Free" in bold green letters. In the central circle is an illustration of a lion and a lamb." The text reads: "As citizens of the world seek ecological balance, consciously made food choices open new options for Animals and Mankind... 'The frog does not drink up the pond in which he lives' (Buddhist Proverb)."

"Ivy International seeks to assist more conscious shoppers with an easily recognizable symbol which will clearly identify a vegan food product from lacto-ovo vegetarian products. For the free brochure, 'More Conscious Nourishment,' write to: Ivy International, Brighton Star Route, Brighton, Utah 84121.

Soyfoods Center Product Evaluation: Sun Burger. Package design: Generally excellent, but the term "Wheat Meat" is a registered trademark owned by another person, and a refrigeration statement should appear more prominently. The ingredients terms "bean flour" and "vegetable oil" are ambiguous. Sensory evaluation: All liked the product (score of 8); good texture and flavor. Chicken Style: Sensory evaluation: Some liked the product (score of 8), but one person did not (2), saying it reminded her of bread. The pieces are like torn pieces of chicken.

Leaflet. "Meat of Wheat Gourmet Grain Protein." A black and white photo shows each of 4 products. "All natural ingredients. Low fat. No cholesterol. High protein. Animal free." Ingredients in other products: Chicken Style: Wheat gluten, bean flour, vegetable oil, spices and natural seasonings. Sausage Style: Same as Chicken Style. Hearty Original: Wheat gluten, tamari, onion, garlic, lemon juice, bean flour, yeast, walnuts, vegetable oil, spices and natural seasonings. In a chart titled "Nutritional Comparisons," each of 4 products is compared with its meat counterpart and a Worthington counterpart. In each case the Ivy Foods product has a lower percentage of calories from fat (9-17%).

Wheat of Meat recipes: Contains 8 recipes on the front and back of one sheet. The Chicken-Style Chili is available only for institutional and restaurant use.

Spot in Natural Foods Merchandiser. 1993. Sept. p. 76. Receive up to 20% off on Meat of Wheat Sausage Style.

Ad (1/3 page vertical, black and white) in Vegetarian Times. 1993. Sept. p. 50. "Meat of Wheat." Available in: Grilled Burgers, Sun Burgers, Chicken Style, Sausage Style, Hearty Original. They are low in fat, frozen, and ready to use. Order from your health food store or call Ivy Foods direct at 1-800-280-1313. Gives a recipe for Meat of Wheat Magnificence.

Ad in Vegetarian Times. 1993. Oct. p. 32. "Meat of

Wheat." "Sausage Style ideas: Pizza topping, manicotti & lasagne, tacos & burritos, tossed with pasta.

Ad in Vegetarian Times. 1993. Nov. p. 20. "Giving Thanks." Make a vegetarian "no Tom" turkey using Wheat of Meat Chicken Style.

2468. **Product Name:** Jaclyn's Salsa Chicken Style in Mild Salsa with Mexican-Style Organic Brown Rice, Green Beans, Corn and Organic Kidney Beans (Vegetarian).

**Manufacturer's Name:** Jaclyn's Food Products, Inc.

**Manufacturer's Address:** P.O. Box 1314, Cherry Hill, NJ 08034. Phone: 609-983-2560.

**Date of Introduction:** 1991 November.

**Ingredients:** \*Organic brown rice, vital wheat gluten, tomatoes, tomato puree, green beans, corn, \*organic red kidney beans, green peppers, red peppers, canola oil, garlic, onions, brown rice syrup, apple cider vinegar, sesame oil, sea salt, rice bran, almond butter, kombu (sea vegetable), chili powder, spices. \* = Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

**Wt/Vol., Packaging, Price:** 11.5 oz (325 gm) paperboard box. Retail for \$4.45 (11/91, California).

**How Stored:** Frozen.

**Nutrition:** Per 11.5 oz.: Calories 325, protein 28 gm, carbohydrates 35 gm, dietary fiber 12 gm, fat 9 gm (polyunsaturated fat 2 gm, saturated fat less than 1 gm), cholesterol 0 mg, sodium 290 mg, potassium 410 mg.

**New Product-Documentation:** Product with Label purchased at Berkeley Natural Grocery Co. in California. 1991. Nov. 24. 7.5 by 6 by 1.25 inch paperboard box. Red, blue, green, pink, and black on tan. Color photo of the meal served on a white plate. "Vegetarian Dinner Classics. 100% natural. Low calorie. No cholesterol. Low fat. High fiber. Dairy free. Heat and serve in your oven or microwave. Do not refreeze." The main ingredient in this "wheat protein which is derived from 100% whole grain wheat. The wheat protein is blended with rice bran and almond butter to make it tasty and easy to digest. Then it is cooked in a special tamari broth flavored with poultry seasonings and cut into bite-size pieces so that its taste and texture resembles chicken."

Soyfoods Center Product Evaluation. 1991. Dec. 2. Package design: Very good. Flavor: Good, but a little too spicy. A bit too expensive.

2469. **Product Name:** Jaclyn's Sesame Chicken Style in Sesame Sauce with Seasoned Organic Brown Rice, Broccoli, Carrots and Water Chestnuts (Vegetarian).

**Manufacturer's Name:** Jaclyn's Food Products, Inc.

**Manufacturer's Address:** P.O. Box 1314, Cherry Hill, NJ 08034. Phone: 609-983-2560.

**Date of Introduction:** 1991 November.

**Ingredients:** \*Organic brown rice, vital wheat gluten,



broccoli, carrots, water chestnuts, tamari soy sauce (water, soy beans, sea salt), unsweetened pineapple juice, sesame oil, sesame seeds, brown rice syrup, apple cider vinegar, rice bran, almond butter, kombu (sea vegetable), ginger, sea salt, chives, spices. \* = Organically grown and processed in accordance with Section 26569.11 of the California Health and Safety Code.

**Wt/Vol., Packaging, Price:** 11.5 oz (325 gm) paperboard box. Retail for \$4.45 (11/91, California).

**How Stored:** Frozen.

**Nutrition:** Per 11.5 oz.: Calories 325, protein 31 gm, carbohydrates 40 gm, dietary fiber 15gm, fat 8 gm (polyunsaturated fat 2 gm, saturated fat less than 1 gm), cholesterol 0 mg, sodium 635 mg, potassium 390 mg.

**New Product–Documentation:** Product with Label purchased at Berkeley Natural Grocery Co. in California. 1991. Nov. 24. 7.5 by 6 by 1.25 inch paperboard box. Brown, blue, green, pink, and black on tan. Color photo of the meal served on a white plate. “Vegetarian Dinner Classics. 100% natural. Low calorie. No cholesterol. Low fat. High fiber. Dairy free. Heat and serve in your oven or microwave. Do not refreeze” The main ingredient in this “wheat protein which is derived from 100% whole grain wheat. The wheat protein is blended with rice bran and almond butter to make it tasty and easy to digest. Then it is cooked in a special tamari broth flavored with poultry seasonings and sliced into strips so that its taste and texture resembles chicken.”

2470. **Product Name:** Jaclyn’s Sirloin Strips Style in Tamari-Ginger Sauce with Organic Brown Rice and Oriental Vegetables (Vegetarian).

**Manufacturer’s Name:** Jaclyn’s Food Products, Inc.

**Manufacturer’s Address:** P.O. Box 1314, Cherry Hill, NJ 08034. Phone: 609-983-2560.

**Date of Introduction:** 1991 November.

**Ingredients:** Organically grown brown rice, vital wheat gluten, broccoli, carrots, red pepper strips, water chestnuts, bamboo shoots, tamari (water, soy beans, sea salt), brown rice syrup, onion, garlic, canola oil (non-hydrogenated), rice bran, almond butter, apple cider vinegar, kombu (sea vegetable), ginger, natural spices. \* = Organically grown in accordance with Section 26569.11 of the California Health and Safety Code.

**Wt/Vol., Packaging, Price:** 11.5 oz (325 gm) paperboard box. Retail for \$4.45 (11/91, California).

**How Stored:** Frozen.

**Nutrition:** Per 11.5 oz.: Calories 290, protein 27 gm, carbohydrate 29 gm, fat 8 gm (percent of calories from fat 25%, saturated fat less than 1 gm), cholesterol 0 mg, sodium 390 mg, potassium 640 mg.

**New Product–Documentation:** Product with Label purchased at Berkeley Natural Grocery Co. in California. 1991. Nov. 24. 7.5 by 6 by 1.25 inch paperboard box. Brown, blue, green, pink, and black on tan. Color photo of the

meal served on a white plate. “Vegetarian Dinner Classics. 100% natural. Low calorie. No cholesterol. Low fat. High fiber. Heat and serve in your oven or microwave. Do not refreeze.” The main ingredient in this “wheat protein which is derived from 100% whole grain wheat. The wheat protein is blended with fiber and seasonings to make it tasty and easy to digest. Then it is cooked in a special tamari broth and cut into sirloin-style strips so that its taste and texture resembles meat.”

2471. Worthington Foods, Inc. 1991. Add a Natural Touch to every meal (Ad). *Vegetarian Times*. Nov. p. 5.

• **Summary:** This full-page, color ad, with a 30 cent coupon, shows color photos of prepared Okara Patties, Harvest Bake, and Kaffree Roma (a toasted grain beverage). Address: Worthington, Ohio 43085.

2472. Anderson, Kathie Jackson. 1991. Burgers without the beef: Ecotriton Foods unveils premium meatless line. *Food Business*. Dec. 9. p. 10.

• **Summary:** Ecotriton Foods, headquartered in Langley, Washington and co-founded by Robert Davis in 1990, will unveil its complete line of six Eco-brand meatless products this month in Chicago, Illinois: the basic Burger, a spicy Mex Burger, a breakfast patty, “Italian non-meatballs,” taco filling, and pizza topping. Ecotriton is producing its products in Cincinnati Ohio, under a contract agreement with Huttenbauer. Ecotriton’s general manager is Dana Behar. The company is now developing a reformatted non-dairy frozen dessert, Frozen Nogurt.

“Davis, with a graduate degree in planetary development, a background in urban planning and a burning desire to change the Western diet, developed the original tofu hotdog in 1983. He followed with Ecotriton’s first product, Believe Ice Cream, a non-dairy dessert marketed to health food stores.”

2473. **Product Name:** The Eco Burger (3.2 oz, or 4.0 oz), The Eco Mex Burger, Eco Spheres (non-meatballs), Eco Pizza Topping, Eco Taco Filling, Eco Crumble, and Eco Breakfast Patty.

**Manufacturer’s Name:** Ecotriton Foods.

**Manufacturer’s Address:** Box 655, Langley, WA 98260-0655. Phone: (206) 221-0655.

**Date of Introduction:** 1991 December.

**Ingredients:** Eco Burger: Texturized soy protein, water, isolated soy protein, soy sauce, vital wheat gluten, modified vegetable gum, grape juice concentrate, natural flavors, organic vegetable powders (onion, spinach, carrot, garlic, celery), dry yeast, beet juice concentrate, salt, malt powder, rice bran, pea fiber, vegetable tocopherols (natural antioxidant and vitamin E source), vitamins and minerals (calcium phosphate, beta carotene, vitamin C, vitamin A, niacinamide, vitamin E, zinc oxide, iron, copper gluconate,

calcium pantothenate, vitamin D-3, vitamin B-6, vitamin B-1, vitamin B-2, vitamin B-12, folic acid, biotin, potassium iodide).

**Wt/Vol., Packaging, Price:** Eco Burger: 3.2 oz or 4.0 oz.

**How Stored:** Frozen.

**Nutrition:** Eco Burger. Per 4.0 oz: Calories 138, protein 25 gm, carbohydrate 10 gm (dietary fiber 5 gm), fat 0 gm, cholesterol 0 mg, sodium 488 mg, potassium 500 mg.

**New Product–Documentation:** Kathie J. Anderson. 1991. Food Business. Dec. 9. “Burgers without the beef: Ecotritition Foods unveils premium meatless line.” The company, co-founded by Robert Davis in 1990, will unveil its complete line of Eco-brand meatless products this month in Chicago.

Talk with Bob Davis. 1992. Nov. 2. His company, Ecotritition Foods, has a line of 7 fat-free meatless products including 3 soy burgers (which are beyond Harvest Burger), meatless meatballs, pizza topping, taco filling, and Eco Crumble (like stroganoff). He also has a fat-free hot dog on the same formulation that is much better than Lightlife Foods’ Smart Dog. This is the first fat-free line of meat alternatives—its the next step after Lite. The vegetarian products contain extra beta-carotene, an entire anti-oxidant system, mixed tocopherol system, 4 grams of fiber and rice bran, 5 organic vegetables. They are based on textured soy protein isolate bound with methyl cellulose.

He now sells his products at the University of Michigan, as well as in 35-40 restaurants. In Washington, he sells 200 burgers a day to a sit-down restaurant in a nice district. CBS-TV did a special on the company because of the good reception given the products. All the products are pre-cooked, so the chefs love them. He has a total substitution program for restaurants; you can have it with meat or with Eco-meat. Sysco now distributes the products. He started selling the products 2 years ago. He has invested about \$800,000 in the products and company, including \$20,000 on brochures, videos and labels. He has been trying to sell the company for about 2 months. He is interesting in incorporating seitan into his product line. His strong point is product development R&D, and product concept.

Labels for each product sent by Bob Davis. 1992. Nov. 3. 7 by 4 inches. Self adhesive. Black on white. Illustration of Planet Earth. “Healthy foods for a healthy planet.”

Company portfolio sent by Bob Davis. 1992. Nov. 3. Dr. Gary J. Post is the company CEO and Robert C. Davis is president. “All Ecotritition Foods products are: 100% fat free, 100% cholesterol free, low in calories, high in fiber, enriched with 5 organic vegetables, fortified with beta carotene, 100% vegetarian... Ecotritition Foods is founded on the concept of Ecology + Nutrition. All of our products meet the internally developed concept of Ecotritition which is: (1) maximizing nutrition, (2) optimizing taste, and (3) minimizing environmental impact.”

Article by David L. Lewis. 1993. *Cars & Parts*. Jan. p. 147. “Ford Country: Soyburger.” “Henry Ford, were he alive,

would be pleased by a recent *USA Today* report that a ‘meat alternative’ patty made of soy protein and rice bran, will soon find its way into supermarkets. The compound, advertised as 95 percent fat free, will be produced by Believe, Inc., which also makes a tofu hot dog.”

Talk with Robert Davis. 1993. Feb. 19. All of the above Eco products are built on a matrix/base of spun soy protein fiber, named 200E Fiber, made by Ralston Purina, and sold frozen in filaments 6-7 inches long. Robert did a lot of product development work at the Ralston Purina laboratory in St. Louis, Missouri, and he feels that the company is making a lot of 200E fiber. He imagines that it is used mostly as a meat extender. Robert is no longer working with Ecotritition Foods; Gary Post, a fairly wealthy chiropractor, is trying to keep the company alive. Ecotritition has applied for a patent on the process for making the Eco line of products, based on spun soy protein fiber.

2474. **Product Name:** Redwood Vegetarian Rashers (Tempeh Bacon).

**Manufacturer’s Name:** Redwood Company (The). Div. of JRJ Trading (Importer-Marketer-Distributor). Made in America.

**Manufacturer’s Address:** 243 The Broadway, Muswell Hill, London, N10, England.

**Date of Introduction:** 1991 December.

**Ingredients:** Tempeh, shoyu, malt syrup, sea salt, yeast extract, mixed spices, fermented red rice.

**Wt/Vol., Packaging, Price:** Retail for £1.99.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Health Food Business (London). 1992. Jan. p. 12. “Vegetarian breakfast treats with JRJ’s organic bacon.” This bacon-like product made with organic tempeh retails for £1.99. The tempeh is made from organic soybeans with red rice added to give an authentic color; red rice gives much better color retention than the usual beetroot color. Salt is also added.

Talk with Jeremy Duncan, owner of The Redwood Co. 1992. June 16. This product was introduced in late 1991. About 6 months ago the company moved to its present address: Unit 4, West Burrowfield, Welwyn Garden City, Hertfordshire, AL7 4TW, England. He owns both The Redwood Co. and JRJ Trading, which is an import company. Nowadays he no longer thinks of Redwood as a division of JRJ Trading.

Spot in SoyaFoods. 1992. Autumn. p. 5. “Tempeh alternative to bacon.” This may be England’s first vegetarian alternative to bacon.

2475. Reeve, Stewart. 1991. Fast food delight: ADM’s soy protein burger provides cholesterol-free, tasty treat. *Soybean Digest*. Dec. p. 40a.

• **Summary:** The first test market for ADM’s Midland Harvest brand Harvest Burger began in April 1990 in 7



grocery stores, 2 cafeterias, 2 restaurants, and a hospital in four cities in central Illinois. The product is based on textured soy protein concentrate, to which are added various natural flavors and seasonings. The product comes in three forms: (1) Harvest Burgers are sold as frozen 3.2 oz patties in Original, Taco, Italian-style, and Sausage-Style flavors; (2) A dry mix, named Burger 'n Loaf, is sold in Original, Herb and Spice, and Italian flavors; and (3) a taco mix named Taco Filling 'n Dip. The products have the texture of ground meat. The big selling point is that all of these products are free of cholesterol. ADM then expanded its test market to Indiana, and is now expanding to Wisconsin and Minnesota. The product manager is Lee Lensch, ADM marketing specialist, who says "If the response is anything like in Illinois and Indiana, we're planning to go nationwide."

"The product has already proven itself in an export market. ADM introduced a similar product trademarked as the Veggie Burger to the Soviet Union in October 1989 at a food trade show in Moscow. Shipped as only the dry mix, Veggie Burgers are sold in Soviet grocery stores as the mix or served in restaurants as burgers. The Petina restaurant in Moscow now sells 4,500 Veggie Burgers a day, Lensch reports.

"The Veggie Burger is tailored to the tastes of Soviet consumers. 'For example, the Soviet Union product has 10% fat content rather than the 5% the U.S. has. They're looking for calories,' he explains."

**2476. Product Name:** Harvest Dinner Pattie.

**Manufacturer's Name:** Soy City Foods.

**Manufacturer's Address:** 2847 Dundas St. West, Toronto, ONT, M6P 1Y6, Canada. Phone: 416-762-1257.

**Date of Introduction:** 1991 December.

**Ingredients:** Incl. soy mash [okara].

**New Product–Documentation:** Talk with Lorraine Guardino of Soy City Foods. 1992. Feb. 18. This product, made with soy mash (okara) comes in an oval shape and is being sold as a main course. It currently does not have a chewy texture—but the consumer does not expect it to be chewy. It was first sold in mid-December 1991.

**2477. Product Name:** [Toform Tofu Patties (With Mushrooms)].

**Foreign Name:** Toform Tofu Bratlinge (Champignon).

**Manufacturer's Name:** Amaï.

**Manufacturer's Address:** Sandweg 41, 7070 Schwaebisch Gmuend, Germany.

**Date of Introduction:** 1991.

**Ingredients:** Tofu (water, soybeans\*, calcium sulfate) 78%, mushrooms 10.6%, rolled oats\*, soy sauce, sunflowerseed oil, parsley and spices, sea salt. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 2 x 100 gm vacuum pack. Retail for DM 4.50 (1/92, Germany).

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Protein 11.7 gm, fat 10.8 gm, carbohydrates 8.1 gm, calories (kcal) 176 (737 kJoules).

**New Product–Documentation:** Label sent by Anthony Marrese. 1992. Jan. 13. 4 by 7.5 inches. Self adhesive. Blue, white, green, and orange on tan. "Organically grown." Exklusiv Neuform certification symbol.

**2478. Product Name:** [Whole-Grain Patties: Wheat with Mushrooms (Bulgur and Tofu)].

**Foreign Name:** Vollkorn Bratlinge (Weizen mit Champignons).

**Manufacturer's Name:** Amaï.

**Manufacturer's Address:** Sandweg 41, 7070 Schwaebisch Gmuend, Germany.

**Date of Introduction:** 1991.

**Ingredients:** Bulgur\* 38%, tofu (water, soybeans\*, calcium sulfate) 35%, mushrooms 7.6%, vegetables 16% (carrots\*, onions\*), soy sauce, sea salt, parsley and spices. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 200 gm vacuum pack. Retail for DM 4.02 (1/92, Germany).

**How Stored:** Refrigerated.

**Nutrition:** Per 100 gm.: Protein 7.0 gm, fat 5.0 gm, carbohydrates 17.6 gm, calories (kcal) 143 (598 kJoules).

**New Product–Documentation:** Label sent by Anthony Marrese. 1992. Jan. 13. 4 by 7.5 inches. Self adhesive. Brown, blue, and green, on white. "Organically grown." Exklusiv Neuform certification symbol.

**2479. Product Name:** Veggie Burgers (Vegan, Frozen). Later renamed Almond Grain Burger.

**Manufacturer's Name:** Soy City Foods.

**Manufacturer's Address:** 2847 Dundas Street West, Toronto, ONT, Canada M6P 1Y6. Phone: 416-762-1257.

**Date of Introduction:** 1991.

**Ingredients:** Organic soybeans, organic soy mash, organic spelt, almond butter, green lentils, tomato powder, fresh carrots, fresh onions, organic amaranth, tapioca starch and modified tapioca starch, almonds, olive oil, sea salt, engevit yeast, soy milk, spices and seasonings, xanthan gum.

**Wt/Vol., Packaging, Price:** 4 patties 85 gm (3 oz).

**How Stored:** Shelf stable.

**New Product–Documentation:** Leaflet (glossy, color, printed in about 2002) sent by Lorraine Guardino, sales manager at Sol Cuisine. 2013. March 11. "Sol Cuisine: Second Nature has found its Sol Mate." This leaflet gives a color photo of the front of the package, nutritional information, and the ingredients. Lorraine adds a note that this product was introduced in 1991 in retail and foodservice. Lorraine also includes a current (2013) package for the Almond Grain Burger (named Veggie Burgers when introduced).

**2480. Product Name:** "Beefy" Burrito (Renamed Mexican

Tofu Burrito), and Mexican Tofu Sloppy Joe.

**Manufacturer's Name:** Soy Devine.

**Manufacturer's Address:** Box 668, Miranda, CA 95553.

**Date of Introduction:** 1991.

**New Product–Documentation:** Talk with Mara Devine. 1995. June 1. In 1995 Cajun Barbecue Style was renamed and divided into two products: Vegan Cajun Burger, and Cajun Tofu Sloppy Joe. She moved from Miranda to Arcata, California, in June 1993.

2481. **Product Name:** [Tofu, Smoked Tofu, Tofu Burgers].

**Manufacturer's Name:** Tofuhaus Eisenreich.

**Manufacturer's Address:** Steinmetzstrasse 4, 93049 Regensburg, Germany. Phone: 0941/27 01 27. Fax: 0941/29 3 59.

**Date of Introduction:** 1991.

**New Product–Documentation:** Letter from Bernd Drosihn of Viana Naturkost. 1993. Nov. (late). Tofuhaus Eisenreich makes tofu in Regensburg

Letter from Bernd Drosihn of Viana Naturkost. 1994. Feb. 14. Mrs. Eisenreich owns Tofu Eisenreich; the address, phone and fax are shown above. The company makes tofu, smoked tofu, and tofu burgers. They began business 3-4 years ago.

2482. **Product Name:** Seitan [Syrian Spice, Hungarian Peppercorn, Pepperoni Style, and Lemon Teriyaki flavors].

**Manufacturer's Name:** Vegan Epicure.

**Manufacturer's Address:** 210 Park Place, Ithaca, NY 14850. Phone: (607) 272-0432.

**Date of Introduction:** 1991.

**Ingredients:** Pepperoni: Wheat gluten, shoyu (water, soybeans), apple cider vinegar, fennel seed, spices.

**Wt/Vol., Packaging, Price:** Vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Spot in Vegetarian Journal. 1994. March/April. p. 27. Talk with Susie Gutierrez, founder and owner of Vegan Epicure. 1994. March 11. She introduced these flavors in 1991.

Product and Label for Pepperoni Style sent by Susie Gutierrez. 1994. March 14. 3.75 by 2.25 inches. Black on red. 16 oz. This is a dark brown log of seitan, 2½ inches in diameter and 7½ inches long. Also sent product and same size Label for Hungarian Peppercorn Seitan. Black on orange-yellow. 8 oz. Ingredients: Water, wheat gluten, shoyu (water, soybeans), spices, apple cider vinegar, red wine vinegar, lemon juice, black peppercorns. Each little cylinder is 1 inch in diameter and 3 inches long. Also sent product and same size label for Lemon Teriyaki Seitan. Black on blue. 8 oz. Ingredients: Water, wheat gluten, shoyu (water, soybeans), apple cider vinegar, red wine vinegar, lemon juice, spices. Each slice is 3 by 8 by 1/8 inch thick.

2483. **Product Name:** [Seitan Burger].

**Foreign Name:** Seitan Burger.

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** Neusserstr. 199, D-5000 Cologne 60, West Germany. Phone: (02233) 41323.

**Date of Introduction:** 1991.

**Ingredients:** Seitan: Wheat\*, wheat flour\*, shoyu\*, wheat gluten, ginger\*, kombu sea vegetable. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 250 gm in a 350 gm jar. Or 80 gm.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Labels brought by Bernd Drosihn of Viana. 1995. March 11. Red, black, and white on orange. Paperboard. 3.5 x 2.25 inches x 2. Folded over. Stapled on top of plastic bag.

2484. **Product Name:** Tofu, Fried Soy Protein [Fried Yuba], Soy Milk.

**Manufacturer's Name:** Wen's Food Inc.

**Manufacturer's Address:** 9179-Red Branch Road, Columbia, MD 21045. Phone: 410-730-6699.

**Date of Introduction:** 1991.

**New Product–Documentation:** U.S. Soyfoods Directory. 1999. p. 45. Talk with Mr. Ting-yi Wen. 1999. May 6. The parent company of this company was started in 1987 in Taiwan. Then Mr. Wen came to Maryland and in 1991 began making the products shown above. Today he makes a host of innovative products. Tofu: Regular Tofu, Soft Tofu, Tofu Curds (*Doufu-Hwa*), Extra Firm Tofu (*Doufu-Gan*), two types of Tofu Noodles (Plain, and Spicy with Soy Sauce), Five-Spice Pressed Tofu Sheets (*Wu-hsiang pai-yeh*), and Seasoned, Rolled, Pressed Tofu Sheets (ssu-chi or suji, made from pai-yeh; season the sheets, then roll and steam).

Yuba: Crispy Soy Chicken (new name for fried yuba), plain fresh yuba (*bai dou-pi*). But he stopped making the yuba last year because: (1) It was too labor intensive; (2) Working in the hot, steam-filled room was so uncomfortable that at the end of each day he felt like a steamed dumpling. Soymilk (plain or sweetened with sugar) in ½ gallons.

Products to be introduced soon: (1) Soymilk in small single-serving cups similar to those in which yogurt is now sold (a unique packaging idea). (2) A line of soy yogurts. (3) A line of Chinese frozen entrees, such as Crispy yuba chicken with black bean sauce.

Business card sent by Ting-Yi Wen. 2001. Wen's Food Inc. makes tofu products and sauces, with Mao Pao, Kung Pao, and BlackBean flavors, plus Soy Chicken, Soy Pudding, Soy Milk, Soygurt, etc. They are still at the address above.

2485. Fukushima, Danji. 1991. Recent progress of soybean protein foods: Chemistry, technology, and nutrition. *Food Reviews International* 7(3):323-51. [29 ref]

• **Summary:** Contents: Abstract. Introduction. Chemistry: Chemical composition of soybeans (Soybean globulins



composed of four major components—2S, 7S, 11S, 15S), importance of three-dimensional structures of soybean protein molecules in food processing, influence of biologically active substances in soybeans on food processing. Technology: Traditional soybean protein foods and recent progress in their technology (soy milk {remove the hypocotyl and hull to remove off flavors; Soyasaponin A has the strongest off flavor}, tofu, kori-tofu, yuba), fermented soybean protein foods: Application of bioreactor for soy sauce production, nontraditional soybean protein foods and recent progress on their technology, recent progress on new soybean protein foods in which soybean proteins are the key material (modified abura-age, modified ganmodoki, deep fried texturized soy protein nuggets). Nutrition: Recent progress on nutritive values of soybean proteins (Soybean proteins have an amino acid score of 100 for persons more than 2 years old), physiological function of soybean proteins (they lower cholesterol levels when used to replace animal proteins). Future of soybean protein foods (Kikkoman fermented soy sauce is well on its way to becoming a universal seasoning. Tofu and tempeh also seem to have a bright future).

“The most important chemical reactions during the process of soybean protein foods are the intermolecular reactions among the residues exposed on the surface of the protein molecules through the denaturation process. In native soybean protein molecules, most amino acid residues responsible for the reactions—such as cysteine (-SH), cystine (S-S), and hydrophobic amino acid residues—are buried in the inside region of the molecule, inaccessible to water. These residues become reactable with each other through the exposure from the inside by heat denaturation during processing. The unique textures of soybean protein foods, such as tofu, kori-tofu, yuba, and texturized products produced by extruder, etc., are the results of both the intermolecular interchange reaction between the exposed -SH and S-S groups and the intermolecular hydrophobic reaction among the exposed hydrophobic amino acid residues. The exposure of amino acid residues is also important for the hydrolysis of soybean proteins by enzymes, through which soy sauce is produced, because the cleavage of the peptide bonds is carried out after binding between the active sites of the enzymes and the enzyme-specific amino acid residues exposed through denaturation.” Address: Kikkoman Corp., 1-25 Kanda Nishiki-cho, Chiyoda-ku, Tokyo 101, Japan.

2486. Homma, Gaku. 1991. Tofu, grilled tofu, and fried tofu (Document part). In: Gaku Homma. 1991. *The Folk Art of Japanese Country Cooking: A Traditional Diet for Today's World*. Translated by Emily Busch. Berkeley, California: North Atlantic Books. xii + 270 p.

• **Summary:** This is a remarkable book by a remarkable man, with many deep insights into both traditional and modern cultures in Japan and the USA; it gives a unique, authentic

view of Japanese culture, and makes liberal use of the Japanese names for things, such as food, utensils, techniques, houses, etc. He uses the Japanese words first, then explains what they mean (in parentheses) in English. Thus the book makes it easy and enjoyable to learn Japanese food-related words. Moreover, the book is brimming with interesting information about traditional soyfoods in Japan.

This record will focus on tofu: “Tofu, soybean cake—also called at the time [14th century] *shira kabe* or white adobe—was introduced by Zen Buddhist priests. Today, nearby most temples are small stands offering tofu handmade by the priests” (p. 27).

“A dish that was found on both this island [located south of Tokyo, 4 hours by boat south of Hachijō-jima] and in my home town [of Akita] was called *kayaki* or *kai yaki*. *Kayaki* means shell bake. A large scallop shell is placed over the fire and filled with fish, tofu and seasoned vegetables. Miso, soy sauce, or *shottsuru* (juice from pickling fish) are added for taste” (p. 40).

His home town, Akita, is still famous for a dish named *kiritampo*; it is white rice that has been cooked and wrapped around a wooden handle about 16 inches long. The handle is secured in the *irori* [sunken fireplace] next to the fire to sear the outer layer of rice. Then the handle is removed. The Matagi—one tribe of mountain hunters in the Owu range near Akita—packed this same *kiritampo* for their long hunting expeditions. Originally the Matagi added mushrooms they found under the autumn leaves to complete the dish. “Today we add tofu and other ingredients to make a dish that can be found in the finest traditional restaurants” (p. 42-43). Also on page 43 the author explains the origin of *sukiyaki*; *suki* means spade and *yaki* means barbecue.

In the section on vinegar and pickling: Lightly sour Chinese cabbage mixed with tofu and chopped negi (Japanese onion / leeks), simmered with mater, miso and sakekasu (rice wine lees) makes a delightfully sour dish (p. 66).

“Mame rui—Beans: The most popular product made from soybeans is tofu and I will go into tofu in greater length in the section on products used daily. Here we shall explore how to safe fresh tofu for future use.

“A block of tofu can be cut into half-inch squares and freeze-dried to make *shimidofu*. Another common name is *koyadofu*, named after Zen monks who lived on Mt. Koya near Kyoto who first discovered this process.

“We don’t need to go back this far in history to find *shimidofu*. It was common practice for farmers to hang tofu under the eaves of the house to dry. Although tofu came from China, the making of *shimidofu* is Japanese.

“The *shimidofu* available in markets today is sometimes processed with ammonia. There is a three-month shelf life for *shimidofu*. If it is too old it won’t soften again when soaked in water. Of course, it also doesn’t taste very good.

“If the temperature where you live drops below 32°

Fahrenheit for consecutive periods you can make *shimidofu* yourself. You can't make it in the freezer. You need to set it out where strong cold winds blow. Tofu turns yellow when it is freeze dried. Don't worry, this is natural."

Note 1. This is the earliest English-language document seen (April 2013) that uses the term *shimidofu* to refer to dried-frozen tofu.

"Tofu is also preserved through pickling in salt. In Japan, tofu pickled in salt is no longer available. Salt pickling is still popular in China and in other parts of Southeast Asia (p. 92).

The chapter titled "Products used daily" begins: "Tofu—Soybean Curd: Americans frequently ask me what Japanese people eat on a daily basis. Sometime I get disappointed looks when I tell them. I think they expect me to describe some strange, exotic dishes never heard of here in the United States. In the larger cities and towns of Japan today, the younger generation's diet is not so different than here in the U.S. Milk, cheese, and ham are common sights in most young family homes.

"Visiting a home in the country which continues to practice the old customs is a slightly different story. In these homes (almost stubbornly) mostly traditional foods are served. If there is a difference between the traditional households of the past and present, it is in the way the foods are procured, not the foods themselves. Instead of making most everything at home, the people of the countryside visit the grocery store. The flavors therefore are not quite as fresh and good as they used to be.

"When I was a child, the tofu peddler came by early every morning blowing his horn and yelling, 'Tofu, tofu!' in a loud voice. His bicycle was equipped with a metal washtub filled with fresh water and the tofu he had made himself that day. He also carried other products, like *age* (deep-fried soybean puff), *yakidofu* (broiled tofu), *atsu age* (deep-fried tofu cutlet), and *konnyaku* (devil's tongue yam cake).

"The tofu peddlers made tofu in larger blocks than you buy in the United States. One block was called a *cho*. You could buy a half or quarter *cho* if you wished.

"The tofu peddler was very familiar with our family and knew how much tofu or *age* we used daily. Knowing how much we needed, he filled the time with pleasantries and friendly conversation as he filled our bowl with the day's supply.

"Traditionally, the old tofu makers used the mineral *nigari* (bittern), found naturally in fresh sea water, as a solidifier during processing. The tofu found in the supermarkets is made with man-made solidifiers. The nutritional value of mass-produced tofu is rather less than tofu made in the traditional fashion. Tofu was brought to Japan by Japanese priests who went to China to study Buddhism. Today, for example, near the old temples of Kyoto there are tofu shops and restaurants that date back many, many generations.

"From its introduction, tofu was eaten by the people of the imperial courts. It was not until the Edo period (1603-1867) that tofu became popular among all classes. Since those earlier times tofu has become a major part of the Japanese diet, one of its daily foods.

"When I was a curator, I spent some time with an old man who made tofu for me in the style that was originally taught to him. I was surprised; his tofu was so hard you could tie blocks of it up with a rope and carry it. Naturally, the solidifier he used was *nigari* from fresh ocean water.

"Proverbs regarding tofu have been told for generations: something impossible is said to be 'like breaking your teeth eating tofu' or 'like picking up tofu with a pair of tongs.' A spoiled person 'has his tofu peeled.' Remarking that anyone can change: 'even tofu gets tight if cooked long enough.' I heard these proverbs on more than one occasion from my parents!

"The owner of one large tofu company in Denver told me about the first time he took a fresh tofu sample to one of the large local markets. The buyer took one bite and said, 'This is not tofu.' The new tofu maker was surprised and returned home to make another batch, believing in the traditional techniques he knew well. Again the buyer took a bite and said, 'This is not tofu, it is not sour. I have real tofu brought to me from California by truck. This tofu does not taste like the tofu I get from California.' I started laughing before he finished the story. The tofu shipped from California had begun to spoil en route. The buyer, not having anything to compare it to, thought all tofu was supposed to taste sour!

"Fresh tofu is a food high in nutritional value. However, because it has a high water content, it spoils easily. When you are buying tofu, I recommend you buy it at a store that has a good turnover rate, to make sure it is fresh. A bulging plastic cover indicates that gas is being released and the tofu is no longer fresh. After you have opened the package, submerge the tofu completely in fresh water. Tofu absorbs odors easily, so it needs to be covered. If refrigerated, tofu should last for three or four days.

"While I was running my restaurant, young mothers sometimes asked me for raw tofu for their children, but I always boiled it first. Like a sushi chef serving raw fish, it was my responsibility not to serve anything that might have spoiled" (p. 96).

Photos show: (1) Ishiusu—hand-turned stone mill grinding soybeans (p. 94). (2) Tofu products on a woven bamboo tray (1) *Yakidofu*. (2) *Ganmo*. (3) *Tofu*. (4) *Atsuage*. (5) *Koyadofu*. (6) *Age* (p. 96) (Continued). Address: Former owner and head chef, Domo restaurant, Denver, Colorado. Founder and chief instructor Nippon Kan Aikido and Cultural Center, Denver, Colorado.

2487. Passmore, Jacki. 1991. The encyclopedia of Asian food and cooking. New York, NY: William Morrow. 320 p. Illust. by Jan Smith. Index. 24 cm. [44 ref]



• **Summary:** The most complete book of its type seen to date (May 2010), with many helpful cross references (although sometimes flawed). Soyfoods are mentioned throughout. Unfortunately, for Chinese foods, the author does not distinguish between Mandarin and Cantonese, or between pinyin (newer) and Wade-Giles (older) styles of romanization. For some of the “Also known as” it is not clear to which of several previous entries this refers (see “Soybean”). Sometimes she gives standard transliterations (azuki, miso, tofu, yakidofu) yet at other times she writes phonetically (ah meh)—as an aid to correct pronunciation.

Ame (ah meh, Japan): A sweet jelly made from millet.

Azuki bean (*Phaseolus angularis*). Native to China; used in China since the Han Dynasty (206 BC–AD 220): An [or anko] (Japan): A sweetened paste of ground azuki beans available in smooth (koshi-an) and crunchy [chunky] (tsubu-an or tsubushi-an). Sarashi-an: A flour of ground azuki beans. Also known as hong dow (China), dried red beans, red beans [adzuki beans, aduki beans]. See also: Red bean paste, sweet.

Bean curd: Also known as dou-fu, dow foo (China); tahu (Indonesia), momen tofu, tofu (Japan); ta hu, ta hua (Malaysia); tahure ([fermented tofu] Philippines); tauhu kau (Thailand); dau hu, dau hu chung (Vietnam); bean custard, soybean cake.

Note 1. This is the earliest English-language document seen (April 2013) that uses the term *ta hu* to refer to Malaysian-style tofu.

Illustrations of: Fried bean curd, pressed bean curd. Almond bean curd (non-soy). Bean curd “brains”: Also known as doufu nao (China); taho (Philippines). “Cotton” bean curd: Also known as momen tofu (Japan). Freeze-dried bean curd [dried-frozen tofu]: Also known as koya tofu (Japan). Fried bean curd: Also known as char doufu, doufu pok (China); agedofu, atsu-age, nama-age (Japan); tauhu tod (Thailand), dau hu chien (Vietnam). Fried bean curd pouches: Also known as aburage, usuage (Japan). Gan modoki. Grilled bean curd: Also known as doufu kan [sic], gone (China); yakidofu (Japan). Instant bean curd. Okara. Pressed bean curd: Also known as doufu kan (China), taukwa, tauhu kuning (pressed yellow bean curd) (Indonesia, Malaysia); tokwa (Philippines); tauhu leong (Thailand); dau hu ki (Vietnam). Silk bean curd: Also known as kinugoshi tofu (Japan), shui doufu (China), taho (Philippines).

Note 2. The author seems to be confused about “Silk bean curd.” Japanese kinugoshi is made from relatively thick soymilk, which is “set” using a coagulant but without any separation of curds and whey. Yet on page 26 we read: “In China the name [for silk bean curd] translates as ‘water bean curd,’ It has a very smooth, delicate texture achieved by straining the coagulated liquid through fine mesh, then allowing the strained curds to settle without pressing.” This is not a description of silken tofu, but rather of Japanese regular tofu (*momen-goshi*) made without any pressing weights.

Contains a recipe for homemade “Bean Curd” plus 3 bean curd recipes.

Bean curd by-products: Bean curd skin [yuba], bean curd sticks: Also known as fu jook pin, gee jook (China), yuba (Japan), forng ta ohu [tauhu] (Thailand); rolled bean curd, second bamboo.

Fermented bean curd: Also known as foo yu, fu-ru, narm yu (China), tahoe, tahu (Indonesia, Malaysia), tausi (Philippines), bean curd cheese, Chinese cheese, pickled bean curd, red bean curd, soybean cheese.

Moldy bean curd. Bean curd cheese: See bean curd by-products (fermented).

Bean pastes and sauces: Shih and jiang from China: (1) Bean sauce (jiang) also known as taucheo or tau sa (Malaysia, Nonya and Singapore cooking), mien see [mian shi] (China), taoco [Pron. = tao-cho] (Indonesia), tuong ot (Vietnam), bean paste, brown bean sauce, yellow bean sauce. (2) Black bean sauce (a recent addition to the family of Chinese sauces. A major ingredient is puréed fermented black beans with a hint of garlic and star anise. It tastes best when freshly made). (3) Chili bean paste (in addition to chopped dried chilies, it sometimes contains fermented black beans): Also known as lat chu jeung, as lat chu jeung yau (Garlic) (China); kochujang (Korea); bean paste with chili; hot bean paste; Sichuan hot bean paste. (4) Dhwen-Jang (Korea). See also miso. (5) Hoisin sauce (China): A sweet, thick, reddish brown sauce. One ingredient is fermented soybean paste. Not to be confused with the Chinese barbecue sauce called sha cha jang. Also known as hoi sin cheung (China); barbecue sauce. (5) Soybean paste. Also known as mean see jiang (China). (6) Sweet bean paste. In this context it is not the sweet bean paste made from azuki beans, but rather a sweet, thick, dark brown sauce made of ground fermented soybeans and sugar. Its salty-sweet flavor is used in marinades and roast meats. Also known as tim mean jiang (China).

Bean sprout: Mung bean sprouts, silver sprouts (mung bean sprouts with the roots and seed pods removed), soybean sprouts (They “are large, up to 5 inches {12.5 cm} in length, a deep, almost yellow color and strong in flavor...”). Also known as: Daai dau nga choy (soybean sprout), ngunn nga choy (silver sprouts), nga choy, sai dau nga choy (mung bean sprout) (China); taugé (Indonesia); moyashi (Japan); kacang ijo, kacang djong, kacang padi (Malaysia); togue (Philippines); taun gawk (Thailand); gia (Vietnam); bean shoots.

Beijing duck sauce (recipe with ½ cup sweet bean paste). Vietnamese-style Beijing duck sauce (with ½ cup sweet soy sauce–kecap manis).

Black bean: See Fermented black bean. Black bean sauce: See Bean pastes and sauces. Fermented black bean sauce. Black soybean: See soybean.

Broad bean paste. Broad bean sauce: “The best is made in Pixian, a city in Sichuan province, where it is used instead

of soybean-based seasoning sauces.”

Brown bean sauce: See Bean pastes and sauces.

Che hau sauce (Che how, China): See Bean pastes and sauces (Hoisin). Chick-pea.

China: Has the “oldest and most well-documented cuisine in the world.” Chinese cheese: See Bean curd by-products (fermented). Chinese hot bean paste: See Bean pastes and sauces.

Dau hu (Dow hoo, Vietnam): See bean curd. Dau hu chien (Dow hoo chee-ian, Vietnam): See Bean curd, fried. Dau hu chung (Dow hoo chee-ung, Vietnam): See Bean curd. Dau hu ki (Dow hoo kee, Vietnam): See Bean curd, pressed.

Dengaku (plus recipe).

Dhwen-jang (Dwen-jang, Korea). Similar to Chinese soybean paste or Japanese akadashi miso. Also known as Korean bean paste. Doufou Kan [doufu gan], China: Bean curd (grilled, pressed). Dou-fu (Dau-fu, China). See Bean curd. Doufu nao (Daufu-nou, China): See Bean curd “brains.” Doufu pok (daufu pork, China). See bean curd, fried. Dow foo (dau fu, China): See Bean curd.

Edamame (e dah ma meh, Japan): See soy bean.

Fermented bean curd: See Bean curd by-products.

Fermented bean curd cake. See Bean curd by-products; tempe.

Fermented black beans (Shih, China). With recipe for “Fermented black bean sauce” (p. 106). Also known as dau see (China), black beans, dried black beans, preserved black beans.

Fermented red rice. Flours and thickeners: Kuzu (Japan). Mung bean flour. Soy flour (incl. kinako, which “is used in confections and to make noodles... In China, a thick, nutty-tasting noodle is made from soy flour”). Foo yu (Fu you, China). See Bean curd by-products (fermented). Fong Tao Hu (Fong tao huu, Thailand). See Bean curd by-products, bean curd sticks. Fu jook pin (Fu juk pin, China): See bean curd by-products, bean curd skin. Fu-ru (Fu yue). Gee Jook (Ji Juk, China): Bean curd sticks.

Gluten: Kau fu, kohana fu, matsutake fu, mein jin pau, nama fu, su tang, yaki fu. Also known as: Kau fu, mianjin, mein jin pau, su tang (China), kohana fu, yaki fu (Japan).

Gochujang (Korea). See also: Chili paste, chili sauce. Korean barbecue sauce.

Grilled bean curd: See Bean curd, grilled.

Hatcho miso: See miso, Hatcho. Hot bean paste. Hot black bean sauce. Inaka miso: See miso.

Japan: “Japanese cooks revel in the artistry of their craft. The Japanese love of nature is a challenge to present each ingredient as reminder of its origins: to bring nature to the table....” Regional cuisines are not of great importance in Japan; cooking methods (incl. Dengaku), salting (incl. Teriyaki), cutting and slicing techniques.

Kecap asin (Ket-chup a-seen, Indonesia): See Soy sauce, sweet and salty. Kecap cair (cha-ear, Malaysia): See soy sauce, light. Kecap hitam (Indonesia): See soy sauce,

sweet and salty. Kecap ikan (Indonesia): See Fish sauce.

Kecap manis (mah-niece, Indonesia): See Soy sauce, sweet and salty. Kecap petis (pet-is, Indonesia): See fish sauce.

Kinugoshi tofu (Japan): See Bean curd, silk.

Kochujang (go-choo jang, Korea): See Bean pastes and sauces; chili pastes.

Koikuchi shoyu (Japan): See soy sauce. Continued. Address: Author of several books on Asian cuisine.

2488. Soy City Foods vegetarian cookbook. 1991. Toronto, Ontario, Canada: The Golden Age Food, Ltd. 145 p. 28 cm. • **Summary:** Contents: Dips, spreads & sauces. Soups & salads. Side dishes. Quick & easy recipes. Harvest dinner main dishes. Tempeh main dishes. Tofu main dishes. Other main dishes. Breakfast & brunch. Desserts. Holiday recipes. Glossary. Products made by Soy City Foods: Harvest dinner patties. Falafels. Grain tempeh. Tofu. All soybeans are organically grown, and certified by OCIA.

Some history: In 1975, The Golden Age Food Limited opened the Vegetarian Restaurant in downtown Toronto. In order to produce healthy soy-based products from organically-grown soybeans, the restaurant created its own production facility, Soy City Foods. Address: 2847 Dundas Street West, Toronto, ONT M6P 1Y6, Canada. Phone: (416) 762-1257.

2489. Wasserman, Debra; Stahler, Charles. 1991. Meatless meals for working people: Quick and easy vegetarian recipes. Baltimore, Maryland: Vegetarian Resource Group. 96 p. Illust. No index. 22 cm. [10 ref]

• **Summary:** In this vegetarian cookbook, the section titled “Soy dishes” (p. 48-53) contains the following: Tofu mayonnaise dip. Fried tofu. Fried tempeh sandwiches. Spaghetti and tempeh sauce. Tofu “eggless” salad. Tofu pie and quick crust. Tofu burgers. Summer tofu salad. Curried tofu with peanuts. Tofu spinach dip. Address: Baltimore, Maryland.

2490. **Product Name:** Tofu (Plain), Savoury Baked Tofu, Soya Milk, Soy Ice Cream, and Soysage.

**Manufacturer’s Name:** Nature Island Foods.

**Manufacturer’s Address:** P.O. Box 501, Roseau, Dominica, West Indies. Phone: 809-448-3602.

**Date of Introduction:** 1991?

**New Product–Documentation:** Letter from Yolanda Bryan. 1992. Jan. 8. Lists the soyfoods they presently make.

2491. Dorow, Detlef; Hoffmann, Ralf. 1992. Update on Die Tofurei in Berlin (Interview). Conducted by Anthony Marrese in Berlin, Jan. 7. 2 p. transcript. Handwritten. Followed by a letter from Detlef Dorow on 17 Feb. 1992.

• **Summary:** In Aug. 1989 the name of the company was changed from Berliner Tofurei to Die Tofurei. In June 1991 the company moved to its present address at 2 Krefelderstr. 2



in Berlin. The original and last address was Luebbenerstr. 4, 1000 Berlin 36. The company was established 3 years ago to make tofu. The founders were Detlef Dorow, Ralf Hoffmann, and Misha Wolff. [Note: According to the magazine *Die Geschaefsidee* (1989, Dec. p. 33) this company was started in Aug. 1988 by 4 friends who liked to make tofu: Detlef Dorow [Dorow], Ralf Hoffmann, Shi-Jong Chen, and Michael Wolff [or Wolf]. The original company name may have been “Die Benjamine.” But Detlef now says that the original company name was Detlef Dorow–Erste Berliner Tofurei.] Over the years, Detlef’s friends left one by one: Michael Wolf in 1989, Shi-Jong Chen in 1990, and Ralf Hoffmann in late 1991—because of too much work and not enough money.

While at its original location, the company made Tofu, Tofu-Burger, Okara-Burger, Tofu Variationen, Mungo Sprossen Snack, Tofu Schnitzel, and Sushi-Reisroellchen. The company has also made Tempeh and Seasoned Tofu (with Vegetables, Herbs, Seaweed, or Smoked). Tempeh was discontinued after a while due to sluggish sales. Presently the company makes 200 to 400 kg/week of tofu (production varies widely), and about 250 Veggie Burgers (Tofu Burgers) each week.

The company has 3 full-time partner employees (each with equal ownership) and 2 part-time workers. Growth has been unstable. The building is about 18 by 10 meters, divided into 4 rooms. Gross sales are about DM 250,000 per year. Net worth is unknown. In Aug. 1991 the company started a restaurant at the same address as its production facility. A leaflet describing it, titled “Die Tofurei jetzt mit vegetarischer Kueche” (The tofu shop now with a vegetarian kitchen), printed black on orange, is enclosed. It serves a variety of soy-based snacks, drinks, salads, cakes (kuchen), desserts, main courses, and soups. Most are made from tofu, but tempeh and seitan, which are also on the menu, are purchased from either Viana Naturkost GmbH in Cologne, or Tofumanufaktur Hamburg.

Comments: All is not well at Die Tofurei and they may be out of business very soon for several reasons, the main one being disagreements between the partners. Detlef sees his job as working 8 hours a day, whereas Ralf and Misha feel they are working for a cause which they want to make grow. Low sales and high overhead have forced the issue to a head. Within a year of moving to their last location and having to renovate, a second move was required due to problems with the landlord. This then required a second renovation at the present location. Money for the renovations was borrowed from the bank and the company is already behind in its payments. Sales are low because (1) Their tofu prices are high (DM 7/kg wholesale) due to high overhead; (2) Several tofu companies from Freiburg, Hamburg, Stuttgart, Cologne, etc. have entered the Berlin natural-foods market; (3) Oh Tofurei, which is run by an Asian-German, has the entire Asian foods market in Berlin, including Asian

restaurants. Its tofu retails for DM 5/kg. The owner of Oh Tofurei was not willing to be interviewed. He speaks no English (only broken German) and is probably producing several hundred kg of tofu per day.

Ralf and Misha are ready to call it quits after 3 years of hard labor. Detlef wants to keep the restaurant and maybe to distribute tofu made by some other company.

Follow-up letter from Detlef Dorow. 1992. Feb. 17. “Ralf Hoffmann has just left the company, so I rule it by myself with a good worker. Ralf managed the finances for the last 6 months, but it was a big catastrophe. I hope I can reduce the damage. I have had so many problems with the company and my partner Ralf; he managed Die Tofurei for the last 6 months and I managed the “Vegetarische Kueche” restaurant. They run more or less separately. Now I am increasingly forced to make snacks (Sushi-Reisroellchen, Tofu Burgers, Gruenkern Burger, Tofu Baellchen mit Spinatfuellung, Tofu-Speiss) because our company is too small to compete with large companies. Our tofu is made mostly by hand, so it is a lot of work and not much money.” Address: Die Tofurei: Krefelderstr. 2, D-1000 Berlin 21, Germany. Phone: 030-393-0927.

2492. **Product Name:** Cauldron Foods Original 8 Tofu Bangers: Vegetable Sausages Made with Tofu.  
**Manufacturer’s Name:** Cauldron Foods Ltd.  
**Manufacturer’s Address:** 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol, Avon, BS3 2TL, England. Phone: (0272) 632835.

**Date of Introduction:** 1992 January.

**Wt/Vol., Packaging, Price:** 8 x 50 gm bangers in a box. Retails for £1.95.

**How Stored:** Frozen.

**New Product–Documentation:** Health Food Business (London). 1992. Jan. p. 12. “New burgers and a Cauldron banger.” Note: A banger looks like an American hot dog.

Spot in BBC Vegetarian Good Food. 1992. Spring. p. 8. Shows a color photo of the front of the package.

2493. **Product Name:** Cauldron Foods 2 Tofu Burgers [Mexican, or Barbecue].

**Manufacturer’s Name:** Cauldron Foods Ltd.

**Manufacturer’s Address:** 149 South Liberty Lane, Ashton Vale Trading Estate, Bedminster, Bristol, Avon, BS3 2TL, England. Phone: (0272) 632835.

**Date of Introduction:** 1992 January.

**Ingredients:** Tofu (water, soya beans, calcium sulphate), wholegrain brown rice, sweetcorn, tomato puree, onion, wholewheat rusk, water, yeast, methyl cellulose (of vegetable origin), hydrolised vegetable protein, spices, salt, raw cane sugar.

**Wt/Vol., Packaging, Price:** 2 x 75 gm burgers in a box. Retails for £0.96.

**How Stored:** Refrigerated.



**New Product–Documentation:** Health Food Business (London). 1992. Jan. p. 12. “New burgers and a Cauldron banger.”

Label for “Barbecue” flavor sent by David Greenslade. 1994. Oct. 4 inches square by 1 inch thick. Paperboard box. Orange, yellow, black, and white. Two color photos, one of two burgers on a plate, another of a burger between buns. “Just heat to eat. Vegetable burgers made with tofu.” Cauldron is still located at 149 South Liberty Lane.

2494. **Product Name:** [Soy Burger (With Tofu, Natto, Okara & Vegetables)].

**Foreign Name:** Soja-Burghetti.

**Manufacturer’s Name:** Food for Freedom.

**Manufacturer’s Address:** Nylense [Nijlense] Steenweg 72, B-2270 Herenthout, Belgium. Phone: 014 / 51 7237.

**Date of Introduction:** 1992 January.

## SOJA-BURGHETTI

**Ingredienten:** tofu, natto (gefermenteerde sojabonen), sojavezels, havervlokken, ajuin, wortel, kruiden, zeezout.

**Ingrédients:** tofu, natto (fèves de soya fermentées), fibres de soya, flocons d’avoine, oignon, carotte, herbes, sel marin.



ten minste houdbaar tot :  
a consommer avant :

**Ingredients:** Tofu, natto, soy fiber (fibres de soya), rolled oats, onion, carrot, herbs, sea salt.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label and letter sent by Lucio de Berti, owner of Food For Freedom. 1992. Jan. This tofu burger with 10% natto was introduced in Jan. 1992. It is sold in only 2 large shops without a label because it is still being test marketed.

Label. 4 by 2 inches. Black on white. In Dutch and French.

2495. **Product Name:** Tempeh-Lettuce-Tomato Sandwich, Tempeh Burger, Bar-B-Q Tempeh, Tempeh Curry with Coconut Milk (and Rice), Dolphin Safe Tempeh Salad (Mock Tuna Salad).

**Manufacturer’s Name:** Leo Risin’ Foods.

**Manufacturer’s Address:** 1525 Rhode Island, Lawrence, KS 66044. Phone: 913-832-1521.

**Date of Introduction:** 1992 January.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter and Labels sent by Clayton McHenry, founder and owner of Leo Risin’ Foods. 1994. Feb. 22. In January 1992 Clayton named his business Leo Risin’ Foods

and set up a certified and inspected kitchen in his home at 1525 Rhode Island, Lawrence, Kansas 66044. Starting in January 1992 he produced five deli foods with tempeh for the Community Mercantile, and Clearly Nature’s Own, a natural food store in Kansas City, Missouri. The weights of and ingredients in these products are as follows (\* = organically grown): Tempeh-Lettuce-Tomato Sandwich (6 oz): Wheat bread, tempeh\*, lettuce\*, tomato, tofu mayo, sesame oil, spices. Tempeh Burger (7 oz): Wheat bun, handmade tempeh\*, lettuce\*, onion\*, tofu mayo, spicy pickle\*, mustard, hot sesame oil. Bar-B-Q Tempeh (6 oz): Wheat bun, handmade tempeh\*, rice malt sweetened barbecue sauce, red onion\*. Tempeh Curry with Coconut Milk (and Rice, 8 oz): Basmati rice, handmade tempeh\*, coconut milk, red chili, onion, cashew, green chili, spices, salt. Dolphin Safe Tempeh Salad (Mock Tuna Salad, 8 oz): Tempeh\*, Nayoanise, green onion, parsley\*, sunflower seeds, spices.

2496. O’Connell, Michael. 1992. History of Ploughshares Foods Ltd. in Glastonbury, England (Interview). *SoyaScan Notes*. Feb. 27. Conducted by Anthony Marrese in England.

• **Summary:** This company was founded in 1984 in the Essex countryside by Michael O’Connell and Fiona Bruce under the name “The Emperor Liu An’s Tofu Palace.” Liu An was the legendary inventor of tofu in China. The business was an 8-tonne mobile catering truck and kitchen on wheels which went to open-air shows and festivals; its purpose was to serve vegan



organic food (including tofu), demonstrate tofu-making, and promote veganism. They started operating the truck in Aug. 1984. Recipes prepared in the mobile restaurant in 1984/85 included tofu blueberry mock cheesecake, tofu mayo, tofu sweet cream, tofu lasagna, tofu pudding, tofu ice cream, tofu burgers, tofu gulash, and tofu pizza. In 1985/86 they launched okara steam pudding with dates, okara shepherd's pie, and okara burgers.

In Aug. 1986 the company moved to Glastonbury, started a non-mobile restaurant, and changed the company name to Ploughshares Foods Ltd. (after the Old Testament Biblical expression from The Book of the Prophet Isaiah 2:4 "They shall beat their swords into plowshares, and their spears into pruninghooks: nation shall not lift up sword against nation, neither shall they learn/study war any more").

In 1988 the restaurant introduced tofu quiche (onion and mushroom), okara veggie roll, okara tempeh, okara tempeh Bolognese/moussaka, and braised tofu in miso sauce. In 1989 they launched soya cream cheese with chives, and in 1991 okara tempeh with leaf protein added.

In 1991 the company structure changed from a partnership to a cooperative. Other current members of the co-op are Miranda Bruce, Sophie Pullinger, and Lalita Gordon Milverton.

The company was a pioneer in introducing tofu and new ways of using it to vegan restaurants. Uses included burgers, pies, dressings, creams, main dishes, salads, soups, etc. They introduced foods that were free of dairy products, wheat/gluten, and/or sugar, and developed a leaf protein product named Leafu (i.e. tofu from leaves). Their vegan cooking school was the first such school to receive the "City and Guild" qualification to those who graduate from their residential diploma course teaching vegetarian, organic, and special diet foods. The company provides a friendly working environment, as for single working parents, and is involved in the wider issues of improving society.

The main reasons for the company success are a commitment to delicious, aesthetic, nutritious food, customer loyalty, and a commitment to research, development, and innovation.

Anthony Marrese adds: "All of their products are good, and their people are especially nice. I spent about 18 months helping with the tofu production and restaurant in 1987/88." Address: 54 Roman Way, Glastonbury, Somerset, BA6 8AD, England. Phone: 0458-831182 or 835233.

2497. Productos Alimenticios Soyavyn. 1992. Productos alimenticios naturales a base de soya: Soyavyn [Natural food products based on soya: Soyavyn (Leaflet)]. Lourdes, Colón, Depto. La Libertad, El Salvador. 1 p. Feb. 19 x 13 cm. [Spa] • **Summary:** The company makes the following products: (1) Fluid flavored soymilk (½ or ¼ liters): Vanilla, strawberry (*fresa*), banana, chocolate, natural (in liter size). (2) Meatless sausages and meats: Sausage (*Salchicha*), Seasoned Sausage

(*Chorizo*), Soy burgers (*Tortitas; Hamburguesa*), Soy steak (*Bistek*). (3) Dry products (1 lb packs): Instant soy coffee, Chocolate, Horchata (Local fresh beverage), Whole soy flour, soybeans. (4) Dairylike products: Soy cheese [a cheese alternative], soy cream, soy curds or cottage cheese (*Requesón*). (5) Other products: Galletas de Soya (Soy cookies), Bath soap (*Jabón de Baño*), Recipe booklet (*Manual de Recetas*), Pitcher (*Pichel*), Shirt (*Camisa*), Peaches in syrup (*Duraznos en Almíbar*). "Detail and wholesale, home delivery without re-charge."

Letter from Kris Duville of Productos Alimenticios Soyavyn. 1992. June 2. This leaflet was first printed in Feb. 1992 on the occasion of a village feast at which the company had a stand at the fair. Address: Planta Soyavyn, 2a Calle Poniente No. 2-4, Lourdes, Colón, Depto. La Libertad, El Salvador. Phone: 51-0705 or 23-3554.

2498. **Product Name:** Vegetarian Meatball.

**Manufacturer's Name:** Season's Harvest.

**Manufacturer's Address:** 52 Broadway, Somerville, MA 02145. Phone: 617-628-1182.

**Date of Introduction:** 1992 February.

**Ingredients:** Incl. tofu, brown rice, textured soy protein concentrate.

**New Product–Documentation:** Talk with Ademar Reis. 1993. Nov. 29. He introduced this product in Feb. 1992.

2499. **Product Name:** Vegetarian Bacon Bits.

**Manufacturer's Name:** Season's Harvest.

**Manufacturer's Address:** 52 Broadway, Somerville, MA 02145. Phone: 617-628-1182.

**Date of Introduction:** 1992 February.

**New Product–Documentation:** Talk with Ademar Reis. 1993. Nov. 29. He introduced this product in Feb. 1992. He buys the textured soy protein concentrate, then he adds the liquids and the dry spices.

2500. Whiteman-Jones, Michael. 1992. Soyfoods poised for growth: New mass-market interest, product development and consumer interest are driving sales higher than ever. *Natural Foods Merchandiser*. Feb. p. 18-19.

• **Summary:** Last year soyfoods were introduced to mass-market consumers by two of America's corporate giants. (1) Archer Daniels Midland Co. (ADM of Decatur, Illinois) introduced the vegeburger to show that a delicious food product could be made from soy. ADM marketing specialist Lee Lensch says the soy burger is doing very well in test markets in Indiana, Illinois, and Minnesota. Versions of the product are being advertised nationally in corporate TV spots and on local TV in test markets. Buyers who gave the products shelf space at chains such as Kroger, SuperValue and Cub Foods now report brisk sales. (2) Protein Technologies International in St. Louis, Missouri, a subsidiary of Ralston Purina, is test marketing a soy-based

beverage named First Alternative in Phoenix, Arizona.

Peter Golbitz, president of Soyatech Inc., a consulting company in Bar Harbor, Maine, notes that since the 1980s, Japanese companies (such as Nichii Co.) have invested at least \$50 million in soyfoods manufacturing plants in the U.S.

“Retail sales of soyfoods are growing in America by about 5 to 7 percent a year, increasing to about \$657 million in 1990, Golbitz says. The most rapid expansion is for soy milk, which is growing at a rate of about 20% a year, and second-generation soyfoods which are growing at a rate of about 15%... Soy milk consumption in Australia, where it is sold in grocery stores like milk, is about 10 times what it is in this country.”

Worldwide, consumption of soyfoods now averages about 1.7 kg/person/year, and is expected to rise to 2 kg or more by the year 2000. Taiwan is the world leader with 15.5 kg/capita/year of soy, followed by Japan at 11.1 kg. A world map and table (largely compiled from FAO Food Balance Sheets) shows “Soyfood consumption: Yearly average per capita (Amount of change from 1979 to 1988).” The following countries are listed in descending order of consumption in kg/capita: Korea 17.1 kg (2.4%). Taiwan 13.0 (37.0%). Japan 10.8 (6.7%). Indonesia 6.3 (57.4%). Hong Kong 3.8 (-22.0%). Saudi Arabia 3.6 (342.9%). China 3.4 (-5.6%). Paraguay 2.8 (50.0%). Malaysia 2.3 (102.2%). Thailand 1.6 (162.5%). Zimbabwe 1.6 (22.2%). United States 1.4 (33.3%).

**2501. Product Name:** Natural Touch Garden Pattie.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1992 February.

**Ingredients:** Textured vegetable protein (soy protein concentrate, wheat gluten), mushrooms, egg whites, water chestnuts, onions, corn oil, carrots, cooked brown rice, green and red bell peppers, rolled oats, calcium caseinate, black olives, soy sauce (water, soybeans, salt), corn starch, onion powder, natural flavors from vegetable sources, soy protein isolate, spices, garlic powder, celery extract.

**Wt/Vol., Packaging, Price:** 9.5 oz (269 gm) box contains 4 patties.

**How Stored:** Frozen.

**Nutrition:** Per 1 pattie (67 gm): Calories 120, protein 11 gm, carbohydrate 8 gm, fat 4 gm (percentage of calories from fat 34%, polyunsaturated 2 gm, saturated 1 gm), cholesterol 0 mg, sodium 300 mg, potassium 160 mg.

**New Product–Documentation:** See next page. Ad in Natural Foods Merchandiser. 1992. Feb. p. 27. “Natural Touch introduces something completely new in vegetarian patties. Vegetables. New Natural Touch Garden Pattie is the first vegetarian pattie with real garden vegetables.” This ad carefully avoids mentioning the main ingredient in the

product—textured soy protein concentrates—which hardly have a “natural” image.

Talk with Worthington Foods. 1992. Feb. 10. This product was introduced about 1 week ago. The tofu version of this product has been discontinued. Leaflets sent by Evelene Callahan of Worthington Foods. 1992. Feb. 11. List ingredients and nutritional information.

2502. Jacobs, Lenny. 1992. More about seitan and wheat gluten (Interview). *SoyaScan Notes*. March 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John Weissman, who may have been the first person to make seitan in America, is selling Solar Burgers in the Harvard Garage (a collection of little shops) in Harvard Square in Cambridge, Massachusetts. Lenny saw him about a month ago and thinks he can track him down. Solar Burgers are basically seitan plus some new ingredients.

Yumie Kono, who taught Lenny and others at The Seventh Inn how to make seitan, now lives in Canada. Aveline Kushi knows how to reach her. Aveline used to say that seitan was too complicated to make unless one had some special equipment, etc.

The publisher of Lenny’s first book on seitan sold about 2,500 copies; he is now working on a second edition that will be published by Avery Press. The manuscript should be ready in about 5 months, and will contain a history of seitan.

Some of the earliest seitan products in Europe were made by Jonathan in Belgium. Many are still on the market, have very attractive packaging, and are sold in most natural food stores in Belgium.

Wheat gluten is known in both Vietnam and Thailand and has its own name. Lenny has eaten it at Thai and Vietnamese restaurants in America. He knows a Vietnamese food store that sells wheat gluten in cans.

John Belleme told Lenny that Legume wants to launch a new seitan product as the entree in one of their frozen dinners made with John’s seitan. Legume’s first seitan product, named Legume Meatless Pepper Steak with Kofu [fresh wheat gluten] and Noodles, was made with seitan made by Upcountry Seitan (Sandy Chianfoni).

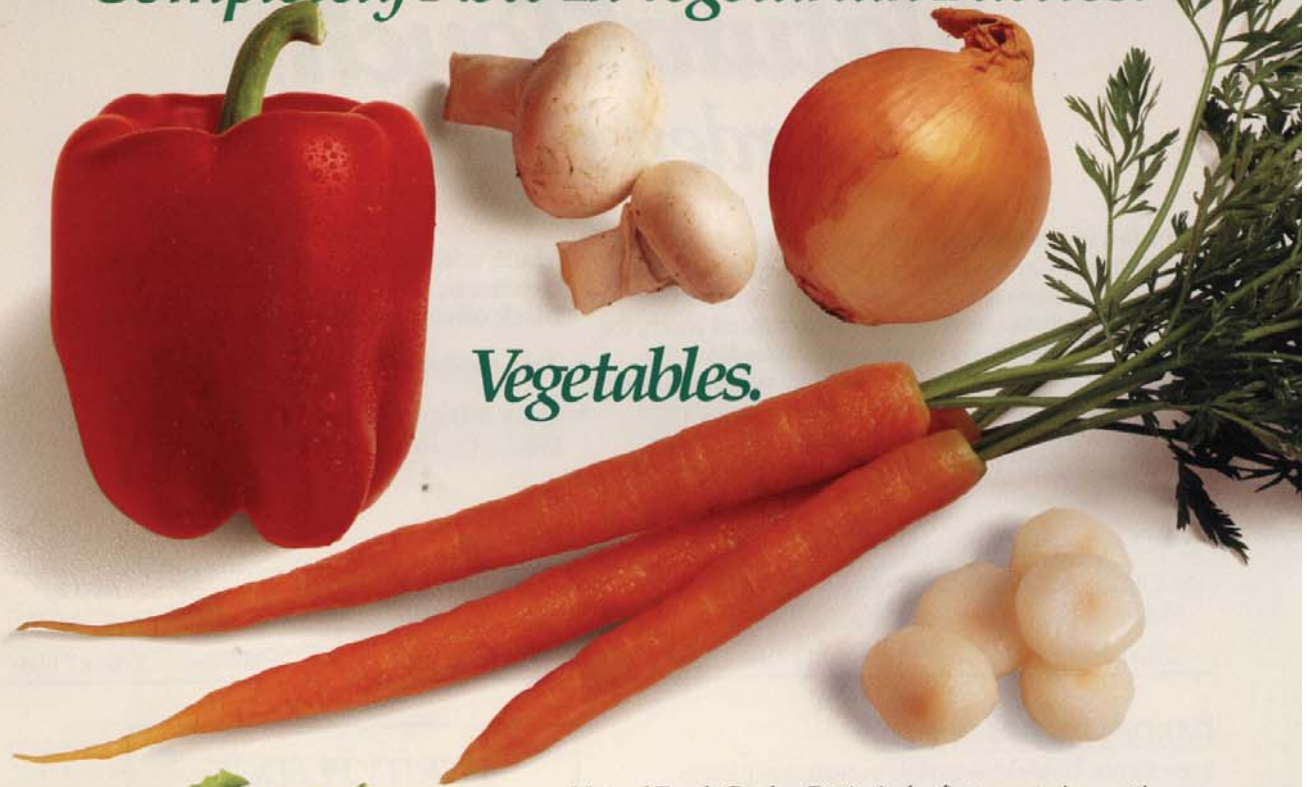
Lenny has heard that a lot of vital wheat gluten is made in Australia, and that some of the starch removed during the wet processing may be recovered and sold as wheat starch—but he is not sure. Address: New Age, Brighton, Massachusetts. Phone: 617-787-2005.

2503. Weissman, John. 1992. Pioneering work with seitan, Wheatmeal, and Tan Pops in America, 1974 to mid-1976 (Interview). *SoyaScan Notes*. March 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John was probably the second person to make seitan commercially in the USA. He was working in a health food store named Panacea in the middle of Manhattan in New York City. He and his girlfriend baked homemade



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buckwheat-crust pies, and they could see that homemade foods sold very quickly at the store. He saw freshly made, unique foods as a potential market. On 13 June 1974 John turned 26 years old. That fall he moved to Boston and began to live with a macrobiotic couple who were his friends, Sakee (or Ronald) Israel and his wife, Fern Ross-Israel. John recalls that Fern was pregnant. [Note: Fern and Sakee had been married on 19 Oct. 1974 in West Roxbury, Massachusetts. Their first child, Kate, was born at home on 3 May 1975.] Sakee was a musician, who drove a taxi cab to make money. John was a dabbler with macrobiotics—and still is. Several months after John arrived in Boston, Fern told him that several people from the Erewhon retail store had told her that if someone were to make seitan, they thought it would sell well at the store. Fern had learned to make seitan either in a macrobiotic cooking class or from another woman in a study house. She knew seitan was hard to make, so she taught John and her husband how to make it in the form of little salty, gingery meatball-like chunks.

At the time, John had never heard of seitan before, but he does recall that an early seitan product named Tan Pups (seitan skewered on a bamboo stick and deep-fried in a breaded tempura batter) had been on the market in Boston, but was no longer; they were probably America's first commercial seitan product. John does not know who made Tan Pups nor when they were introduced. [Note: Tan Pups were introduced in March 1972 by Nik and Joanne Amartseff in Brookline, Massachusetts.] They had been sold at the Erewhon retail store on Newbury St., but had been on the market for only about 6 months. John recalls hearing that the maker moved to Maine or New Hampshire after discontinuing Tan Pups in Boston.

John was a blues musician at the time, painting houses as a source of income. John had just been let go from a house painting job and he was desperate for money. Soon in late 1974 he and Sakee, as business partners, began making seitan in their apartment at 17 Dent Street in West Roxbury, and selling it in bulk (5-10 lb of chunks) to one macrobiotic study house where Pat Murray lived. She bought 5-10 pounds at a time. (She later owned a health food store in Newburyport, Massachusetts.) For fun, as a sort of joke, they named their fledgling business Gimme Some Food Co. but after a month or two, when their products began to sell, they changed the name to the Wheatmeat Company—since in late 1974 John coined the term “Wheatmeat” to refer to their seitan. His trademark registration says he first made seitan in May 1976, but he was making it commercially before that. Within a few weeks, in late 1974, he and Sakee began selling Wheatmeat in bulk to the Erewhon retail store and then to other health food stores (such as Organic Food Cellar). It was sold refrigerated, in the form of rather salty little gingery meatball-like chunks in a large glass jar. A customer or the store clerk would lift out the chunks with tongs. By early 1975 the Wheatmeat Co. introduced “Wheatmeat

Sandwiches,” stuffed in pita bread in two flavors—one with homemade cole slaw (but no mayonnaise, using grapefruit juice instead of vinegar; Fern showed them how), another with tomatoes and lettuce; each had a sauce and was Saran-wrapped with a little paper label. John felt the sandwiches would have a broader appeal than plain macrobiotic Wheatmeat (seitan), but their main drawback was a short shelf life—only several days. Fairly soon they also began to sell Wheatmeat Cutlets in about 8-ounce polyethylene bags. Each piece was rolled flat. Later (about 1979) he introduced an unflavored, unsalted slab of wheat gluten, also labeled Wheatmeat, but with a different label and appearance (it was light tan instead of dark brown). It wasn't on the market for long because the shelf life was too short.

Next, in the spring of 1975, came Solar Burgers (although the name was not introduced until 1976). Based on information about protein combining in *Diet for a Small Planet* by Frances Moore Lappé, John began grinding cooked soybeans into the wheat gluten and selling the burger-like patties.

Then came Tan Pops, pieces of seitan that were skewered, breaded and deep-fried. In the spring of 1975, several months after they introduced the Wheatmeat Sandwiches to Erewhon, Fern recalls John and Sakee began to make Tan Pops in their home kitchen at 17 Dent Street and sell them in Boston. John only vaguely recalls making Tan Pops at Dent Street. Concerning the name of this product, John Weissman recalls (he is more than 50% sure) that he coined the name Tan Pops (based on Tan Pups, a similar earlier product, of which John had tasted one or two) after he separated from Sakee Israel, had met the owners of Baby Watson Cheesecake Co., and was working with Robert Allen. The “Tan” came from sei-tan (*tan* means “protein” in Japanese), and the “Pop” referred to something on a stick, like a Popsicle. He also recalls that many people did not like the name Tan Pops, which they said reminded them of Tampons (the female hygiene product). But he does not recall what this deep-fried skewered seitan product was named while it was made at 17 Dent St. before he named it Tan Pops. [Fern Israel is not sure when this product was first named Tan Pops, but she thinks it may have been so named from the day it was introduced; this is the only name she can recall that it had.]

In the spring of 1975, at about the time of the birth of Fern's first child, John moved out of Fern and Sakee's home, and he and Sakee went their separate ways in terms of their business; it was a very amicable separation. John had moved in with his girlfriend at 51 Oak Ave. in West Newton. At that time there was a company named Baby Watson Cheesecake Co., owned by two men named Peter and Kenny. One of the owners of Baby Watson had tasted a Tan Pup formerly sold at Erewhon (but no longer available) and liked it very much. He talked to John and suggested that, since he was already making seitan, he start deep-frying it to make a



product like the Tan Pup. Baby Watson was already carrying the Wheatmeat Sandwiches, but they thought a product like the Tan Pup would sell even better. At this point, John either developed or renamed the Tan Pop. He recalls that the Tan Pup was breaded with a typical (soggy and thin) tempura batter based on wheat flour. John developed a thick batter using coarse corn meal and sesame seeds; it became delightfully crunchy after deep frying. John and a friend, Rob Allen, were soon making the seitan and deep-frying the rectangular Tan Pops out of John's home. The Tan Pops were sold first at Erewhon and then at Baby Watson; They were incredibly successful, in part because of the innovation of dipping the seitan in the corn batter before it was fried. To make the Tan Pops, slab or steaks of seitan were cut to size (approximately 3 inches wide, 4 inches long, and 3/4 inch thick) and placed on a tray. Each was dusted with a dry mixture of wheat and coarse corn flour, then an 8-inch long stick was pushed into one end so that it looked like the famous old New England Corn Dog. Then he dipped the skewered cylinder into a seasoned batter (with cinnamon, basil, powdered garlic and onion, plus sesame seeds) and deep-fried it. He put each store's order of Tan Pops in a brown paper bag. At the store he would line one or more wooden bowls with paper towels, arrange the hot Tan Pops in the bowl like spokes on a wheel, then place them near the cash register. He was soon selling to 3 Erewhon stores, Baby Watson, and 1-2 organic food sellers, plus a few others totaling 10-12 outlets for the Tan Pops.

In the spring of 1976 John moved the kitchen to a location behind a bar in Waltham, Massachusetts. With friend Robert Allen, they introduced a new line of smaller seitan sandwiches, in hamburger-sized pita pockets. They were named after people he knew, like the "Billy Biggins," a Wheatmeat sandwich with grated carrots and tahini sauce, etc. Billy Biggins owned the bar. Then they rented space in a basement "mall" in Central Square, Cambridge, to begin a restaurant featuring Wheatmeat, Tan Pops and waffles. The developers ran away after somehow failing. John named another pee-wee sandwich the "Weymouth Whitney," after the construction manager. It contained Wheatmeat, sauerkraut, caraway seeds, and Russian dressing made with Hain eggless mayo. These little sandwiches didn't sell very well.

He also named the burger "Solar Burger" and reformulated it with TVP. Robert Allen suggested that their company might sell the Solar Burger to other, competing sandwich makers—which they did. Shortly thereafter they stopped making their own sandwiches. John also sold wheatmeat in bulk to other sandwich-makers. While at Waltham, John conceived a new company name—Vegetable Protein Company. Continued... Address: VegPro Co., 133 Nottinghill Rd., Brighton, Massachusetts 02135.

2504. Weissman, John. 1992. Pioneering work with seitan,

Wheatmeat, and Tan Pops in America, mid-1976 to 1992 (Interview). *SoyaScan Notes*. March 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: In the fall of 1976 John formally founded the Vegetable Protein Company, registered with the city of Cambridge, and moved his operation out of his home into a commercial shop in Central Square at 140 River St. in Cambridge. Robert Allen left the company to begin a new career in the field of men's clothing. In 1976-77 John tried to get a trademark for Wheatmeat but was unable to because I.T.T. (Wonderbread) owned the trademark for a bread product. With Tan Pops as the main cash product from 1976-1978, the business became a real commercial business and began to grow. Selling as many as 85 Tan Pops a day at Erewhon alone, he began to earn a modest living. For the first time, John began to use machines to help him in making his products. In 1977 he developed a portion-control method for the Tan Pops, running the seitan through a meat grinder, and forming them into cylinders, like a fat sausage, rather than the former slabs. John also began to experiment with new ingredients in the Wheatmeat and Tan Pops—such as vital wheat gluten, which he purchased from Ogilvie Ltd. in Montreal, Quebec, Canada. Other ingredients used included oat bran and oat flour mixed with wheat, whole toasted soy flour. The formula was constantly changing. At one point the main ingredients in the Tan Pop were vital wheat gluten and whole wheat flour. Neither Wheatmeat or Tan Pops were ever made entirely from vital wheat gluten.

In addition to the Wheatmeat Tan Pop, John developed and made a Tofu Pop, introducing it in the spring of 1977. He bought squares of plain pressed tofu (3 inches on a side and 3/4 inch thick) from a Chinese retail food store in Boston's Chinatown—he does not recall the company's name and he is not sure if they made the tofu or bought it from elsewhere. Later he bought tofu from Yah Kee, a Chinese tofu maker. He skewered the pressed tofu squares, coated them with his dry flour mix and corn batter, and deep-fried them. He first sold these at the very first Bread & Circus natural food store purchased by Anthony Harnett in Brookline. The product was introduced just after Anthony bought the store—but it was discontinued after a month or so, because it sold slowly; the unflavored tofu was too bland.

One day in the spring of 1979 he realized that deep-frying was unhealthy, and that day he and an employee moved his Pitco deep-fryer down to the basement, thus starting the "Vegetable Protein Museum of Natural History"—and stopped making Tan Pops. At that point he reformulated the Solar Burgers by adding TVP (they were made from a mixture of seitan and soy in various forms, incl. soynuts and TVP). He also made a TVP chili, which he thinks was called Vegetarian Chili.

In about 1978-79 John introduced another new product to salad bars around Boston. Named Smoky Soy Bits, it was a combination of TVP and gluten (produced by Ogilvie

Ltd. in Canada) made into bacon-like bits, but without hydrogenated oils or salt (he used tamari instead). It was an “all natural” product—to the extent that TVP is natural.

In Nov. 1980 John introduced Weissman’s Original Tofu Sausage, which tasted like bologna. A 6-ounce mixture of spices and tofu in a cellulose casing, it was cooked in a smokehouse. His company made it for the first 4 years and it eventually became his best-selling item. As its popularity increased, he phased out retail sales of Wheatmeat and Solar Burgers, and sold these Tofu Sausages to restaurants in bulk. After this period he invented only tofu products.

In 1983 John invented Pasta Pals, a tofu-gluten meatball. He discontinued it when Lipton Tea Inc. brought the trademark from him in late 1984. Lipton still owns the registered trademark.

In May 1984 John had to leave his food plant at 140 River Street in Cambridge. So he arranged with Michael Cohen to make the Tofu Sausage at his plant in Greenfield, Massachusetts. This was disastrous for John, since the product’s new poor quality almost ended any reputation it had left in the marketplace. But it was quite an education for John. In January 1985 he took back the product and began making it for himself again.

In the fall of 1984 John arranged with Ademar Reis, owner of Season’s Harvest (a sandwich maker who was John’s first customer for bulk-packed Solar Burgers in 1976) to have the Solar Burger made at Ademar’s shop. John also wanted him to make Smoky Soy Bits and showed him how. Reis made the products for John briefly in late 1984, however this situation did not work out for John either. But it did for Ademar, who to this day makes soy “bacon” after the manner John showed him, using textured soy flour or concentrate, and flavorings similar to or the same as those from raw material sources which John supplied to him. Reis now also makes a tofu meatball.

In 1985 John changed the company name to VegPro. He continued to make Solar Burgers and Wheatmeat, but from then on he only invented and worked on tofu products. In about 1986, based on the success of his Weissman’s Original Tofu Sausage (6 oz), he introduced a new Tofu Savvy line of products (starting with a 3-lb Boloney), each in a 2-3 lb loaf shape like a meatloaf, and sold to delis. He buys his tofu from a tofu maker in Massachusetts. With names like Tofu Salsa Savvy (bulgur and tofu), Curry (with brown rice and veggies), Spice-Seed, and Boloney, these are offshoots of the tofu sausage, but they involve a highly proprietary process that John has developed. Delis sell the sliced loaves for use in sandwiches.

In 1990 he began to test market (in one Bread & Circus store) two new types of tofu franks: Good Dogs, and Bad Good Dogs (hot & spicy), each with a registered trademark. They were only on the market for 1-2 months because they didn’t keep well—but he still feels they are excellent products. He made them himself because he doesn’t like to have them

made on meat processing machines.

Today John works as a very creative solo craftsman and a chef, still making a line of food products himself, including the Weissman’s Original Tofu Sausage (6 oz), and the Tofu Savvy line. His products are sold at about 10 outlets, including five Bread & Circus stores, plus some co-ops, restaurants, and health-food stores.

He no longer makes Solar Burgers, but someone from California is making another product with that name.

On 19 April 1988 John received federal trademark #1,485,401 for Wheatmeat. He knows of people in Utah and Pennsylvania who are using his registered trademark, Wheatmeat, illegally.

John, now age 43, is a musician, selling foods he has developed, and writing a novel. He is almost a vegetarian, but he eats some fish. Address: VegPro Co., 133 Nottingham Rd., Brighton, Massachusetts 02135.

2505. *BBC Vegetarian Good Food (England)*. 1992. Better burgers? Spring. p. 46-47.

• **Summary:** Seven percent of the people in Great Britain don’t eat meat. A taste panel rates the top ten meatless burgers in the UK. First place: Birdseye cauliflower cheese quarter pounders. 2nd place: Birdseye original vegetable quarter pounders. 6th place: Cauldron Foods savoury tofu burgers (sold at Safeway, Holland & Barrett, and leading health food shops and delicatessens). 9th place: Cauldron Foods chilli flavour tofu burgers.

2506. **Product Name:** Chinese-style Tofu, Very Firm Tofu, Pressed Tofu Sheets, Buddha’s Chicken (Chicken Roller), and Pork-Flavored Tofu Sheets.

**Manufacturer’s Name:** Orient Venture, Inc.

**Manufacturer’s Address:** 3455 Hyde Park Blvd., Niagara Falls, NY 14305. Phone: 716-285-3333.

**Date of Introduction:** 1992 March.

**New Product–Documentation:** Talk with Richard Keys, vice-president and controller. 1992. Jan. 22. This company is owned by Aaron Pomerantz, who is also president and also owns a local Chinese restaurant, the Emperor of China in Niagara Falls. A crew of about 9 Chinese advisors and workers is now assembling at the plant tofu equipment made in Harbin and supplied by the Chinese as their participation in the joint venture. The technology is not as modern as that made in Japan but all parts are stainless steel. One man is from Hi-Tech, China’s trading window to North America, and another is a representative of the city of Harbin government, as well as a translator/project manager. The company hopes to start tofu production in about 3 weeks. The tofu products may be marketed under the White Dragon brand. After that, they will be production of Chinese steamed or fried dumplings (*hundun*, *jiao*, springs rolls). Orient Venture Inc., does numerous projects with China, including importing and exporting, joint ventures and arranging joint



ventures with North American companies, etc.

Talk with Richard Keys. 1992. Feb. 25. Production of three products will start in March, perhaps under the Snow Dragon brand: Regular Tofu, Pressed Tofu Sheets, and Chicken Roller (made from Pressed Tofu Sheets). The company is looking for an American production manager. There have recently been many communication problems between the Americans and the Chinese in this venture.

2507. Elias, Marilyn. 1992. Next on the menu: Beef minus the cow. *USA Today*. April 8.

• **Summary:** The article begins: “San Francisco–Tofu that tastes like T-bone steaks and veggie burgers with intense ground beef flavor could be staples on the future U.S. menu, a scientist predicted today. The natural substance that gives beef its meaty taste has been identified and even synthesized in the lab, says researcher Arthur Spanier, U.S. Department of Agriculture. That will make the new, faux beef fare possible, he reported at an American Chemical Society meeting.

“The substance, a chain of eight amino acids, is called BMP, for ‘beefy-meaty-peptide.’ Tasters find it ‘quite meaty, very savory,’ Spanier says... Since the peptide is natural, ‘we may be able to genetically engineer cattle so their muscles have more,’ giving all beef cuts a flavor boost, he says.”

Note: This information was apparently first published by the American Chemical Society. Address: Washington, DC.

2508. *Toyo Shinpo (Soyfoods News)*. 1992. [Average household expenditures for tofu, aburaage, natto and konnyaku in Japan in 1991 by region]. April 11. p. 2. [Jap]

• **Summary:** Average per household expenditures for various soyfoods; yen figures are not adjusted for inflation. The 11 regions (chihō) are: 1. Tokyo-to. 2. Hokkaido. 3. Tohoku Chiho 4. Kanto. 5. Hokuriku. 6. Tōkai. 7. Kinki. 8. Chūgoku. 9. Shikoku. 10. Kyushu. 11. Okinawa.

Average per household expenditures for tofu are highest in Shikoku (9,045 yen, up 22.9% from the previous year). They are 2nd highest in greater Tokyo (8,218 yen, up 3.8%). They are lowest in Hokuriku (6,835 yen, down 2.0%).

Average per household expenditures for aburaage and ganmodoki (deep fried tofu pouches and burgers) are highest in Hokuriku (5,772 yen, up 3.7% from the previous year). They are 2nd highest in Kinki (5,170 yen, up 10.5%). They are by far the lowest in Okinawa (701 yen, down 0.7%).

Average per household expenditures for natto are highest in Tohoku Chiho (the northeast prefectures) (4,709 yen, up 20.6% from the previous year). They are 2nd highest in Kanto (4,133 yen, up 13.1%). They are by far the lowest in Okinawa (923 yen, down 13.5%).

2509. **Product Name:** Protoveg Burgamix with Onion and Chives.

**Manufacturer’s Name:** Haldane Foods Group.

**Manufacturer’s Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: 0908 211311.

**Date of Introduction:** 1992 April.

**Wt/Vol., Packaging, Price:** 330 gm foil packets. Retail for £1.69 (5/92).

**How Stored:** Shelf stable.

**New Product–Documentation:** Spot in *SoyaFoods*. 1992. Spring. p. 4. “New Flavors for Burgamix and Sosmix.” Note: Burgamix was originally developed by Direct Foods.

2510. **Product Name:** Protoveg Sosmix [With Country Herbs, or With Cheese and Onion].

**Manufacturer’s Name:** Haldane Foods Group.

**Manufacturer’s Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: 0908 211311.

**Date of Introduction:** 1992 April.

**Wt/Vol., Packaging, Price:** 330 gm foil packets. Retail for £1.59 (5/92).

**How Stored:** Shelf stable.

**New Product–Documentation:** Spot in *SoyaFoods*. 1992. Spring. p. 4. “New Flavors for Burgamix and Sosmix.” “Also new from Haldane is Protoveg Sosmix with Cheese and Onion which joins the existing range of Sosmix, and Sosmix with Country Herbs as a complete premix requiring only the addition of water. The meat-free sausages are made from textured vegetable protein.” Note: Burgamix was originally developed by Direct Foods Ltd.

2511. Johnson, Lawrence A.; Meyers, D.J.; Burden, D.J. 1992. Soy protein’s history, prospects in food, feed. *INFORM (AOCS)* 3(4):429-30, 432, 434, 437, 438, 440, 442-44. April. [54 ref]

• **Summary:** “This is the second part of a review that chronicles the individuals and the historical and economic factors noteworthy in the development of soy protein as food and feed ingredients.” Contents: Introduction. Early Western food uses (whole and defatted soy flour, enzyme-modified isolated soy proteins as whipping agents, whipped toppings, cereal-soy blends). Soy flour and grits. Protein concentrates and isolates (Griffith Laboratories, Central Soya Co., Mead Johnson and Co., Central Soya). Dairy analogs (Dr. Harry W. Miller, Loma Linda Foods, Mull-Soy and Borden, Vitasoy, Edensoy, Worthington Foods and Soyamel, Prosoabee and Mead Johnson, Rich Products and Chill-Zert, Tofutti). Spun fibers (Robert Boyer and the Ford Motor Co., Temptin, Worthington Foods, Bontrae, Bac\*O’s, Bac-O-Bits, Miles Laboratories, Morningstar Farms). Textured soy protein and meat analogs (W. Atkinson, ADM and TVP, General Mills and frozen Bontrae, the U.S. School Lunch Program). Nutritional advances in soy products. Today’s world soybean and soy protein production (consolidation among manufacturers of modern soy protein ingredients:

ADM, Cargill, Central Soya Co., Protein Technologies International, A.E. Staley Mfg. Co.). Future of soy protein products.

Tables show: (1) Soy meal consumption in the USA by type of animal: Poultry 41.1% of total 18.9 million metric tons, swine 27.4%, beef cattle 9.0%, dairy cattle 9.0%, other livestock 9.5%, human food 3.2%, industrial 0.5%. Thus, industrial (nonfood, nonfeed) uses for soybeans presently comprise no more than 0.5% of the protein produced from soybeans grown in the United States. (3) U.S. companies supplying protein in 1948-50 versus 1990 (industrial and edible flours, concentrates, and isolates). 23 companies then vs. 5 in 1990.

Note: Talk with Ed Milligan of EMI by phone. 1992. May 5. This article contains some misleading information. It refers to an article by Ken Becker written in 1971. In 1958-59 USDA developed a laboratory prototype of flash desolventizing. In 1959 they contacted EMI corporation in Des Plaines to commercialize the flash desolventizing system for production of light-colored, edible soybean flakes, for soy flour and grits, with a maximum PDI (protein dispersibility index). At that time Ed Milligan was just a newly hired member EMI, which undertook the project. Ed designed and installed the world's first commercial flash desolventizing system for Honeymead Products Corp. in Mankato, Minnesota, in 1960. Note that this system was used to make food, rather than feed. All but 2 systems have been used exclusively to make foods. All such systems produce a flake with a very light color and controlled PDI, whereas a DT (desolventizer-toaster) produces a golden colored flake. He is leaving for India in a few weeks to commission EMI's 22nd such unit. He has designed, installed, and started every one of the 22. Address: Center for Crops Utilization Research, Iowa State Univ., Ames, Iowa 50111.

**2512. Product Name:** Yves Veggie Cuisine Burger Burgers (Fat Free—Contains No Meat). Renamed Veggie Burger Burgers by March 1998.

**Manufacturer's Name:** Yves Veggie Cuisine.

**Manufacturer's Address:** 1138 East Georgia Street, Vancouver V6A 2A8, B.C., Canada. Phone: 604-251-1345.

**Date of Introduction:** 1992 April.

**Ingredients:** Water, onions, textured soy protein, wheat gluten, soy protein isolate, brown rice syrup solids, pea fiber, onion powder, malt extract, yeast extract, salt, tomato paste, Dijon mustard, rice flour, natural flavor, vegetable gums.

**Wt/Vol., Packaging, Price:** 2 patties in 6 oz (170 gm) paperboard box.

**How Stored:** Refrigerated or frozen.

**Nutrition:** Per patty (85 gm): Calories 83, calories from fat 0, total fat 0 gm (0% daily value; saturated fat 0.0 gm), cholesterol 0 mg, sodium 380 mg (16%), total carbohydrate 9 gm (dietary fiber 4 gm [15%], sugars 6 gm), protein 11 gm. Calcium 6%, iron 9%, vitamin C 2%. Percent daily values

are based on a 2,000 calorie diet.

**New Product—Documentation:** Ad (color, 2/3 page) in *Natural Foods Merchandiser*. 1992. April. p. 94. "Yves Veggie Cuisine." Shows packages of Veggie Wieners and Burger Burgers.

Product with Label purchased at Safeway in Lafayette, California. 1996. June. 5 by 3½ by 1 inch paperboard sleeve. Red, yellow, and black on white. Photo on front panel of a burger with grill marks atop lettuce and tomatoes below a sesame bun. "Contains no meat. Fat free."

Label sent by Yves Fine Foods, comb-bound in "Yves Veggie Cuisine US Packaging." 1998. March.

2513. Creighton, Barry. 1992. Cable Springs Bakery and recollections of Tan Pups in Boston (Interview). *SoyaScan Notes*. May 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Barry started baking while he was living in Los Angeles, California, at a macrobiotic study house run by Carolyn Heidenry. Then he moved to Boston and continued selling (out of his apartment) the baked goods he had developed in Los Angeles. He and Cathy were married about a year later on 7 Jan. 1974 then in August 1974 they started Cable Springs Bakery as an incorporated official business.

At that time (Aug. 1974) he is quite sure that a product named Tan Pups (skewered seitan deep-fried in a breaded batter) were on the market. Barry thinks that Tan Pups were probably introduced 6-12 months before his bakery opened, i.e. in early 1974 or late 1973. The Tan Pups may have been made by the Queensberry Bakery [actually they were not], which was run by two brothers (whose names Barry does not remember); it was a natural foods- rather than a macrobiotic bakery. Both his Cable Springs Bakery and Queensberry Bakery sold their products at the Erewhon retail store on Newbury Street in Boston. They were sort of competitors, and Barry first saw Tan Pups in that Erewhon store. Barry also recalls that Tan Pups were on the market when his son, David, was born on 3 March 1975. But not long after that, Queensberry Bakery went out of business, and their Tan Pups were therefore no longer available. Barry almost bought Queensberry Bakery, but after a series of negotiations decided not to. Cable Springs Bakery was sold to Bruce Berman in August 1975; Barry had owned the business for a year. Then he and Cathy went to Vermont. Cathy learned about seitan from Michio Kushi during a consultation concerning her daughter, Eliza's, broken leg. She learned how to make seitan from Kathy Bellicchi at the Beacon Hill Study House in Boston, and she learned how to make kofu (raw wheat gluten) from Lima Ohsawa's book *The Art of Just Cooking*. Cathy developed a recipe for Tan Pops in 1975 in Vermont. The best Tan Pops are made by the longer double deep-fry process that Cathy developed for seitan burger patties in Cambridge.

Today at their community in Alaska, they still make Tan



Pops on their full-moon night feasts. His daughter makes most of the Tan Pops; she learned from him and Cathy. To make double-fried Tan Pops: Make raw wheat gluten dough and cut it into large chunks (4 by 1½ by 1½ inches). Get 3 pots going on the stove: (1) A pot of oil for deep-frying; (2) A pot of boiling water; (3) A pot of broth containing 12 cups water, 1½ cups tamari, 30 thin slices of ginger, and lots of kombu. Deep-fry the chunks, dip them in the boiling water, then simmer in the broth for 1 hour. Drain and cool. Skewer chunks on chopsticks. Prepare a tempura batter containing 4 cups each corn flour, pastry flour, and unbleached white flour, 2 tablespoons sea salt; add water to mud consistency. Dip skewered chunks in tempura batter and deep-fry again. Address: Foundations Inc., HC2, Box 564-B, Kasilof, Alaska 99610. Phone: 907-262-2824.

2514. Bellicchi, Kathy. 1992. Recollections of seitan in Boston from 1970 (Interview). *SoyaScan Notes*. May 10. Conducted by William Shurtleff of Soyfoods Center.  
 • **Summary:** In Aug. 1969 Aveline Kushi had moved to Los Angeles where her youngest son, Hisao, had undergone traditional Japanese bone massage therapy. Kathy arrived in Boston in early 1970 when Aveline had just returned briefly from Los Angeles. At that time Aveline gave some cooking classes in Boston which Kathy attended, and Kathy remembers that Aveline taught how to make seitan in these classes. That was the first time Kathy had ever heard of seitan. Before that time, Kathy had lived in New York, had been macrobiotic since 1965, and had cooked with Michel Abehsera and many other macrobiotics in New York; she never heard of seitan while in New York prior to early 1970. But the Ratners chain of restaurants in New York did serve Protose Steak made of wheat gluten.

Kathy recalls that in the early 1970s seitan was considered by macrobiotics to have medicinal properties. For example, when Cathy Creighton arrived in Boston and Eliza had a broken leg, many people suggested that Eliza be fed seitan to help the leg to heal.

To make seitan back in the early days, Kathy would grind a special type of hard Minnesota wheat into flour, knead flour and water together thoroughly to make a dough, then let that dough stand under water—often for several hours. She would then further wash the raw wheat gluten, strain the starch water to separate the bran (which settled to the bottom), dry the bran on cookie sheets in an oven, and use it to make bran pickles. The starch water would be used to thicken a seitan stew—so everything was used. Most people made seitan by first deep-frying the wheat gluten, then cooking it in a tamari-ginger broth to make seitan; everyone said it had to be deep-fried first, and Tan Pops probably came from that concept. Kathy thinks that this method may have come from George Ohsawa to Herman Aihara to Aveline Kushi. To make seitan stew, chunks of seitan were simmered with chunks of onions, carrots, and other vegetables; just

before it was served, some of the starch water was added to give the stew a nice sheen and little thickness. It turned clear when added.

She remembers that Tan Pops were made by the Queensberry Bakery in Boston. Kathy does not recall the names of the two brothers who ran the Queensberry Bakery. Matthew Chait, an actor who had a cart named the Ricycle at Boston University, worked out of the Queensberry Bakery; he or Vern Verona might know more about Tan Pops. Address: 55 Meadowbrook Rd., Brookline, Massachusetts 02167. Phone: 617-734-1380.

2515. Wollner, Joel. 1992. Re: Ode to Tan Pops. Letter (fax) to William Shurtleff at Soyfoods Center, May 19. 2 p.  
 • **Summary:** “Did you ever eat a ‘Tan Pup?’ [sic, Tan Pop]. Hot? If not, you can’t imagine the ecstasy (and agony) you missed. A Tan Pop’s crusty exterior belied a succulent interior, redolent of soy sauce, garlic, and herbs. The vegetarian’s version of the famous ‘Corn Dog,’ from which their name was played, the Tan Pop was a crispy-crust, batter-fried chunk of Wheatmeal, ¼ pound, stuck on a skewer. More exotic than any blanketed hot dog, freshly cooked, steamy hot Tan Pops were so incredibly irresistible, they made many a glutton of gluten. No one, outside their maker, Johnny Weissman, of the Vegetable Protein Company, Cambridge, MA, knew the exact recipe. In the years I worked at Erewhon’s Newbury Street store, from 1977 to 1980, Tan Pops were a big hit, with a loyal following. Two mornings each week, ‘Johnny Wheatmeal,’ as we called him, brought in a batch of 50 or more steamy hot, freshly made Pops. I can still smell them today, mouth watering. We displayed them still hot in a large wood bowl at the checkout counter. I believe the store paid around 50¢ to 60¢ each, and they retailed for 75¢ or 85¢. As soon as they arrived, the store staff started in eating them, and eating too much of them. One Tan Pop was great, but rich as they were, two or more was courting belly aches. Still, there were never enough to go around, but Johnny would only complain about how difficult they were to make. I don’t know how long Tan Pops were sold at Erewhon before I started working there, nor do I know what became of Tan Pops or Johnny Wheatmeal in recent years. I remember learning that Johnny held a federal registration of the name ‘Wheatmeal.’ He also marketed Wheatmeal cutlets of several ounces each, refrigerated or frozen, plain (unseasoned) or cooked in soy sauce broth, which he sold to Erewhon and other Boston area natural food stores. As I recall, the Wheatmeal ingredients included wheat gluten and soy protein. Johnny Wheatmeal was something of a vegetable protein visionary, who experimented with many wheat and soy protein products, such as sausages. I also remember that Andrew Levine, formerly a clerk at Erewhon Newbury, used to spend a fair amount of time chatting with Johnny Weissman. You can reach Andy at Yellow Emperor in Eugene, Oregon (503)

485-6664.”

Note: To find out who developed the forerunner of Tan Pops, Joel suggests contacting Matt and Helen Sandler in Aspen, Colorado, or Hannah Bond (also known as Anne Harris) in Athens, Vermont. Both, in fact knew, that the forerunner was Tan Pups, developed by Nik Amartseff of Brookline, Massachusetts, in about March 1972. Address: Joel Wollner Associates, P.O. Box 1343, Clifton Park, New York 12065. Phone: 518-371-7014. Fax: 518-373-8337.

2516. Hall, Trish. 1992. Turkey, tuna or soy: The post-modern burger. *New York Times*. May 20. p. C1, C6. Living section.

• **Summary:** “Vegetable burgers,” which are becoming more popular, have a dual audience: those who have health concerns and those who avoid meat for other reasons. ADM has begun selling a Harvest Burger, both in frozen ready-made form and as a dry mix; 29% if its calories come from fat, about half the fat content of a regular hamburger. The burger has become so popular that Harvest Direct, a small mail order company, has begun selling it in dried form. The company has had to expand its staff to 15 people, up from only 2 people when it began 18 months ago. Surveys by ADM show that only 20% of the customers are vegetarians.

2517. Kendall, Charles. 1992. People involved with food and macrobiotics in Boston from 1971 to 1981. Memories of Tan Pups, Tan Pops, and seitan (Interview). *SoyaScan Notes*. May 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Charles lived in Boston as part of the macrobiotic community for about 10-12 years, from about July 1971 to December 1981. In 1970-71 Charles started to work for Erewhon packaging products. Then he became their roaster, roasting grains and seeds for the Erewhon cereals. At one point he left for a year and studied Sanskrit. From about 1974 to 1978, Charles worked at the Erewhon warehouse running “The Company Store,” which sold products to Erewhon employees and “friends of the community.” They could buy small quantities of Erewhon products at wholesale prices + 10%. George Crane helped to start this store. After leaving The Company Store, Charles then he went back into roasting for Erewhon.

Charles remembers Tan Pups (skewered deep-fried seitan in a breaded batter) as an excellent product, and thinks they may have been made by a woman out of her home as a small operation—but he is not at all sure. He tasted Tan Pups but he is not sure if he ever bought Tan Pups for The Company Store. He also remembers Tan Pops which his store brought from Johnny Weissman; he recalls that their quality gradually declined after he began to use gluten flour. Charlie liked Tan Pups better than Tan Pops.

People who were living in Boston during this period, who were involved with food, and who might know who created and made Tan Pups include, in order of importance:

(1) Andy Strauss, who made peanut butter cookies, and who was out delivering to all the stores. He is now studying kendo in Japan. Andy was a good friend of Sakee Israel. Try contacting him at: 4 Bentley St., Brighton, Massachusetts 02135. Phone: 617-254-7977. (2) Tyler Smith, who came back to Boston from Japan in 1973 or 1974. He worked for a while at Tao books, then took over Erewhon, was there for 12-18 months, then left. Ask Ty who ran the Erewhon retail stores on Newbury St. or in Cambridge during this time. (3) Richard Young keeps in touch with many people interested in macrobiotics and has their addresses and phone numbers in his notebooks. He now lives in his home town of Quincy, Massachusetts. Phone: 617-328-4197. (4) Hannah Bond lives in Cambridgeport, Vermont. Bruce Macdonald lives there too. (5) Matthew and Helen Sandler were in Boston from about 1969-1982. Helen was very discerning about quality and knew a lot about what foods people were making. (6) Tony Harnett who now owns Bread & Circus, but who started as a small store and purchased seitan from Johnny Weissman. (7) Ann Burns, Ken Burns’ widow, still lives at 16 Warren St, Brookline, MA 02146. Phone: 617-734-4115. (8) Victor Marin used to distribute foods in Boston. He now runs a little seaweed company (Ocean Harvest Sea Vegetables) on the coast of northern California (in Ukiah or Comptche), and harvests sea palm (Postelsia). (9) Chris Erickson, who worked at the Erewhon warehouse for many years with the roasting and nut butter line. He lived in Cambridge and is now in Kentfield, California. He arrived in Boston about 1970-71. His phone: 415-721-7249. Note: In Oct. 2004 Chris was murdered by his own son, with whom he was living in San Francisco. (10) Wendy Esko now lives on Lower Main St., Becket, MA. She is part of the macrobiotic community there. Her phone: 413-623-5645. (11) Nik Amartseff. (12) Ron Kotzsch. (13) Kazuko Awamura was a cook at the Erewhon warehouse. Address: Owner, Kendall Food Co., 46A Route 112, Worthington, Massachusetts 01098. Phone: 413-238-5928.

2518. Archer Daniels Midland Co. 1992. Third quarter report to shareholders. 8 p.

• **Summary:** One section titled “Mr. and Mrs. Dwayne Andreas host Mikhail Gorbachev family in Decatur” notes: “On Tuesday, May 5, Mr. and Mrs. Dwayne Andreas hosted a visit to Decatur, Illinois by former Soviet leader Mikhail Gorbachev, his wife Raisa, and daughter, Irina. Mr. Andreas and Mr. Gorbachev have been friends since they met about eight years ago in the Soviet Union. The Gorbachev’s had dinner, reminisced about old times and spent the night in the Andreas’ home.”

“The main purpose of Mr. Gorbachev’s ADM visit, which was arranged by Mr. Andreas for the following day, focused on the production of ADM’s brand of vegetable burgers. Already, more than 10,000 soybean-based vegetable burgers a day are being sold in Moscow. Mr. Gorbachev will



return home with hopes ADM will build a vegetable burger plant in Russia, much like the one he saw in Decatur.”

Five color photos show Gorbachev at ADM; one of these shows him and his wife, Illinois governor Jim Edgar, and Mrs. Nelson Rockefeller watching as frozen patties are being made in the vegetable burger plant. Address: Decatur, Illinois.

2519. **Product Name:** Tofu, and “Soya Sage” Soysage.

**Manufacturer’s Name:** Basically Beans “Real Food.”

**Manufacturer’s Address:** P.O. Box 170 Nimbin, NSW 2480, Australia. Phone: (066) 89 1565.

**Date of Introduction:** 1992 May.

**New Product–Documentation:** Form filled out by Simon Elenius. 1993. May 21. His company began production of these two products in May 1992. Present production is 600-900 lb/month of tofu and 250-300 lb/month of soysage.

2520. *SoyaFoods (ASA, Europe)*. 1992. Helfex ‘92. 3(2):4. Spring.

• **Summary:** “The International Health Food Exhibition, Helfex ‘92, was held at Wembley, London on 26 and 27 April. Over 160 companies concerned with health, diet, fitness and nutrition exhibited and several new soya products were launched.

“The Haldane Foods Group displayed their new range including a new Light Soya Milk, a new Soya Creem, a vegetarian cheese spread, burger and sausage mixes, and 6 new varieties of tinned products. JRJ Trading (The Redwood Company) had an interesting and tasty range of tempeh-based products including dips, spreads, patés and vegetarian rashers. Soya milks and desserts from Granovita, Haldane, Sojasun (Triballat), Vitasoy were also on display. Berrydales’ No Cream Ices, made from fresh organic tofu and soya milk, introduced their new 4-pack which will allow consumers to purchase four different ices in one pack. Plamil Foods launched a new non-dairy chocolate bar, *Martello* and Marigold Health Food, manufacturers of canned braised tofu and other delicacies, also had a stand.”

2521. *SoyaFoods (ASA, Europe)*. 1992. Soy protein burgers in Russia. 3(2):3. Spring.

• **Summary:** “The Archer Daniels Midland Co. (ADM) has been successfully marketing a soya protein concentrate patty in the Soviet Union for nearly two years and a similar product, the Harvest Burger is on test market in the US... It is estimated that one restaurant in Moscow now sells 4500 of these burgers a day.”

2522. Stoltz, Garth “Duff”. 1992. A taste of cereal. *Heritage Battle Creek*. Spring. p. 46-57. [5 footnotes]

• **Summary:** This excellent two-part article documents the history of 101 cereal manufacturing companies (makers of breakfast cereals), that started in Battle Creek, Michigan.

Part I is a history and part II is a table that lists the 101 companies alphabetically by company name. For each company is given the name, date of legal incorporation, products, and notes (such as succeeded by, dissolved, renamed, moved to, etc.).

The Battle Creek cereal boom was in its heyday during the years 1900-1905. Battle Creek became the home and center of America’s breakfast food industry primarily because of three men, all great persuaders: Dr. John Harvey Kellogg, surgeon, health evangelist, and food inventor; Charles W. Post, shrewd capitalist and hypnotic advertiser; and Will Keith Kellogg, Dr. John Harvey Kellogg’s younger brother. C.W. Post was the person most responsible for starting Battle Creek’s food “gold rush” shortly after the turn of the century, but it was Will Keith who eventually made the greatest impact on the cereal business. Some important pioneering cereal companies, listed in chronological order, are: The American Cereal Co. of Chicago, Illinois, founded in 1888, made Zest flaked cereal. As part of a conglomerate of seven cereal companies, it became Quaker Oats in 1906.

Battle Creek Health Food Co. was founded in 1895 with C.W. Post as treasurer and primary stockholder; it dissolved in 1903.

Postum Cereal Co., founded by C.W. Post, started manufacturing “Postum Cereal Food Drink” on 1 Jan. 1895, and was incorporated on 26 Oct. 1896. Other early products included “Grape Nuts Food.” The company was purchased by General Foods in 1929. General Foods was succeeded by Phillip Morris Co. in 1985, which merged with Kraft Foods to become Kraft General Foods in 1989–It is still manufacturing foods in Battle Creek.

Battle Creek Cereal Food Co., founded in 1897, made cereal coffee. It was succeeded by Cream of Cereal Co. in 1901.

The A.B. Barnum Cereal Co., founded in 1898, made Grain-O cereal coffee. It was succeeded by Grocer’s Specialty Mfg. Co. in 1902.

Battle Creek Sanitarium Health Food Co. was incorporated in 1898 (However health food products, including cereals, were manufactured in the Battle Creek Sanitarium Bakery from 1877. The foods were produced not only for the patients at the San but also for former patients who ordered the products through the mail.) The company, whose name was changed to Battle Creek Sanitarium Food Co. in 1901, made health foods, corn flakes, Granose, Granola, and Caramel Cereal Coffee. It was succeeded by the Kellogg Food Co. in 1908 (it made nut butters, cereals, and meat substitutes); the name was changed to Battle Creek Food Co. in 1921.

Sanitas Nut Food Co. was founded in 1899 by Dr. John Harvey Kellogg. It made “Sanitas” corn flakes, nut butter, and health foods. It merged with the Battle Creek Sanitarium Health Food Co. to become the Kellogg Food Co. in 1908. It began operating in July 1908 with Dr. J.H. Kellogg owning

all but 2 of its 15,000 shares of stock. Soon all the company's products were sold under the trade name "Kellogg's."

The Battle Creek Toasted Corn Flake Co. was founded in 1906 by Will Keith Kellogg, with much of the financing from C.D. Bolin, a St. Louis insurance executive; this was his first company run independently from his brother, Dr. J.H. Kellogg. It made Corn Flakes, after Will Keith convinced his brother to relinquish Sanitas' rights to the product. The company name was changed to the Toasted Corn Flake Co. in 1907, the Kellogg Toasted Corn Flake Co. in 1909, then the Kellogg Co. in 1922. The Kellogg Co. is today one of America's leading manufacturer's of breakfast cereals.

In this list of 101 cereal manufacturers we find two companies founded by Joseph and Almeda Lambert, who pioneered commercial production of peanut butter in America. No. 60 is the Lambert Nut Food Co. Date of legal incorporation: 1900. Products: Peanut butter crackers, nut products, and machinery for making nut products. Notes: Name changed to Lambert Good Food Co. in 1901. No. 59 is The Lambert Good Food Co., Date of legal incorporation: 1901. Products: Same as above. Notes: Moved factory to Marshall [Michigan] in 1902; dissolved in 1930. No. 60 is another Lambert Co. The name was changed to the Lambert Good Food Company in 1901.

An endnote (p. 57) concerning the legal date of incorporation states that "companies often existed before they actually filed legal papers. Conversely, companies filed legal papers of incorporation and then never progressed beyond that stage to manufacture a product."

Contains many photos of cereal boxes, plus J.H. Kellogg, C.W. Post, W.K. Kellogg, and the Sanitas Nut Food Co. in 1901. Illustrations (line drawings) show the Postum Cereal Company factory in 1903 and John T. McCutcheon's cartoon of 1903 from the Chicago Tribune. Founding dates are the dates of legal incorporation.

Page 5, "About the contributors," notes that the author "is the official historian and archivist of the Battle Creek Sanitarium and Seventh-day Adventist Church in Battle Creek. He is founder and president of the Adventist Historical Society and a member of the Board of Directors of the Historical Society of Battle Creek. He serves as Vice-President of the national Adventist Historic Properties and is responsible for three historic properties and the Sanitas SDA Museum Building in Battle Creek. As a result of his interest in the health food industry originated by the Seventh-day Adventists in Battle Creek, Stoltz has an extensive collection of cereal and health food company memorabilia."

Talk with "Duff" Stoltz. 1999. Jan. 23. The first 50 entries were compiled by Ross Coller, a Battle Creek historian, who gleaned them from articles of incorporation in old city newspapers. Duff compiled the remaining entries. Address: Battle Creek, Michigan.

2523. Worthington Foods, Inc. 1992. What's a tasty burger doing in a magazine like this? (Ad). *Vegetarian Times*. May. p. 3.

• **Summary:** See next page. A full-page, color ad, with a \$1.20 coupon. "Surprise? Don't be. It's Grillers from Morningstar Farms." In the top half of the page is a color photo (close-up) of a meatless burger with lettuce and sliced tomatoes, between buns. Color photos across the bottom also show the front panels of: Cholesterol Free Breakfast Patties. Cholesterol Free Breakfast Links. Cholesterol Free Breakfast Strips.

This ad also appeared in the Sept. 1992 issue (p. 5), and in the May 1993 issue (p. 29). Address: Worthington, Ohio 43085.

2524. Duville, Kris. 1992. Re: Answers to questions about soyfood products produced by Soyavynn. Letter to William Shurtleff at Soyfoods Center, June 2. 4 p. Typed, with signature on letterhead. [Eng]

• **Summary:** "I am very pleased with your interest in our products and the activities of Planta Soyavyn. It is very important for us to be in touch with other people working with soyfoods, to exchange ideas, knowledge and experience and also to stimulate and encourage each other. I find my job very challenging and satisfying, but it is not always easy to introduce new foods, even [no matter] how healthy, delicious and economic they might be, so some support from time to time is very welcome."

Most of the letter gives detailed answers to Shurtleff's questions about the company's commercial soy products. Address: Productos Alimenticios Soyavyn, Planta Soyavyn, 2a Calle Poniente No. 2-4, Lourdes, Colón, Depto. La Libertad, El Salvador. Phone: 51-0705 or 23-3554.

2525. Ponselee, Jos van de; Verfaillie, Magda. 1992. Re: History of Jonathan P.V.B.A. in Belgium. Letter (fax) to William Shurtleff at Soyfoods Center, June 6—in reply to inquiry. 2 p.

• **Summary:** Jonathan was the first company in Europe to make seitan for sale commercially. Jos van de Ponselee, the founder of Jonathan, first learned about seitan during a 9-month stay [with his wife and family] at the Kushi Institute in Boston, Massachusetts, from March to December 1976. There he tasted the seitan prepared by Aveline Kushi. He thought it would be a good meat substitute for the growing group of vegetarians in Europe. [Note: Jos was a butcher with a large meat processing operation before he became a macrobiotic vegetarian]. In Boston, he learned how to make seitan on a home scale from Tamara Uprichard. Then, at the very end of his stay in Boston, he started up medium-scale production of seitan with two Americans; he no longer remembers the name of the company or the names of his American partners. They sold seitan to macrobiotic study houses in Boston and to the Erewhon retail store.





Returning to Belgium, he founded Jonathan. The name “Jonathan” came from a famous book titled *Jonathan Livingston Seagull* [by Richard Bach, 1970. This is a parable about a seagull who loves to fly and practice flight, high and alone, for the joy of flying, while his fellow gulls are busy eating. He is eventually banished from the flock for daring to violate the earth-bound traditions of gull society. Eventually he is taken to a higher world where other gulls, like him, seek perfection and liberation from all limitations. Finally he returns to earth to tutor other outcast gulls in the art of advanced flight.]

Jos hired a man named Ludo Peeters as his first employee and they set up the business in a garage at Holleweg 53, 2180 Ekeren, near Antwerp, Belgium. The company’s first product, made entirely by hand, was plain fresh seitan. It was introduced some time in 1977. The product name on the label was simply Seitan, written in 4 languages (Dutch, French, German, and English). It was packaged in 250, 500, and 1000 gm carton dishes with a transparent plastic film lid. With seitan, the big challenge for Jos was to introduce an entirely new and valuable product to the market. Two months after introducing seitan, Jonathan started making tofu and soymilk. Ludo continued to work at Jonathan for many years, eventually becoming managing director.

On 2 Feb. 1979 Jonathan was officially registered as Jonathan P.V.B.A. (the latter abbreviation means something

like “Ltd.” i.e. a company in which the owner has limited responsibility). Also that year Jonathan introduced a fresh seitan burger, then in Jan. 1980 the company moved to its present location at Antwerpsesteenweg 336, B-2080 Kapellen, Belgium. At the new location they introduced a number of new seitan products: Seitan Paté (Feb. 1980, sterilized), Seitan Goulash (late 1980, sterilized), and Seitan Schnitzel (1981, fresh). From 1985 on, Jonathan introduced a series of different ready-to-eat meals in which seitan was a major ingredient. Jos sold Jonathan and left on 1 April 1989. Magda started Mycelia P.V.B.A. in 1984 and kept the company small until Jos had sold Jonathan. After that they expanded Mycelia to its present size, producing 5,000 liters of mycelium daily. They are both shareholders in Mycelia. Address: Jean Bethunestraat 9, B-9040 Gent, Belgium. Phone: 91-28-7090.

2526. Chajuss, Daniel. 1992. Re: History of Hayes Ashdod Ltd., Israel. Letter to Drs. L.A. Johnson, D.J. Myers and Daniel J. Burden, Center for Crops Utilization Research, Iowa State University, Ames, Iowa, June 23. 1 p. Typed, with signature on letterhead.

• **Summary:** Daniel read with interest the article on titled “Soy protein’s history, prospects in food, feed,” by Johnson, Myers and Burden, published in *INFORM* 3(4):429 (1992). Since the article focused mainly on the production of soy protein concentrates, Chajuss would like to add some

information.

In 1963 Chajuss established and owned the first soy protein concentrate factory (Hayes Ashdod Ltd., Ashdod, Israel) which was using a counter current aqueous alcohol extraction system. A system of aqueous alcohol immersion extraction was already in use commercially by Central Soya Company (and is still used by Central Soya in the USA).

In 1966 Hayes Ashdod Ltd. introduced texturized soya protein concentrates under the brand names Hayprotex and Contex.

In 1968 Hayes started producing a special soy protein concentrate, free of trypsin inhibition and free of antigenicity, for use in calf milk replacers as a substitute of milk proteins.

In 1969 Hayes started to produce more functional and soluble soy protein concentrates, by further treatment of the aqueous alcohol extracted soy protein concentrate, for use as substitutes for soy protein isolates and for sodium caseinates in various food systems, especially in the meat processing industries.

In 1973 Chajuss sold know-how and complete engineering designs to Aarhus Oliefabrik A/S, Aarhus, Denmark, to make powdered and textured soy protein concentrates for human consumption, pet foods and calves milk replacers.

All the soy protein concentrate facilities worldwide, which were established since 1973 and which are still in operation today (including ADM {USA}, Bunge-SOGIP {France}, etc., with the exception of Central Soya's USA plants) employ Chajuss' technology and engineering designs, and are mainly based on the know-how and technology developed by Chajuss.

About 90% of the total world production of soy protein concentrates today is made by aqueous alcohol extraction. Most of the protein concentrates are used in the form of powder or grits, some are further texturized, and some are further treated to provide various "functionalities."

"A few years ago we sold Hayes Ashdod Ltd., which was renamed 'Solbar Hatzor Ltd.,' being a joint venture of the German Soya Mainz Company and Kibutz Hatzor of Israel."—Best Regards, Daniel Chajuss. Address: Managing Director, Hayes General Technology Company Ltd., Misgav Dov 19, Mobile Post Emek Sorek, 76867 Israel. Phone: (972) 8 592925.

**2527. Product Name:** Impulse Foods Organic Tempeh, Herb and Garlic Organic Tempeh, Organic Dried Tempeh, Smoky Slices (Bacon-like).

**Manufacturer's Name:** Impulse Foods.

**Manufacturer's Address:** Radnor Business Centre, Radnor Rd., Horfield, Bristol BS7 8QS, England. Phone: 0272 41690.

**Date of Introduction:** 1992 June.

**Wt/Vol., Packaging, Price:** 227 gm.

**How Stored:** Frozen.

**New Product—Documentation:** Ad in Health Food Business (England). 1992. July. p. 17. The first 2 products come in 8 oz cakes. The dried tempeh, launched in June 1992, comes in 4 oz packs. The smoky slices (organic) were launched at the same time in the same weight.

Label for Organic Tempeh sent by Anthony Marrese. 1994. May. 5 by 5 inches. Green on white. The company address is now: Islington, Workshops, Bristol BS3 1QB, England. "A delicious cultured soya bean product. Tempeh's distinctive flavor and texture make it ideal as the mainstay of a non-meat diet. After thawing, slices or cubes of tempeh can be deep or shallow fried, steamed or baked. Grey or black mould is the natural result of the culture forming its seeds and enhances the flavour of the Tempeh. The process can be likened to the blue veins in some cheeses." Sell by Aug. 1993.

Spot in Soyafoods (ASA, Europe). 1994. Spring, p. 5. "A tempeh based alternative to bacon." Smoky slices are a frozen tempeh product. A 114 gm pack retails for £1.30.

**2528. Product Name:** Lightlife Fat-Free Meatless Smart Dogs.

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 1-800-274-6001.

**Date of Introduction:** 1992 June.

**Ingredients:** Water, isolated soy protein, vital wheat gluten [powdered], brown rice syrup solids, salt, beet juice concentrate, koji rice extract, wheat starch (from whole wheat), natural flavors from vegetable sources, spice extracts, carrageenan, vegetable gum. All of our ingredients are 100% natural and contain no HVP, MSG, nitrates, or other additives.

**Wt/Vol., Packaging, Price:** 12 oz. vacuum pack. Retails for \$2.29 (7/92, Maryland).

**How Stored:** Refrigerated or frozen.

**Nutrition:** Per 1.5 oz.: Calories 40, protein 8.2 gm, carbohydrate 1.1 gm, fat 0 gm, cholesterol 0 mg, sodium 290 mg.

**New Product—Documentation:** Ad in Vegetarian Times. 1992. July. p. 40. "Think smart! Lightlife Fat-Free Meatless Smart Dogs. Fat-free grilling. Zero fat. Zero cholesterol. The world's first fat-free vegetarian hot dog is available now at natural food stores everywhere. Vegan. No animal ingredients." Illustration shows a hot dog sandwiched between 2 buns with a tape measure around the girth. Below the ad is a \$0.35 coupon.

This ad also appeared in the July 1993 issue, p. 79.

Talk with Lightlife. 1992. July 9. This product was introduced during the first week of June.

Label sent by Lightlife. 1992. July 6. 4.5 by 3.5 inches. Red, yellow, brown, and black on white. Illustration of a hot dog in a bun with a tape measure around the middle. Front





panel: “Zero fat. Zero cholesterol. Lightlife—Where good health tastes great. May be sold frozen 12 months after date.” Back panel: “Only 40 calories. Smart Dog is the world’s first fat-free hot dog, and the best-tasting meatless frank available at any price. Now you can enjoy authentic hot dog flavor without the fat or cholesterol. Vegan: No animal ingredients. Lightlife Foods is a member of the Business Partnership for Peace.”

Rebecca Conklin. 1995. Boston Globe. March 1. “Top dog in meatless market.” Within 3 months after Smart Dogs were launched in June 1992, they were outselling Tofu Pups, which had been the company’s first major success. A second boom had started.

2529. Lightlife Foods, Inc. 1992. Tired of the meat market? (Ad). *Vegetarian Times*. June. p. 26.

• **Summary:** A 1/3-page color ad. “Meet Lightlife Tempeh Burgers in a luscious lemon sauce. Vegetarian chili with real zip. Tofu pups that are plump and juicy. Sweet Italian sausage to top your pasta. All 100% natural. 100% vegetarian. All simply delicious. Deliciously simple to prepare. Lightlife. Where good health tastes great (TM).” A small photo shows the front of many Lightlife packages. Address: P.O. Box 870, Greenfield, Massachusetts 01302. Phone: 1-800-274-6001.

2530. Lustgarten, Steve. 1992. Seitan goes mainstream. *Vegetarian Times*. June. p. 21. [1 ref]

• **Summary:** “Despite its unappetizing moniker, the wheat-derived meat facsimile called seitan (pronounced SAY-tan) is riding tofu’s coattails out of vegetarian obscurity right into mainstream markets—universities, hospitals and perhaps your

local grocery store.”

John Belleme of Santa Fe Organics in Columbia, North Carolina is producing 5 richly flavored varieties of seitan. Demand is outstripping his capacity of 15,000 lb/week.

“In Salt Lake City [Utah], seitan processor Ivy Foods is negotiating with the food service at Brigham Young University—purveyors of 11 million meals annually—to supply the university with wheat gluten ‘chicken’ and ‘burgers.’ The company also recently signed an agreement to provide seitan products to a consortium of 2,000 West Coast hospitals, and its WheatMeat line is being sold in the meat department of Dan’s Foods, a Salt Lake City supermarket.

“The popularity of seitan and the wheat gluten from which it is made will be further bolstered later this year, when *Sourcebook on Wheat Gluten and Seitan* by William Shurtleff (Soyfoods Center Publishing) and *Cooking with Seitan* by [Barbara and] Leonard Jacobs (Avery Press) are published.”

A color photo shows “My hero: a seitan-stuffed submarine sandwich.”

2531. **Product Name:** Tofu [Regular, Firm, and Herb]. The Herb was renamed Garlic & Herb in July 1998.

**Manufacturer’s Name:** Small Planet Soyfoods.

**Manufacturer’s Address:** 5303 N. Myrtle St., Spokane, WA 99207.

**Date of Introduction:** 1992 June.

**How Stored:** Refrigerated.

**New Product—Documentation:** Talk with Phil Spiegel.

1992. June 4. This week he will open a tofu shop in Spokane inside a sprout shop. It will be temporary until he can build a shop in his garage on his property in Newport, Washington. He may have problems there with disposal of whey.

Talk with Phil Spiegel, owner. 1992. June 29. He started making these 3 varieties of tofu at a temporary location in early June 1992. Soon he will be moving his shop onto his property at 4452 Rocky Gorge Rd., Newport, WA 99156. Phone: 509-447-5146. The local health inspector is asking for details on his whey, its BOD [biological oxygen demand] and how he plans to dispose of it. He soon plans to introduce Soysage in two flavors: Mexican, and Italian Herb.

Form filled out and faxed by Phil Spiegel, owner. 1998. July 21. Small Planet Soyfoods, 330112 Hwy 2, Newport, WA 99156. Phone: 509-447-5146. Currently producing organic nigari tofu (15.5 oz), and four types of flavored organic tofu (garlic & herb, hot, curry, and vegetable). Started June 1992. Talk with Phil Spiegel. 1998. July 30. His company, Small Planet Foods, is a tofu company located on a 300-acre certified organic farm named Penrith Farms, which is run by his silent partner (Jim & Sherry Brewster).

The farm is also a foster farm for teenagers with serious problems; the Brewsters generally contract with the state of Washington, but sometimes private individuals also send their kids—if they can't deal with them. A good percentage of few of the kids leave in much better shape than when they arrived. Phil sold all of his tofu in bulk until July 1998, when he began packaging it. The idea for the flavored tofu—garlic & herb—was developed by Silverking in British Columbia, Canada; they shared the idea with Phil—who made some small modifications.

Labels for Firm Organic Tofu and Garlic & Herb Organic Tofu sent by Phil Spiegel. 2001. May 18. 3.75 by 5 inches. Self adhesive. “Non-GMO” logo. “Hand crafted in the Northwest by Penrith Farms, 330112 Hwy #2, Newport, WA 99156. Phone: (509) 447-5146. www.smallplanettofu.com.” A large illustration shows a river with trees and mountains.

2532. *SoyaCow Newsletter (Ottawa, Canada)*. 1992. Soya deli and fast food pilot project. 1(2):1. April/June.

• **Summary:** “Frank Daller is moving from the Toronto area to Ottawa to take the SoyaCow’s products to Ottawans. He plans to operate a SoyaCow from a busy market location to produce and sell freshly made tofu, soymilk, soy-yogurt, okara, and various value added products made from them. The business will also sell health fast foods including tofu-burgers, pita pocket sandwiches, frozen desserts, and soydrinks and shakes.

“The idea is to prove the concept in Ottawa with the intent of developing it into a franchise.”

2533. Hall, Trish. 1992. So contemporary: In search of a low-fat hot dog. *New York Times*. July 1. p. C1, C6. Living section.

• **Summary:** “Ninety-five percent of the households in this country eat hot dogs, and they indulge, on average, more than once a week, according to the National Hot Dog and Sausage Council in Westchester, Illinois... Americans consume so many hot dogs in the summer—more than five billion, according to the council—that the links, if put end to end, would circle the earth more than 15 times. The Fourth of July weekend and the Memorial Day weekend are the peak hot-dog eating times.” But hot dog sales fell 2% in 1991 from 1990, and the number of alternatives is rising.

“Some of the lower-fat dogs don’t have nitrites, a preservative that has been linked with cancer in laboratory animals, but most do...”

“Although much of the hot-dog flavor comes from spices and seasonings, the juicy chewy sensation is provided by fat. Steven Demos, president of White Wave Inc. in Boulder, Colorado, said that his company has been selling a tofu hot dog, Meatless Healthy Franks, for four years and that sales have increased by 35 percent to 40 percent each year. But the hot dogs are quite dry, a problem he

doesn’t deny. ‘We need to improve upon them,’ he said. His company will direct its efforts toward creating a better-tasting vegetarian hot dog rather than a lower-fat alternative.

“The tofu hot dogs have more fat than most people might think, as much as nine grams. Because that fat is unsaturated—it comes from the soybeans in the tofu—it is more healthful than fat from animal sources. But because it is unsaturated, it does not provide the juiciness that animal fat gives, Mr. Demos said.”

A table compares 3 brand of tofu hot dogs, each weighing 1.5 oz: (1) Meatless Healthy Franks, 120 calories, 8 gm of fat. “Unattractive exterior, dry and mealy inside.” (2) Not Dogs, 120 calories, 9 gm of fat. “Brown outside, dry inside, tastes like carrot.” (3) Tofu Pups, 92 calories, 5 gm of fat. “Blistered outside, rubbery casing, strong artificial smoke taste.”

Also syndicated in the Miami Herald. July 5.

2534. Weissman, John. 1992. Natural foods sandwich companies in and around Boston, Massachusetts (Interview). *SoyaScan Notes*. July 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The two main sandwich companies are Season’s Harvest (in Somerville, Massachusetts; owned by Ademar Reis, pronounced REES) and New World Natural Foods (in Brighton, Massachusetts; owned by Emily Merghart; Phone: 617-232-5973). Emily started the company herself under the name New World Enterprises in 1979, and has since run it herself. Her husband, Errol, was a dancer. The idea for the business came from a previous business that Paul Duchesne had started and left. Season’s Harvest products are distributed widely, down to New York and Connecticut, and possibly up into New Hampshire. New World sells only locally. Both use tofu and seitan in their sandwiches. New World uses seitan made by The Bridge in their sandwiches. They sell tofu burgers made by 21st Century, etc. Admar makes Bacon Bits out of TVP, a process he learned from John; then he waited 5 years and did it on his own. He also makes vegetarian burgers out of chickpeas and rice, etc. When stores such as Bread & Circus installed their own delis, it greatly hurt both of these sandwich companies. Address: VegPro Co., 133 Nottinghill Rd., Brighton, MA 02135.

2535. Peeters, Ludo. 1992. Early history of Jonathan P.V.B.A. in Belgium (Interview). *SoyaScan Notes*. July 9. Conducted by William Shurtleff of Soyfoods Center. Followed by a letter of July 29. [1 ref]

• **Summary:** Ludo started working with Jos van de Ponsseele at Jonathan on 28 Aug. 1978. He made seitan with Jos from the very first day; they were Jonathan’s only workers at the beginning and they worked in a garage at the company’s first location—Holleweg 89, 2070 Ekeren (near Antwerp), Belgium. Ludo thinks Jonathan’s first product was seitan,



followed by tofu and soymilk. Ludo thinks that the seitan was introduced before Nov. 1978. The original ingredients were water, wheat, soy sauce, soy flour or meal, salt, kombu, and ginger. The soy flour improved the flavor and nutritional value.

In 1978 Mr. Van de Pongseele moved to Holleweg 113, 2070 Ekeren. In January or February of 1980 he moved to the actual plant.

In his letter of 29 July 1992, Ludo encloses several early documents: (1) A letter written in Oct. 1977 (Jonathan was at Holleweg 89) showing that that company was selling Seitan (a vegetarian steak), Goulash (made with seitan), Tofu (*Sojakaas*), Mochi (made of sweet rice), sea vegetables, vegetable pickles, and peanut butter. (2) A price list for 1978-79 (the company is now at Holleweg 113). (3) An English-language translation of the text of a press conference held in about 1987 when the company started to make prepared meals based on seitan and tofu. Address: Goorbosstraat 20, B-2990 Wuustwezel, Belgium. Phone: +32 3-663-4532.

2536. Yamazaki, Kazuko. 1992. Early recollections of seitan (Interview). *SoyaScan Notes*. July 9. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Kazuko (the wife of Junsei Yamazaki) is sure that George Ohsawa coined the term “seitan” quite a while before he died in April 1966. She first became interested in macrobiotics in Japan in about 1962-63 (Showa 37-38). In about 1965 she may have seen seitan sold at macrobiotic food stores in Japan. Ohsawa Japan also sold seitan, probably by 1962-65; Marushima Shoyu K.K. may have made that seitan. She probably first heard the term “seitan” from Lima Ohsawa, who frequently taught how to make and use kofu (raw wheat gluten) and perhaps seitan in her cooking classes. The first seitan she saw or tasted was sold in little cubes or pieces that were very dark, hard, and salty. In Japan, Chinese people at one store in Aoyama, Minato-ku, Tokyo, made kofu (raw wheat gluten), and she once went there to buy some. She and Lima also tasted a delicious sausage-like product made from soybeans by the Chinese; she does not remember what it was called, but it was not called seitan. Lima Ohsawa often used that kofu in her cooking classes.

After George Ohsawa died, Lima Ohsawa traveled to Taiwan with a group of Japanese and there she met an interesting group of Taoist vegetarians. Some people in that group were very skilled at using wheat gluten in cookery. After returning to Japan, Lima invited that group of Taoist vegetarians to Tokyo. Kazuko met them in Tokyo. At that time they made a product closely resembling seitan. Later they started a business making it in Japan and began selling some to Ohsawa Japan.

One person in Japan who might well know the early history of seitan is Aiko TANAKA. She is now about 65 years year old but she began studying macrobiotics with Lima Ohsawa when she was about 18 years old. She went

to Taiwan and had a lot of contact with the group of Taoist vegetarians. Address: Route 1, Box 1333, Orland, California 95963. Phone: 916-865-5979.

2537. Shurtleff, Akiko Aoyagi; Sandler, Matthew; Okada, Yuko. 1992. Memories of the delectable gluten cutlets served at Tenmi, near Shibuya station in Tokyo, Japan (Interview). *SoyaScan Notes*. July 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Yuko Okada thinks that Tenmi first started in about 1968. By the early 1970s, a 10-minute walk from Shibuya station, it was a combination macrobiotic restaurant and food store. The restaurant was named *Tenmi* (Heaven + Flavor) and the store was named *Shizen Shokuhin Senta* (Natural Foods Center). Both were located at Sakuragaoka 4-3, Shibuya-ku 150, Tokyo. Phone: 03-496-7100. Both were still there in 1983.

The head of the restaurant (and a longtime friend of George Ohsawa), Mrs. Michi Ogawa, made one of the most delicious meatless entrees that we have ever tasted—called *Kôfu Katsu* (Gluten Cutlets). *Kofu* (raw wheat gluten) was simmered in a seasoned broth, then dipped in batter, dusted with Japanese-style bread crumbs (*panko*), and deep-fried. Crisp on the outside, succulent and juicy on the inside, it had a flavor and texture remarkably like that of a pork cutlet. It was served on a bed for thinly-sliced strands of cabbage and topped with one’s choice of a natural *tonkatsu* (pork cutlet) sauce (based on soy sauce), or a wedge of lemon.

Such a tasty cholesterol-free menu item could be a hit at almost any restaurant in the Western world—served with either of the above sauces, or with tartar sauce.

From an historical point of view, these Gluten Cutlets, made with seitan, were completely different from the typical Japanese macrobiotic seitan, which was a dark brown salty seasoning or hors d’oeuvre to eat while a person was drinking, as a yang balance for the yin of the alcohol. Address: 1. Soyfoods Center, Lafayette, California 94549; 2. P.O. Box 10277, Aspen, Colorado 81612; 3. Muso Co., Ltd., Kosei Bldg., 2nd Floor, Tanimachi 2-5-5, Chuo-ku, Osaka 540, Japan. Phone: 1. 510-283-2991.

2538. *Toyo Shinpo* (*Soyfoods News*). 1992. Tôfu, aburaagé, nattô, konnyaku noki nami ni fushin: Jisshitsu de zennen dôgetsu hi 0.5% no gensho [Consumption of tofu, aburaage, natto and konnyaku in Japan from 1976 to 1991: Decreased 0.5% from the same month last year]. July 21. p. 2. [Jap]

• **Summary:** Per household consumption of various soyfoods; yen figures are not adjusted for inflation. Tofu consumption rose from 85.73 cakes costing 5,020 yen in 1976, to 86.89 costing 6,047 yen in 1980, to a peak of 90.43 costing 6,761 yen in 1983, dropping to 88.48 costing 7,337 yen in 1985, down to 83.42 costing 7,323 in 1990, down to 78.76 costing 7,699 yen in 1991.

Consumption of aburaagé and ganmo (deep-fried tofu

pouches and burgers) rose from 2,950 yen in 1976, to 3,472 in 1980, to a local peak of 4,080 in 1984, dropping to 4,057 in 1985, down to 3,898 in 1990, then rising to a recent peak of 4,253 in 1991.

Natto consumption rose from 1,034 yen in 1976, to 1,289 in 1980, to 1,655 in 1985, to 2,532 in 1990, to an all-time peak of 2,532 yen in 1991.

**2539. Product Name:** Fried Tofu, Dofu-Gan (Savory Baked Tofu, 2 types), Tofu Chicken, Fresh Soymilk (Plain Unsweetened Traditional Style).

**Manufacturer's Name:** Tofu International Ltd.

**Manufacturer's Address:** 738 Airport Blvd., Suite 6, Ann Arbor, MI 48108. Phone: 313-665-2222.

**Date of Introduction:** 1992 July.

**New Product–Documentation:** Talk with Tim Redmond of American Soy Products. 1992. May. Bruce Rose has a joint venture with a large Chinese tofu company to make tofu in Michigan.

Talk with Bruce Rose, of Tofu International Ltd. 1992. Sept. 25. All of these products were introduced in July 1992 by Tofu International Ltd., which was formerly named Rosewood Products Inc. Dofu-Gan is extra firm tofu, pressed under hydraulic presses, not water packed. Note: The Soy Plant, the ancestor of Tofu International Ltd. introduced Dofu-Gan in March 1978.

Tofu Chicken is made by cutting a cake of Dofu-Gan into a net or accordion like french fries linked together side by side. After cutting, the net is fried then simmered in a broth. It tastes great in a meatless chicken sandwich and is now sold in some local grocery stores.

2540. Martin, Claire. 1992. Regardless of poll, bland food's sales rise. *Denver Post (Colorado)*. Aug. 6.

• **Summary:** About Steve Demos and White Wave Soyfoods Inc. Photos show: (1) Worker David Kremin labeling and stacking tofu on a conveyor belt. (2) A carousel curding machine inside White Wave's tofu plant in Boulder, Colorado. Sales of White Wave tofu grew only slowly from 1977 (when Demos started the company) until 1985. But in 1985, when Demos decided to market "second-generation soy products—cooked tempeh burgers, soy hot dogs, soy yogurt... Customers literally ate it up. Sales doubled that year, and kept growing. White Wave's growth rate last year was 30 percent. (Its stock is privately held.) This year, Demos expects sales to meet or exceed \$5 million, and to produce 7 million pounds of tofu and soy products in all 50 states. The No. 1 seller? Raw tofu—despite the yuck factor. Part of the answer may be that shoppers in the United States are shifting their focus from price and convenience to health and nutrition."

Demos is now "contemplating a product [a hot dog?] that combines tofu and meat. 'The meat industry thinks that's sacrilegious. The tofu industry thinks that's sacrilegious.

I don't think its sacrilegious. It's one way to get someone to make the transition from meat to soy.' Another way is creative advertising. Inspired by the presidential campaign, White Wave marketing director Paul Chasnoff came up with a six-word publicity campaign, perfect for bumper stickers: 'I eat tofu and I vote.'" Note: These bumper stickers can be ordered from White Wave for \$2 each. Address: Denver Post Staff Writer.

**2541. Product Name:** Pita Melts (Whole Grain Pita Bread with a Filling) [Vegetable Cheesesteak {Made with Seitan}, Chili Dog {Tofu Hot Dog with Mushrooms & Onions}].

**Manufacturer's Name:** Health Is Wealth, Inc.

**Manufacturer's Address:** Sykes Lane, Williamstown, NJ 08094. Phone: 609-728-1998.

**Date of Introduction:** 1992 August.

**How Stored:** Frozen.

**New Product–Documentation:** Spot, with color photo of label, in *Vegetarian Times*. 1992. Aug. p. 83. The product comes with either of 3 fillings. "Just pop the low-fat frozen meals in the mic or cook conventionally."

**2542. Product Name:** Tofu Tempeh Burger, Tofu Vegies Burger.

**Manufacturer's Name:** Nutrisoy Pty. Ltd.

**Manufacturer's Address:** 255 Forest Road, Arncliffe 2205, NSW, Australia.

**Date of Introduction:** 1992 August.

**Ingredients:** Organic soybean (non genetically modified), water, soy sauce, sunflower oil, spices, natural nigari (magnesium chloride), culture (*Rhizopus oligosporus*).

**Wt/Vol., Packaging, Price:** 200 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label and letter (e-mail) from Tony Wondal of Nutrisoy. 2005. April 26. He started making and selling these two products in Aug. 1992. Note: He invented this interesting Tofu Tempeh Burger.

**2543. Product Name:** Seitan Sloppy Joe (American, with Garlic), Seitan Sloppy José (Southwest, with Hot Chilies), Seitan Sloppy Giuseppe (Italian, with Fennel).

**Manufacturer's Name:** Santa Fe Organics.

**Manufacturer's Address:** 906 Locust St., Columbus, NC 28722. Phone: (704) 894-3132.

**Date of Introduction:** 1992 August.

**New Product–Documentation:** Talk with John Belleme. 1992. July 1. The labels and recipes for these products are finished. They should be on the market by August. They are based on a basic Sloppy Joe recipe that is 35-40% seitan and includes tomato-based products. To this they add several ethnic flavorings. The product is ready to heat and serve on rice, noodles, bread, a bun, etc. The latter flavoring is Italian; John is Italian on all sides going back as far as he knows. Southern Italians make a dish named Risotto, which



is ground Italian sausage with gravy and fennel over white rice. The product will be sold in a 16 oz jar but will not be retorted like the company's first and current line of products.

**2544. Product Name:** Meatless Tofu Steaks.

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

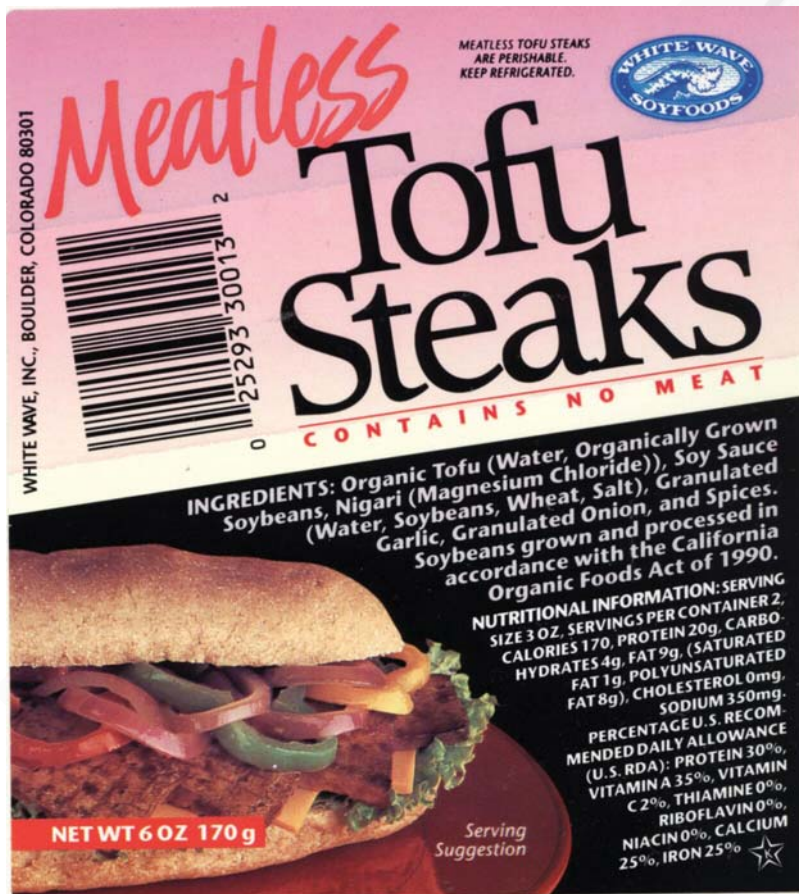
**Date of Introduction:** 1992 August.

**Ingredients:** Ingredients: Tofu (water, organically grown soybeans, nigari (magnesium chloride)), soy sauce (water, soybeans, wheat, salt), granulated garlic, granulated onion, and spices. Soybeans grown and processed in accordance with the California Organic Foods Act of 1990.

**Wt/Vol., Packaging, Price:** 6 oz (170 gm) vacuum pack.

**How Stored:** Refrigerated.

**Nutrition:** Per 3 oz.: Calories 170, protein 20 gm, carbohydrates 4 gm, fat 9 gm (saturated fat 1 gm, polyunsaturated fat 8 gm), cholesterol 0 mg, sodium 350 mg. Percentage U.S. Recommended Daily Allowance (U.S. RDA): Protein 30%, vitamin A 35%, calcium 25%, iron 25%.



**New Product–Documentation:** Vegetarian Times. 1992. Aug. p. 83. ‘Meats’ to meet. White Wave makes marinated Meatless Tofu Steaks. Label sent by Lon Stromnes of White

Wave. 1993. Feb. 26. 4 by 4.75 inches. Self adhesive. Full color: Black, red, pink, and white. Photo shows a tofu steak between buns on a plate with trimmings of onions, green peppers, cheese, and lettuce. “Contains no meat.” Leaflet (black and white, single sided, 28 cm) sent by White Wave. 1993. Feb. “Make mine meatless.” Made with organic tofu.

**2545. Dispatch (Columbus, Ohio).** 1992. Worthington Foods sued over Veggie Burger name. Sept. 1. p. 2E. Business section.

• **Summary:** “An Oregon company that makes hamburgers out of vegetables has filed a \$500,000 trademark infringement lawsuit in federal court against Worthington-based Worthington Foods Inc. Wholesome and Hearty Foods Inc. of Portland, Oregon, calls its product a Gardenburger and claims Worthington Foods has infringed on the trademark with a product called Garden Pattie, which was introduced in February” [1992].

Paul Wenner, age 45, owner of the Portland company, is a vegetarian who in 1984 “ran the Garden House restaurant in Gresham, Oregon, when his line of veggie burgers was born. He said he began making Gardenburgers commercially in March 1985 with a production run of 800 patties.”

**2546. Wu, Olivia.** 1992. If it's not junk, can it taste good? A panel of kids judges the ‘Best of Processed Foods.’ *Herald-Arlington Heights (Chicago, Illinois–Rolling Meadows Ed.)*. Sept. 10. Food section. p. 1-2.

• **Summary:** Center for Science in the Public Interest (CSPI) has recently released a list titled “Best of the Processed Foods.” All foods should contain no more than 30% of calories from fat, 10% of calories from saturated fat, etc. CSPI is a non-profit, consumer-advocacy group based in Washington, DC, best known for its efforts to reduce junk food advertising on Saturday morning TV. Soyfoods that were tasted included (1) Pizza: 1. Rice-Crust Soy Cheese. 2. Soypreme French Bread Garden Patch or WholeWheat Cheese Style. 3. Special Delivery Soya Kaas. 4. Tree Tavern Pizsoy. Tofu wieners: The kids did not like most of the tofu wieners.

Of all the many products tested, 3 of the top 5 ratings went to foods containing soy: 1. Rice-Crust Soy Cheese. 2. Special Delivery Soya Kaas. 5. Health Valley Beans & Wieners.

**2547. Rose, Bruce.** 1992. The Soy Plant was renamed Tofu International Ltd. in Feb. 1992.

Joint venture with Zhenjiang Bean Factory, a Chinese tofu company near Shanghai (Interview). *SoyaScan Notes*. Sept. 25. Conducted by William Shurtleff of Soyfoods Center.

**Nutrition Facts**  
Serving Size 1 Lasagna (269g)  
Servings Per Container 1

Amount Per Serving	% Daily Value*
<b>Calories 310</b> Calories from Fat 100	
<b>Total Fat 11g</b>	<b>18%</b>
<b>Saturated Fat 2g</b>	<b>9%</b>
<b>Trans Fat 0g</b>	
<b>Cholesterol 0mg</b>	<b>0%</b>
<b>Sodium 680mg</b>	<b>28%</b>
<b>Total Carbohydrate 41g</b>	<b>14%</b>
<b>Dietary Fiber 6g</b>	<b>24%</b>
<b>Sugars 6g</b>	
<b>Protein 13g</b>	
<b>Vitamin A 60%</b> • <b>Vitamin C 35%</b>	
<b>Calcium 10%</b> • <b>Iron 25%</b>	

\*Percent Daily Values are based on a diet of other people's secrets.  
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\*Percent Daily Values are based on a diet of other people's secrets.

Calories 2,500 2,500  
Total Fat Less than 65g 80g  
Saturated Fat Less than 20g 25g  
Cholesterol Less than 300mg 300mg  
Sodium Less than 2,400mg 2,400mg  
Total Carbohydrate 300g 375g  
Dietary Fiber 25g 30g

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

**CONTAINS MILK PROTEIN**  
**KEEP FROZEN • MICROWAVE OR REGULAR OVEN**

**NET WT. 9.5 OZ. (269g)**

**NO MSG, NITRATES, INGREDIENTS, GMOs**

After the birth of our daughter Amy in 1987 we found there was little time to prepare the wholesome nutritious food we normally ate. Realizing there were others like ourselves, we set up Amy's Kitchen to produce delicious, nourishing, frozen meals for health conscious people too busy to cook. We use only the finest natural and organic ingredients and prepare them with the same careful attention in our kitchen as you would in your own home. No meat, fish, poultry or eggs are ever used in any Amy's products.

• **Summary:** In Nov. 1990 (after 2½ years of negotiations) Bruce Rose (not his company, Rosewood Products Inc.) signed a joint venture agreement with a big Chinese tofu manufacturer named Zhenjiang Bean Factory, located in Zhenjiang, China, about 130 miles west-northwest of Shanghai. The purpose of the company produced by the joint venture was to manufacture fresh (unpasteurized), traditional Chinese-style tofu and tofu products in Ann Arbor, Michigan, to be sold locally. Operating out of the plant at 738 Airport Blvd. in Ann Arbor, formerly owned by The Soy Plant, they started producing small amounts of tofu in February 1992 and at that time they renamed the company Tofu International Ltd. (TIL; It was formerly Rosewood Products Inc.). They formally started tofu production in July 1992. New products, all introduced in July 1992, include fried tofu, dofu-gan (2 types, very firm, not water packed), tofu chicken, and fresh soy milk.

The new company is operating out of the same factory as that formally occupied by The Soy Plant and Rosewood Products Inc., but with different equipment; and the tofu is made in a different way. In 1987 Rosewood Products Inc., a natural foods distributor (founded in 1980 by Bruce Rose, the president) purchased the Soy Plant's assets in bankruptcy court and invested a lot of money in new equipment. Rosewood had been distributing the Soy Plant's tofu for 6 years. For the next 5 years Rosewood was also a tofu manufacturer, making typically 5,000 lb/week (sometimes as much as 6,000 lb/week) of tofu, then production began to decrease as the competition grew more intense and as Bruce found he had too much to do trying to run both a distributing and a tofu manufacturing company. So he began to look

for outside help in managing the tofu production operation. Rosewood Products Inc. still exists as the distributor of the tofu manufactured by TIL.

The Chinese are providing a team of skilled tofu production and management and production experts, equipment, and technology for making unique traditional Chinese tofu products. Presently, everyone in the plant is Chinese—they speak little or no English. Bruce does not want to compete with the “Big Boys” that sell aseptic or pasteurized tofu (Morinaga, etc.). Tofu production (especially in second generation products) has increased since the joint venture started and is now at about 3,000 lb/week—but most of this tofu is made into second generation products. Bruce has been to Zhenjiang once and visited their big factory which makes several hundred thousand kg/month of tofu.

In the near future, they plan to start making pressed tofu sheets, and Buddha's Chicken or Duck, which no other company in America is presently making. Address: Founder and President, Rosewood Products, Inc., 738 Airport Blvd., Suite 6, Ann Arbor, Michigan 48108. Phone: 734-665-2222.

**2548. Product Name:** Amy's Vegetable Lasagna (With Tofu & Soy Cheese).

**Manufacturer's Name:** Amy's Kitchen Inc.

**Manufacturer's Address:** P.O. Box 449, Petaluma, CA 94953. Phone: 707-762-6194.

**Date of Introduction:** 1992 September.

**Ingredients:** \*Organic cooked lasagna pasta (\*organic whole wheat durum flour, \*organic wheat flour, water), \*organic tomato puree, \*organic zucchini, \*organic tofu,



\*organic spinach, filtered water, Mozzarella style soy cheese (fresh soy milk made from organic soy beans and filtered water, soy oil, caseinate, fresh tofu, salt, soy lecithin, natural flavor, natural vegetable gums), onions, \*organic carrots, olive oil, sea salt, garlic, spices. \* = Organically grown/processed in accordance with the California Organic Foods Act of 1990.

**Wt/Vol., Packaging, Price:** 9.5 oz (269 gm) in paperboard box. Retail for \$3.85.

**How Stored:** Frozen.

**New Product–Documentation:** Spot in Health Foods Business. 1992. Sept. p. 88. “Italian Meal.” A black-and-white photo shows the front of the package, which says: “No cholesterol. Lactose free. With tofu & soy cheese. Organic vegetables and pasta.”

Ad in Vegetarian Times. 1993. Jan. p. 20. “Something for everyone at Amy’s.” New ethnic favorites include “Tofu Vegetable Lasagna: Made with organic vegetables and tofu in a flavorful organic tomato sauce layered between organic pasta.”

Product with Label purchased at Berkeley Natural Grocery Co. 1994. June 23. 6.5 by 5 by 1.5 inch paperboard box. Red, green, blue, yellow, and white. A color photo shows the lasagna on a white dish with a sprig of basil at one side. “No cholesterol. Lactose free. Organic vegetables, pasta & tofu. Microwave or regular oven.”

2010 March 26. Same product purchased at Diablo Foods in Lafayette, California. 9.5 oz. Retail for \$5.89. Round logo (white on green) in lower right of front panel. “No GMOs. No bioengineered ingredients.” “Contains milk protein” (in the Mozzarella style soy cheese, in the form of casein—a milk-derived protein).

2549. Archer Daniels Midland Co. 1992. Annual report. P.O. Box 1470, Decatur, IL 62525. 41 p. Sept.

• **Summary:** Net sales and other operating income for 1992 (year ended June 30) were \$9,232 million, up 9.0% from 1991. Net earnings for 1992 were \$503.8 million, up 7.9% from 1991. Shareholders’ equity (net worth) is \$4,492 million, up 14.5% from 1991. Net earnings per common share: \$1.54. Number of shareholders: 32,377.

“The last two fiscal year have been years of rapid growth and a broadening of the Company’s profit base. During this period investment in plant and equipment amounted to \$1.5 billion, consisting of \$1 billion of capital expenditures for new plants and equipment, using mostly new technology, and acquisitions of \$500 million...”

“ADM takes seriously its commitment as the ‘supermarket to the world.’ With millions of starving people in Asia and Africa, the Company has the technology, through soy milk, Harvest Burger and wheat gluten, to provide an individual with a proper level of healthy protein for as little as 12.5¢ per day.”

A 2-page foldout between pages 4 and 5 shows ADM’s

international corporate structure. In Europe, under ADM International Holdings, are British Arkady Company UK, Haldane Granose Food Group UK, and Arkady Feeds Ireland. Under British Arkady Company UK are S.I.O. France, InaNahrmittel Germany, and Happidog Petfoods UK. Under Haldane Granose Food Group UK are Genice UK, Vegetarian Feasts & Cuisine UK, Snackmasters UK, Direct Foods UK, and Saucemasters UK.

British Arkady Company—England: Manufactures, markets and distributes full fat soya flours, TVP, bakery ingredients, frozen dough products. S.I.O.—France: Manufactures and markets specialty oils and fats for food and pharmaceutical use. Soya flour millers.

Haldane Granose Food Group—England: Factories at Barrow and Newport Pagnell, manufacture and marketing health foods, dry mixers, TVP mixers, burger mixes, dry mix and frozen vegeburgers, canned vegetarian products, spreads, soya milk. Genice Ltd.—Wales: Manufactures non-dairy ice cream, soya yogurt, yogice soya cream and specialty margarines. Direct Foods Ltd.—England: Protoveg range of TVP mixers, including Sosmix and Burgamix, marketed and distributed by Haldane/Granose. Snackmasters Ltd.—Wales: Manufactures and markets a range of snackmeals. Saucemasters Ltd.—Wales: Manufactures and markets sauces, dips, spreads and relishes packed in glass jars or sachets. Vegetarian Feasts & Vegetarian Cuisine—England: Manufactures and markets frozen vegetarian meals, retailed through food shops and supermarkets.

“Haldane Foods Group is now well established as the leading supplier to the U.K. health food industry. Nineteen products were added to an already extensive sales list. Snackmasters, Ltd. experienced rapid growth in snackmeals and increased efficiency by installing fully automatic process equipment. Two products that capitalized on the growing trend toward good health were the low-fat Granose ‘Light’ soya milk and the high-polyunsaturate cholesterol-free Granose Soya Cream.

“Vegeburgers remain a market leader and three new relishes were introduced under that brand name. Granose Foods is rapidly building market share with both vegetable and TVP-based vegetarian sausages. Genice Ltd. continued to innovate with the introduction of low-fat yogice.”

Address: Decatur, Illinois.

2550. **Product Name:** Ken & Robert’s Veggie Burger (With Soybeans and Soy Cheese).

**Manufacturer’s Name:** Imagine Foods, Inc. (Marketer/Distributor).

**Manufacturer’s Address:** 299 California Ave. #305, Palo Alto, CA 94306. Phone: 415-327-1444.

**Date of Introduction:** 1992 September.

**Ingredients:** Filtered water, organic soybeans, mushrooms, brown rice, bulghur wheat, soy cheese (filtered water, organic soybeans, calcium caseinate [nonfat milk protein

derivative], canola oil, sea salt, citric acid, natural flavors, carrageenan), onions, rolled oats, sea salt, corn starch, rice starch, yam root starch, herbs, spices.

**Wt/Vol., Packaging, Price:** 10 oz (284 gm) paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per 71 gm patty: Calories 130, calories from fat 10, total fat 1 gm (2% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 260 mg (11%), potassium 330 mg (9%), total carbohydrate 26 gm (dietary fiber 3 gm [12%], sugars 1 gm), protein 5 gm. Vitamin A 0%, calcium 10%, thiamin 6%, niacin 8%, vitamin C 2%, iron 6%, riboflavin 4%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** See next 2 pages. Ad (8 by 11 inches, color) in *Natural Foods Merchandiser*. 1992. Sept. p. 4. “Freedom of Assembly.” A color photo shows an expanded blowup of the burger with all its trimmings between buns. “Freedom from cholesterol, freedom from saturated fat. And freedom from a boring diet... This healthful assemblage of whole grains, vegetables, soy cheese and seasonings is a truly amazing low-fat meal.”

Product with Label purchased at Diablo Natural Foods in Lafayette, California. 1995. Package is copyrighted 1993. Box is 7 by 6 by 1.37 inches high. Red, green, and yellow on white. Front panel is filled with a huge photo of a burger with buns and all the trimmings. “Truly Amazing. Cholesterol free and low in fat. A delicious meatless burger.” Back panel: “A delicious cholesterol free, low fat burger made without meat or eggs.”

2551. *SoyaCow Newsletter (Ottawa, Canada)*. 1992. Major health food store to open SoyaCow department. 1(3):1. July/Sept.

• **Summary:** “Rainbow Foods, the largest health food store in the Ottawa area, is committed to the SoyaCow retail concept. After fifteen years in business, they will move to larger premises in January, reopening with a department devoted to SoyaCow and its related fresh soyfoods.

“The ability to make fresh soymilk and other soyfoods on location will appeal to their existing clients and will also attract new ones. Besides the take-home foods, a small line of take-out products will be featured, including shakes, yogurts, soyburgers, and fresh juice. As the first store anywhere to do this, Rainbow will help promote this as a pilot location in a franchising concept. Other retailers will be invited for demonstrations.

“Rainbow owner Mike Kaplan became a SoyaCow believer after his first taste of its soya milk. He deemed it superior to all other products he sells in Tetra Paks [Tetra Pak cartons]. He also appreciated the freshness and the environmental benefits.”

A photo shows a “New SoyaCow Model SC20A.”

2552. Worthington Foods, Inc. 1992. Natural Touch:

Where great taste comes naturally (Ad). *Natural Foods Merchandiser*. Sept. p. 61.

• **Summary:** A full-page, color ad. “Natural Touch products are regularly promoted with 40¢ coupons in full-page, 4-color ads appearing in *Vegetarian Times*, *New Age Journal*, *Body, Mind and Spirit*, *Delicious*, and *The Utne Reader* (Over 80% of the readers of these magazines shop in natural food stores regularly).”

A large photo shows a meatless patty on a bed of lettuce on a plate. Other small photos show the front of four Natural Touch packages. Address: Worthington, Ohio 43085.

2553. Amatos, Christopher A. 1992. Worthington Foods sees healthy future. *Dispatch (Columbus, Ohio)*. Oct. 3. p. 1D. Business section.

• **Summary:** After Miles Laboratories purchased Worthington Foods (a manufacturer of meat and egg substitutes) in 1970, they installed high-speed, high-volume equipment, but they were never able to achieve the economies of scale needed to make money. According to Dale E. Twomley, Worthington Foods’ president and CEO, “They never saw black ink the whole time they owned us—12 years—and we saw a profit the first year” after the current management team bought back the company from Miles in 1982. The new setup gives Worthington much greater versatility and the flexibility to make 150 different products in one plant.

“Worthington, which earlier this year conducted its first public stock offering, is about to complete a new facility in Zanesville, Ohio, that will allow it to dramatically increase production of a new egg substitute, as well as make better use of its facility at 900 Proprietors Rd.”

“One line that will be affected by the Zanesville facility is Better ‘n Eggs, an egg substitute that Worthington is rolling out nationwide to compete with the market leader, Egg Beaters. Capacity restraints limit Better ‘n Eggs production to 5 gallons a minute at the Proprietors Road facility, Twomley said, noting that production at Zanesville will be 25 gallons a minute.

“The new facility is expected to be operating during the first quarter of 1993. Better ‘n Eggs, made up of 98 percent egg whites, complements the company’s Scramblers egg substitute, which is 80 percent egg whites. Better ‘n Eggs has zero percent fat, while Scramblers contains 3 percent.

“Worthington isn’t saying much about other plans for the new plant, but more news is expected later this month. Twomley said it will play a role in the company’s annual growth plan of 15 percent in revenues and 20 percent in net income... In 1991, Worthington’s revenues were \$70.2 million and net income was \$2.8 million, or 77 cents a share. The company’s stock, after hitting the market at \$12 a share, has been trading in the \$10 range recently. Yesterday it closed at \$10.25, up 25 cents.”



# Freedom of Assembly.

Freedom from cholesterol, freedom from saturated fat. And freedom from a boring diet. Ken & Robert's Veggie Burger offers a delicious new way to express yourself. Start with a sizzling hot meatless burger that rivals the all-American favorite. Then make your own statement in good taste.

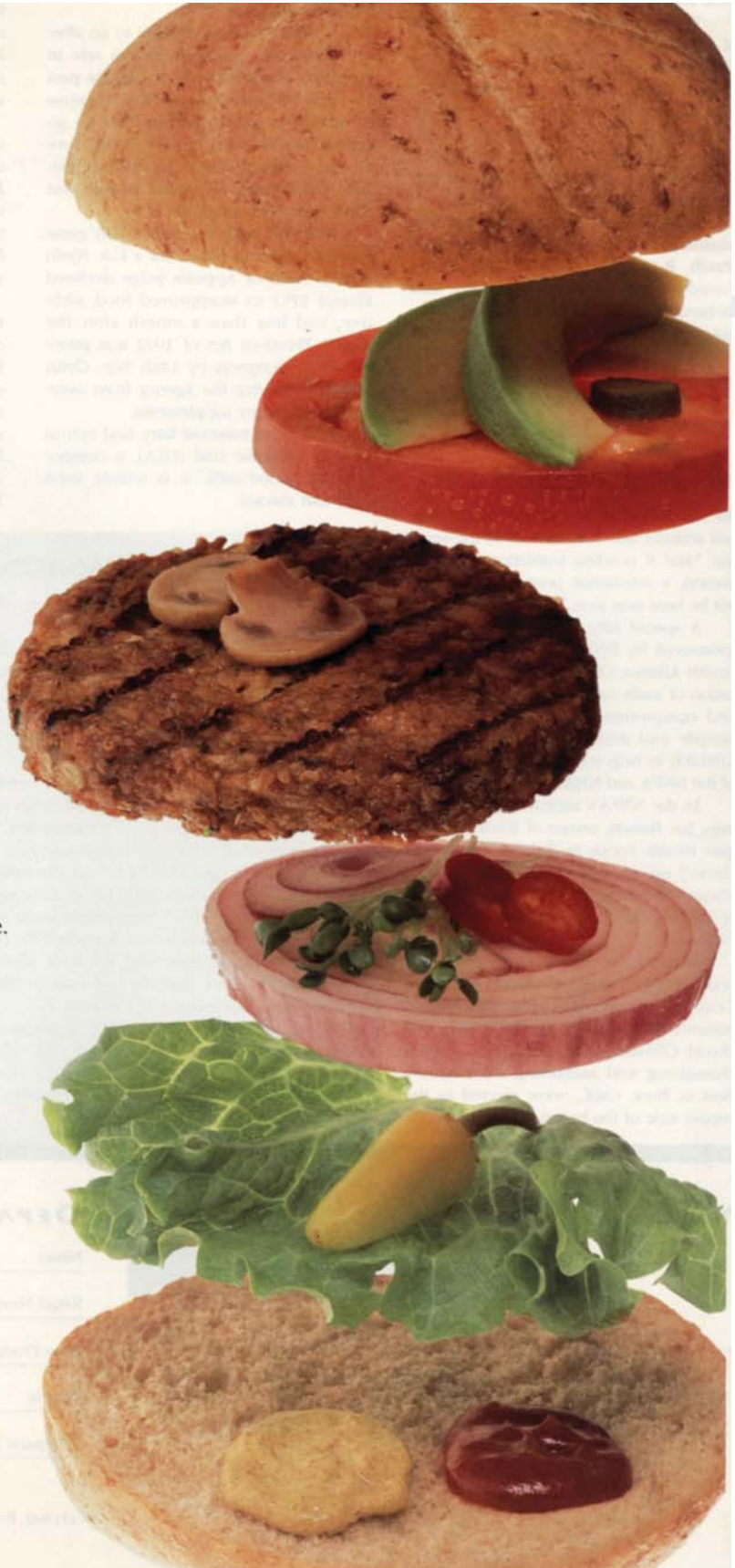
This healthful assemblage of whole grains, vegetables, soy cheese and seasonings is a truly amazing low fat meal. You'll find Ken & Robert's Veggie Burger and Veggie Pockets in the freezer of your favorite natural foods store.

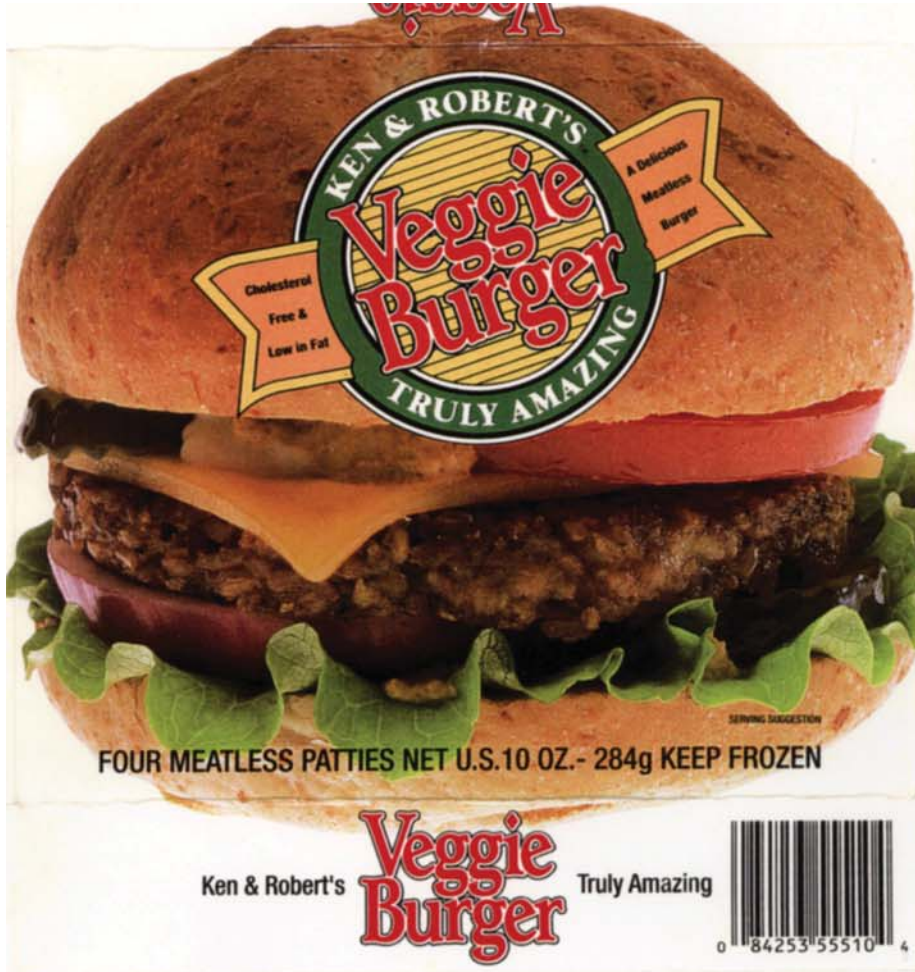
What you eat can make a difference. So speak out, organize a rally, or at least have a barbecue.



*Imagine*  
F O O D S

Circle Reply #102





**A DELICIOUS CHOLESTEROL FREE, LOW FAT BURGER MADE WITHOUT MEAT OR EGGS**

Invite Ken & Robert to your next backyard barbecue and savor the healthful combination of low fat flavors in one great big, delicious burger. Made without meat or eggs, Ken & Robert's Veggie Burger is a truly amazing combination of whole grains, vegetables, soy cheese and seasonings. They sizzle on the grill or cook to perfection in the toaster oven or microwave.

Serve Veggie Burgers as a salsbury steak with your favorite mushroom gravy, use as a taco filling or create your own recipes.

**Directions:**

**Veggie Burgers should always be stored frozen until preparation.**

**After cooking, it is best to let Veggie Burgers set for 1-2 minutes before serving.**

Veggie Burgers may be prepared on the stove, the barbecue, in a toaster or conventional oven, or in the microwave.

**On the stove top,** add vegetable oil to a skillet and place over medium-high heat. Cook patties 4-6 minutes, turning at least once after several minutes.

**In toaster oven or conventional oven,** preheat oven to 425°F. Place frozen patties on a baking pan and cook on center oven rack for 4-6 minutes. Turn patties and heat an additional 4-6 minutes until done.

**In the toaster,** toast patties 4-5 minutes until thoroughly heated.

**To barbecue,** grill both sides thoroughly over medium-high heat for a total of 10-12 minutes, brushing with sauce before finished.

**For microwave cooking,** heat a single layer of patties on a microwave-safe dish (do not use a paper plate as burger may stick), using the following guidelines:

- 1 Patty: Heat 45-50 seconds, turn over and repeat cooking time.
- For each additional patty, add 20-30 seconds cooking time.
- Let patty set for 2 minutes before serving.

After opening, store Veggie Burgers in a well sealed plastic bag in the freezer.

**INGREDIENTS:** Filtered Water, Organic Soybeans, Mushrooms, Brown Rice, Bulghar Wheat, Soy Cheese (Filtered Water, Organic Soybeans, Calcium Caseinate (Nonfat Milk Protein Derivative), Canola Oil, Sea Salt, Citric Acid, Natural Flavors, Carrageenan), Onions, Rolled Oats, Sea Salt, Corn Starch, Rice Starch, Yam Root Starch, Herbs, Spices.

**Meets the recommendations of the American Heart Association.**

**Nutrition Facts**

Serving Size 2.5 oz (71 g)  
Servings per Container 4

Amount Per Serving

Calories 130    Calories from Fat 10

% Daily Value\*

**Total Fat** 1g    **2%**

Saturated fat 0g    **0%**

**Cholesterol** 0mg    **0%**

**Sodium** 260 mg    **11%**

Potassium 330 mg    **9%**

**Total Carbohydrate** 26g    **9%**

Dietary Fiber 3g    **12%**

Sugars 1g

**Protein** 5g

Vitamin A 0%    Vitamin C 2%

Calcium 10%    Iron 6%

Thiamin 6%    Riboflavin 4%

Niacin 8%

\*Percent Daily Values are based on a 2,000 calorie diet.

© 1993 Imagine Foods, 350 Cambridge Ave., Suite 350 Palo Alto, CA 94306.



*Imagine*  
F O O D S



2554. **Product Name:** GranoVita Vegetable Frankfurters.  
**Manufacturer's Name:** DE-VAU-GE Gesundkostwerk GmbH.

**Manufacturer's Address:** Luener Rennbahn 18, Postfach 1660, D-2120 Lueneburg (near Hamburg), West Germany.

**Date of Introduction:** 1992 October.

**Ingredients:** Water, vegetable oils and fats, onions, egg protein, wheat protein, soya protein, spices, seasonings, sea salt, gelling agents (guar gum and carob gum), wheat flour, glucose apples, smoke spice, okara, oat flakes, bread crumbs, herbs, milk protein, soya sauce.

**Wt/Vol., Packaging, Price:** 200 plastic tube. Retail for £1.65.

**Nutrition:** Per 100 gm.: Energy 1,121 Kjoules / 265 Kcal (calories), protein 9.3 gm, carbohydrate 3.2 gm, fat 23.9 gm.



**New Product–Documentation:** Label sent by Anthony Marrese. 1994. May. The manufacturer's name and address do not appear on the product, which is imported to England by "GranoVita UK Ltd., 34/36 Bromham Road, Bedford MK40 2QD, England. Produce of Germany." Label. 2 by

5½ inches. Red, black, green, and yellow on white. An illustration shows vegetables under a tree on a grassy hillside with the moon rising. "Suitable for vegetarians. Important– Please remove skin before cooking." Best used by 10 Oct. 1992.

Note: This product may well have been made by DE-VAU-GE in Germany.

2555. Mullich, J. 1992. No beef over this meatless burger: Fast-food diners make the switch to veggie patties. *Food Business* 5(21):20. Nov. 2.

• **Summary:** Since it was launched in 1985, the Gardenburger has enjoyed a steady rise in popularity at West Coast restaurants and fast-food chains. A meatless, non-soy burger, it is made by Wholesome & Hearty of Oregon from mushrooms, onions, brown rice, rolled oats, low-fat Mozzarella cheese, dry curd cottage cheese, egg, cheddar cheese, etc.

2556. Paolucci, Danny. 1992. Work with Swan Foods Corp. in Miami, Florida. The sad story of Robert Brooks and Mary Pung, founders of Swan Foods (Interview). *SoyaScan Notes*. Nov. 5. Conducted by William Shurtleff of Soyfoods Center. • **Summary:** Danny grew up in Miami. He became a vegetarian in 1970 at age 18, and soon began to buy 10-pound bags of soybeans, which he pressure cooked. "They made me feel great." He went to practice Rinzaï Zen with Sasaki roshi in Los Angeles at Cimarron Zen Center, the city center for lay practitioners at 2505 South Cimarron St., Los Angeles, California 90018. It is the mother temple for all Sasaki roshi's centers nationwide (Mt. Baldy monastery; Ithaca, New York; Jemez hot springs, New Mexico, etc.). There he was the head cook (*tenzo*) for 18 months during 1972-74. He cooked for an average of 10 people/day and he served many recipes (such as soyburgers) based on cooked whole soybeans. He also made his first batch of tofu (curded with lemon juice) while *tenzo*; he learned from a recipe in *The Soybean Cookbook* (a blue book) by Dorothea Van Gundy Jones. When he served the tofu to Sasaki roshi, the roshi said "Not so good; it's sour." One person at Cimarron who wanted to start a tofu company as a Zen Center business was Gentei (Sandy Stewart); but he couldn't do it because the Japanese had a tight grip on the market.

After leaving Mt. Baldy, Danny returned to his home town of Miami. He worked for a while in the produce section of one of the chain grocery stores; he needed money. The idea of starting a tofu company stayed in his mind. In late 1977, when he heard that Robert Brooks and Mary Pung had been running Swan Foods for about 1 year in Miami, he went over and said he would like to work for them. He soon became their production manager—despite his complete lack of experience. Robert would pay the employees using fistfuls and huge rolls of cash. Later Danny found out that Robert was dealing drugs. The business was not making money

because no one was marketing the products, and there were far too many products. Also many of the products (including refreshing teas) spoiled very quickly due to a junky old refrigeration system that was not strong enough; even after it was replaced, the new system could not prevent widespread spoilage. Basically, they lost money every day on almost every product they made. Nobody in the company knew what they were doing; no one was “steering the ship.” Mary was working on a cookbook, that was never published. Mary and Robert were both doing a lot of new product R&D, and playing with a clam-jaw-type vacuum packager. One worker, Jimmy Wilks, was an original partner. He invested \$50,000 of his inheritance in the business and it was quickly all gone; his family never forgave him. Actually he left before Swan Foods went bankrupt because of an accident in the plant. One day, while he was working near the pressure cooker, the top blew off and he was covered with scalding-hot soy slurry. His coworkers dumped him into the cooling tank, where the water cooled him off. His burns were not that bad; he left the company more out of shock than for medical reasons. He later worked at Popeye’s Health Foods in Miami.

Danny was hired just after Wilks left to manage the plant. Danny’s stepfather, Marias, who is a financial analyst, was thinking of buying Swan Foods as it was near bankruptcy. Robert Brooks wanted \$100,000 for the company. Marias went over their books and found that they lost something like \$200,000 during the brief life of the business. Marias and Danny waited until Swan Foods went out of business. Danny bought all equipment that had not been sold. He also cleaned out the office, and kept any interesting documents—which he still has. Robert bought a moped and moved into Coconut Grove (Danny does not know whether or not Mary was with him), rented a room somewhere, and just buzzed around. “He was really wacked out.” He may have had big debts and was hiding from his debtors. Danny still has a file on Swan Foods. He may still have some product sheets and recipes.

Danny thinks that Robert and Mary were never married. Mary (who was about age 23 in 1977) got pregnant, but Robert didn’t want the baby, and wouldn’t marry her. It was a boy who they named Osland (perhaps spelled Aslan, Ausland or Auslan). They were Premmies, and devotees of Guru Maraji. Dick McIntyre of Swan Gardens was also a Premmie and is still an active devotee in Miami. Five years ago Mary contacted Danny. 3-4 years ago she was a down-and-out alcoholic living in shelters for the homeless—completely destitute. She was probably arrested in Miami many times for prostitution and drugs. What a tragedy. Danny has no idea how to reach her, but he thinks she still lives in the greater Miami area.

After Swan Foods went under, Danny, financed by Marias, started Sunshine Soy Company, Inc. (see separate interview). Address: 2219 S.W. 59th Ave., Miami, Florida 33155. Phone: 305-266-0830.

2557. *Food Business (Chicago, Illinois)*. 1992. Meatless goes mainstream. Nov. 23. \*

• **Summary:** This cover story discusses the trend toward vegetarianism among mainstream Americans. It notes that: Morningstar Farms Grillers, a meatless burger made by Worthington Foods, are sold in 95% of U.S. grocery stores and supermarkets. Sales of soyfoods are expected to top \$1.4 billion by the year 2000. In a survey of what is “in” among teens, 28% of respondents said that vegetarianism is “in,” compared with 22% a year ago. A National Restaurant Association study found that the trend toward reducing meat consumption peaked in the over-65 age group. In a 1992 poll, 12.4 million adult Americans considered themselves vegetarians, almost double the number in 1985. One in five restaurant patrons won’t even go to a restaurant unless there is a vegetarian option on the menu. One British company [Haldane Foods] sells 70 million packaged soyburgers a year in the U.K.

2558. Archer Daniels Midland Co. 1992. First quarter report to shareholders, and a report on the 69th annual shareholders meeting. Decatur, Illinois. 8 p.

• **Summary:** “Your company continues to build for the future. Last year our capital expenditures exceeded \$900 million; this year we spent an additional \$600 million. In the last three years our capital expenditures exceeded two billion dollars, and that was still well below our cash flow for the same period...”

“Ogilvie Mills of Canada was acquired, along with a joint venture partnership to operate Pillsbury’s four U.S. mills. The Ogilvie acquisition also made ADM one of the largest producers of wheat starch and vital wheat gluten, a major product for the baking industry...”

“Our oilseed crushing division purchased a canola crushing plant in western Canada, further consolidating our position as the world’s leading crusher of canola... Our crushing division now operates 45 plants, crushing soybeans, cottonseed, corn germ, flax, canola, and sunflower seed, and refines the oil in 14 refineries.

“Our edible soy protein business continues to grow. A large, ultra-modern soy protein concentrate plant was commissioned at Rotterdam [Netherlands]. Our edible soy protein business—concentrate, isolate, and soy flour products—increased 25 percent for the year. Production of Harvest Burger, our soy concentrate-based meat substitute, is selling at record levels in the U.S., Russia, and England...”

“We are in a growth industry. Feeding people is our business. Each year there are nearly 100 million more people to feed on the face of the earth...”

“We consistently lead the charts in sales per employee in our industry. People often ask me how we do so much business with so few people. My answer is that it’s our culture, central to everything we do. Every company has a



personality, just like every person. The basis of our culture, or personality, is very simple: we stay in the business we know. We concentrate on one major objective, and that is the return to our stockholders. We remain entrepreneurial, concentrating on only those matters essential to running a successful business... We keep meetings, memos, policies, and procedures to a minimum. We treat everyone as an individual, giving him or her the tools and the authority to do the job. We don't second-guess, and we don't criticize for honest mistakes."

"ADM is a company with no fixed management committees, no organizational charts, no bells, no whistles, and no gimmicks—just good pay and hard work." Address: Decatur, Illinois.

2559. Golbitz, Peter. 1992. The meat alternative industry in the United States. Bar Harbor, Maine: Soyatech, Inc. 30 p. Nov.

• **Summary:** This report was written under contract with Protein Technologies International, which owns the rights. Address: P.O. Box 84, Bar Harbor, Maine 04609. Phone: 207-288-4969.

2560. **Product Name:** Granose {Canned Vegetarian Entrees} [Bolognese, Curry, Chilli, Bourignonne, Italienne]. **Manufacturer's Name:** Granose Foods Ltd. Div. of Haldane Foods Ltd.

**Manufacturer's Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: 0908 211311.

**Date of Introduction:** 1992 November.

**Wt/Vol., Packaging, Price:** 420 gm cans. Retail for £1.39 each (11/92).

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Spot in SoyaFoods. 1992. Autumn. p. 5. "New Vegetarian Canned Products." "Produced from soya chunks or mince in sauces made from traditional recipes." A photo shows the 6 cans. Note: Several products with names similar to these were introduced by Granose years ago. For example: Granose Curry Sauce (1978). Granose Bolognese Sauce (1980).

2561. **Product Name:** [Biosoja Soja Delight: Tomato Sauce, Tofu Sausage with Lentils, Rice Salad with Tofu].

**Foreign Name:** Biosoja Soja Delight.

**Manufacturer's Name:** Sojinal. Affiliate of Cooperative Agricole de Colmar (CAC) (Marketer).

**Manufacturer's Address:** 8 rue Merxheim, 68500 Issenheim, France. Phone: 89 74 53 53.

**Date of Introduction:** 1992 November.

**Wt/Vol., Packaging, Price:** 300 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** SoyaFoods. 1992. Autumn. p. 7. "A profile of Sojinal." See Table 2. "Biosoja retail food

products." Canned ready meals with less than 300 calories.

2562. Tofu Shop (The). 1992. The Tofu Shop Delicatessen (Ad). *Northcoast Holidays (Regional Visitor Publications, Eureka, California)*. Nov.

• **Summary:** A small ad (2½ by 3½ inches). Graphics: Across the top are bells ringing on a black background with a snowflake between each. In the lower left is an illustration of the front of the Deli.

"Pumpkin tofu pie! Try this non-dairy alternative. Delicious, cholesterol-free and baked in a wholewheat crust. Small 6 oz. \$1.55. Large 9" (special order) \$5.95.

"Not 'n Natural Tofu Turkey dinners! Served at our deli beginning Sunday, Nov. 15, includes hot slice of tofu turkey, stuffing, gravy, cranberry sauce & salad. \$5.25.

Hours: Mon-Sat 8-8. Sun 11-6. Address: 768 18th St., Arcata, California. Phone: 822-7409.

2563. **Product Name:** Tofu, Okara (Fresh, or Dry), Soysage, Okara Burgers.

**Manufacturer's Name:** Wesner's Tofu Farm.

**Manufacturer's Address:** West 14505 Coulee Hite Rd., Spokane, WA 99204. Phone: 509-467-7253.

**Date of Introduction:** 1992 November.

**New Product–Documentation:** Talk with Roberta Wesner, co-owner. 1992. Nov. 17. She and her husband, Bruce, who are Seventh-day Adventists, started selling these products on 11 Nov. 1992. They sell about 100 lb/week.

2564. Reuters. 1992. McDonald's tries out a meatless burger. *San Francisco Chronicle*. Dec. 9.

• **Summary:** Five McDonald's outlets in the Netherlands have already begun to sell the vegetable burger and starting on 4 Jan. 1993 all 84 McDonald's restaurants in the Netherlands will include it on their menu. The new burger, which has taken 2 years to develop in the USA, will contain potatoes, peas, carrots, corn, onions, spices. It will sell for \$2.70, a little less than a Big Mac. "Several analysts at brokerage houses doubt that the meatless burger would sell in the United States." The potential market for such a burger is seen as "a slim slice of the consuming public."

2565. Soyfoods Assoc. of America. 1992. Soyfoods 2000: Merchandising soy products into the next century (Ad). *Natural Foods Merchandiser*. Dec. 16-page color special supplement, 8½ by 11 inches, inserted after p. 28.

• **Summary:** Contains full color ads by Morinaga Nutritional Foods, Inc. (Mori-Nu Tofu, Firm and Extra Firm), Lightlife Foods, Inc. (5 types of tempeh, Tempeh Burgers [Lemon Grill, American Grill, Barbecue Grill], Tofu Pups, Vegetarian Chili, Sloppy J, Foney Baloney, Fakin Bacon, Lean Links), Worthington Foods, Inc. (Natural Touch Okara Pattie, Garden Pattie, Dinner Entrée, Lentil Rice Loaf), Sovex Natural Foods, Inc. (Better Than Milk, Tofu Ice Cream

[Vanilla or Strawberry], Good Shepherd Spelt, Millet-Rice Flakes, For Goodness Flakes!), Vitasoy (U.S.A.) Inc. (Light Vanilla, Original, and Cocoa soy drinks).

Contains black-and-white ads by White Wave, Inc. (Five Grain Tempeh, Meatless Tofu Steaks, Soya A Melt Soy Cheeses [Regular or Fat Free] and Singles, Lemon Broil Tempeh, Amaranth Tempeh, Teriyaki Burgers, Organic Tofu, Dairyless Non-Dairy Yogurts, Tempeh Burgers, Sea Veggie Tempeh, Meatless Healthy Franks, Snack'n Savory Tofu), Cemac Foods Corp. (Unbelievable brand Cheesecake; based on nonfat baker's cheese; contains no soy, no fat, no cholesterol), Solait International Ltd. (Solait Powdered Soy Beverage), Tofutti Brands, Inc. (Lite Lite Tofutti, Tofutti Cuties, Land of the Free [Non-dairy frozen desserts, free of fat and sugar, sweetened with fruit juice], Tofutti Egg Watchers, Better than Cream Cheese, Sour Supreme [Non-dairy sour cream], Premium Tofutti, Tofutti Soft Serve Mix), Sharon's Finest (TofuRella), American Natural Snacks (Soya Kaas), Great Eastern Sun (Miso Master brand misos), The Macrobiotic Wholesale Company, Turtle Island Foods, Inc. (Keep It Simple Stirfry–Diced Marinated Tempeh), Betsy's Tempeh (Tempeh), Quong Hop & Co. (The Soy Deli–9 Tofu Burgers, 3 Savory Baked Tofu, Pacific Tempeh, 3 Tempeh Burgers, 7 fresh water packed and vacuum packed tofu), MYCAL Group (natural dehulled soybean flakes).

Articles and sidebars include: "Welcome to the future: Soyfoods 2000." "Soyfoods Association names new executive director" (Virginia Messina, whose photo is shown). "Soyfoods Association mission statement." "The modern evolution of soyfoods," by Michael Whiteman-Jones and William Shurtleff (Shurtleff's photo is shown). "Unraveling the soyfoods merchandising mystery," by Michael Whiteman-Jones. "Research shows soyfoods may help prevent cancer," by Mark Messina, PhD (whose photo is shown). "Key reasons to buy soy: Environmental, nutritional, economic."

This attractive insert was coordinated by Franke Lampe and edited by Lisa Turner, both of NFM.

**2566. Product Name:** Realeat Vegebangers (Frozen Frankfurters) [Meaty Style, or Vegetable Style].

**Manufacturer's Name:** Haldane Foods Group.

**Manufacturer's Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 908 211311.

**Date of Introduction:** 1992 December.

**Wt/Vol., Packaging, Price:** 1 lb and 1½ lb bags. Retail for £1.39 and £1.99 respectively.

**How Stored:** Frozen.

**New Product–Documentation:** Spot in SoyaFoods. 1993. Winter. p. 5. "More Vegebangers from Realeat." Two new varieties of frozen Vegebangers were launched in Dec. 1992 by Haldane Foods. Both contain no meat, but the Meaty Style products have a more meaty flavor, being made from a

seasoned blend of vegetable proteins.

2567. Whiteman-Jones, Michael. 1992. Unraveling the soyfoods merchandising mystery: Selling techniques ultimately depend on store size, location and customer demographics. *Natural Foods Merchandiser*. Dec. Soyfoods 2000 special supplement insert. p. 8-11.

• **Summary:** The views of three industry experts—Steve Demos of White Wave, John Paino of Nasoya Foods, and Peter Golbitz of Soyatech—on the best approaches to marketing soyfoods in America.

White Wave boasts gross annual sales of about \$5 million, roughly 80% of which come from natural products stores and 20% in conventional supermarkets. Demos wants to position soyfoods as a category. "Rather than integrate soyfoods with similar products—putting tofu dogs with hot dogs, for instance—he believes they should get their own section. Call it a protein case, or a healthy alternatives section, or even tack on a sign that says 'Phony foods sold here.'" Safeway, a mainstream supermarket giant, is experimenting with separate soyfoods sections in some of its stores, but most supermarkets practice integration. Natural products stores often merchandise soyfoods together in a separate section, and one such large store "can easily sell 30 to 50 times as much soyfoods as a supermarket."

Paino, who declined to reveal Nasoya's sales figures, sells soyfoods nationwide in natural products stores, supermarkets, and Asian markets. He favors integration rather than a separate protein section. He focuses on eye-catching labels, point-of-sale merchandising tools such as shelf talkers, tear-away recipe cards, and in-store demonstrations. "Nasoya built its market by merchandising tofu in the produce section and has enjoyed solid sales and growth as a result."

Golbitz, a leading industry consultant, "has surveyed stores across the country about soyfoods merchandising. His conclusion: Integration works best for some stores, separate sections better for others. The major determining factors are store size, traffic, and demographics." The answer "has to be regionalized, localized, and individualized. Supermarkets and large-format natural products stores, for instance, generally have better luck with integration." Integration helps transitional customers. "Soy milk just doesn't seem as strange when its standing next to a carton of cow's milk, he says, and the marketing power of familiarity can't be underestimated... One thing Golbitz is certain of, however, is that soyfoods sales are going to increase whether the products are merchandised in a separate section or integrated."

2568. De Vuurdoop. 1992. Weder Fisch noch Fleisch, aber lecker schmeckt's! [Neither fish nor meat, but it tastes delicious! (Leaflet)]. Volendam, Netherlands. 3 panels each side. Each panel: 21 x 11 cm. [Ger]



• **Summary:** This attractive German-language leaflet is from a Dutch company that makes tasty vegetarian foods (*vegetarische Leckereien*). They offer 8 refrigerated products including Tofu Cutlets and a Seitan Burger, plus frozen products including a Seitan Burger, Croquettes with Seitan, and Croquettes with Tofu. Address: Postfach 147, NL 1130 AC Volendam, Netherlands. Phone: 0031/2993/61152.

2569. **Product Name:** Tofu Turkey.

**Manufacturer's Name:** Fresh Tofu Inc.

**Manufacturer's Address:** 900 Line St. (P.O. Box 1125), Easton, PA 18042. Phone: 215-258-0883.

**Date of Introduction:** 1992.

**Wt/Vol., Packaging, Price:** 2.5 lb vacuum packed.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Gary Abramowitz. 2000. Nov. 30. Fresh Tofu first started making commercial Tofu Turkey in 1992. This is a vacuum-packed, refrigerated product with a 3-4 week shelf life; it is not frozen. Therefore it is sold locally and regionally rather than nationally. It is also 100% tofu, whereas competing products typically contain lots of wheat gluten. They start with a large block of tofu, then cut it to the silhouette of a turkey. They do not use a mold to shape the tofu. Then, by hand, they carve and score each Tofu Turkey with a knife to give it feather marks and other details, then it is marinated and baked for a long time to give it a nice brown skin on the outside and white “meat” on the inside. It can be cut into thin slices. It comes in a box with a rosemary-herb gravy mix. In 1992 the turkey weighed 2½ pounds (40 oz.) but they found that was too much. In 1998 the weight was reduced to 1 lb 10 oz. (26 oz.)—which is still the weight today. It feeds 4-6 comfortably. The first year (1992) the company sold several hundred, increasing to 320 in 1995, 500 in 1996, 600 in 1997, over 1,000 in 1998 (at the lighter weight), 1,500 in 1999, and over 2,000 this year (by the end of 2000). Gary is associated with PETA. Every thanksgiving they help promote his Tofu Turkeys, and he, in turn, gives away free ones.

2570. **Product Name:** Soy Burgers.

**Manufacturer's Name:** New Dawn Enterprises.

**Manufacturer's Address:** Sheffield, Tasmania. Phone: (004) 91 1663.

**Date of Introduction:** 1992.

**Ingredients:** Incl. organic tofu, okara, wheat, and spices.

**Wt/Vol., Packaging, Price:** 500 gm vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Trishala Shub. 1998. Jan. 18. In about 1992 they introduced Soyburgers, which contained tofu, okara, wheat, and spices.

2571. **Product Name:** New World Foods Vegetarian Chorizo (With Granular Tofu Curds).

**Manufacturer's Name:** Vegetable Protein Specialists

(VPS), Inc.

**Manufacturer's Address:** 2889 Trades West Rd., Santa Fe, NM 87501. Phone: 505-471-8979.

**Date of Introduction:** 1992.

**Ingredients:** Organic\* Befine (soybeans, water, calcium sulfate—a natural mineral, caramel color), whole chile pods ground with chile broth, potatoes, spices, vinegar, salt, vegetable gum. \* = Organically grown & processed in accordance with Section 26569.11 of the California Health and Safety Code.

**Wt/Vol., Packaging, Price:** 12 oz vacuum pack. Or 24 lb. foodservice pack.

**How Stored:** Frozen or refrigerated.

**Nutrition:** Per 2 oz.: Calories 64.3, calories from fat 16.7, total fat 11 gm (saturated fat 0.24 gm), cholesterol 0 mg, sodium 414 mg, total carbohydrate 9.3 gm (dietary fiber 0.83 gm), protein 4.1 gm, vitamin A 162%, vitamin C 4%, calcium 8%, iron 23%.

**New Product–Documentation:** Leaflet sent by Richard Jennings of VPS, Inc. (Vegetable Protein Specialists). 1993. Nov. 26. “New World Foods.” “Chorizo is a sausage of Spanish and Portuguese origins.” This vegetarian chorizo was created by an expert chorizero, Mr. Oscar Tavarez, from Chihuahua, Mexico.

Talk with Richard Jennings of VPS. 1993. Dec. 1. This product was introduced in 1992. A key ingredient was Rico Soy (small, firm chunks of tofu), which was renamed and trademarked Befine by Sept. 1993.

New Label sent by Richard Jennings. 1993. Nov. 29. 3 by 5 inches. Self adhesive. Black on gold. Illustration of a symbolic Aztec crow. “Low in saturated fat.” “Serving suggestions: Scramble with eggs... Makes a great breakfast burrito.”

2572. *Vegetalia*. 1992. *Recetario* [Recipe book]. Castellcir (near Barcelona), Spain. 32 p. 21 cm. [Spa]

• **Summary:** The Introduction to this handsome color booklet (which contains many color photos), was written by Salvador Sala. It states: “Thanks to you, this year in 1992 we will celebrate the 6th year of *Vegetalia*’s existence. It has not been easy to get to where we are now, but it has been very satisfying, especially for me. When, in April 1986, together with Carmen and Tomás, we decided to form *Vegetalia*, our dream was to facilitate the improvement of the quality of life, in the ecological way.”

For each of the following foods there is an introduction, a nutritional analysis, then several recipes: Seitan, tempe (a color photo shows tempeh sold in perforated plastic bags, and immersed in a broth in jars), tofu (a color photo shows tofu sold in self-sealing bags and immersed in a liquid in jars), pickles, amasake [amazake], gomasio [gomashio], and Algas Klamath (a type of sea vegetable), and Vegetalin (made with whole wheat, olive oil, sea salt, natural leavening, and sesame). Page 32 notes that the company

makes seitán, tempe, tempe estofado, tofu, tofu tres delicias, paté -de tofu y miso, etc. It also sells an large line of natural foods made by other companies, including: Soyçisse (a type of soy frankfurter). Tofume (smoked tofu). Biosoy (soymilk). Postre de Soja (Soymilk desserts, in hazel-nut/filbert, vanilla, chocolate, apricot, strawberry, and pear flavors). Soy yogurt (natural and low fat). And Vegetalia is working to help the Third World via CEPAN in Brazil.

Note: This is the earliest Spanish-language document seen that mentions amazake, which it calls “amasake.” Address: Castellcir (near Barcellona), Spain. Phone: +34 3-866 61 61.

2573. Kawakami, Kozo. 1992. *Tsurezure Nihon shokumotsushi*. 2 v [Leisurely history of Japanese foods. Vols. 1-2]. Tokyo: Tokyo Bijutsu. Illust. 21 cm. [35+ ref. Jap]

• **Summary:** Vol. 1 (vi + 151 p.) contains chapters on: Ryokutô [ryokuto] (bundô, yaenari; p. 74-76, mentions tofu. Note: Kinch 1879 says *Phaseolus radiatus subtriloba* = bundô). Ganmodoki and hiryoza [tofu burgers] (p. 85-89; 9+5 ref.). Yose-dofu (p. 89-99; 13 ref.). Itoko-ni (p. 108-10; 13 ref.; with soybeans, azuki beans and tofu). Gomashio (p. 128-30; 7 ref.).

Vol. 2 (3 + 151 + 5 p.): A color illustration titled (*Nori-zukuri no zu*), by Katsukawa Shunsen (?) on the dust jacket shows women making nori in old Japan. They are chopping freshly collected nori and drying it in sheets. Another old 3-part illustration of making nori is printed on the cover. Contents (centered on foods and treats from the sea) includes: Nori and kawa-nori (from the sea and from rivers. p. 1-5; 35 ref. 1 illust.). Asakusa nori, Kassai nori, Shinagawa nori, and other nori from the Pacific Coast and Inland Sea (*Setonai-kai*) during the Edo Period (p. 8-16, 39 ref. 4 illust.). Nori from the Japan Sea (*Nihonkai*) No. 1: Izumo nori, Uppuri nori, and Kamoji nori. Uppuri is a place near Izumo, and Kamoji is a wig-like hair filler (p. 17-20, 21 ref.). Nori from the Japan Sea (*Nihonkai*) No. 2: Kuro nori, Yuki nori, Noto nori, and Kasashima / Kasajima of Echigo nori (p. 21-24, 21 ref.). The story of river nori, Shiba river nori, Nikko nori, and Kikuchi nori (p. 25-30, 26 ref. 1 illust.). Dried frozen tokoroten (*kôri tokoroten*), made from frozen seaweed (p. 98-102, 3 ref.). Mizukara (a spicy food made from kombu, p. 103-05, 16 ref.). Musubi kombu, musubi kanpyo, and musubi sayori (musubi means “tied up in like a bow in a special way;” p. 106-10, 25 ref. 2 illust.). Musubi yamaimo (mountain glutinous yam) and musubi tofu (both tied up in a special decorative way. p. 111-14, 14 ref.). Also contains other interesting illustrations and chapters. Address: Japan.

2574. Sass, Lorna J. 1992. *An ecological kitchen: Healthy meals for you and the planet*. New York, NY: William Morrow and Company, Inc. xv + 492 p. Index. 26 cm. [35+\* ref]

• **Summary:** This excellent vegetarian (actually vegan), ecological cookbook, proves that the most environmentally sound diet is also the healthiest and, for many, the most delicious and economical. It emphasizes whole grains, fruits and vegetables, focuses on unprocessed and minimally packaged foods, use of regional and seasonal foods, efficient menu planning, and creative recycling of leftovers. Delightful quotations relevant to the book’s subject are scattered throughout.

The author’s guiding principles for cooking ecologically are: “Eat a plant-based [vegan] diet; buy organic, regional, seasonal produce whenever possible; and use nontoxic products to keep your kitchen clean.”

The chapter titled “Tofu and tempeh” (p. 217-31) contains basic information and many recipes. Other soy-related recipes include: Thai vegetable soup (with tofu, p. 39). Ten-ingredient lo mien (with tofu, p. 165-66). Triple bean maybe it’s chili (p. 186-87). Black soybeans (p. 191-92; keep the skins on by adding salt). Curried mustard greens with tofu (p. 255). Chinese-style stir-fry of kale, onions, and marinated tofu (p. 258). Tahini-miso spread (p. 315). Sun-dried tomato dip (with tofu, p. 318). Brilliant beet dip (with tofu, p. 319). Onion upside-down cornbread (with tofu, p. 323-24). Tofu whip (like whipped cream or whip topping, p. 398).

The very fine chapter / glossary “Ingredients A to Z” (p. 399-468) includes: Aduki / azuki beans, agar, almond butter, almonds, amaranth, amasake (incl. koji), arame, barley malt syrup.

Black beans—fermented (salty black beans): “Black beans, fermented (Salty black beans): A little of this Chinese specialty—small black soybeans preserved in salt—goes a long way. About 1 tablespoon adds a deliciously complex flavor to stir-fries. Chop the beans finely to disperse their flavor. If you like the taste but want to reduce the salt, soak the beans briefly in water before using. Fermented black beans last for about a year in a well-sealed jar under refrigeration.

“Bragg Liquid Aminos: This is a *very tasty* soy-sauce-like condiment made by extracting amino acids from organic soybeans. Its flavor is more winelike and complex than most soy sauces. It is salty, so sprinkle sparingly. (There is no added salt, but 125 milligrams of sodium per ½ teaspoon come from the natural sodium in the soybeans.)

“Unlike soy sauce, Bragg Liquid Aminos is not fermented, making it an ideal seasoning for those who suffer from yeast sensitivities. Delicious added to stir-fries or plain-cooked grains. It is readily available in health food stores.” Also in natural food stores.

Daikon, dulse, gomashio, hijicki / hizicki [sic, hijiki], job’s tears, kombu, kuzu (kudzu), kuzu kiri, lupins, miso, mochi, natto, nigari, nori, peanut butter, peanuts, quinoa, rice—brown, rice cakes, rice syrup, sea vegetables, tamari-roasted seeds, seitan (wheat gluten), sesame butter (tahini), sesame oil, sesame seeds, shoyu, soybeans, soybeans—black,



soy cheese, soy flakes, soy flour, soyfoods, soy grits, soy ice cream, soy milk, soynuts, soy oil, soy powder (powdered soy milk), soysage, soy sauce, soy yogurt (fermented), tahini, tamari soy sauce, tempeh, tofu, umeboshi plums, wakame, wasabi, winged beans. Note: Also contains recipes for many of these glossary items.

A color portrait photo on the inside rear dust jacket shows Lorna Sass—with a brief biography; she is a culinary historian, cookbook author, and food writer. Address: Box 704, New York City, NY 10024.

**2575. Product Name:** Organic TofuBurgers [Original].

**Manufacturer's Name:** Stow Mills (Distributor).

**Manufacturer's Address:** Chesterfield, NH 03443-0301.

**Date of Introduction:** 1992?

**Ingredients:** Organic tofu (filtered water, organically grown soybeans, natural calcium chloride nigari—a natural mineral coagulant, not a preservative), fresh carrots, rolled oats, sunflower seeds, sesame seeds, dried currants, barley malt syrup, red miso (water, rice, soybeans, salt), onion powder, garlic powder, spices, guar gum, natural orange extract, canola oil.

**Wt/Vol., Packaging, Price:** 6.5 oz (184 gm) vacuum pack. Retail for \$1.59 (7/92, Maryland).

**How Stored:** Refrigerated.

**Nutrition:** Per 3.25 oz patty: Calories 240, protein 14 gm, carbohydrate 19 gm, fat 12 gm, cholesterol 0 mg, sodium 85 mg, dietary fiber 12 gm.

**New Product—Documentation:** Product with Label purchased at Fresh Fields, Rockville Pike, Maryland. 1992. July 20. Label is 4 by 5.5 inches. Self adhesive. Dark blue, red, and black on light blue and light green. Color photo of a Tofuburger with tomato slices, onion rings, and a lettuce leaf. “All natural. Wheat free. Low sodium. Meatless. Dairy free. No cholesterol. High calcium. High protein. Stow Mills Tofu Burgers are precooked for your convenience. Please do not overcook. To prepare, just grill, fry or microwave until heated.”

2576. Lightlife Foods, Inc. 1993. Why protein from vegetable sources makes good sense: The Lightlife primer (Leaflet). Greenfield, Massachusetts. 4 panels each side. Each panel: 22 x 9 cm.

• **Summary:** Accompanying this leaflet is a glossy leaflet for Lightlife Meatless Smart Dogs, and a coupon to save \$0.30 on any Lightlife product.

This leaflet appeared in a new format in March 1995. Address: P.O. Box 870, Greenfield, Massachusetts 01302. Phone: 1-800-274-6001.

2577. Sharon's Finest. 1993. Sharon's Finest donates \$6,000 to Rainforest Action Network (News release). Santa Rosa, California. Feb. 19.

• **Summary:** Sharon's Finest donates 5% of its profits to

groups working to protect the world's Rainforests. Richard Rose, President, says he thinks of it as a self-imposed 'Green tax.' “To date, Sharon's Finest has donated \$10,400 to such groups in the US and Canada. and over \$74,000 in product to the Second Harvest Food Bank.”

“Sharon's Finest originated TofuRella, the first tofu-based cheese alternative, in 1987... This month marks the debut of Better Burger and Better than Meat, two new meatless and fat-free alternatives to ground beef.” Address: Box 5020, Santa Rosa, California 95402-5020. Phone: 707-576-7050.

2578. White Wave, Inc. 1993. Quick & easy recipes (Recipe cards). 1990 N. 57th Court, Boulder, CO 80301. 3 by 4 inches.

• **Summary:** These colorful recipe cards were introduced in Feb. 1993 and were available at the Natural Products Expo West at Anaheim, California. 1995. March. Each 3 by 4-inch card is printed on both sides. On the front, at the top is written “Quick & Easy Recipe.” Below that is the recipe name, a brief description of the recipe by Leonardo, White Wave Corporate Chef, and a large White Wave logo. On the back is the recipe itself.

There are cards for: Tempeh mock chicken salad. Tempeh Reuben. Lemon broil [tempeh with] pasta sauce. Almost Chinese hot & sour soup. Sizzling savory tofu steaks. Pepper tofu steak sandwich. Address: Boulder, Colorado. Phone: 303-443-3470.

2579. Janisch, Edward. 1993. Re: Work developing new products and processes using wheat gluten. Letters to William Shurtleff at Soyfoods Center, March 9 and 18. 1 p.

• **Summary:** Ed is a retired college teacher who, in recent years, has developed both processes and products which he believes produce superior products from seitan and wheat gluten. His parents are Austrian and, after dropping out of high school, he worked in the merchant marine as a cook and chief steward, for years around the world. In 1949-50 he went back to college, earning his bachelor's degree from the State University of New York (SUNY) at Buffalo, and his MS from Colgate University (in Hamilton, New York). Then he did 2 years of PhD work at Syracuse Univ. but never finished the program. At SUNY and various universities he taught social sciences, and the history of ideas. Ten years ago he and his wife became vegetarians. He feels the various books by Shurtleff and Aoyagi “should be awarded the Nobel Prize.” They guided him to a new way of life. He was also strongly influenced by the book *How to make all the “meat” you eat out of wheat*, by Nina and Michael Shandler.

In 5 minutes he can transform 5 lb of whole wheat flour, by hand, using no machines, into fresh (gum) gluten. His first breakthrough was developing a process to transform fresh gluten (gum gluten) into a 4-ounce cutlet (¼-inch thick, irregular oval in shape, like a “tonkatsu”) in 40 minutes;

made a little thinner it becomes like a veal Parmesan or schnitzel. He shapes the 4-oz. cutlet (5 inches on a side) rather than slicing it from a larger slab. Most seitan requires several hours of cooking. Everyone he has served it to has loved it. He has attended trade shows and tasted many seitan products, and he feels his is superior to them all. His texture is unique, closely resembling that of veal.

His second major development was a process that transforms dry vital gluten into a hamburger or meatball in a short time with the texture, flavor, and juiciness of meat—with an excellent nutritional profile using only natural ingredients.

He has established a company named Auspicious Foods, but as yet he has no products on the market. A 3-page typed brochure (each page is 8½ by 11 inches) has a letterhead that reads “Auspicious Foods—Naturally Delicious. Home of Seitan Supreme + Harvest Burgers.” It explains that he has developed (but not patented) the two lines of products: (1). Vital Wheat Gluten (Wheatmeal) Dry Mixes. 1.125 ounces of the dry mix, after cooking, will yield 1 Better Burger, or 4 Better Wheatballs, or 1 Better Steak/Cutlet, or 2 White Hotdogs (White Hots, Bratwurst), or 4 Breakfast Patties, or 4 Sweet and Mild Italian Patties. Each product unit contains 188 calories, 3.6 gm of “good fat” from canola oil, with 17% of the calories from fat. These products freeze very well; after freezing, microwave for 50-60 seconds. The dry mix can also be used to make Ground Wheatmeal (for use like any ground meat, e.g. as a pizza topping), or a Breaded Cutlet (Schnitzel, Parmesan; deep fried). In these, the ingredients and the process for transforming the dry mix into finished products are unique. (2) Fresh Gluten. Use to make Veggie Birds, Veggie Steak, Schnitzel—Parmesan (deep fried), or B-B-Q. The Birds and Steak have less than 10% calories from fat. Address: 3001 First St., St. Augustine, Florida 32095. Phone: (904) 824-1165.

2580. Francis, Mike. 1993. This CEO goes back to heat in kitchen. *Oregonian (Portland, Oregon)*. March 28.

• **Summary:** About Paul Wenner whose company, Wholesome & Hearty, makes the Gardenburger. He is tall, blond, and stylishly dressed. He’s got a new management team, led by president Carl Nelson. His stock has appreciated 72% in the past 8 months, and his new plant, which is up and running, is ten times the size of the old one.

2581. **Product Name:** Smart Deli: Lightlife Meatless Fat Free Slices [Old World Bologna Style, Roast Turkey Style, Three Peppercorn Style, or Country Ham Style].

**Manufacturer’s Name:** Lightlife Foods, Inc.

**Manufacturer’s Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 1-800-274-6001 Ext. 114.

**Date of Introduction:** 1993 March.

**Ingredients:** Bologna: Water, soy protein isolate, wheat gluten, natural flavors from vegetable sources, evaporated cane juice, salt, granulated garlic, carrageenan, vegetable

gum, spice extracts, paprika oleoresin.

**Wt/Vol., Packaging, Price:** Paperboard sleeve around 6 oz vacuum pack. Retail for \$2.19 (1998/02, California).

**How Stored:** Refrigerated, 40 day shelf life. Or frozen.

**Nutrition:** Per 3 slices (43 gm): Calories 50, calories from fat 0, total fat 0 gm (0% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 300 mg (13%), total carbohydrate 2 gm (dietary fiber 0 gm), sugars 0 gm), protein 10 gm. Iron 30%, vitamin C 2%. Percent daily values are based on a 2,000 calorie diet.

**New Product—Documentation:** Product with Label purchased at Trader Joe’s in Concord, California. 1997. Oct. 3.5 by 5 by 1 inch. Paperboard sleeve. Green, yellow, red and gold on white. Price: \$2.19 at Trader Joe’s but \$1.99 at Safeway in Lafayette, California.

Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo East (Baltimore, Maryland). 1997. Sept. “Our hero.” Shows labels of the four different types of Smart Deli products. “Call it a hero, a hogie, a grinder, or submarine sandwich—but build it the healthy and hearty way—with Smart Deli fat-free slices. All natural and 100% vegetarian, these slices make a tasty and convenient lunch or snack for the entire family. Try all four of these mouthwatering Old World flavors.” On the back are ingredients and nutritional details on each product. The inside of the sleeve contains: A \$0.30 coupon. An invitation to “Join our Lightlife family!” and receive a newsletter, a recipe for Smart bagel melt, and a message from Chia Collins and Michael Cohen, founders. It reads: Today we all know that what we eat makes a difference in the quality of our lives. We read about it weekly in magazines; hear about it daily on the news. In the years ahead, we will come to see the humble soybean as a harbinger of good health. Since 1979, our goal at Lightlife has been to show people that there is a better way to eat; a way that is healthy and graceful for the individual as well as the planet. With your satisfaction and well being in mind, we are pleased to offer you our delicious, easy to use meatless foods.

Life is a precious gift. Take a walk today, do something for someone else, share a laugh with a friend,... and eat well!

Talk with Maggie in Customer Services at Lightlife. 1998. Feb. 25. This line of products was introduced in March 1993.

Soyfoods Center taste test of Bologna. 1998. Feb. 25. Flavor, texture, and appearance are all excellent, very much like those of real bologna.

2582. **Product Name:** Vegetable Patty.

**Manufacturer’s Name:** Season’s Harvest.

**Manufacturer’s Address:** 52 Broadway, Somerville, MA 02145. Phone: 617-628-1182.

**Date of Introduction:** 1993 March.

**New Product—Documentation:** Talk with Ademar Reis. 1993. Nov. 29. He introduced this consumer retail product,



made with textured soy protein concentrate, in about March 1993.

2583. **Product Name:** Breakfast Sausage (Veggie).

**Manufacturer's Name:** Season's Harvest.

**Manufacturer's Address:** 52 Broadway, Somerville, MA 02145. Phone: 617-628-1182.

**Date of Introduction:** 1993 March.

**Ingredients:** Incl. textured soy protein concentrate, gluten, and soy protein isolate.

**New Product–Documentation:** Talk with Ademar Reis. 1993. Nov. 29. He introduced this consumer retail product in about March 1993. The word “Veggie” is written diagonally across the top.

2584. **Product Name:** Dream Patty.

**Manufacturer's Name:** Season's Harvest.

**Manufacturer's Address:** 52 Broadway, Somerville, MA 02145. Phone: 617-628-1182.

**Date of Introduction:** 1993 March.

**New Product–Documentation:** Talk with Ademar Reis. 1993. Nov. 30. This is the same product as the original California Dream Burger but in an oval shape. His company sells this product only to Continental Airlines. The first orders were shipped to them in early March 1993. He began working on the product in Jan. 1993.

2585. Worthington Foods, Inc. 1993. Annual report 1992. 900 Proprietors Rd., Worthington, OH 43085. 16 p. 28 cm.

• **Summary:** See next two pages. This is the company's first annual report to shareholders since it went public. “Sales: Total sales reached \$75.6 million in 1992, an increase of \$6.3 million or 9% percent over 1991. Sales gains were recorded in each of the Company's four national brands.”

“Earnings: Net income for 1992 was \$2.8 million, an increase of 9.1% over 1991.”

On the inside rear cover, the Company's four product lines are described and the logo for each displayed.

“Since 1939 Worthington Foods has been owned by a growing number of investors.” “Common Stock: We successfully completed an initial public offering of 1,750,000 common shares on April 16, 1992, at a price of \$12 per share, of which 1,410,000 were sold by the Company and 340,000 were sold by selling shareholders. This provided over \$15 million of capital to the Company which was used to significantly reduce our debt and broaden our shareholder base. These accomplished objectives have strengthened the Company's financial resources which will significantly help us in achieving our aggressive growth and profit objectives for the future.” Address: Worthington, Ohio. Phone: (614) 885-9511.

2586. Worthington Foods, Inc. 1993. Form 10-K. 900 Proprietors Rd., Worthington, OH 43085. 39 p. 28 cm.

• **Summary:** This is the version of the company's annual report submitted to the U.S. Securities and Exchange Commission. Address: Worthington, Ohio. Phone: (614) 885-9511.

2587. McDermott, Ron. 1993. The effect of the work of Henry Ford and his researchers on Worthington Foods today (Interview). *SoyaScan Notes*. April 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Robert Boyer, who worked for many years with Henry Ford, brought the technology for making spun soy protein fibers (SPF) to Worthington Foods. Today, as far as Ron knows [and as far as Soyfoods Center knows], Worthington is the only company in the world making SPF. They are used in about 15-20% of Worthington's meat alternatives, and they are especially useful in chicken-like products. More specifically, they are used in about 15% of their Morningstar Farms line of products (they are not used in Grillers, Breakfast Patties, and Breakfast Links), and in about 20% of their other canned and frozen meat alternatives. A new Morningstar Farms Breaded Chicken Patty, which is in expanded test market, also contains spun soy protein fiber.

In April 1992 Worthington had their first public stock offering to finance their new plant, so their financial figures are now available. The stock is traded on the open market over the counter (OTC) under the symbol WFDS for about \$9.75 per share. The company total sales for 1992 were \$76 million. Of this, meat alternatives accounted for about two-thirds of the total sales, or about \$51 million. If SPF account for 17.5% of this, then they have a retail value of about \$8.8 million.

Most of Worthington's meat alternatives are made from a combination of wheat gluten and textured soy protein concentrate. SPF work best in simulating the texture of long muscle fibers, as are found in chicken-like products, such as chicken breast or drumsticks. They also work well to simulate fish cutlets or non-ground red meat (such as roast beef), but there is not much demand for these types of products from Worthington customers. Most beeflike forms are burgers made to simulate ground beef. Moreover plain SPF has a better, more bland and less beany flavor than soy protein concentrates, and they hold and bind other added flavors better.

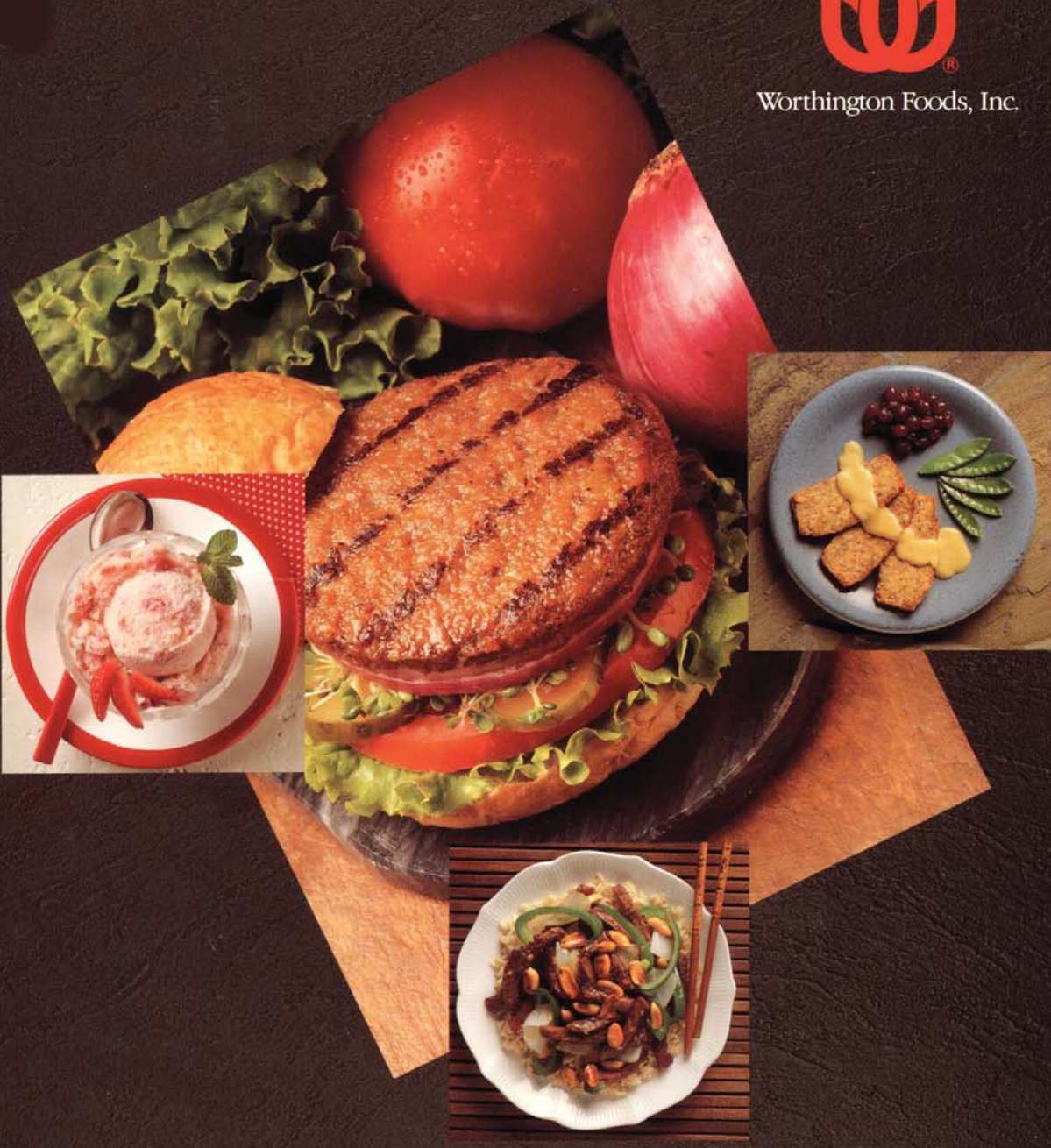
Why doesn't the company use more SPF? Because they are a very expensive ingredient, and Worthington's growth is in low-tech products, both from a consumer preference and a cost viewpoint.

But Ron is quick to add that SPF have had a major impact on the overall growth of Worthington Foods that is not at all adequately expressed by the present 15-20% figure. First, “the initial impact was huge.” Before Bob Boyer came along and brought this technology from Henry Ford, Worthington was making mostly canned wheat gluten

A N N U A L R E P O R T 1 9 9 2



Worthington Foods, Inc.





*Worthington Foods produces more than 150 different items to provide healthier alternatives to meat, eggs and dairy products. These food items are free of meat, animal fat and cholesterol.*

*Worthington Foods markets its products nationally under four brand names:*

*The **Worthington**<sup>®</sup> brand satisfies the preferences of consumers seeking premium quality meat substitutes. The line is sold in health and specialty food stores.*



*The **LaLoma**<sup>®</sup> brand (formerly Loma Linda Foods) complements the Worthington products by offering nutritious meat analogs to health and specialty food shoppers.*



*The **Natural Touch**<sup>®</sup> brand meets the needs of health food shoppers seeking products free of artificial additives, flavors or colors. These products are made from all-natural ingredients with minimal processing.*



*The **Morningstar Farms**<sup>®</sup> brand is the most widely available line of zero-cholesterol alternatives to processed meats and whole eggs. They are distributed nationally through supermarkets. Scramblers<sup>®</sup> and Better'n Eggs<sup>™</sup> egg products can be used in virtually all applications calling for whole, shell eggs.*



products for a very small and specialized denominational market. The first SPF products propelled Worthington into a new level of technology, the mainstream market including supermarkets, and into frozen foods. Second, the new SPF technology was a major factor in attracting Miles Laboratories, which purchased Worthington in March 1970s and took the company into the big leagues—in every area of business from accounting to quality control, from manufacturing to marketing. Third, when trying to deliver a full line of products to consumers, having meatless alternatives to chicken has given Worthington an important competitive advantage. Now that Americans consume more chicken than beef, this becomes increasingly important. Address: Vice President Research & Technology, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085-3194. Phone: 614-885-9511.

2588. McDermott, Ron. 1993. Increasing use of wheat gluten in foods in America (Interview). *SoyaScan Notes*. April 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ron sees the use of wheat gluten increasing in the USA. Steve Demos of White Wave is starting to use more gluten. [Note: In June 1989 White Wave launched Meatless Healthy Franks, a tofu hot dog which had wheat gluten as the third ingredient. In Sept. 1990 White Wave introduced Meatless Healthy Bologna, a tofu-based product which also had wheat gluten as the third ingredient. In Feb. 1993 White Wave launched Traditional Style Seitan, in which wheat gluten was the main ingredient.] Ivy Foods also makes some nice gluten products. There are a number of advantages of using wheat gluten and soya together. The wheat gluten often improves the texture and flavor in meat alternatives, while sometimes lowering the fat content of the combination. The soya generally reduces the cost of the combination.

About a year ago ADM (Archer Daniels Midland Co.) purchased Ogilvie (pronounced OH-gul-vee) Mills in Keokuk, Iowa. So now ADM is one of the world's largest manufacturers of wheat gluten, but most of this gluten is going into the bread baking industry. Address: Vice President Research & Technology, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085-3194. Phone: 614-885-9511.

2589. Leneman, Leah. 1993. 365 plus one vegan recipes: Delicious meals and ideas for every day of the year.

Hammersmith, London, England: Thorsons—An imprint of HarperCollins Publishers. 144 p. April. Index. 24 cm.

• **Summary:** Chapter 1 of this book, titled “The Vegan Dairy,” gives recipes for homemade soya milk, mock cream (from soya milk), soya flour cheese, yogurt cheese (from soya yogurt). There are also recipes for cashew or almond milk, cashew cream, and cashew cottage cheese.

Chapter 11 (p. 85-100), titled “Tofu and other Soya Foods,” contains a long introduction plus the following recipes: Home-made tofu. Tofu and onions. Sweet and

sour tofu and vegetables. Sea-flavored crisp tofu slices. Mushroom stroganoff. Tofu kebabs. Tofu casserole. Warming winter stew (with tofu). Korean-style kebabs (with tofu and miso). Tofu and green pea bhajia. Tofu ‘scrambled eggs.’ Scrambled tofu and mushrooms. Tofu piperade. Spicy tofu scramble with red pepper and tomato. Tofu knishes. Tofu and pea curry. Tofu burgers. Swiss steak (with frozen tofu). Savoury tofu ‘mince’ (with frozen tofu). Crispy fried sea-flavoured frozen tofu. Tofu goulash. Smoked tofu stew. Smoked tofu, courgette and sweetcorn risotto. Smokey duvec (with smoked tofu). Pease pudding and smoked tofu bake. Smoked tofu pasties. Steamed savoury smoked tofu pudding. Smoked tofu charlotte. Lek and smoked tofu au gratin. Smoked tofu and mashed potato cakes. Tempeh croquettes with mushroom sauce. Tempeh hash with potatoes. Indonesian-style tempeh. Tempeh stroganoff. Japanese-style tempeh kabobs. Tempeh burgers. Tempeh chilli. Mock ‘ham’ (with dried bean milk sheets [yuba]). Mock ‘chicken’ (with yuba). Mock chicken cooked Indonesian style.

Chapter 13 is entirely about sea vegetables, and a number of the recipes contain tofu, tempeh, miso, or soya milk. A number of other recipes throughout the book also use soyfoods as an ingredient. Address: 19 Leamington Terrace, Edinburgh EH10 4JP, Scotland.

2590. **Product Name:** Soyboy Leaner Wiener (Fat Free).

**Manufacturer’s Name:** Northern Soy, Inc.

**Manufacturer’s Address:** 545 West Ave., Rochester, NY 14611. Phone: 716-235-8970.

**Date of Introduction:** 1993 April.

**Wt/Vol., Packaging, Price:** 12 oz.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Spot in Natural Foods Merchandiser. 1993. April. p. 48. Shows the front panel of the label, which states: “Fat free. Vegetarian. No cholesterol. No nitrates. Dairy free. Keep refrigerated or frozen.” This pre-cooked hot dog has a mild, smoked flavor and contains no preservatives.

2591. **Product Name:** Gourmet Delight Soy Burger Mix [Savory Herb, Italian Spice].

**Manufacturer’s Name:** Vegetarian Health.

**Manufacturer’s Address:** P.O. Box 11292, Chicago, IL 60611.

**Date of Introduction:** 1993 April.

**Wt/Vol., Packaging, Price:** 6 oz packet.

**How Stored:** Shelf stable.

**New Product–Documentation:** Spot in Health Foods Business. 1993. April. p. 59. “Versatile Soy.”

2592. **Product Name:** Morningstar Farms Country Crisps (Chicken-like Patties).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd.,



Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1993 April.

**Ingredients:** Textured vegetable protein (Soy protein isolate and concentrate), egg whites, wheat flour, soybean oil, corn oil, water, corn flour, salt, monosodium glutamate, natural and artificial flavors from non-meat sources, dextrose, hydrolyzed plant protein, partially hydrogenated soybean oil, sugar, spices, yeast, paprika, vegetable gum, leavening (sodium acid pyrophosphate, sodium bicarbonate), onion powder, whey, nonfat milk, corn starch, turmeric, garlic powder, corn sweeteners, niacin, iron (as ferrous sulfate), vitamin B-1 (thiamine), vitamin B-6, Red 3 for color, vitamin B-2 (riboflavin), vitamin B-12.

**Wt/Vol., Packaging, Price:** 10 oz (284 gm) paperboard box. Retail for \$2.19 (6/93, Lafayette, California).

**How Stored:** Frozen.

**Nutrition:** Per 71 gm patty: Calories 220, protein 8 gm, carbohydrate 13 gm, fat 15 gm (63% of calories from fat, polyunsaturated 11 gm, saturated 2 gm), cholesterol 0 mg, sodium 620 mg, potassium 70 mg.

**New Product–Documentation:** Product with Label purchased at Lucky Foods supermarket in Lafayette, California. 1993. June 1. 8 by 4 by 1¼ inch box. Red and black on white. Color photo of one patty on a bun and lettuce, topped by two tomato slices, with another sesame bun beside it. Morningstar Farms logo in top left corner. “Cholesterol-free. Vegetable protein patties. Contains no chicken. No animal fat. Only 220 calories. Keep frozen. Microwavable.”

2593. **Product Name:** Morningstar Farms Meatless Chik Patties (Chicken-like Patties).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1993 April.

**Ingredients:** Textured vegetable protein (Soy protein isolate and concentrate), egg whites, wheat flour, water, corn oil, soybean oil, corn flour, natural and artificial flavors from non-meat sources, salt, potassium chloride, dextrose, hydrolyzed plant protein, partially hydrogenated soybean oil, sugar, spices, yeast, paprika, vegetable gum (carrageenan), leavening (sodium acid pyrophosphate, sodium bicarbonate), onion powder, whey, nonfat milk, corn starch, garlic powder, corn sweeteners, niacin, iron (as ferrous sulfate), vitamin B-1 (thiamine), vitamin B-6, vitamin B-2 (riboflavin), vitamin B-12.

**Wt/Vol., Packaging, Price:** 10 oz (284 gm) paperboard box. Retail for \$2.19 (6/93, Lafayette, California).

**How Stored:** Frozen.

**Nutrition:** Per 71 gm patty: Calories 170, protein 8 gm, carbohydrate 13 gm, fat 10 gm (53% of calories from fat, polyunsaturated 6 gm, saturated 2 gm), cholesterol 0 mg, sodium 590 mg, potassium 200 mg.

**New Product–Documentation:** Product with Label purchased at Lucky Foods supermarket in Lafayette, California. 1993. June 1. 8 by 4 by 1¼ inch box. Dark green, light green, tan, red, and blue on white. Color photo of a patty with lettuce and tomato between two buns on right half of front panel. Morningstar Farms logo in top left corner. “Artificial chicken flavor. No animal fat. Microwaveable. Zero cholesterol. Keep frozen.”

Talk with Trudy Cravens of Worthington Foods. 1993. June 30. The Chick Patties are replacing the Country Crisps. Worthington introduced 4 new products in April 1993 as extensions of the Morningstar Farms line: Chik Patties, Prime Patties, Deli Franks (which replaces the old Deli Franks), and the Garden Vege Patties. Worthington would like them to be marketed at supermarkets and mainstream grocery stores in the frozen meat case (along with regular chicken patties, fish sticks, etc.) rather than the frozen breakfast section like most of the other Morningstar Farms products. The products are still in test market. Also in April, all other original products in the Morningstar Farms line had their labels redesigned to the new green label except for Scramblers.

Product with Label purchased at Safeway supermarket in Lafayette, California. 1994. May 18. Price: \$2.89. Frozen.

Product with Label (new design) purchased at Safeway supermarket in Lafayette, California. 1995. Aug. 17. Price: \$2.79. Frozen. 4 patties, 10 oz. Blue, white, red, and gold on green. The front pane text reads: “Chik Patties—A meatless alternative to chicken. Made with vegetable & grain protein.” The name “Chik Patties” is written in white letters on a blue band. Soyfoods Center product evaluation. 1995. Aug. 19. 1. Taste/organoleptic: Texture is excellent, flavor is too spicy. Package/label design: Excellent.

2594. **Product Name:** Natural Touch Vege Frank.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1993 April.

**Ingredients:** Wheat gluten, water, natural flavors (paprika, onion powder, garlic powder, salt, autolyzed yeast), corn oil, spices, vegetable gums (carrageenan, gum arabic, xanthan gum), natural hickory smoke flavor.

**Wt/Vol., Packaging, Price:** 12.7 oz (360 gm) plastic wrap.

**How Stored:** Frozen.

**New Product–Documentation:** Ad (full-page, color) with coupon in *Vegetarian Times*. 1993. June. p. 17. “If you’ve ever been burnt by vegetarian franks and burgers, you’ll flip over these.” Talk with Trudy Cravens of Worthington Foods. 1993. June 30. This product was launched in April 1993.

Label sent by Trudy Cravens of Worthington Foods. 1993. July 1.

2595. **Product Name:** Natural Touch Vege Burger.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1993 April.

**Ingredients:** Textured vegetable protein (wheat gluten, soy protein concentrate and isolate), corn oil, egg whites, calcium caseinate, natural flavors from vegetable sources, corn starch, raisin juice, onion, soy sauce (water, soybeans, sea salt), carob, onion powder, soy lecithin, garlic powder, spices, sea salt.

**How Stored:** Frozen.

**New Product–Documentation:** Ad (full-page, color) with coupon in *Vegetarian Times*. 1993. June. p. 17. "If you've ever been burnt by vegetarian franks and burgers, you'll flip over these." Talk with Trudy Cravens of Worthington Foods. 1993. June 30. This product was launched in April 1993.

Label sent by Trudy Cravens of Worthington Foods. 1993. July 1.

2596. **Product Name:** Morningstar Farms Meatless Prime Patties.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1993 April.

**Ingredients:** Textured vegetable protein (Soy protein concentrate and isolate, wheat gluten), natural and artificial flavors from non-meat sources, egg white solids, calcium caseinate, partially hydrogenated soybean and cottonseed oil, corn oil, modified food starch, sucrose, onion powder, salt, caramel colors, emulsifiers from vegetable sources (mono- and diglycerides, glyceryl lacto esters of fatty acids), methylcellulose, ascorbic acid (vitamin C), disodium inosinate, disodium guanylate niacin, iron (as ferrous sulfate), vitamin B-1 (thiamine), vitamin B-6, vitamin B-2 (riboflavin), vitamin B-12.

**Wt/Vol., Packaging, Price:** 9 oz; 4 patties in a paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Trudy Cravens of Worthington Foods. 1993. June 30. Worthington introduced 4 new products in April 1993 as extensions of the Morningstar Farms line: Chik Patties, Prime Patties, Deli Franks (which replaces the old Deli Franks), and the Garden Vege Patties. Worthington would like them to be marketed at supermarkets and mainstream grocery stores in the frozen meat case (along with regular chicken patties, fish sticks, etc.) rather than the frozen breakfast section like most of the other Morningstar Farms products. The products are still in test market.

Label sent by Trudy Cravens of Worthington Foods. 1993. July 1.

Product with Label purchased at Safeway supermarket in Lafayette, California. 1994. May 18. Price: \$3.19. Frozen.

2597. **Product Name:** Morningstar Farms Meatless Deli Franks.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1993 April.

**Ingredients:** Wheat gluten, water, corn oil, natural flavors from non-meat sources, hydrolyzed oat flour, egg whites, natural hickory smoke flavor, salt, brown sugar, corn syrup solids, mustard, spices, partially hydrogenated vegetable oil, dextrose, maltodextrin, sugar, molasses, onion powder, garlic powder, hydrolyzed vegetable protein, propylene glycol, autolyzed yeast, vegetable gums (carrageenan, gum arabic, xanthan gum), soy extractives, paprika, wheat starch, modified corn starch, red 3 and blue 1 for color.

**Wt/Vol., Packaging, Price:** 12.7 oz (360 gm) plastic wrap.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Trudy Cravens of Worthington Foods. 1993. June 30. Worthington introduced 4 new products in April 1993 as extensions of the Morningstar Farms line: Chik Patties, Prime Patties, Deli Franks (which replaces the old Deli Franks), and the Garden Vege Patties. Worthington would like them to be marketed at supermarkets and mainstream grocery stores in the frozen meat case (along with regular chicken patties, fish sticks, etc.) rather than the frozen breakfast section like most of the other Morningstar Farms products. The products are still in test market.

Label sent by Trudy Cravens of Worthington Foods. 1993. July 1.

2598. **Product Name:** Morningstar Farms Meatless Garden Vege-Patties.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1993 April.

**Ingredients:** Textured vegetable protein (Soy protein concentrate, wheat gluten), mushrooms, egg whites, water chestnuts, onions, cooked brown rice, carrots, corn oil, rolled oats, green and red bell peppers, calcium caseinate, soy sauce (water, soybeans, salt), black olives, onion powder, corn starch, salt, natural and artificial flavors from non-meat sources, sucrose, soy protein isolate, spices, garlic powder, jalapeno pepper powder, celery extract.

**Wt/Vol., Packaging, Price:** 9.5 oz (4 patties in a paperboard box).

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Trudy Cravens of Worthington Foods. 1993. June 30. Worthington introduced 4 new products in April 1993 as extensions of the Morningstar Farms line: Chik Patties, Prime Patties, Deli Franks (which replaces the old Deli Franks), and the Garden Vege Patties. Worthington would like them to be marketed at supermarkets and mainstream grocery stores in the frozen meat case (along



with regular chicken patties, fish sticks, etc.) rather than the frozen breakfast section like most of the other Morningstar Farms products. The products are still in test market.

Label sent by Trudy Cravens of Worthington Foods. 1993. July 1.

Product with Label purchased at Safeway supermarket in Lafayette, California. 1994. May 18. Price: \$3.15. Frozen. Ad (full page, color) in *Vegetarian Times*. 1994. June. p. 3.

**2599. Product Name:** Natural Touch Garden Grain Pattie (With Soy Cheese).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1993 April.

**Ingredients:** Mushrooms, onion, brown rice, rolled oats, bulgur, cottage cheese (grade A pasteurized cultured skim milk, milk, salt, guar gum, locust bean gum, carrageenan, natural flavors), mozzarella cheese alternative (organic tofu, canola oil, calcium caseinate (protein), sea salt, citric acid, soy lecithin, guar gum), corn oil, walnuts, cheddar cheese alternative (organic tofu, canola oil, calcium caseinate (protein), sea salt, citric acid, natural cheddar cheese flavor, soy lecithin, guar gum, annatto), egg whites, corn starch, soy lecithin, onion powder, calcium caseinate, sea salt, spices, garlic powder, celery extract.

**Wt/Vol., Packaging, Price:** 9 oz. (4 patties in a paperboard box).

**How Stored:** Frozen.

**New Product–Documentation:** Label sent by Trudy Cravens of Worthington Foods. 1993. July 1.

2600. Worthington Foods, Inc. 1993. First quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 4 panels each side. Each panel: 22 x 9 cm.

• **Summary:** Net sales increased \$19.6 million, up 13.4% compared with the first quarter last year. Sales increased in all four major product categories. Sales of Morningstar Farms meat alternatives to supermarkets rose 19.1%. Net income rose to \$810,000, up 26.4% compared with the first quarter last year.

“Four new Morningstar Farms meat alternative products (Prime Patties, Deli Franks, Chik Patties and Garden Veg-Patties) began shipping earlier this month into selected test markets. Importantly, these products are located in the meat case sections of the grocery stores and are the first items to be shipped in the new packaging for Morningstar Farms brand products. Four similar products are now being introduced into the natural food market under the Natural Touch brand.

“Phase I of the Zanesville, Ohio production facility is on schedule for completion later this quarter. Initial shipments of refrigerated Better 'n Eggs will begin at that time, enabling the Company to introduce this product to

the remaining 53 percent of the nation's supermarkets. Nationally, nearly all the growth in egg substitute sales for all competitors has taken place in refrigerated products in the past two years.

“On April 21, we announced that the Company has entered into an agreement with Burger King Corporation to test the Morningstar Farms Grillers product in a restaurant unit in Watkins Glen, New York.” Address: Worthington, Ohio. Phone: (614) 885-9511.

2601. Demos, Steve. 1993. New developments at White Wave, Inc. Part I (Interview). *SoyaScan Notes*. May 22. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** California is White Wave's second largest market after Colorado (especially Boulder and Denver). White Wave was the first company in the Western world to make a wide variety of different types of soyfoods (tofu, soymilk, tempeh, miso products, ice cream, yogurt, etc.). “It has always been my observation that White Wave is primarily in the protein category and only secondarily in the soyfoods category. Tofu has always been the ‘media grabber’ but the fact is that we are selling vegetable protein. We have always seen our great advantage in the field that we are a broad category player, so that we are trying to define the category. By defining the category, we will effectively pull such products as tofu out of their misplacements in produce into where they should be placed and merchandised, i.e. as meatlike or dairylike foods. We know we have four competitors in every product that we make. So if we have 15 products, we may be competing against 40-60 companies, whereas a company that makes only soy cheese will have only 4 competitors. We see that no one else has looked at the market the way we have.

“Very recently we have established with a leading chain in California an opportunity to merchandise soyfoods as a category. We've done this in Boulder before but as a small company with so many products, it has never jelled for us.

“We now have an executive chef, Leonardo Laudisio, working for us. I told him, ‘We're going to borrow your body and name, and make a myth out of you.’ Whatever you have in your mind for the image, his family fits it and looks it. His past is colorful. He has elevated the foods in a very special way. As he said on a TV show recently, ‘Look, forget its tofu. Just put it in with all your other foods and benefit from it.’ Wonderful approach. We've dazzled people with the tastes.

“The two of us just sort of stumbled into one another. He was based in Sausalito where he was manufacturing these veggie burgers sort of in and out of some kitchens. I believe that the man who originated the recipe was in charge of the Whole Foods Markets kitchens in the area. He inherited it by getting involved with that man. He got further involved when his daughters became vegetarians, then vegans. White Wave has become pretty aggressive as an industrial supplier of tofu to other food manufacturers who use it as an ingredient.

I would estimate that we have 85% of the market. That is, about 85% of the products that are nationally distributed and have tofu in them, contain our tofu. This push started a few years ago when we decided not to compete in the entree market and to focus mainly on the fresh foods case. Almost everything we make will go toward dated, long-shelf-life fresh food. So as not to lose the entree market, we decided to position ourselves as a supplier to companies who make vegetarian entrees containing tofu. We agreed not to compete with them, and we offered to develop proprietary formulas and recipes for them. We supply Amy's, Robert & Ken's Pockets, and all the lasagna products (Amy's, Legume). We send these people their tofu in bulk, vacuum packed, with a long shelf life.

"So when we saw the Veggie Life burger in May 1992 and learned it contained 40% tofu, we called up Mr. Laudisio and told him we were interested in selling him tofu. He accepted and we began selling it to him indirectly. His brothers have a very well known restaurant named Laudisio's in Boulder. He came into town for the Boulder Creek Festival. He met with me and asked if White Wave would be interested in making the product. I explained that we were not into contract packaging. (White Wave stopped making such products for Homestyle after they were purchased by Weider Food Co.—which has nothing to do with food or fresh food distribution; Homestyle just died. Both Robert Dolgin and David Burns needed to get out from under debts, so they had to sell the company.)"

The Veggie burger is positioned to compete against the Gardenburger (made by Wholesome & Hearty Foods in Oregon). Brown rice is the main ingredient, followed closely by tofu. Steve acquired the Veggie Life burger for two reasons. First, it was a no-cash deal; it will be paid for on the basis of an earn-out against sales of the product. Second, he was able to hire Leonardo as corporate chef and spokesperson for the company in terms of foodservice sales. On 15 May 1993 the burger hit the market with a new White Wave label that reads: "White Wave Veggie Life Burger." The retail product consists of 2 patties vacuum packed (2.5 oz), and the 3.5 ounce for foodservice. White Wave is starting a merchandising program named the "Chef Leonardo Endorsement Program." White Wave is planning many new product introductions in the next 120 days. They introduced their new meatless and all-vegan hot dog yesterday. It is still called Meatless Healthy Franks (first launched in June 1989), but the texture, color, taste, and fat content have all been improved. Tofu is still the primary ingredient (most competing brands use soy protein isolates) but the product is 96% fat free. White Wave can continue to use the term "Healthy" in their product names since they were using it prior to the new NLEA regulations. The Lemon-Kiwi Yogurt just came out. Now we're developing another burger that has nothing to do with the Veggie Life Burger; it will be made more meatlike, somewhat like the Harvest Burger, sold

frozen and using textured soy protein concentrates, and will probably not contain tofu.

Update. 1993. Dec. 19. The program that was to have involved Leonardo Laudisio did not work out. The concept was good but the personality involved could not be harnessed. He is a fine man but Steve would rather work with a less skilled/talented and highly disciplined individual than with a highly skilled, undisciplined individual. Also many problems developed relating to conflict of interest situations. "He still represents the company as corporate chef, but is definitely a figurehead role. It helps the magic and mystique of White Wave because he is a charismatic individual." Continued. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2602. *SoyaScan Notes*. 1993. New Trend: Specialized manufacturers of tofu and tempeh become manufacturers of many types of soyfoods (Overview). May 22. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** The first soyfoods manufacturer in America to make a wide variety of different types of soyfoods was White Wave of Boulder, Colorado. They began as a tofu manufacturer in Sept. 1977, but by 1978 had introduced Soy Sannies (sandwiches with miso-tahini spread) and Soymilk (in 3 flavors). In 1979 they launched Soy Tempeh, Polar Bean (a soymilk-based soy ice cream, which they also made from Tofu Today / Tofruzen starting in 1985), Soya Rice Tempeh, Vegetarian Soysage, Tamaried Nuts, and a host of deli-type ready-to-serve tofu products such as Missing Egg Salad, Tofu Cheesecake, Tofu Cinnamon Rolls, etc. In Jan. 1989 White Wave began its move into dairylike products in a big way with Soy A Melt (a soy cheese with casein) followed in May 1991 with White Wave Dairyless (a soy yogurt in 5 flavors and the company's most successful product ever). New flavors of soy yogurt were introduced in 1992 and 1993. Note: White Wave was also the first post-1975 soyfoods company in America to grow by acquiring other companies—Soyfoods Unlimited (a tempeh manufacturer) in Dec. 1986; and Laudisio Veggie Life, a maker of veggie burgers, in March 1993.

Lightlife Foods in Greenfield, Massachusetts (named The Tempeh Works before April 1987) started as a tempeh manufacturer in Sept. 1979. In May 1984 they started to make Weissman's Original Tofu Sausage for John Weissman of the Vegetable Protein Co. In Sept. 1985 they launched Lightlife Meatless Tofu Pups (meatless hot dogs), and in Oct. 1987 they launched Lightlife Party Pups (meatless frankfurters—cocktail size Tofu Pups; Renamed Tofu Party Pups by Feb. 1988). Today Lightlife makes a wide range of tempeh and tofu products.

Sharon's Finest in Santa Rosa, California (named Brightsong Tofu from June 1978 to June 1980; Redwood Valley Soyfoods Unlimited until June 1982; Brightsong Light Foods until June 1987; Rose International until 1990)



started as a tofu manufacturer in June 1978. By Aug. 1980 they were making and selling soymilk. Their diversification began in 1984 with Mix Plus+ (a liquid mix to make tofu frozen desserts) and LeTofu (non-dairy soy ice cream in hard pack and soft serve). Related ice cream products followed. In early 1986 Richard Rose reformulated Soy-O, a soymilk yogurt for Brown Cow West. In May 1986 the company launched Fruit D'Lite (a fruit-sweetened sorbet/mousse liquid soft serve mix) in 4 flavors using isolated soy protein as the soy ingredient. The move into soy cheese began in June 1986 with Mozzarella Style Tofu-Rella (an organic tofu-based cheese analog with casein). In July 1987 the company launched Le Yogurt (a dairy-based soft-serve frozen yogurt dry mix). In Jan. 1992 they launched Heart's D'Lite (a fat-free cheese alternative in various flavors) with organic tofu and casein and tofu as the main ingredients. By 1992 Sharon's Finest was primarily a marketer of soy cheeses; they sold their cheese to many other food companies and even exported them to the UK.

2603. Machlis, Mark. 1993. New developments with seitan and gluten at Ivy Foods (Interview). *SoyaScan Notes*. May 24. Conducted by William Shurtleff of Soyfoods Center.

- **Summary:** His company now has national distribution via 28 natural- and health food distributors. Since Jan. 1993 the company has been making a profit. Ivy Foods still does about \$4,000/month in mail order business, but he is now encouraging his customers to buy from their local retail store, but many consumers who live in rural areas have no retailer nearby. Ivy Foods now sells about \$40,000 to \$50,000 a month of gluten products, so the mail order business is only about 10% of the total. He plans to continue the mail order service, and the company now has a toll-free number for mail order: 1-800-280-1313. His most popular mail order products are the 5-pack sampler (which gives you one pound of each product) and the 10-pack. So the minimum order would be \$30.00 (Five 1-lb 5 packs x \$5.95/lb including air shipping and handling). He makes more money selling direct by mail order, but he wants to support his retailers who do 9 times as much volume.

All of his retail products are frozen. To ship frozen products by mail he uses Airborne Express second day air, with the products packed in an insulated foam box (without any dry ice). The shipping cost is about \$1.00/lb. The total cost of the product, delivered to the consumer's door, is \$6.00/lb versus \$4.40 to \$5.39 at retail stores. If the customer sends the insulated box back to Ivy foods, he or she gets a free pound of product next time. The cost to ship back the box via the post office is about \$2.90. Quite a few people ship back (recycle) the foam boxes.

His two flavored dry mix products (Meat of Wheat Chicken Style, and Sausage Style, which were introduced in about May 1993) are also sold by Bob and Cindy Holzapfel of The Book Publishing Co. in Tennessee in their Mail Order

Catalog. To make these products the homemaker just adds water, kneads it, keep it in a roasting bag, then steam it.

In June Ivy Foods will run its first ad (in *Vegetarian Times*) aimed at getting consumers to buy the company's products in retail stores. In the past he has been running mail order ads. *Vegetarian Times* is the only periodical in which an ad pays for itself; a typical ad of his in *Vegetarian Times* will generate 400 calls per month.

A direction for Ivy Foods will be to sell to food manufacturers for use as an ingredient in their food products. He plans to sell to Gary Barat of Legume. In about Sept. 1992 Barat bought part of Heart and Soul; the former owner, Andy Harrison, ran into financial problems. Barat is now buying Ivy Foods' Chicken Style; he plans to come out with a meatless chicken salad and several entrees.

His latest product is a prepared Chicken Chili. He no longer has a policy of donating a certain percentage of his profits to a worthy cause. He ended up pouring nearly \$500,000 into the company during its first 2 years in business, mostly just to keep the company alive.

John Marsh (not sure of his last name), Andrew Harrison's old partner, is one of Mark's competitors. He used to be the manufacturer for Heart & Soul, with Andy Harrison in charge of marketing. John ended up leaving and starting his own company in California, which left Andy without a product. At the last Natural Foods Merchandiser trade show (Feb. 1993 at Anaheim) John introduced a sliced deli meat similar to that formerly under the Heart & Soul brand. John Belleme is not a major competitor because his prices are higher in retail stores. Ivy Foods' biggest markets are on the East Coast and in Texas. Ivy Foods does not make traditional seitan; he pre-flavors his dough before his products are steamed (not boiled in a broth). Three years ago at the Anaheim trade show he learned the key secret to financial success from some people from Worthington Foods, who came to him and said: "Don't think about rinsing your own gluten." Use vital wheat gluten. Address: Office: Ivy Foods, 7613 S. Prospector Dr., Salt Lake City, Utah 84121. Phone: 801-943-7664.

2604. **Product Name:** Lean Bean Original Flavor Burger, Mean Bean Chili Burger.

**Manufacturer's Name:** Garden Valley Foods Corporation.

**Manufacturer's Address:** P.O. Box G, Sutherlin, Oregon.

**Date of Introduction:** 1993 May.

**Ingredients:** Blackeyed, baby lima beans, red beans, rolled oats, TVP, wheat gluten, hydrolyzed oat flour, onions, green bell peppers, garlic powder, salt, parsley, black pepper.

**Wt/Vol., Packaging, Price:** 3.2 oz.

**How Stored:** Refrigerated.

**New Product-Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1994. March 10-13. "Garden Valley News. Dateline May 1st 1993." These two products

were “born” on 1 May 1993.

**2605. Product Name:** Meat of Wheat Chicken Style, or Sausage Style (Dry Mixes).

**Manufacturer’s Name:** Ivy Foods.

**Manufacturer’s Address:** Office: 7613 S. Prospector Dr., Salt Lake City, UT 84121. Phone: 801-943-7664. Fax: 801-943-7311.

**Date of Introduction:** 1993 May.

**How Stored:** Shelf stable.

**New Product–Documentation:** Talk with Mark Machlis of Ivy Foods. 1993. May 24. His two flavored dry mix products (Meat of Wheat Chicken Style, and Sausage Style, which were introduced in about May 1993) are also sold by Bob and Cynthia Holzapfel of The Book Publishing Co. in Tennessee in their Mail Order Catalog. To make these products the homemaker just adds water, kneads it, keep it in a roasting bag, then steam it.

**2606. Natural Foods Merchandiser.** 1993. White Wave purchases Veggie Life. May. p. 6.

• **Summary:** In March, White Wave, a soyfoods manufacturer in Boulder, Colorado, acquired the rights to manufacture Veggie Life vegetarian burgers from Laudisio Veggie Life, also based in Boulder, for an undisclosed sum. White Wave president Steve Demos said he liked the product, and felt it would be a good complement to his line. His company didn’t have a vegetarian burger and he felt he could increase its distribution dramatically. “Laudisio president Leonard Laudisio has been retained by White Wave as corporate chef to market the tofu company’s products to food service providers.”

**2607. Ornish, Dean.** 1993. Eat more, weigh less: Dr. Dean Ornish’s Life Choice Program for losing weight safely while eating abundantly. New York, NY: HarperCollins. xv + 425 p. Index. 25 cm. [300+\* ref]

• **Summary:** This outstanding book contains the basic principles of how to lose weight (the low-fat way), with recipes by a host of great chefs. It also combines weight loss and reduction of coronary risk. By America’s leading cardiologist who specializes in prevention of cardiovascular disease.

Soy-related recipes: How to cook whole soybeans (p. 98). Miso soup (p. 183-84). Baked tofu cutlets (p. 193-94). Scrambled Mexican tofu (p. 196-97). Tofu with black bean sauce (with “1 teaspoon Chinese black beans

[fermented black soybeans], lightly crushed,” p. 203-04). Tofu stew with sweet potatoes (p. 209-10). Tofu gumbo (p. 211). Spice-dusted tofu “steaks” with vegetable gratin (p. 234-35). Pasta Cardozo (with “1 cup texturized vegetable protein chunks {p. 94},” p. 269-70). Pasta with tofu, corn and saffron (p. 282-83). Tofu and miso dressing (p. 316-17). Address: M.D., Preventive Medicine Research Inst., Sausalito, California 33658. Phone: 415-332-2525.

**2608. Product Name:** Seitan: Traditionally Seasoned Wheat Gluten.

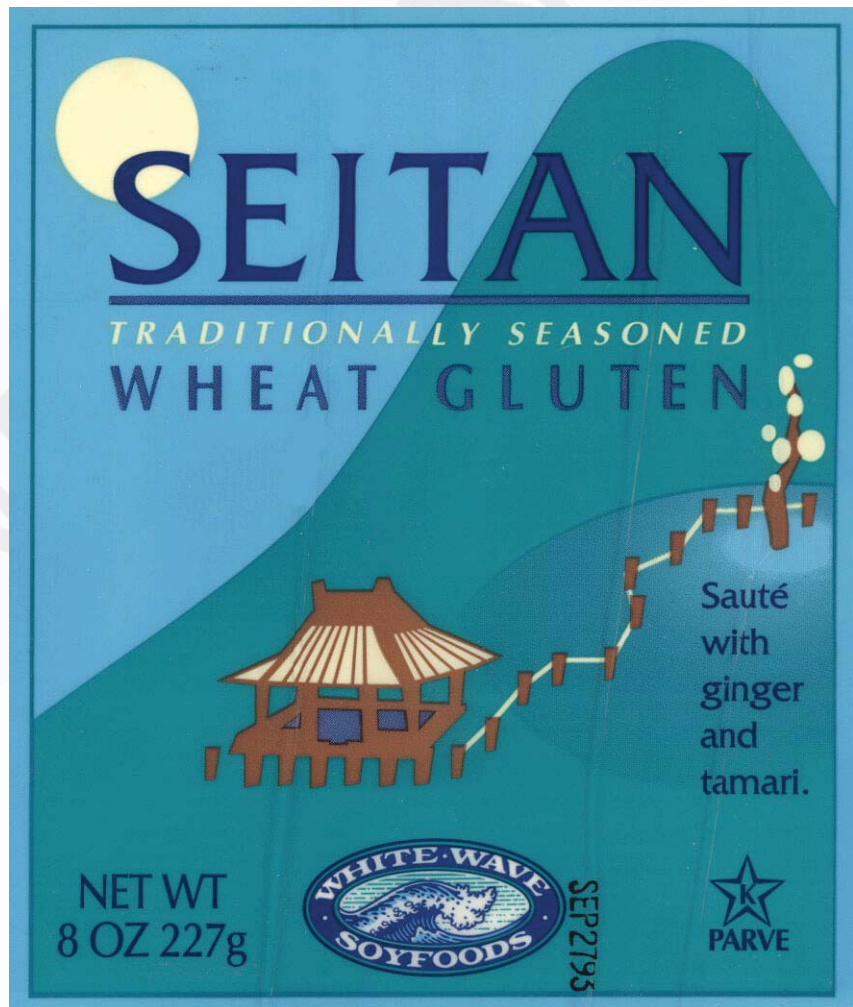
**Manufacturer’s Name:** White Wave, Inc.

**Manufacturer’s Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

**Date of Introduction:** 1993 May.

**Wt/Vol., Packaging, Price:** 8 oz packed in water in molded plastic tray with heat-sealed, peel-off plastic film lid.

**How Stored:** Refrigerated.



**New Product–Documentation:** Talk with Lon Stromnes. 1993. Feb. 9. This product will be launched at the Natural Products West Expo in Anaheim this month. The name has



not yet been determined. White Wave aims to be a major nationwide player in the seitan industry. The product will be introduced packaged in a tofu tub, with a broth and a beautiful label. White Wave will make the seitan itself in Boulder. They will start with one flavor, then expand the line into meatless seitan pork chops, burgers, etc.

Talk with Lon Stromnes. 1993. April 14. A mock-up of this product appeared at the Anaheim show, but the product will probably not be on the market until about mid-May. Label brought by Steve Demos of White Wave. 1993. July 31. 4½ by 5¼ inches. Green, dark blue, brown, and white on turquoise. Illustration of an open-sided Japanese hut in front of a green mountain, with a moon in the upper left corner. "Sauté with ginger and tamari."

Ad (1/8 page, black-and-white) in *Natural Foods Merchandiser*. 1993. Oct. p. 22. "Devilishly good." At the bottom of the ad is a line that reads: "Traditionally seasoned 'Wheat Meat.'" In the lower right hand corner is a Vegan certification symbol and a Star K kosher sign.

Leaflet (glossy color, front and back, 15.2 x 21.7 cm). 1999. Aug. "Our new seitan package is looking better than ever! With new packaging for both our Traditional Seitan and Vegetarian Stir Fry Strips, we've made them easier to stock at the shelf and easier for customers to recognize." Color photos on the front panel (against a purple background) show the old and new packaging for both products. Seitan used to be packaged in a tub, like tofu. Vegetarian Stir Fry Strips used to be named Vegetarian Fajita Strips and vacuum packed in a tub.

**2609. Product Name:** Veggie Life Burger.

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

**Date of Introduction:** 1993 May.

**Ingredients:** Cooked rice (brown rice, water), organic\* tofu (water, soybeans, gypsum, nigari (magnesium chloride)), wheat gluten, soy sauce (water, soybeans\*, whole wheat, salt), green peppers, mushrooms, onions, carrots, sunflower seeds, oat flour, sesame seeds, granulated garlic. \* = Soybeans grown and processed in accordance with the California Organic Foods Act of 1990.

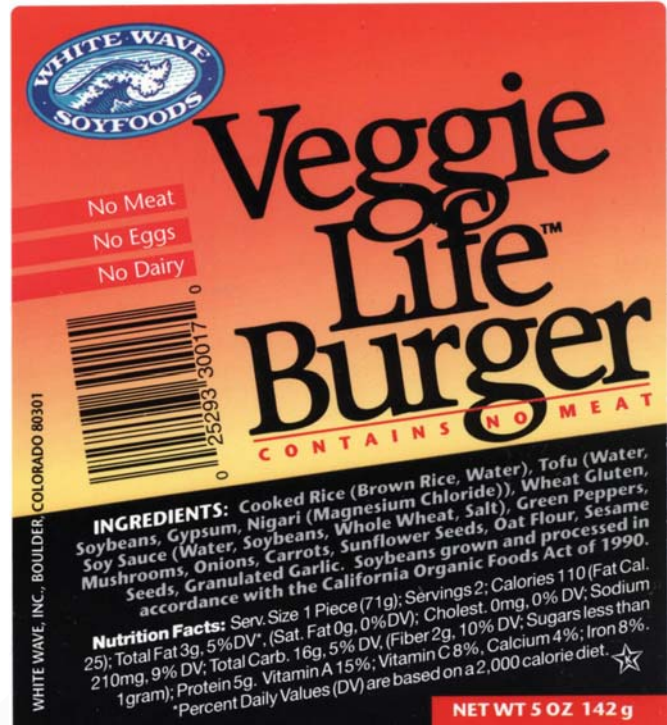
**Wt/Vol., Packaging, Price:** 3.5 oz. (142 gm) vacuum pack.

**How Stored:** Refrigerated or frozen.

**Nutrition:** Per 71 gm. patty: Calories 110, protein 5 gm, carbohydrate 16 gm, fat 3 gm, cholesterol 0 mg, sodium 210 mg.

**New Product-Documentation:** Talk with Steve Demos, president of White Wave. 1993. May 22. On 15 May 1993 the burger hit the market with a new White Wave label that reads: "White Wave Veggie Life Burger." The retail product consists of 2 patties vacuum packed (2.5 oz each), and the 3.5 ounce for foodservice.

Label sent by Leonardo Laudisio. 1993. June 15. 4 by



4.5 inches. Self adhesive. Red, black, orange, yellow, blue and white. "No meat. No eggs. No dairy."

Leaflet (single sided, green ink on yellow paper) sent by Leonardo Laudisio. 1993. June 15. "Veggie Life Burger. A healthy vegan alternative."

Leaflet (black and white, single sided, 28 cm) sent by White Wave. 1993. June 22. "White Wave Veggie Life Burger: Food service information. Pack: 48 / 3.5 oz. burgers. Ship weight: 11.0 lbs. Price: \$24.000 / case FOB Boulder, CO. Shelf life: 18 days refrigerated; 1 year frozen. Shipping: Frozen. Case dimensions. Case cube: .321. U.P.C. Kosher: Yes (Star K). Available: May 10. Then gives detailed nutritional information. Vegetarian cuisine company launches new Prime Burger, Chick'n Burger, and the new Veggie Life Burger."

Label sent by Paul Chasnoff of White Wave. 1996. May 2. 5.5 by 4 by ¾ inch. Paperboard sleeve. Dark green, green, brown, tan, and beige. Color photo of the burger on a little lettuce, topped with a sliced pickles, relish, and a bun. The product name is now: "VeggieLife: Seasoned Grain & Vegetable Patty." The ingredients in this product are very similar to those in the original May 1993 product, except that the tofu is organic. The weight is now 6 ounces instead of 5. "Cholesterol free."

**2610. Product Name:** GardenMexi, and GardenVeggie (Meatless Patties).

**Manufacturer's Name:** Wholesome & Hearty Foods.

**Manufacturer's Address:** 1416 S.E. 8th St., Portland, OR 97214. Phone: 503-238-0109.

**Date of Introduction:** 1993 May.

**Wt/Vol., Packaging, Price:** Two patties per 5-oz box.

**How Stored:** Frozen.

**New Product–Documentation:** Product Alert. 1993. May 3. Both products contain no meat, eggs, or soybeans.

2611. Laudisio, Leonardo. 1993. Biography and history of work with soyfoods, vegetarianism, and macrobiotics (Interview). *SoyaScan Notes*. June 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Laudisio is an Italian name but it is rare; based on the Latin “Laud” meaning to praise. His grandparents (his mother’s parents) immigrated to the USA in the early 1890s from Italy on a sailing ship. He had some cousins in Brooklyn, New York. When they went to Ellis Island they failed to recognize him, so they put him back on the boat and shipped him back to Italy. He had a little bakery in a little town called Vietri Sul Mare (which means “view of the sea”), a little north of Salerno, at the beginning of the Amalfi drive (going south). His grandfather returned to the USA (successfully this time) and started a small bakery under the Brooklyn bridge, making *galletta* (twice baked)—which the English call “hardtack.” They worked in Italian food and stayed deeply immersed in the Italian community. His grandfather later moved his bakery right above Redhook on 4th Ave. in Brooklyn. Leonardo was born on 2nd St. in Brooklyn in 1938.

His father’s parents immigrated to the USA separately.

His family was always poor (they had little money), so they ate meat or fish, eggs or dairy only on special occasions and in small amounts as on Sunday or Friday. They ate a lot of pasta, bread and beans. He grew up on Neapolitan cookery. His father (who immigrated to the USA independently of Leonardo’s grandfather) came from a restaurant background and owned several restaurants; his uncles were chefs on Italian cruise liners in the early 1900s. In the early days Leonard’s father made Mozzarella cheese and other food products—with his uncle. His father comes from a farming village at the foot of Mt. Vesuvius in Naples. So both families come from southern Italy around Naples.

Leonardo started working in his parents’ restaurant, Agostino, in Miami as soon as he could stand at the dish-washing sink. His father passed away when he was about 14 (1952). He supported himself (he and his 3 brothers, a sister and their mother owned a restaurant) as a chef in Miami all through high school and college. His brother developed the restaurant, Raimondo, into a famous restaurant in south Florida. In 1959 he and his brothers closed the restaurant went to Cuba to see Fidel Castro. In 1961 they again closed the restaurant and traveled around Europe in a Volkswagen bus. Eventually the family had 2 restaurants. The Agostino was run by his mother with his eldest brother; his next to oldest brother, Raimondo, who is 60 now, went to Europe, studied in Rome, got into fancier northern Italian cooking, and in 1965 he returned to the USA and opened his own

restaurant Raimondo in Florida.

In 1963 Leonardo graduated from the University of Miami with a B.A. in philosophy. In 1964 he left the USA and went to Europe to avoid the Vietnam war; he did a lot of his post-graduate work during 3 years in Europe, in Italy and Spain, where he worked as a sandal maker to support himself. He returned to the USA after he was too old to get drafted and in 1967 got his MA in philosophy from the University of Miami. Leonardo was always kind of the black sheep of the family.

In about 1965, while in Spain, Leonardo became macrobiotic together with a friend of his from Berkeley named Robert Richheimer (who was on the coordinating committee of the Free Speech Movement and had set up an alternative living scene in Spain). Leonardo, with his girlfriend (whom he met in London), went to visit him. He was living next to a French macrobiotic chef named Bernard, who was very close to George Ohsawa and who opened a macrobiotic hotel, restaurant and night club named Javea overlooking the Mediterranean between Alicante and Valencia—1 mile from the seacoast. Bernard proceeded to build a house and to start a macrobiotic school. George Ohsawa came to see the house but he never actually lived there. They had to drive to France to get brown rice. When they had leftover rice, they would make “rice cakes,” by shaping the rice and leftovers into patties, adding tamari and gomashio, then baking them. They were “heavenly.” He thought of starting a company selling them—in an era when most people had never heard of brown rice. Another of his famous foods was a bowl of brown rice with gomashio.

Leonardo was living an alternative lifestyle and eating alternative foods. Doing that in Spain at that time was pretty strange. But he began to take vegetarianism as part of his own philosophy. He and his girlfriend lived together for 2 years before they got married—in Coconut Grove, Miami on 22 Jan. 1967; they have been married for 28 years. He got his MA degree at the end of the year he got married. After earning his MA degree, he and his wife returned to Europe and lived mostly in Spain for 9 years (he was a sandal maker, collecting antiques; their 2 children—both daughters—were born in Spain) until 1977, when they returned to the USA, locating in Boulder, Colorado; there he helped a friend open a restaurant named John’s. He also attended the Naropa Institute and worked to give his two daughters an American identity. Rain, his oldest, is 22, and China Moon is 19.

In 1978 he bought an acre of land in Boulder, spent several years building houses, like an intentional community. He still was not yet in the restaurant business.

In 1981 he and his family moved to Marin (San Anselmo), where he worked for a film caterer (Chef Cornelius, catering for people who were making films) for a while, then, with his younger brother, bought Marin Fish and Poultry in San Anselmo that sold (but did not raise) fish and poultry. He did that for a year.



They were not ready to settle down so they (and his brother) returned to Europe, on a 70-foot sail boat, sailing the whole way. They lived on the boat in Europe, where they lived in Italy for 5 years. They put their kids in school in Florence for a year, then 2 years in Rome. When he returned to the USA he and his brother were arrested and they each served 2 years (about 1987-90) in jail in Lompoc, and each worked as an institutional cook while doing good time. That's when he really became a vegetarian, seeing the quality of meat that is sent to jails. He got out at age 49-50 and had a very hard time getting re-established. Both his daughters had become vegetarians by this time—Rain in 1979 and China Moon in 1987. They became vegans in 1988-89. In 1990 Leonardo got back into film catering. Also in 1990 he bought a “hot truck,” a catering kitchen truck and he began to do more and more vegetarian cooking and catering. By 1991 he was a full-blown vegetarian caterer.

He met a chef named Steve McClaine (age 32 and a chef at Millie's in San Rafael). He took his daughter, China Moon, there when she graduated from high school in Redwood City because Millie's served vegan dinners including desserts. At the time he was selling Wildwood's vegetarian tofu burgers at street fairs, the flea markets in Marin, San Rafael Farmers' Market, etc. Steve introduced Leonardo to using tofu, seitan, and tempeh in veggie burgers and other foods. Steve offered to give Leonardo a recipe he and friends on in the Boston area had developed for veggie burgers. Leonardo started making 1,000 a month but he added a significant amount of brown rice. The recipe changed a dozen times when Leonardo was involved with Steve. Leonardo had to mortgage his house, because he was spending all his time making, demoing and selling veggie (actually vegan) burgers. It became an obsession that lasted for about 2 years. His wife and daughters would travel with him during the summers, up and down the Pacific Coast. At some point he and Steve McClaine started a company, McLaud Partnership—a combination of their names. Leonardo went to a lawyer, spent \$1,000, but it never was official. Steve went back and forth, but never signed the papers. Continued. Address: c/o White Wave, Boulder, Colorado.

2612. Laudisio, Leonardo. 1993. Biography and history of work with soyfoods, vegetarianism, and macrobiotics (Interview) (Continued—Document Part II). *SoyaScan Notes*. June 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: So Steve and Leonardo worked together informally but actually. Initially the product was called simply Veggie Burgers. Starting in 1991 they had one stationary location that they rented—The Kitchens, Inc. in San Rafael, Kitchens Inc., an institutional communal kitchen in San Rafael. The name “Veggie Life” came about because Leonardo was on a list of alternative caterers for Bill Graham Performances. He worked at times with Graham.

After Graham's death on 25 Oct. 1991 in a helicopter crash accident in California, Leonardo was invited to cater the memorial service; he donated veggie burgers at the Polo Grounds. That was when he came up with the name “Veggie Life.” It took him years to develop the label, but on the early ones, photocopied at Kinkos, the address was given as The Kitchens, Inc. in San Rafael.

In Oct. 1991 Leonardo flew to Boulder with 1,000 of his veggie burger in two big Igloo coolers. He served them on the mall at an Oktoberfest festival.

In earlier days Leonardo had purchased shares in Alfalfa's market in Boulder. So he knew some influential people who were now high up in the natural foods industry. In Sept. or Oct. 1992 he sat down with Mark Retzliff and Paul Repetto and served them his veggie burgers, Italian style. He never served a regular American hamburger-type veggie burger. He always made them special, with special sauces and delicious toppings and maybe no buns. The burger was always the base. Retzliff and Repetto were so taken with these various veggie burgers they told him he was in the wrong business. “You have no business manufacturing these things. Manufacturing is just one small step in the whole process. You've got to market them! That's where the money is. You're a perfect candidate to market these veggie burgers. Plus you've got this fabulous, famous Laudisio Ristorante Italiano restaurant in Boulder that can only help you.” Mark said, “I've got a great friend in town named Steve Demos. He'll make these veggie burgers for you. I think he's looking to branch out and he private labels other products. Moreover, you can buy your tofu from him, probably cheaper than you could buy it in California.”

So Leonardo called Steve Demos and then went to meet him at the White Wave plant. Demos said he would sell him tofu for \$0.10 a pound less than what he was paying Wildwood—if he would buy roughly 1,000 lb at a time. Leonardo asked Steve if White Wave would make the veggie burgers for him. He said, “Not yet.” From that time on, Leonardo started buying the tofu for his veggie burgers from White Wave. Before long he was buying 800 to 900 lb of tofu every 2 weeks.

He flew to Boulder more than once. He also did street fairs. That is when his brother, Antonio, started to get turned on by the whole idea of these meatless burgers. Antonio put them on the menu of his restaurant and did specials with them.

In Aug. 1992 Leonardo realized he was not making enough money from his veggie burgers. With his younger brother, he had owned part of an Italian restaurant named Laudisio in Boulder, Colorado. His brother suggested that Leonardo drive his truck to Boulder (where there were lots of vegetarians). They would make the veggie burgers at the restaurant and Leonardo could work in the restaurant. His brother had financial backing to start a new restaurant, the Mediterranean. So in Aug. 1992 Leonardo drove his truck to

Boulder to start anew. Steve, who was very reluctant to take on any risk, eventually became the deli manager for the new Whole Foods Market in Mill Valley. But Leonardo had real faith in his veggie burgers. In 99% of the times when there was a competition or comparison, his would win.

In June 1992 Leonardo sold his veggie burgers at a “Creek Festival” in Boulder. Repetto and Retzloff suggested again that he talk with Demos again. So he asked Steve Demos again if he would be willing to make Laudisio Veggie Life burgers under contract. This time Steve said, “Let me look at the recipe, see how difficult it will be, then I will give you an answer.” From August 1991 to Jan. 1992 we worked on the recipe in Boulder and changed it. Leonardo was still making the burgers in California. Then late one night he got a call from California; one of his workers had put his hand too far into a machine and sliced off the tip of a finger. Leonardo had no workman’s compensation insurance. He knew he could lose his house. So he now had much more incentive to make things work with White Wave. But he had taken on a big new responsibility—for 6 months—as the project manager for development of the Mediterranean restaurant with his brother in Boulder. He has lots of energy and can work hard for long hours every day. Before long White Wave was making the burgers.

The next phase came in early 1992 at the time of the Natural Products Expo at Anaheim, California. White Wave had finally made the first run of acceptable veggie burgers. Leonardo told Steve he would like to attend the trade show at Anaheim because he wanted to start building national accounts; he would pay his own way and his own hotel but he wanted to work out of the White Wave booth. Steve said, “If you come, I want to be sure you are representing White Wave. I don’t want you to be pushing Veggie Life Burgers.” Leonardo agreed and replied. “I want to see how you run your business.” Leonardo flew out to the show with Lonnie Stromnes. He showed up at the booth in bright baggy pants, long hair, handlebar mustache, wearing strange glasses. Really colorful. He speaks fairly good French, Italian, and Spanish. So he ended up selling plenty of White Wave products—and forgot all about the Veggie Life Burger. Leonardo met a lot of people he knew well from his years of work in the field. Steve wasn’t there the first two days of the show. Pat (Steve’s partner) and Lonnie told Steve that Leonardo was doing an incredible job. He was a natural salesman. “We’ve got to see if we can get him into our company.” On the third day Steve asked Leonardo to accompany him to the produce show in San Diego. He said, “I’ll pay your way down. I know what you can do in front of vegetarians but I want to see how you handle yourself with guys who sell produce and drive trucks and have never heard of tofu.”

Leonardo greatly enjoyed working at the show in San Diego. Steve congratulated him on a fine job, then said. “I know you are a budding entrepreneur. But for you to get

to where I am, is gonna take you years and a lot of money. So I want to make you an offer. I’ll buy your company. I’ll give you royalties on the product. I want you to head up a nationwide foodservice division of White Wave and sell these esoteric products to mass market using your experience in the restaurant and the restaurant’s reputation. Please think it over.” He laid out a plan in broad strokes. Leonardo liked the idea, so he suggested to Steve that they work out the price and royalties together. “I have never worked for anyone before and I didn’t want to work for you. Just give me more of a commission. I’ll take an advance on my commission. In 6 months if it doesn’t work, I’ll give you the money back.” He said, “No, I’ll take that gamble.” Leonardo does a lot of his selling in the two family restaurants. It is the ideal setting. Television shows came in and loved the vegetarian dishes Leonardo had developed. It was a huge success. Steve Demos picked up on the idea. He said, “I want to register the trademark ‘Chef Leonardo’ and work on a program where ‘Chef Leonardo’ becomes associated with White Wave, so that White Wave not only has a corporate chef but also has a whole program of recipes that have been taste-tested in restaurants so we can play this up. We’ll be the only company that has this right now.”

30% of the menu at the Mediterranean Restaurant in Boulder is now vegetarian.

Now Leonardo travels to all kinds of foodservice organizations (restaurants, hospitals, college, university and corporate dining rooms) and makes presentations with recipes, products, nutritional facts, taste tests and prices. He knows how these people think and what their problems are. He also knows that 25% of their clients are clamoring for vegetarian food and that they’re in a bind. “The growth in this industry is mainstream and foodservice.” Address: c/o White Wave, Boulder, Colorado.

2613. Weiner, Michael. 1993. New developments with Amano and Yamashita (Interview). *SoyaScan Notes*. June 18. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Michael works as a consultant for Peter Joe of Sunrise Market Ltd. and with Amano Foods. He used to consult with Mandarin Enterprises in British Columbia. Now his main work is as a broker, representing various U.S. companies such as Vitasoy, Knudsen, Santa Cruz, etc. Amano still makes all of Westbrae’s organic miso. Amano is trying to construct a 60,000 square foot plant. They had a joint venture with Yamashita but it fell apart. Now Yamashita is constructing their own 60,000 square foot soy sauce plant in Oregon. The ground breaking will take place in a couple of weeks. Michael does not feel that this will be much of a threat to Amano, which plans to sell a lot of Amano products in supermarkets. The market is big and growing rapidly. Soyfoods now are given large amounts of shelf space (8-16 linear feet) in the produce section of all supermarkets in western Canada (British Columbia, Alberta, and Manitoba).



A major reason for this is that Mandarin and Sunrise have an excellent relationship with the people in charge of the produce section in western Canadian supermarkets. Initially Michael helped to establish some of these relationships; these companies got a few facings for their tofu. Then Mandarin added their tofu burgers. Then Sunrise added Yves Wieners and soy cheese. The products sold, which is proof that exposure will work. Michael was involved in trying to make the same thing happen in Ontario with the Loblaws chain, and in Quebec, but they were never allowed to give the program a try—not even in 1-2 stores.

Safeway supermarkets are so sold on soyfoods that they have developed special open-front, vertical, refrigerated “Tofu Products” cases that are placed adjacent to the produce case, but have a lower temperature. They are quite large and contain everything from soy drinks to tofu, soy cheese to meatless hot dogs. Soyfoods are very widely available on Vancouver Island.

Sunrise and Michael jointly import Mori-Nu tofu into Canada from Japan. Also Sunrise distributes some juice products for which Michael is the broker. Mori-Nu does not sell well in supermarkets because it’s retail price is too high. Address: President, New Age Marketing, P.O. Box 39590, White Rock, BC, V4A 9P3, Canada. Phone: 604-538-0127.

2614. Leiss, Richard S. 1993. History of the use of spun soy protein fibers at Worthington Foods (Interview). *SoyaScan Notes*. June 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Richard (whose last name is pronounced like “lease,” as in “to lease a house”) has worked for Worthington Foods in R&D for 28 years, from Aug. 1962 to 1968, then from 1971 to the present. He thinks that small amounts of the first commercial Worthington product to contain spun soy protein fibers were probably sold by late 1962 and definitely by 1963. These meatlike products were probably frozen at first, and then canned later. The first such product may have been the Minute Entree Fried Chicken Style in frozen form. Fri-Chik, which was canned and widely sold to Seventh-day Adventist food outlets, came a little later. The next 3 products that contained spun fibers (White-Chik, Beef Like, and Prosage) were all frozen and were introduced at about the same time (by Oct. 1963), but many Adventist food outlets did not have a frozen food case in those days so Worthington had to supply them with one. Following these, some additional products were made under the Worthington label, including Smoked Beef Style, Wham.

“When I first came to Worthington in 1962 there was a small R&D lab attached to the main food processing building; we didn’t have a research facility like we have now. I recall that a new R&D building was completed in October 1964. Prior to Oct. 1964, I recall seeing a Fried Chicken Style product, containing spun fibers, being canned. After Oct. 1964 time, we began to spin our own soy protein for the

first time using a pilot plant line in this building. Full-scale spinning of Worthington’s Fibroprotein soy fibers probably began in about 1965. Prior to that time my recollection is that Worthington purchased most of its spun protein from Ralston Purina Co.; it was manufactured in their Louisville [Kentucky] plant. But Worthington also purchased some spun soy fiber from General Mills; it was made at their James Ford Bell Research Center and was very experimental. I don’t recall the name of that product.

“In the early 1960s, about 95% of Worthington’s sales were through either the church or through stores in communities where there were heavy concentrations of Adventists. So it really wasn’t a very big thing. One very big thing for the company was the first IFT meeting it attended in Kansas City [Missouri] in about 1963 or 1964. It was the first time that Worthington had demonstrated products at a national convention, and there was a lot of interest in these products.

In 1974 the first 3 Morningstar Farms products were introduced: Breakfast Patties, Breakfast Links, and Breakfast Slices. He is quite sure that initially they all contained spun soy protein fibers. However several years after they were launched, the decision was made to remove the spun soy fibers for two main reasons: (1) Making the fibers was an expensive, high-tech process which added too much to the price of each product; (2) Worthington was concerned that if, as anticipated, the Morningstar Farms line became very popular in mainstream national markets, their one spinning line would not be able to produce enough fibers to meet the demand. The “wet spun fiber” was replaced by textured soy concentrates and vital wheat gluten to give similar textures. In 1979 four more Morningstar Farms products were launched: Grillers (meatless burgers), Breakfast Strips (meatless bacon), Luncheon Slices (a new version of the 1974 Breakfast Slices), and Leanies (meatless hot dogs). None of these 4 products contained spun soy protein fibers. Thus, for most of their commercial lives, the Morningstar Farms products have not contained spun soy protein fibers.

Worthington has always had only one line for spinning soy protein fibers—located at their plant in Worthington, Ohio. This line was set it so that a second spinning table could be added to increase its capacity, but that has never been done. Even during the years when the company had a second plant at Schaumburg, Illinois (after Miles Laboratories took over Worthington in 1970), that plant never had its own spinning line.

At one point Worthington sold its Fibroprotein spun soy protein fiber to an Adventist company outside the USA. Worthington never sold it to Loma Linda Foods. Initially Loma Linda may have purchased it from Ralston Purina or General Mills; then they got their own spinning line later, in the 1970s; they bought the equipment from Dawson Mills.

Concerning the total amount of spun soy protein fiber used in Worthington food products, it increased rapidly from

1965 to about 1975, then it fell somewhat after the first three Morningstar Farms products were reformulated in the mid-1970s—but it did not fall dramatically because the 3 products were still at the introductory stage. After the amount then stabilized, and remained fairly constant until recent years when the demand for vegetarian products has increased, and with it production of spun soy protein fibers. Today, about 15-20% of Worthington's meat alternatives contain spun soy protein fibers.

In Richard's opinion, the legacy that Henry Ford and his researchers left in terms of food uses of soybeans is mainly in the areas of soy protein isolates (especially functional isolates; the work done by Frank Calvert and Bob Boyer at Ralston Purina) and textured soy flour (the work done by William Atkinson at ADM). While spinning was certainly the most novel of the technologies, spun soy protein fibers are not nearly as important commercially as food-grade isolates and textured soy flour.

Richard remembers fondly the pioneering days when Bob Boyer had a lab next to his office at Worthington Foods. Boyer told Richard many anecdotes about the times he worked for Henry Ford and Richard wrote them down in his journal. "Bob Boyer was truly a gentleman. I really enjoyed him a lot."

Richard does not recall any commercial product containing spun soy protein fibers that Ralston Purina launched during that time. They sold all their spun fibers as such to Worthington Foods.

"I'm kind of the keeper of the archives and unfortunately a lot of material has gotten out because during the years that Worthington was owned by Miles Laboratories past history was not considered to be very important." Perhaps a record might have appeared in the *Chopletter* (an internal newsletter published by Worthington Foods). Address: Director, R&D, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085-3194. Phone: 614-885-9511.

2615. Clifford, Mary. 1993. Meat substitutes—from a mostly meat-eating point of view. *Vegetarian Voice* (Dolgeville, New York). June. p. 14-15.

• **Summary:** Describes and evaluates 4 canned products, 3 dry mixes, and 5 frozen or refrigerated products. Address: R.D., Roanoke, Virginia.

2616. Laudisio, Leonardo. 1993. Satisfy your vegetarian customers, and make money too! Boulder, Colorado: White Wave, Inc. 9 p. 28 cm. Unbound. Stapled in upper left corner.

• **Summary:** Contents: Introduction to White Wave, which manufactures over 30 different products. Brief biography of Laudisio, age 54. Ingredient listings for a sampling of six of White Wave products. Ingredient listings and cost analysis for six institutional-size vegetarian (actually vegan) recipes, taste-tested and cost analyzed per portion, that use White Wave products, developed by Laudisio and used at

Boulder restaurants in which he is a part owner: Meatless pepper steak sandwich. Vegetarian chile dog. Veggie Life burgers with sauteed peppers and onions. Yogurt pie. Polenta Boulder. Soy a melt pizza (cholesterol free). Address: Corporate Chef, White Wave, Inc., 1990 N. 57th Ct., Boulder, Colorado 80301. Phone: (303) 443-3470.

2617. **Product Name:** Blue Mountain Country Farm Tempeh, and Tempeh Burgers.

**Manufacturer's Name:** Naturama.

**Manufacturer's Address:** 84 Kloof St., Gardens, Cape Town 8000, South Africa.

**Date of Introduction:** 1993 June.

**Ingredients:** Tempeh: soybeans, tempeh starter. Burgers: Soybeans, tempeh starter, tamari, 100% pure apple juice, virgin olive oil.

**Wt/Vol., Packaging, Price:** Tempeh: 300 gm. Tempeh Burgers: 200 gm.

**How Stored:** Frozen.

**New Product—Documentation:** Letter from Michael Tidd, founder and owner of Naturama. 1993. July 25. "I have just begun a small-scale tempeh shop here in South Africa and I am just about to start some Amazake experiments." By using your "Book of Tempeh" "I have been able to start selling tempeh and tempeh burgers on the local market with increasing success." Letter and Labels sent by Michael Tidd. 1993. Aug. 12. He began producing tempeh and tempeh burgers on 28 June 1993. Concerning soyfoods companies in South Africa, "there are only a couple of home kitchen size tofu makers in so far as I can see whom I shall try to locate so as to send you their particulars. I think due to various reasons the wholefood movement has definitely been slow off the mark here compared to the U.S. and Europe, but nonetheless its only a matter of time before it spirals upwards."

Both tempeh Labels. 3.75 by 5.5 inches. Black ink on white paper (photocopied). Tempeh serving suggestion: "Indonesian Fried Tempeh: Thaw tempeh, soak pieces of fresh tempeh in brine (4 tsp. salt in 4 cups water) for 20 minutes. Pan fry in oil or margarine or deep fry till golden brown. Try it topped with sauce, baked on pizza or in sandwiches."

Tempeh burgers serving suggestion: "Thaw burgers then either pan fry for 3-4 minutes each side or grill for 2 minutes each side. Serve in a wheat-free roll with lettuce, tomato, and pickle."

Letter from Michael Tidd. 1994. Nov. 11. He "lived for a couple of years in South Africa until April 1994." He sold his business, Country Farm Foods, which was making tempeh and amazake in South Africa, to Bobby McLean, and he is now living in Reading, England. "I am about to have a go here in England."

Talk with Michael Tidd, who calls from Reading, England. He will soon start making and selling tempeh as



Tidd's Tempeh.

2618. **Product Name:** Greengrow 2 Vegetarian Burgers [Mild Curry M2].

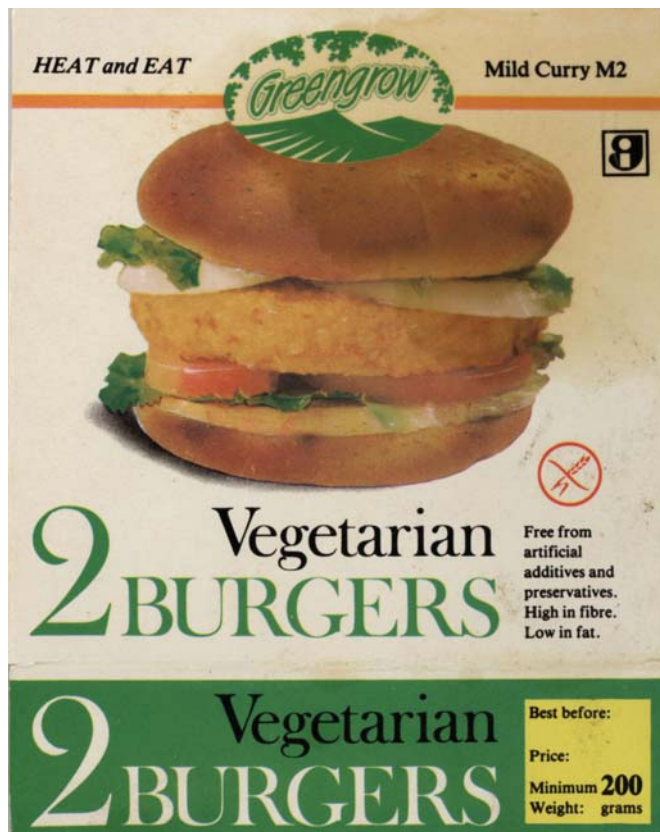
**Manufacturer's Name:** Nesselbury Manufacturing Ltd.

**Manufacturer's Address:** 26 Woodlawn Park Ave., Firhouse, Dublin 24, Ireland. Phone: (01) 524384.

**Date of Introduction:** 1993 June.

**Ingredients:** Fresh vegetables, herbs, spices, okara (soya beans), vegetable oil, brown rice flour, brown rice, salt.

**Wt/Vol., Packaging, Price:** 200 gm paperboard box– Vacuum packed. Retail for £1.09.



**New Product–Documentation:** Label sent by Anthony Marrese. 1994. May. 4.5 by 4.5 by 1.25 inches. Paperboard box. Green, brown, and black on white. “Heat and eat. Free from artificial additives and preservatives. High in fibre. Low in fat.” Best before 8 June 1993.

2619. **Product Name:** Greengrow Vegetarian Soyasage (Skinless / Low Fat).

**Manufacturer's Name:** Nesselbury Manufacturing Ltd.

**Manufacturer's Address:** 26 Woodlawn Park Ave., Firhouse, Dublin 24, Ireland. Phone: (01) 524384.

**Date of Introduction:** 1993 June.

**Ingredients:** Blend of herbs and spices, brown rice flour, soya bean pulp (okara), salt, vegetable oil, soya milk, juice of carrot and onion.

**Wt/Vol., Packaging, Price:** 150 gm plastic bag. Retail for £1.09.

**How Stored:** Refrigerated or frozen.



**New Product–Documentation:** Label sent by Anthony Marrese. 1994. May. 2.25 by 4 inches on plastic bag 5.25 by 6.25 inches. Green and black on white. “Heat and eat. No additives. No preservatives. No artificial colour. No animal products. Suitable for freezing. Cooking instructions: Place bag in boiling water for 6-8 minutes. Shallow fry 4-6 minutes turning once.” Best before 1 June 1993.

2620. **Product Name:** Naturally Tofu–Better Than Burger? (Dry Mix).

**Manufacturer's Name:** Sovex Natural Foods, Inc.

**Manufacturer's Address:** P.O. Box 2178, Collegedale, TN 37315. Phone: 1-800-227-2320.

**Date of Introduction:** 1993 June.

**Ingredients:** Soy flour, oats, tofu powder (dehulled soybeans, calcium sulfate), garlic powder, dried onion, vegetable gum (guar gum blend), onion powder, vegetable protein, dill, parsley, basil, dried carrots, oregano, marjoram.

**Wt/Vol., Packaging, Price:** 12 oz (341 gm) paperboard carton.

**How Stored:** Shelf stable.

**Nutrition:** Per ½ cup (55 gm.): Calories 165, total fat 2 gm (3% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 52 mg (2%), total carbohydrate 25 gm (8%; dietary fiber 9 gm [36%], protein 20 gm, calcium 16%, iron 16%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** Ad (full page, color) in Health Foods Business. 1993. July. p. 26. Naturally Tofu–Better Than Burger? Sink your teeth into this! Also published in Natural Foods Merchandiser. 1993. Sept. p. 31.

Talk with Chris Durden of Sovex. 1993. Sept. 27. This product was launched in about June 1993. The only other products in the line are Better than Milk? and Ice Creme

Label sent by Sovex. 1993. Oct. 6. 5.5 by 8.25 by 2 inches. Paperboard box. Red, tan, white, and black. Color photo on front panel of a burger between buns with all the trimmings. On the back panel are 3 recipes and a product guarantee. To make a burger, mix the contents of this package (12 oz.) with 1.75 cups warm water and 3 tablespoons soy sauce. Mix, form into patties (24 oz. weight), and fry in vegetable oil.

2621. **Product Name:** SuperBurger (Made with Tempeh).

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, Hood River, OR 97031. Phone: (503) 386-7766.

**Date of Introduction:** 1993 June.

**Ingredients:** Aug. 1994: Certified organic soybeans (grown in accordance with Section 26569.11 of the California Health and Safety Code), brown rice, Wehani rice, wild rice, water, shoyu (soy sauce), lemon juice, onions, garlic, vinegar, starter culture (*Rhizopus oligosporus*).

**Wt/Vol., Packaging, Price:** 3 oz. patty.

**How Stored:** Frozen or refrigerated.

**Nutrition:** Per patty (85 gm): Calories 122, calories from fat 14, total fat 1.5 gm (1% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 339 mg (14%), total carbohydrate 15 gm (dietary fiber 8 gm, sugars 0 gm), protein 12 gm. Vitamin A 110%, calcium 8%, vitamin C 0%, iron 2%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** *Voice of the Turtle* (Hood River, Oregon). 1993. May. p. 1. “New for June: Look! In your refrigerator! Its SuperBurger.” “After 13 years of effort, we have created a new burger that is low in fat (1.5 grams per 3 oz. patty) and high in flavor.” A black-and-white photo shows the burger on a bun with trimmings.

Product with Label purchased at Berkeley Natural Grocery Co. 1994. Aug. 20. The product is now named “Superburgers.” Two 3-oz. marinated tempeh patties are sealed in a plastic pouch, and packaged inside a paperboard sleeve. “The Ultimate Vegetarian Burger Experience.” Each patty contains only 1.5 gm of fat.

2622. **Product Name:** Tofu Jerky [Spicy, or Mild].

**Manufacturer’s Name:** Cedar Springs Naturals.

**Manufacturer’s Address:** Health Zone of Temecula, 27468 Ynez Rd., Suite B-7, Temecula, CA 92590. Phone: 909-694-5488.

**Date of Introduction:** 1993 July.

**Ingredients:** Tofu (made from whole soybeans), 100%

natural soy sauce (made from sea salt), organic honey, and nature’s finest herbs and spices.

**How Stored:** Shelf stable.

**New Product–Documentation:** Talk with (call from) Donna Cochran. 1993. July 8. She is looking for a source of tofu. She wants to make tofu jerky. Talk with (call from) Donna Cochran. 1993. July 17. This product was launched commercially on 1 July 1993. She would like to send Soyfoods Center a free sample in exchange for free evaluation and consultation.

Product with Label (2 flavors) and letter sent by Michael Molver and Donna. Home address: P.O. Box 128, Winchester, California 92596. Phone: 909-926-9716. 4.25 by 5.25 folded in half over top of plastic bag. Black on beige or pink. A large illustration (line drawing) shows cedar trees growing in front of mountains and clouds. Front panel: “No beef. All natural. High protein. Low fat. No animal products. No preservatives. No cholesterol. No wheat. A vegetarian snack.”

2623. McDermott, Ron. 1993. History of the use of spun soy protein fibers by Loma Linda Foods (Interview). *SoyaScan Notes*. July 6. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Note: In about 1968 Loma Linda Foods started making meatlike products containing spun soy protein fibers. The first products were canned meatless slices (chicken-like, beef-like, turkey-like, or luncheon-like slices).

Ron started to work for Loma Linda Foods in 1973 as Director of Quality Assurance at the company’s plant in Mt. Vernon, Ohio. In 1975 he left Mt. Vernon and went to Loma Linda’s plant at Riverside, California. He thinks that Loma Linda got its first spun soy protein fibers from General Mills. Robert Boyer had licensed General Mills the rights to spin soy protein fibers, and they used these primarily to make their original line of Bontrae Products. At one point after 1973 Ron thinks that Loma Linda was purchasing spun fibers from three sources: Ralston Purina, General Mills, and Miles Laboratories—but the bulk of it came from General Mills. In about 1975-77 General Mills shut down their soy fiber spinning line and sold it to Dawson Mills. During this transition period, Loma Linda purchased a large inventory of frozen, neutralized (neutral pH) fiber from General Mills. The spun soy fiber sold by Miles Laboratories (Worthington) was called “acid tow”; it was refrigerated rather than frozen and the acidic pH prevented spoilage. Loma Linda would then adjust the pH to neutral shortly before use.

In early 1984 (according to documents Ron has in front of him), Loma Linda Foods bought a soy protein fiber spinning line from Dawson Mills. In mid-1984 the equipment was transferred to Loma Linda. Loma Linda probably started spinning their own fibers in California in late 1984 or early 1985. Loma Linda continued to spin their own fibers until the company was sold to Worthington Foods



in Jan. 1990. Worthington still owns that line of spinning equipment, which is now dismantled and unused in storage. It could be re-activated if Worthington had a place to put it and a need to make more spun soy protein fibers.

Note: A brief chronology of spinning by General Mills, Dawson Mills, and Ralston Purina Co. 1959–General Mills starts research on textured soy proteins. 1962 Oct.–Ralston Purina Co. begins to make Textured Edi-Pro, a spun soy protein fiber, at its plant in Louisville, Kentucky. 1963 Nov.–The first of many patents for spinning soy protein are issued to General Mills. 1965 Dec.–General Mills introduces the Bontrae line of spun soy protein fiber products, starting with Bac-O\*s (bacon-like bits). 1967–Ralston Purina stops spinning soy protein. 1969 June–General Mills breaks ground for major fiber spinning plant at Cedar Rapids, Iowa; It begins operation by late 1970. 1975–General Mills stops spinning, and sells its spinning technology and equipment to Dawson Mills. 1976–Central Soya now owns the Bontrae trademark, formerly owned by General Mills. 1979–Dawson Food Ingredients, a subsidiary of Dawson Mills, starts spinning soy protein fibers; Anaprime is on the market by March 1980. Address: Vice President Research & Technology, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085-3194. Phone: 614-885-9511.

2624. Demos, Steve. 1993. New developments with soyfoods in America (Interview). *SoyaScan Notes*. July 31. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Vitasoy purchased Azumaya Inc. (America's largest tofu manufacturer, and the low-price leader) in May or June 1993 for an estimated \$4-\$5 million. Azumaya did not sell their building or the land on which their plant is situated. So now Vitasoy owns two large tofu manufacturers on both coasts of the USA: Nasoya in Massachusetts, and Azumaya in California.

Mr. Yamauchi sold the rest of his ownership in House Foods & Yamauchi, Inc. to House Foods of Japan. [Note: Another industry observer states that the sale took place in about April 1993 for about \$2 million].

Bill Bolduc is now running a soymilk plant in the Midwest; he now makes Westbrae's soymilk. Steve sees the future of soymilk as being packaged in the new extended shelf life (ESL) gable-top carton and sold as a commodity for a lower price like cow's milk rather than as a specialty flavored beverage.

Anders Lindner told Steve in March that DE-VAU-GE wanted to sell their soymilk plant. He offered to sell the used plant to Steve for a good price in German marks. Steve never responded.

White Wave now makes about 100,000 lb/week of tofu (of all kinds). The company's reduced fat tofu is selling very well. Quong Hop is stating on two red-on-white stickers on their package that (1) their tofu is "The original reduced fat tofu;" and (2) "The original reduced fat-High protein tofu:

Serving size 4 oz., Fat per serving 3 gm. Protein per serving 14 gm." Lab tests run by more than one company indicate that Quong Hop's tofu actually contains far more fat.

Steve bought Veggie Life from Leonardo Laudisio much more for the name than for the product (meatless burger) or its formula.

Update: 1993. Nov. 24. Talk with Leonardo Laudisio. On about November 8-10 White Wave secured preferred vendor status from Whole Foods Markets. They now are installing their cold-storage "set" in the individual stores; one is now in the Berkeley store. At the top in large letters is written "White Wave Vegetarian Cuisine" with the oval White Wave logo in bas relief. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2625. *Health Foods Business*. 1993. Burger King to test meatless burgers. July. p. 80.

• **Summary:** "Worthington Foods, Inc... has entered into an agreement with Burger King Corp. to test its meatless burger, Morningstar Farms Grillers, in a restaurant in Watkins Glen, New York." The Griller test began in late April. The meatless burger will be flame-broiled and used to replace a product named Bean Burger currently in a test market in the same Burger King.

2626. Worthington Foods, Inc. 1993. A delicious way to cut down on meat without cutting down on your options (Ad). *Vegetarian Times*. July. p. 29.

• **Summary:** See next page. This full-page, color ad, with a \$1.20 coupon at the lower right, shows new label designs for four Morningstar Farms meatless products: Breakfast Patties, Breakfast Links, Breakfast Strips, and Grillers. Address: Worthington, Ohio 43085.

2627. Worthington Foods, Inc. 1993. If you've been burnt by vegetarian franks and burgers, you'll flip over these (Ad). *Vegetarian Times*. June. p. 17.

• **Summary:** This full-page, color ad, with a coupon, shows two new Natural Touch products: Vege Frank and Vege Burger.

A similar ad (with a title that starts: "If your customers have been burnt...") also appeared in Natural Foods Merchandiser (July 1993, p. 71, and Oct. 1993, p. 71). Address: Worthington, Ohio 43085.

2628. Worthington Foods, Inc. 1993. Second quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** "The Morningstar Farms meat alternative sales increased during the first half of 1993. The reformulated lower-fat products are now beginning to appear in the retail supermarkets nationally in the new packages."

"Today we announced three additional Burger King

## A Delicious Way To Cut Down On Meat Without Cutting Down Your Options.



*Crumble up our Breakfast Patties to prepare delicious Italian dishes like lasagna.*

When you take something away, you usually have less. But the way we see it, now you have more. Because Morningstar Farms® offers you a way to eat less meat while giving you more delicious ways to enjoy your favorite meat dishes.

Made with wholesome grains and vegetable protein, these meatless foods are a healthier way to eat because they have no animal fat and zero cholesterol. Yet they taste

so much like meat, you can enjoy your favorite meals the

way you always have. Microwave them in minutes just the way they are, or use them to prepare delicious dishes for breakfast, lunch and dinner.

Morningstar Farms has the most complete line of meatless products, including Grillers®, Breakfast Links, Breakfast Patties and Breakfast Strips.

Look for them in your supermarket's frozen breakfast section.

They're a delicious way to prove that less can be more.



*With our Breakfast Links, you can still enjoy your favorite morning meals.*

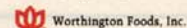


*There are as many ways to top Grillers as there are to top hamburgers.*



### Make It Meatless & SAVE \$1.20

For your free Morningstar Farms recipe booklet, plus coupons worth \$1.20 for Morningstar Farms products, send a postcard to: *Meatless Favorites*, Morningstar Farms, P. O. Box 6018, Dept. VT, Worthington, OH 43085.



Limit one per family. Allow 8 weeks for delivery.



restaurants in New York State have added Grillers to their menu.”

“The Zanesville, Ohio facility began producing refrigerated Better ‘n Eggs during June, 1993.” Address: Worthington, Ohio. Phone: (614) 885-9511.

2629. Sinclair, Dwight B. 1993. Gorilla Foods, Seitan, Santa Fe Organics, and the Gardenburger (Interview). *SoyaScan Notes*. Aug. 28. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Dwight is a vegetarian and his company sells only vegetarian foods. Dwight, his partner Michael Meek, and two other people incorporated Gorilla Foods in May 1993. They hooked up with John Moore of Gourmet Naturally in Los Angeles, took over his product line, and are making wheat gluten. They will soon be moving into a new plant in Oxnard. Heart and Soul, which made gluten products, went out of business.

Note: Starting in 1988 John Moore was with W.H. Et Inc., P.O. Box 37250, Honolulu, Hawaii 96837. They made a product named Holy Cow! Veg-Cuisine (Made with Seitan), whose ingredients included wheat protein, soy protein, and other vegetable proteins. A talk with Andrew Harrison, President, Heart & Soul, Common Objective Inc. 1991. Nov. 27. Heart & Soul Texas BBQ ‘Whibs’ [Regular, or Hot] was introduced in March 1989; it was made by 4 different co-packers. Other Heart & Soul products include Trim Slice Meatless Cold Cuts [Turkey Style, Roast Beef Style, Ham Style], and Heart & Soul Tofu Lasagna, and Tofu Enchilada [California, or Mexicali]. John Moore at Gourmet Naturally (5890 Black Welder St., Culver City, California 90232) started making the seitan products in about Feb. 1990. Andrew owns the company named Gourmet Naturally, which manufactures only Heart & Soul Products, including this product. Legally, Gourmet Naturally is separate from Heart & Soul, but the two will soon be merging. He has a patented process for making fresh wheat gluten, starting with vital wheat gluten. He feels that the terms “gluten” and “seitan” are both unattractive; to many mainstream Americans, the first sounds like glue and the second like the devil (Satan).

Soyfoods Center Product Evaluation. 1991. Dec.  
2. Package design: Excellent, very creative. Taste Test: Excellent flavor and texture; moist, not too spicy.

John Belleme of Santa Fe Organics is no longer making seitan. He sold his equipment to the owner of Unicorn Village (Terry Dalton) in North Miami, Florida, who started a company named something like Sensational and is making a bulk seitan at a rather low price. Note: John Belleme did shut down his company but he has not yet sold his equipment. Neither Unicorn Village nor Terry Dalton have any plans to get involved with seitan, but Steve Berne in Miami is starting a new company named New World Foods, Inc.; he will continue to make bulk seitan and he may buy Belleme’s machine.

There is a rapid growth of interest in vegetarianism. Their sales have grown 20% a year in recent years. Three of their best selling products are the Gardenburger (sold \$8.3 million in California last year), the Clif Bar, Gorilla Sauce, and Imagine Foods’ Rice Dream beverage (which Dwight thinks is the best non-dairy beverage on the market). Dwight thinks Imagine Foods’ best-selling product by far is their Rice Dream beverage, which is packaged in a large aseptic container. Its sells better than Rice Dream non-dairy frozen dessert (rice-based ice cream) because freezer space is quite limited in retail food stores. Address: Owner, Whole Food Marketing Co., 533 Airport Blvd., Suite 521, Burlingame, California 94010. Phone: (415) 579-0988.

2630. Knox Mountain Farm. 1993. “This isn’t meat?” (Ad) *Vegetarian Times*. Aug. p. 81.

• **Summary:** This full-page color ad is for Wheat Balls (a dry mix based on vital wheat gluten). “Finally a product that satisfies your desire for a truly delicious fat-free meat substitute that is moist, rich in texture and flavor with just the right amount of spice. Kids love it!... Fat free—Each 4 oz. serving has 19 grams of protein, 120 calories, and no fat.”

“One 8.5 oz box of dry mix makes 2 pounds of cooked product. And more. Because its a dry mix, Wheat Balls is a dynamic veal Parmesan, a succulent wheat loaf, or the one meatless burger you can throw on the grill that won’t fall apart.”

“Located in the foothills of the White Mountains of New England, Knox Mountain Farm is dedicated to bringing uncompromised, fat-free choices to your kitchen.” Watch for Knox Mountain Farm free recipe cards in your store along side our product. Or call us, (603) 934-9826.

Color photos show: A girl eating a burger. A pastoral New England landscape. A dish of wheat balls on spaghetti. The front of a recipe booklet.

This ad continued to appear in *Vegetarian Times* each month until at least Nov. 1993. A leaflet (glossy color, front and back) sent in 1993 is similar to the ad. On the rear is a nutritional analysis of Wheat Balls and a recipe for Unreal Veal Parmesan. Address: [Franklin, New Hampshire]. Phone: (603) 934-9826.

2631. Gemperlein, Joyce. 1993. Tofu—No bones about it: Health and environmental benefits make that bland soybean product a big seller. *Mercury News (San Jose, California)*. Sept. 15. [2 ref]

• **Summary:** Ken Nozaki’s San Jose Tofu Co. produces more than 500 blocks of fresh tofu a day—That’s protein that hasn’t been killed, plucked, scaled, boned, skinned, or tenderized. Five photos show how the tofu is made. This shop has been in operation since 1947. Nozaki, age 66, took over the shop from his uncle in 1951—at a time when the merits of tofu were generally only known to people of Asian descent. “But that has changed. By virtue of the hippie culture of the

1960s, the influx of immigrants in the last decades, and now the health and environmental movements, tofu is edging into mainstream cooking in the United States. Nonsense, you say. It is bland, yucky. It will never come close to replacing America's protein darling, beef. Probably not, but the increasing emphasis on cross-cultural cooking and on lowering cholesterol and fat in our diets has food processors introducing tofu hot dogs, tofu burgers, tofu cheese and even tofu ice cream into supermarkets that cater to the general public."

William Shurtleff discusses tofu's growth of popularity in America.

Source: Knight-Ridder/Tribune News Service, 20 Sept. 1993. Title: America's love affair with tofu getting stronger all the time. Address: Staff writer, California.

2632. Tuchman, Laura J. 1993. As vegetarianism moves mainstream, a fest comes to San Jose. *Mercury News (San Jose, California)*. Sept. 29. p. 1E.

• **Summary:** The Sixth Annual World Vegetarian Day Celebration is coming to downtown San Jose on Sunday. Many large companies are now introducing vegetarian products including Stouffer's Vegetable Lasagna, Pillsbury's Green Giant Harvest Burger. A vegetarian is one who doesn't eat meat, fish, or poultry.

2633. ADM Protein Specialties Div. 1993. Harvest Burgers. As good for your customers as they are for your sales (Ad). *Health Foods Business*. Sept. p. 37.

• **Summary:** "Cholesterol free. Low in fat. Versatile—can be fried or microwaved. High in protein... For a closer look at Harvest Burgers, stop by booth 1154 at ExpoEast in Baltimore, September 10-12." Address: Box 1470, Decatur, Illinois 62525.

2634. Archer Daniels Midland Co. 1993. Annual report. P.O. Box 1470, Decatur, IL 62525. 42 p. Sept.

• **Summary:** Net sales and other operating income for 1993 (year ended June 30) were \$9,811 million, up 6.2% from 1992. Net earnings for 1993 were \$567.5 million, up 12.7% from 1992. Shareholders' equity (net worth) is \$4,883 million, up 8.7% from 1992. Net earnings per common share: \$1.66, up 12.9% from 1992. Number of shareholders: 33,654.

New ADM products from soybeans include Soy Milk (dry mix) and Harvest Burgers (also named Veggie Burgers). Opposite a full-page color photo of soy milk being poured from a pitcher into a glass, we read: "A new line of soy-based milk products was introduced that are nutritionally equivalent to milk but less expensive to produce, allowing countries to expand their supply of needed protein at minimal cost.

"The all-vegetable protein food, Harvest Burger, is being actively marketed in the U.S. where 12% of the stores frozen

food sections stock the product.

"Haldane Food Group continues to develop as the leading U.K. supplier to the health food industry. From a well-established domestic base and with an ever increasing product range the Group's commercial thrust is extending to Continental Europe. Of the many new products introduced during the year 'Vegemince' commands attention as a direct TVP/wheat gluten non-meat alternative to ground beef. The prototype plant is fully committed to production and line extension is in progress.

"'Vegeburger' continues as a market leader with other burger products being added to the range. The realized growth and market potential for convenience foods has brought about the relocation of Snackmasters Limited to a new factory at Sibley adjacent to the Haldane site. The automated production line is currently at 60 % capacity and the introduction of new products should fill the plant within twelve months.

"Genice Limited continues to pioneer the growth of non-dairy soya based ice cream and yogurts with an increasing market share in Continental Europe... Soya milk sales remain stable and we hope to excite the market by introducing a bottled soya milk that will complement the existing Tetra pack products."

"Currently operating at 80% capacity, ADM can produce 350,000,000 Harvest Burgers a year. ADM introduced the product in 1989, and soon will be selling as many burgers as some fast food chains" (p. 19). Address: Decatur, Illinois.

2635. Neal, Mollie. 1993. Reaping the rewards of skillful marketing... While helping humanity. *Direct Marketing*. Sept. p. 23-26.

• **Summary:** The subtitle reads: "Archer Daniels Midland Co. has developed a product it believes can cure the world's hunger problem. At the same time, the business has found a novel approach to marketing the product here in the United States directly to consumers."

2636. **Product Name:** Sergeant Billet's Bacon Flavoured Bits.

**Manufacturer's Name:** Somerdale International Ltd. (Marketer).

**Manufacturer's Address:** 24 Billet St., Taunton, Somerset TA1 3NG, England. Phone: 0823 322180.

**Date of Introduction:** 1993 September.

**New Product—Documentation:** Spot in *Berrydale's Special Diet News*. 1993. Sept. p. 5. "Product Directory." This 100% vegetarian, cholesterol-free product is made from textured soya. The perfect substitute for bacon.

2637. White Wave, Inc. 1993. White Wave soyfoods food service product list (Leaflet). Boulder, Colorado. 1 p. Single sided. 28 cm.

• **Summary:** Lists six categories of products: (1) Tofu:



Vacuum pack organic hard style tofu (2/5# pouches).  
Meatless tofu steaks (2/4# pouches).

(2) Dairyless Soy Yogurt: Lemon kiwi (6/2# tubs).

Organic plain quarts (6/2# tubs).

(3) Soy A Melt Soy Cheese: Cheddar style (4/7.25# loaves). Mozzarella style (4/7.25# loaves). Monterey jack style (4/7.25# loaves). Garlic herb style (4/7.25# loaves).

(4) Meat Substitutes: Meatless healthy franks (10# cases). Meatless healthy bologna (10# cases). Vegetarian sloppy joe (19# buckets). Traditionally seasoned seitan (2/6# pouches). Diced traditionally seasoned seitan (2/6# pouches).

(5) Veggie burgers: Tempeh burger (60/3 oz. cases). Teriyaki tempeh burger (60/3 oz. cases). Veggie life burger (48/3.5 oz. cases). Lemon broil tempeh (90/2 oz. cases). Tempeh cutlet (60/3 oz. cases).

(6) Tempeh: Original soy tempeh (20/8 oz. packs).

Address: 1990 North 57th Court, Boulder, Colorado 80301.  
Phone: 303-443-3470.

2638. White Wave, Inc. 1993. White Wave soyfoods retail product list (Leaflet). Boulder, Colorado. 1 p. Single sided. 28 cm.

• **Summary:** Lists six categories of products. \* = Also available in food service pack: (1) Tofu: Reduced fat organic tofu. Organic tofu\*. Snack'n savory tofu. Meatless tofu steaks\*. Spicy szechuan stir fry. Tofu in garlic sauce stir fry.

(2) Dairyless Soy Yogurt: Raspberry. Strawberry. Blueberry. Peach. Apricot mango. Lemon kiwi\*. Vanilla. Organic plain quarts\*.

(3) Soy A Melt Soy Cheese: Cheddar style\*. Mozzarella style\*. Monterey jack style\*. Garlic herb style\*. Mixed variety case. Fat free cheddar style. Fat free Mozzarella style. American soy singles. Mozzarella soy singles. (4) Meat Substitutes: Meatless healthy franks\*. Jumbo meatless healthy franks\*. Meatless healthy links. Meatless healthy bologna\*. Meatless healthy bacon. Vegetarian sloppy joe\*. Vegetarian chili. Tempeh barbecue. Traditionally seasoned seitan\*.

(5) Veggie burgers: Tempeh burger\*. Teriyaki tempeh burger\*. Veggie life burger\*. Lemon broil tempeh\*. Tempeh cutlet\*.

(6) Tempeh: Original soy tempeh\*. Soy rice tempeh. 5-grain tempeh. Wild rice tempeh. Address: 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2639. Lowe, Frederick H. 1993. Business can breathe easier. *Sun-Times (Chicago, Illinois)*. Oct. 6.

• **Summary:** Boris Yeltsin's defeat of Russian hard-line opponents will help Midwest companies doing business in Russia. Decatur-based Archer Daniels Midland Co. sells soybean-based food products to Russia and the Ukraine. These include vegetarian burgers and soy-based milk products, according to company executive Howard Buffett, assistant to ADM Chairman and CEO Dwayne O. Andreas.

"We sell 5,000 vegetarian patties a day to a restaurant we jointly operate in Moscow. The burgers are also sold throughout Moscow at Kiosks."

2640. Lukoskie, Luke. 1993. Some history of and update on activities at Island Spring (Interview). *SoyaScan Notes*. Oct. 16. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** David Sucher was one of the original investors in Island Spring. He has been a close friend of Luke's for 20 years, and it was his investment that got the company going at its original location.

Luke now works half time with Island Spring; he and his wife, Suni, literally make tofu. Suni manages the people and products. Yvonne Kuperberg is still there. He lets other people run the business side of things. The company has a solid base of consumers in the northwest who support its products. Though sales are still strong, Island Spring is not yet out of the hole on the debts it incurred when the principals at Pacific Soy said "either give us complete control of the company or we're going to leave." At that time, Luke had accounts payable of \$485,000, and he lost \$300,000 in extracting the company from the position it had been in. He had raised \$110,000 before the fire with the help of Harold Hopkins, who knows a lot about capital in the Pacific Northwest.

He soon realized that the only way to get out of the \$300,000 hole was to tighten the belt at Island Spring. He cut his and Suni's salary to zero for 3 years. They got personal income from personal investments, such as 4 housing units that they rent. They have worked the debt down to \$60,000 and they are now starting to pay themselves. In one more year they will be competitive again.

Their competition is Azumaya, Nasoya (from time to time), White Wave, Ohta Tofu, Sea Asia, Boohan (of Tacoma), and Tacoma Tofu. Island Spring's main products are now tofu burgers, soymilk in quarts and half gallons, traditional firm tofu (Korean-style, water pack), and extra firm tofu (vacuum pack).

Talk with David Sucher. 1993. Oct. 20. One day Luke called David from Los Angeles, California, to ask if he could borrow (or exchange for stock) about \$1,000 to \$1,500 to buy a grinder/mill for making tofu. At the time Luke's company was in its original small building near the ocean and had not yet started commercial tofu production. At a later date Luke asked David to invest in the company, which he did; he now owns about 5% of the company's stock. Address: P.O. Box 747, Vashon, Washington 98070. Phone: 206-622-6448.

2641. **Product Name:** Farm Foods Fat Free Pizsoy [Original/Cheese Style, Garden Style, Vegetarian Pepperoni].

**Manufacturer's Name:** Farm Foods. Div. of Barricini Foods Inc.

**Manufacturer's Address:** 49 Old Bloomfield Ave.,

Mountain Lakes, NJ 07046. Phone: 201-334-0101.

**Date of Introduction:** 1993 October.

**Ingredients:** Garden Style: Organic stone-ground whole wheat flour, tomatoes, non-fat tofu mozzarella (organic soybeans, calcium caseinate [derived from non-fat milk], corn and rice starch, sea salt, citric acid, natural flavor, soy lecithin, vegetable gum), bell peppers, mushrooms, fresh yeast barley malt, garlic powder, herbs and spices.

**New Product–Documentation:** Spot in Health Food Business. 1993. Nov. p. 10. “Farm Foods acquires Original Pizsoy.”

Leaflet (black on orange) distributed at Natural Products Expo East in Baltimore, Maryland. 1993. Oct. “Farm Foods. Come taste the world’s best pizza. Fat Free Pizsoy. The naturally delicious alternative to cheese pizza.”

Two leaflets (8½ by 11 inch, black-and-white) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1994. March 10-13. “Fat Free Pizsoy Nutritional Facts.” Gives the ingredients and nutritional information on the 3 types of Pizsoy. What used to be called “Origina;” is now called “Cheese Style.”

2642. **Product Name:** Green Giant Harvest Burger (Meatless Burger based on Textured Soy Protein Concentrates) [Original, Southwestern style, Italian style].

**Manufacturer’s Name:** Green Giant Div., The Pillsbury Company (Marketer-Distributor). Made in Decatur, Illinois, by ADM.

**Manufacturer’s Address:** Pillsbury: 2866 Pillsbury Center, Minneapolis, MN 55402-1464. Phone: 1-800-998-9996.

**Date of Introduction:** 1993 October.

**Ingredients:** Original flavor: Water, soy protein concentrate, hydrogenated vegetable oil (corn, soybean, cottonseed), isolated soy protein, methylcellulose, natural flavor, salt, hydrolyzed wheat protein, malt extract, dried onion, dried garlic, spice, beet powder, autolyzed yeast, zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate, vitamin B-6, hydrochloride, riboflavin, vitamin B-12.

**Wt/Vol., Packaging, Price:** 12.8 oz. 4 burgers in a paperboard box. Retail for \$2.99 (5/94, California).

**How Stored:** Frozen.

**Nutrition:** Per 3.2 oz burger: Calories 140, protein 16 gm, carbohydrate 7 gm, fat 5 gm (polyunsaturated less than 1 gm, saturated 2 gm), cholesterol 0 mg, sodium 380 mg, potassium 450 mg.

**New Product–Documentation:** Spot in Health Foods Business. 1993. Oct. p. 17. “Green Giant Unveils its own Veggie Burger.”

*Soybean Digest*. 1993. Dec. p. 53. “Green Giant adds soybean burgers.”

Talk with product manager at ADM. 1994. Feb. 18. The product was launched under the Green Giant label on 1 Feb. 1994. Shipments have been made to the San

Francisco Bay area and the product should be sold at Safeway or Lucky chains now or in the near future. It may go into a supermarket either via the frozen foods section or the meat department (look in the frozen meat case, which also contains frozen fish, frozen hamburger patties, frozen entrees, etc.).

Product (3 flavors of burgers) with Label purchased at Safeway supermarket in Lafayette, California. 1994. May 18. Price: \$2.99. Frozen. Label. 8.5 by 4.25 by 1.12 inches thick. Dark green, light green, white, and yellow. A color photo shows a patty on a bun, topped with lettuce, a slice of tomato, and two onion rings, with a second bun behind them. “Healthier Eating Made Easy. 79% less fat than ground beef. All vegetable. Zero cholesterol.” On back panel: “Quit beefing! Enjoy Green Giant Harvest Burgers. Finally a burger that’s good for you!”

Talk with Green Giant consumer information person. 1995. July 31. Green Giant Harvest Burgers were launched in a ten-city test market on 4 Oct. 1993. This was expanded to about 20 cities on 15 Feb. 1994. Then they went to full national distribution in the fall of 1994.

2643. **Product Name:** Realeat VegeMince (Meatless Minced Beef).

**Manufacturer’s Name:** Haldane Foods Group.

**Manufacturer’s Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 908 211311.

**Date of Introduction:** 1993 October.

**Ingredients:** Incl. wheat gluten, soy protein.

**Wt/Vol., Packaging, Price:** 1 lb bag. Retail for £1.99 (10/93, England). Also in 3 lb catering bags.

**How Stored:** Frozen.

**New Product–Documentation:** Ad (full-page, color) in BBC Vegetarian. 1993. Oct. p. 3. “Realeat VegeMince. Make a meal of it! New” A photo on the top half of the page shows a plate of spaghetti topped with a minced meat sauce. The text reads: “How would you like to enjoy your favorite dishes, but without meat? Well now you can. Simply use new Realeat VegeMince straight from the freezer instead of beef mince to create a wide variety of dishes with a really authentic taste and texture.” The product has the Vegetarian Society seal of approval.

Spot in SoyaFoods. 1993. Autumn. p. 5. “Haldane launches Vegemince.” This meatless blend of vegetable proteins is based mainly on wheat protein (gluten) plus some soy protein. It has been created from a new process developed by Haldane (patent pending) to give the taste and texture of minced beef. It comes pre-cooked and frozen in a 1 lb pack and provides 32 gm of protein per 100 gm.

2644. *Health Foods Business*. 1993. Green Giant unveils its own veggie burger. Oct. p. 17.

• **Summary:** “Pillsbury and Archer Daniels Midland



(ADM) announced jointly that Green Giant, a Pillsbury Division, will become the exclusive marketer of a low-fat, no-cholesterol, all-vegetable patty that has been developed by ADM. The alliance stems from what both companies perceive as a growing demand from consumers for healthful foods that provide taste and convenience.

“As part of the agreement between ADM and Pillsbury, Green Giant Harvest Burgers, an alternative to meat-based burgers, will undergo significantly expanded distribution—from 9 cities presently to over 50 percent of the United States by the end of September 1994. ADM has marketed the product selectively since its introduction in 1991, and the company approached Pillsbury to create greater grocery store distribution and higher consumer awareness.

“Green Giant Harvest Burgers will be sold in frozen form in grocery stores. The line will include four varieties—original, Southwest style, Italian style, and breakfast patties.”

**2645. Product Name:** Trim Slice Meatless Cold Cuts [Turkey Style, Smoked Turkey Style, Pastrami Style, Roast Beef Style, Ham Style].

**Manufacturer’s Name:** Heart & Soul (Manufacturer). A division of Vitafort International Corp. (Marketer).

**Manufacturer’s Address:** 1800 Avenue of the Stars, Suite 1114, Los Angeles, CA 90067. Phone: 310-552-6393.

**Date of Introduction:** 1993 October.

**Ingredients:** All flavors: Water, vital wheat gluten, isolated soy protein, natural flavor, herbs & spices, canola oil.

**Wt/Vol., Packaging, Price:** 6 oz vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** See next page. This product line was launched in Sept. 1990 by Gourmet Naturally (Manufacturer). Common Objective Co. (Marketer-Distributor); labels were sent by Andrew Harrison of Common Objective Co.

News release. 1993. Sept. “Vitafort International Corporation acquires Heart & Soul Products.

Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1994. March 10-13. “New! from Vitafort. All natural, incredibly delicious Trim Slice Meatless Cold Cuts. 98% fat free.” Made by Heart & Soul, a division of Vitafort International Corp.

**2646. Product Name:** Lightlife Savory Seitan [Barbecue Sauce, Teriyaki Sauce, or Traditional Bulk].

**Manufacturer’s Name:** Lightlife Foods, Inc.

**Manufacturer’s Address:** P.O. Box 870, Greenfield, MA 01302. Phone: (413) 774-6001.

**Date of Introduction:** 1993 October.

**Ingredients:** Barbecue: Organic stone-ground wheat flour, water, soy sauce, honey, spices, spice extracts, natural flavors, salt, potato starch, dried onion, guar gum, liquid smoke, kombu.

**Wt/Vol., Packaging, Price:** 8 oz paperboard box.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Leaflet distributed at Natural Products Expo East in Baltimore, Maryland. 1993. Oct. “New! Lightlife. Savory Seitan.”

Spot in NFM’s New Product Review. 1994. Spring (May). p. 12. A photo shows two 8 oz packages of the product (Teriyaki Sauce and Barbecue Sauce).

**2647. Product Name:** Soyboy Veggie Sizzler (Fat-Free Pre-Cooked Vegetarian Burger).

**Manufacturer’s Name:** Northern Soy, Inc.

**Manufacturer’s Address:** 545 West Ave., Rochester, NY 14611. Phone: 716-235-8970.

**Date of Introduction:** 1993 October.

**Ingredients:** Filtered water, soy protein concentrate, dried onion, wheat gluten, molasses, natural flavoring, yeast, garlic powder, spices, vegetable gum.

**Wt/Vol., Packaging, Price:** 6 oz.

**New Product–Documentation:** Spot in New Product News. 1993. Oct. 12. Gives the product’s ingredients.

Leaflet distributed at Natural Products Expo East in Baltimore, Maryland. 1993. Oct. “And you thought fat-free tasted like cardboard? Not Veggie Sizzler. We took out the fat and filled it with flavor! Introducing the world’s first fat-free burger.” Health Foods Business. 1993. Dec. The product is said to have a grilled flavor and meaty texture.

**2648. Product Name:** Trader Joe’s Vegetable Tofu Patties.

**Manufacturer’s Name:** Trader Joe’s (Product Developer-Distributor).

**Manufacturer’s Address:** P.O. Box 3270, South Pasadena, CA 91031-6270. Phone: 818-441-1177.

**Date of Introduction:** 1993 October.

**Ingredients:** Organic tofu (filtered water, whole organic soybeans [Grown and processed to the California Organic Act of 1990], natural nigari and/or calcium sulfate [naturally derived coagulants]), onions, carrots, cabbage, mushrooms, wheat pilaf, red bell peppers, tamari (water, soybeans, sea salt, grain alcohol [a natural preservative]), sunflower seeds, sesame seeds, currants, hi oleic safflower oil and/or hi oleic sunflower oil.

**Wt/Vol., Packaging, Price:** 6 oz vacuum pack retails for \$1.49 (10/93, Concord, California).

**How Stored:** Refrigerated.

**Nutrition:** Per 1.53 oz.: Calories 160, protein 10 gm, carbohydrates 12 gm, fat 8 gm, sodium 400 mg.

**New Product–Documentation:** Trader Joe’s Fearless Flyer. 1993. Oct. p. 13. “Vegetable Tofu Patties \$1.49 for package of two. Fully cooked, no eggs, no dairy. Here’s a good choice when you want to prepare a meatless meal.”

Product with Label purchased from Trader Joe’s in Concord, California. 1993. Oct. 10. 3.5 inch diameter. Black and bluish green on light blue. Self adhesive. “No dairy.

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No eggs. Fully cooked. Grill for 3 to 4 minutes or heat in a toaster. Use in sandwiches or salads. Keep refrigerated.” Soyfoods Center taste test. Delicious!

2649. **Product Name:** Better Burger.

**Manufacturer’s Name:** Woodstock Whole Earth Foods Inc.

**Manufacturer’s Address:** P.O. Box 1118, Woodstock, NY 12498. Phone: 914/679-7940.

**Date of Introduction:** 1993 October.

**New Product–Documentation:** Leaflet distributed at Natural Products Expo East in Baltimore, Maryland. 1993. Oct. “Isn’t it time for a Better Burger?”

2650. Worthington Foods, Inc. 1993. Third quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** Net sales are up 7.2% for the first 9 months of 1993 compared with the same period one year ago. Third quarter sales are up 8.3%. But net income (profits) are down 19.6% for the first 9 months, and down 25% for the third quarter. “Egg white prices have been the major factor for the decline in gross margins and net income during the first nine months of 1993 compared to 1992.”

“Today we announced 34 additional Burger King restaurants in New York state have added Grillers to their menu, effective in early November. Griller sales continue to be strong in the 4 test restaurants.” Address: Worthington, Ohio. Phone: (614) 885-9511.

2651. Garland, Jackson. 1993. Vegetarians’ holiday dinner solution: tofu turkey. *Lumberjack (The) (Humboldt State Univ. Newspaper)*. Nov. 17. p. 15.

• **Summary:** Gives a recipe (from *The Co-op Newsletter*) for “Tofu turkey,” that uses 5 lbs. of tofu. Address: Staff.

2652. Crooks, Salle Richards. 1993. Burger King’s experiment expands in Southern tier. *Star-Gazette (Elmira, New York)*. Nov. 23. p. 4B.

• **Summary:** Burger King has expanded the test marketing of its meatless burger, the Griller, to a total of 38 restaurants in the Elmira-Rochester area of upstate New York. Made by Worthington Foods Inc. of Ohio, the product is flame broiled and kept separate from meat products. The Griller was introduced to satisfy customers in Watkins Glen connected with the Farm Sanctuary, which rescues abused farm animals. A large photo shows a little girls eating a meatless burger and liking it.

2653. Reis, Ademar. 1993. History of his work with soyfoods, seitan, and gluten (Interview). *SoyaScan Notes*. Nov. 29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Ademar, age 46, was born on 2 May 1947 in Santos, Sao Paulo, in Brazil. In the early 1950s when Brazil

started growing more soybeans. His mother was a very well educated person and she liked to read; she also had many children and the family was rather poor, so they could not afford to buy meat, milk, or other animal products. Not far from their home was an agricultural department. His mother would send him there, and they would give him free soybeans, which he and his mother would cook or use to make soymilk.

He entered law school in Brazil in the early 1970s, but upon graduation he became an actor and had a theater group. At the time, life in Brazil was very hard and repressive due to the military government. He went against the government and he had to flee the country in June 1973. Since he had several Brazilian friends living in Los Angeles, he went to live with them there. One day while shopping at Erewhon on Beverly Blvd. in Los Angeles he learned about the East West Center.

He moved into the East West Center, a macrobiotic commune on [7357] Franklin Ave. in Hollywood, California 90028. At that point his girlfriend, Iseti, joined him from Brazil; they were married in America in Oct. 1975. First he started working as Roy Steevensz’ assistant making foods. Then in late 1973 or early 1974 he started a company named East West Cookery, where he made Soy Burgers, which he sold to many health food stores in and around Los Angeles, including the Erewhon retail store. To make the burgers he would soak whole soybeans, pressure cook them until soft, then cool and mash them for use as a binding agent. He would mix the mashed soybeans with cooked brown rice and fresh onions, parsley, and carrots. He would shape the mixture into patties, which he baked in an oven. He made the burgers in the kitchen of the big East West Center. In terms of logistics, he would wake up at 4:00 in the morning, cook the soybeans and let them cool. Later, after others had finished breakfast in the kitchen, he would shape and bake the burgers. He would put these between buns, with lettuce, tomatoes, etc. and distribute them to stores.

After several years he decided that he wanted to move to Boston to be close to Michio Kushi. He and his wife, Iseti, went to live at the Kushi macrobiotic study house in Newton, Massachusetts. In Newton he tried to support his wife (who was pregnant) and himself by doing some translation of articles from a Brazilian newspaper. After a few months, they realized they could not make a living doing translation, so Ademar decided to move to Somerville, re-activate East West Cookery, and start making Soya Burgers again—just about the same time his son was born (in October). After making the down payment on the apartment, they found themselves out of money. So they went to see Aveline Kushi (who he met when she lectured in California) at her home in Brookline. She gave him \$500 to get his business started and she put only one condition on the gift: “Don’t put too much garlic in the food.” He has kept in touch with her over the years.

The Seventh Inn made the bread for Ademar's burgers' buns. First he made the burgers out of his home in Somerville, Massachusetts, but he was caught by the Board of Health, so he had to move to a commercial kitchen.

One day a young man named David came from San Diego (where he had been a lifeguard), tasted Ademar's product, and ended up working with the company for a year. Tom was also an artist, and before he left, he drew a logo, wrote "Season's Harvest" in it, and gave it to Ademar as a present. In 1977 decided to rename his company Season's Harvest. Between the late 1970s and the early 1990s Ademar developed a line of about 20 different types of sandwiches (including Solar Burger sandwiches [with Wheatmeat made from Seitan], in 1976), many different burritos (including and a Tofu and Brown Rice Burrito, in about 1978), 20 different types of salads, and carrot juice. In about 1980 Season's Harvest introduced Tuna Salad and Chicken Salad, each containing textured soy protein concentrate; these are the only two products in his line that are not vegetarian.

Until 1987 Season's Harvest did its own distribution throughout the area (Massachusetts, Connecticut, New York, Philadelphia [Pennsylvania], etc.). Then from 1987 to 1990 the company turned over part of its distribution to a natural foods distributor named Country Barn. In 1990 Country Barn went out of business, with large unpaid debts to Season's Harvest. Ademar picked up two distributors in New York: Craig Coester and Ed Wolf.

Looking for a bigger market, in the winter of 1991 Ademar contacted a little company in Massachusetts named Idyllwild Farms, which prepares food and puts food together for major airlines. He made a presentation but nothing developed. One day Continental Airlines contacted Idyllwild saying, "Look, we're having a lot of requests for vegetarian meals, what can you come up with?" Idyllwild spent a great deal of time trying to find meals that were acceptable to Continental's headquarters in Texas, but to no avail. As a last resort, in about December 1992, they went to Ademar. He set to work modifying the Dream Burger. It was an instant hit at Continental—so they asked for more vegetarian products and a dish with mushrooms and onions. Ademar designed the Vegetable Patty. Then they wanted something for breakfast, so he made the Veggie Breakfast Sausage. The first order from Idyllwild arrived in March 1993—the last arrived on 29 July 1993. Idyllwild declared bankruptcy, and Ademar lost \$12,000 that Idyllwild owed his company. It was a small disaster. Fortunately, Ademar was able (by great good fortune) to reestablish his contact with Continental and today they are still ordering from him. Idyllwild had hidden the names of its suppliers. Subsequent soy- or gluten-related products included: Dream Burger (1991, June, to be renamed Dreamburger in 1994), Vegetarian Meatball, and Vegetarian Bacon Bits (1992, Feb.), Seitan (1992, June), Cajun Burrito (1992, Nov.), Vegetable Patty (1993, March), and Veggie Breakfast Sausage (1993, March).

Ademar is now looking for a plant or company to make his Veggie Breakfast Sausage. He met Ernie Mucke, who is a fourth-generation sausage maker and who owns a traditional sausage company named Mucke's. Ernie, who is in his late 30s, grew up working in the plant and knows every detail of the machinery. His 4-year-old son has many allergies so his wife started cooking vegetarian meals, which Ernie likes, so now he is very open to vegetarianism. Ernie's wife's brother, who had spiritual powers and lived in Arizona, was Ernie's spiritual guide. Just before he died, this spiritual guide told Ernie that someone would come into his (Ernie's) life and his sausage plant would be transformed, and he would end up making vegetarian foods. Ademar and Ernie are now working out plans together.

In about mid-1992 Sysco, America's largest food distributor, began to carry Ademar's products; he is with their Hallsmith Sysco division. About 6 months ago he also got into J.P. Food Services (Monarch); Harvard University buys his products. The last few months, in working with Protein Technologies International, ADM, and Central Soya, Ademar has learned many new things about food technology and product formulation. So now he is reformulating many of his products. Currently his best-selling products are Bean & Cheese Burrito, Hoomus [Hummus], Tabouleh [Tabbouleh], and Dream Burger—in that order. He now owns the largest natural-food sandwich company in New England—followed by New World.

Ademar has kept good records of his years of pioneering work with natural foods; his files may be able to add more detail and accurate dates and names to this story. He still uses macrobiotic principles in formulating his recipes to balance yin and yang, but he is not as strict as he used to be; he now eats tomatoes and eggplants. Address: Founder and owner, Season's Harvest, 52 Broadway, Somerville, Massachusetts 02145. Phone: 617-628-1182.

2654. **Product Name:** Tofu Turkey, and Cashew Gravy.

**Manufacturer's Name:** Daybreak Foods.

**Manufacturer's Address:** 768 18th St., Arcata, California 95521. Phone: (707) 825-7480.

**Date of Introduction:** 1993 November.

**Ingredients:** (1) Tofu Turkey: herbs, tofu, garlic, turmeric, tamari, rice flour, vegetarian nutritional yeast, salt, white pepper. Bread Stuffing: onions, celery, bread crumbs, herbs, canola oil, salt, white pepper, miso, water, bayleaf. (2) Cashew Gravy: Cashews, water, sea salt, tamari, white pepper, flour.

**How Stored:** Refrigerated.

**New Product—Documentation:** These are two separate products: Labels (Tofu Turkey, Cashew Gravy) sent by Matthew Schmit. 2002. Sept. 24. Both are pressure sensitive, green on white, 3.5 x 2.5 inches.

Talk with Matthew Schmit. 2009. March 6. Daybreak Foods is no longer in business. He sold his restaurant



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**TOFU  
TURKEY**

**INGREDIENTS**  
Tofu Turkey: herbs, tofu, garlic, turmeric, tamari, rice flour, vegetarian nutritional yeast, salt, white pepper.  
Bread Stuffing: onions, celery, bread crumbs, herbs, canola oil, salt, white pepper, miso, water, bayleaf.

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**To Reheat Gravy**  
**Sauce pan:**  
Put 2 oz. water for each cup of gravy into pan; then add the gravy. Turn heat to medium high and stir constantly until hot.  
**Microwave:**  
Heat one cup gravy for 2 minutes then stir. Heat 1 more minute.  
**Oven:**  
If you have room in your baking dish, pour gravy into bottom in the last 20 minutes of baking time. Add a small amount of water and stir if necessary.

**INGREDIENTS:** Cashews, water, sea salt, tamari, white pepper, flour.

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and company to a couple in about 2004. The new owners (Paul, and his wife, Hahnelea Boehm—an ex-employee of Matthew's) continued to make the Tofu Turkey and the Gravy for the Thanksgiving and Christmas season only until 2007, and they were quite as aggressive as Bob Meeks was. They closed in the fall of 2008; they were splitting up and the restaurant got caught up in the legal battle.

2655. McCarty, Meredith. 1993. Food: A vegetarian turkey.

*Co-op Newsletter (Arcata, California)*. Nov.

• **Summary:** Gives a macrobiotic recipe for “Tofu turkey with herbed bread stuffing and mushroom gravy” [vegetarian], that uses 5 pounds of tofu and makes 16 servings. At end of article: “Thanks to Mathew Schmit, owner of The Tofu Shop” (768 18th St., Arcata, California 95521). Address: Staff.

2656. Segal, Mara. 1993. Food for thought: From the Co-Op's Spoons take-out kitchen. *Co-op Newsletter (Arcata, California)*. Nov.

• **Summary:** Gives a recipe for “Tofu turkey” [vegetarian], that uses 5 lbs. of Tofu Shop tofu. A photo shows Mara Segal in a large kitchen. “‘Spoons’ is the Arcata Co-op's own take-out kitchen, featuring ‘convenient cuisine’—delicious salads and entrees made with locally grown and organic ingredients whenever possible. Mara Segal is the kitchen manager at Spoons.

Talk with Matthew Schmit. 2009. March 6. The Tofu Shop was very close to the Arcata Co-op—which is a large organization. The Shop used to make the Tofu Turkey for the annual co-op employee Thanksgiving dinner, and give it to them so they would have a vegetarian alternative; they did that every year for years. Then Mara stepped in, started making the Tofu Turkey for her fellow employees, and adapted and improved the recipe; she never sold it. Matthew thinks she had been making it for at least several years before this article was written. Her improvement was later adopted by Bob Meeks. What she did, and what Mathew is doing now, is to mash fresh tofu, add spices and flavors, then mold and press it into a colander bowl, then put the stuffing in a hollowed-out cavity, then put more tofu over the bottom of that. Address: Staff.

2657. **Product Name:** Meatless Jumbo Franks (Hot Dogs).  
**Manufacturer's Name:** White Wave, Inc.  
**Manufacturer's Address:** 1990 North 57th Court, Boulder, CO 80301. Phone: 303-443-3470.

**Date of Introduction:** 1993 November.

**New Product–Documentation:** Talk with Lon Stromnes. 1993. Feb. 9. This product, which may be named Fat-Free Meatless Healthy Franks (Hot Dogs), will be launched in about April 1993. It will contain no eggs.

Talk with Lon Stromnes. 1993. April 14. This product will probably not be on the market until about late May. The product has been redesigned to be about 98% fat free. Also, their Meatless Healthy Franks is coming out in an improved formulation with much better texture.

Product Alert. 1993. Oct. 11. Jumbo Meatless Healthy Franks have been added to the White Wave line of refrigerated meat substitutes.

Talk with Lon Stromnes. 1994. Feb. 21. This product, called Meatless Jumbo Franks, was launched in Nov. 1993.

2658. Ruggles, Kristi. 1993. Schools put veggie burger on their menu: ADM to supply three Decatur high schools. *Herald and Review (Decatur, Illinois)*. Dec. 8.

• **Summary:** “Decatur—Students at Decatur’s three public high schools will sink their teeth into a new sort of burger today; a vegetable burger.”

ADM’s sales are picking up to The Pillsbury Co. and to the Ukraine.

“The burger is being promoted as a healthy and tasty alternative to meat.”

The British eat 70 million veggie burgers a year.

2659. Leiss, Richard S. 1993. Re: History of the use of spun soy protein fibers at Worthington Foods. Letter to William Shurtleff at Soyfoods Center, Dec. 16. 2 p. Typed, with signature on letterhead.

• **Summary:** Richard has just located a copy of the July 1962 issue of the *Worthington Chopletter*. The enclosed article is the earliest written reference he has been able to find on wet spun soy protein fibers and commercial retail products containing them. “The article does not specifically state which product was sold first, but certainly the Soyameat Fried Chicken Style, Minute Entrees Fried Chicken Style, and Minute Entrees Sliced Whitemeat Style were the first three.

He began to work for Worthington Foods in August 1962. At that time Worthington was not doing any commercial spinning of soy protein fibers. It is likely that at that time these wet fibers were being purchased primarily from the Ralston Purina Co. “Following the completion of the Worthington Foods research center in October 1964, a spinning line was set up in the pilot plant. This line was expanded so that commercial quantities of fiber were produced, probably beginning in 1965. This operation was continued until the construction of a larger manufacturing plant in 1970, at which time the spinning was relocated to the new building.

“During the same time period (1962-1968) some limited quantities of spun fiber were obtained from General Mills as well. It was my understanding that the GM fiber spinning line was located in the James Ford Bell Research Center, and I remember Worthington receiving fiber from General Mills for use in retail products. The fiber from each source [Ralston Purina and GM] was slightly different and had to be handled somewhat differently in production.

Richard is not aware that Worthington Foods ever sold wet spun fiber to Loma Linda Foods. “Certainly during the early years it was not a consideration by Worthington management because it did indeed give Worthington Foods a strong advantage over Loma Linda.”

“I have considered it an honor to have been a part of the evolution and development of the vegetarian food business in the United States. Knowing and being able to work with pioneers such as “Kelly” Hartman, Bob Boyer, “Cal”

Calvert, and Bill Atkinson have made my career something special...” Address: Director, R&D, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085-3194. Phone: 614-885-9511.

2660. Bria, Rosemarie Dorothy. 1993. Not dogs anyone? Meatless market goes mainstream. *E: The Environmental Magazine* 4:48. Dec. \*

• **Summary:** Includes example of meatless product by Yves Veggie Cuisine.

2661. *Food Production / Management (Baltimore, Maryland)*. 1993. Pillsbury and ADM to market Giant Green frozen Harvest Burgers. Dec.

• **Summary:** ADM has marketed this product selectively since its introduction in 1991. Harvest Burgers are presently marketed in Minneapolis, Minnesota; Chicago, Illinois; Indianapolis, Indiana; St. Louis, Missouri; Milwaukee, Wisconsin; Houston, Dallas, and San Antonio, Texas; and Louisville, Kentucky.

Pillsbury is a subsidiary of the Food Sector of Grand Metropolitan PLC, one of the largest international companies in the United Kingdom and a world leader in drinks, retailing and food. GrandMet sales are in excess of \$14,000 million. Other U.S. subsidiaries include Burger King, Carillon Importers, GrandMet Foodservice Inc., Haagen-Dazs, Heublein, the Paddington Corporation, and Pearle Inc.

2662. **Product Name:** Alpha-Omega Burger.

**Manufacturer’s Name:** Local Tofu.

**Manufacturer’s Address:** 307 Route 59, West Nyack, NY 10994-2033. Phone: 914-358-2309.

**Date of Introduction:** 1993 December.

**Ingredients:** Organic okara, flaxseed, whole wheat, barley, cornmeal, brown rice, buckwheat groats, carrots, sweet potato, cabbage, kale, parsley, collard, tofu, broccoli, soymilk, tamari, herbs, spices.

**Wt/Vol., Packaging, Price:** 8 oz.

**How Stored:** Refrigerated.

**New Product—Documentation:** Label sent by Sam Weinreb. 1996. May 21. 3½ inch diameter. Green on white. “Precooked—Steamed—Heat and eat.” Talk with Sam Weinreb, founder and owner of Local Tofu. 1996. May 27. This product was launched in Dec. 1993. Each pack contains 3 patties.

2663. *Soybean Digest*. 1993. Green Giant adds soybean burgers. Dec. p. 53.

• **Summary:** In October 1993, Green Giant, a division of Pillsbury, became the exclusive marketer of Harvest Burgers, developed by ADM in 1991. ADM has been producing the burgers in Decatur, Illinois, and marketing them in only 10 cities. Because ADM does not have the sales and distribution networks in place to handle a frozen product, the company



teamed up with Pillsbury. Pillsbury plans to dramatically expand distribution to over 50% of the U.S. by the end of 1994. Annual sales are projected to reach \$40-60 million within 3 years. So packages of frozen soy burgers are now adorned by the famous face of the Jolly Green Giant. Green Giant Harvest Burgers are sold in four varieties: Original, Southwestern Style, Italian, and breakfast. A package of four patties retails for about \$2.69. Pillsbury will target its product toward America's nearly 12 million vegetarians.

2664. Wittenburg, Bonnie. 1993. Archer Daniels Midland Company: NYSE-ADM. Minneapolis, Minnesota: Dain Bosworth. 36 p. 28 cm.

• **Summary:** Contents: Summary and recommendation: Valuation. Company profile. Operating review. Corn refining: High fructose corn syrup (HFCS), ethanol, bioproducts. Oilseed processing (soybeans, soy meal, soy oil): Edible soy proteins (soy protein concentrates, isolates, soy flour, and textured soy flour). Wheat milling. Other products and businesses. International trade: NAFTA and GATT. Financials. Recent results. Outlook and conclusion.

Index of exhibits. ADM sales by segment in 1988 and 1993 (p. 5; In 1993: Oilseed processing 50%, corn refining 28%, wheat milling 13%, other 9%). U.S. oilseed processing capacity (p. 20; ADM 28% of U.S. capacity, Cargill 25%, Bunge 16%, Ag Processors 14%, Central Soya 10%, Other 7%). World oilseed production by crop (p. 20; Soybeans account for 52% of the 227.3 million metric tons [tonnes] total). World soybean production by country (p. 20; Total 116.9 million tonnes, of which the U.S. produces 51%, Brazil 19%, Argentina 10%, China 9%, Other 11%). World vegetable oil consumption 1992 by crop (p. 21; Total 584. million tonnes, of which soybean is 30%, palm 21%, rapeseed 15%, sunseed [sunflowerseed] 14%, peanut 6%, cottonseed 6%, other 3%). Soybean meal use by livestock (p. 20; Poultry 51%, swine 27%, beef 8%, dairy cows 7%, other 7%). Largest exporters of soybean meal: 1990-1994 (tonnes in 1993/94 EC-12 8,830, Brazil 6,550, USA 4,944). Largest importers of soybean meal: 1990-1994 (tonnes in 1993/94 EC-12 13,630, Asia and Oceania 4,936, Middle East and North Africa 2,443).

This "Dain Bosworth Research Report" is "A fundamental appraisal of investment value." "ADM is so big and efficient, and its product lines are so diverse, that it can benefit from almost any positive trend impacting agriculture worldwide. ADM is believed to be the largest corn refiner, oilseed processor and flour miller in the United States... We recommend purchase of ADM shares based on our expectations of improved earnings momentum beginning in the fourth fiscal quarter of fiscal 1994."

Concerning edible soy proteins (p. 23-24): The entire U.S. meat substitute market is estimated at \$50-100 million annually today, and growing at 5-8% a year. The Green Giant Division of Pillsbury is marketing ADM's burgers under

the name Green Giant Harvest Burger. Worthington Foods of Ohio is the leader in the meat substitute category. Their Morningstar Farms burgers are precooked whereas ADM's burgers require cooking. ADM sold 70 million veggie burgers in fiscal 1993 and is now building capacity to triple production. A company named Aton, said to be one of the largest private enterprises in the Ukraine, has an agreement with ADM whereby ADM will be shipping \$100 million of soy-based food ingredients to the Ukraine by the summer of 1994.

Toepfer, which was started in Germany in 1919, handles approximately 9% of the total world grain trade and about 35% of the world trade in feedstuffs. ADM owns 50% of Toepfer; the other half is owned by 14 cooperatives from 7 countries including Gold Kist, Agway, Harvest States, AGP, etc. in the USA.

"We continue to believe that the long-term story for ADM is among the best of the companies we follow." "In our opinion, ADM is among the best positioned, best managed, and financially sound ag processing companies around" (p. 35). Address: 60 South Sixth St., Minneapolis, Minnesota 55402-4422. Phone: (612) 371-2728.

2665. **Product Name:** [Seitan Burgers (With Rice & Mushrooms, With Millet & Carrots)].

**Foreign Name:** Crocchette (ai Funghi Porcini, al Miglio).

**Manufacturer's Name:** Biolab.

**Manufacturer's Address:** Via dei Grabizio 11, 34170 Gorizia, Italy. Phone: +39 481 533522.

**Date of Introduction:** 1993.

**Ingredients:** With Rice & Mushrooms: Partially polished rice, wheat gluten (*glutine di frumento*), dried boletus mushrooms (8%), dried grated bread (*pane grattugiato*), onion (*cipolla*), garlic (*aglio*), parsley (*prezzemolo*), sunflower seed oil (cold pressed), sea salt.

**Wt/Vol., Packaging, Price:** 300 gm (2 servings of 150 gm each) vacuum packed separately, side by side.

**How Stored:** Refrigerated.

**New Product-Documentation:** Label and letter sent by Maura Ghiraldini and owner Massimo Santinelli. 1998. Dec. 5. This new (Dec. 1998) label (3½ by 5 inches) has the same pastel background for all seitan products—a stylized view of the sea and sky, with mountains on both sides and rolling hills in the foreground. At the top right is a smiling sun. At the lower left are two sunflowers; at the lower right ears of wheat. Text: "Organically grown (*prodotti dalla agricoltura biologica*)." "Ready in 5 minutes (*Pronto in 5 minuti*)."  
Refrigerate at 4°C. A small symbol shows a person recycling the container.

2666. **Product Name:** [Tofu Burgers].

**Foreign Name:** Crocchette al Tofu.

**Manufacturer's Name:** Biolab.

**Manufacturer's Address:** Via dei Grabizio 11, 34170

Gorizia, Italy. Phone: +39 481 533522.

**Date of Introduction:** 1993.

**Ingredients:** Partially polished rice, tofu (soy), onions (*cipolle*), carrots, sweet peppers (also called bell peppers; *peperoni*), bread crumbs (*pane grattugiato*), various spices (3%), sunflower seed oil, salt.

**Wt/Vol., Packaging, Price:** 300 gm (2 servings of 150 gm each) vacuum packed separately, side by side.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label and letter sent by Maura Ghiraldini and owner Massimo Santinelli. 1998. Dec. 5. This label (6 by 2.75 inches) has dark green text on a wavy red, orange, and yellow pastel background. A small blue and white oval logo states: “AgriEco Bio–Organically grown and certified (*Prodotti Biologici–Controllati e Garantiti*).” Refrigerate at 4°C. A small symbol shows a person recycling the container. This product has been discontinued.

2667. **Product Name:** Boca Burger (Meatless) [Original No-Fat, Chef Max’s Favorite, Hint of Fresh Garlic, Raw Meatless Product].

**Manufacturer’s Name:** Boca Burger Co., Div. of Energy Foods.

**Manufacturer’s Address:** 1101 Holland Dr. Suite 24, Boca Raton, FL 33487. Phone: 407-241-5030.

**Date of Introduction:** 1993.

**Ingredients:** Original flavor: “Protein from a new, delicious generation of soy with purified water, potato starch, soy fiber, dehydrated onion, natural flavors, spices, carrageenan (natural extract of an ocean plant), fresh garlic, natural malt extract.”

**Wt/Vol., Packaging, Price:** 10 oz. Four 2.5 oz patties per box.

**How Stored:** Frozen.

**Nutrition:** Per burger (71 gm): Calories 84, calories from fat 0, total fat 0 gm (0% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 227 mg (9%), total carbohydrates 9 gm (dietary fiber 5 gm, sugars 0 gm), protein 12 gm. Potassium 338 mg. Vitamin A < 2%, calcium 5%, vitamin C 3%, iron 8%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** Western Livestock Journal (Denver, Colorado). 1994. June 27. “White House menu now has new soy burgers: 4,000 in six weeks.” The meatless product is fat free and has only 100 calories per serving. Sarah Fritschner. 1994. Clarion-Ledger (Jackson, Mississippi). Aug. 24. “One burger... Hold the meat.” Max Shondor makes the Boca Burger in Florida.

Talk with Max Shondor [real name, Richard Gross]. 1994. Nov. 17. He spent two years developing this line of products, which he manufactures. Each of the first three products is available in both a packaged consumer form and as a bulk foodservice product. They do private label for all foodservice products. The Original flavor is a vegan

product. Chef Max’s Favorite contains a little Cheddar cheese and only 2% fat. Hint of Fresh Garlic is made with a little Mozzarella cheese and contains only 2% fat. They have a fourth unflavored product that is sold in bulk, 4 x 4-lb sleeves to a case, only to foodservice. It is vegan, and contains no fat; it handles like ground beef, and can be used to make burritos, tacos, burgers, meatless meatloaf, etc. They sell it to Pritikin and to Millie’s in San Rafael and her Millennium restaurant in San Francisco, California. The retail products are all pre-baked, but the bulk product is sold both raw and pre-baked. The main ingredient is ground up soybeans combined with some soy concentrates—prepared by a proprietary process. “We have the health food distributors on allotment; we are not yet able to supply all the product they want. We’re now making our products 24 hours a day, 7 days a week. We’re building a new plant that should be ready in 3-4 weeks.”

Max got involved in this kind of work about 18 years ago, when he had some natural food restaurants in Florida, where he baked pita bread sandwiches through a conveyor oven. He also had a commissary, where he made most of his products. He made a fried vegetarian burger then named the Sunburger, which he sold only at his restaurants. About 3 years ago he decided to develop a much better burger that contained little or no fat, had a texture that goes well between a bun, and has a good flavor. A few vegetarians don’t like it because they think it tastes too much like meat. His process is very original and proprietary.

Products (with Labels) sent frozen by Max Shondor. 1994. Dec. 1. Original: 8¼ by 4¼ by 1¼ inches. Paperboard box. Patties are individually sealed in a small plastic bag. Black, green, and red on white. Photo of a grilled patty below a sesame bun, and above sliced onion, tomato, and lettuce. “You won’t believe it! A revolutionary taste sensation. Meatless. No fat. No cholesterol. High protein. High fiber. 84 calories. Pre-baked, just heat. Vegan—No animal ingredients.”

Talk with Jim Corrales of Kinfolk Sprout Farms. 1995. Oct. 27. Richard Gross has changed his name to Max Shondor. He makes the Boca Burger. His phone is now 305-524-1977.

Talk with Nancy Miller at Lake Tahoe. 1998. Aug. 28. Boca Burger is a delicious veggie burger now being promoted on the radio by a gourmet chef; three flavors are sold at Diablo Foods in Lafayette, California.

Product with Label purchased at Safeway supermarket in Lafayette, California. 2000. July 2. “The Original Boca Burger. Meatless. Chef Max’s Favorite.” On the front panel, in white letters on green (1.75 by 0.87 inches) “A delicious source of good-for-you Soy. Contains 10 gm of soy protein per serving.” On one side is the full soy-heart health claim. Four patties retail for \$3.99. The main ingredients are now: Soy protein concentrate, reduced fat cheddar cheese, natural vegetarian flavors, and canola oil.



Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Boca Burger” (or “Boca Burgers”).

2668. **Product Name:** Exitex Blend [Fortified Rice Soy Casserole (Beef Flavor), Fortified Rice Soy Marinara (Chicken Tomato Flavor)].

**Manufacturer’s Name:** Exitex, Inc.

**Manufacturer’s Address:** 2200 Post Oak Blvd., Houston, TX 77056. Phone: 713-850-7095.

**Date of Introduction:** 1993.

**Wt/Vol., Packaging, Price:** 17.6 oz (500 gm) foil pouch.

**New Product–Documentation:** Leaflet titled “Exitex Blend: Prepackaged high protein meals” sent with Christmas Card by Roy Beery of Exitex. 1993. Dec. 13. These prepackaged high-protein meals contain textured soy protein concentrate. Color photos show the packages. Exitex: “Founded in 1985 by the late Mary Carla Weaver. Dedicated to serving the nutritional needs of the missions and humanitarian assistance communities.”

2669. Leatherhead Food Research Assoc. 1993. UK vegetarian food report. Randalls Road, Leatherhead, Surrey KT22 7RY, England. Price: £350 for members, £425 for non-members. \*

• **Summary:** “The 1992 UK vegetarian food market is estimated to be worth over £7,000 million and staple foods such as vegetables, pulses, eggs, cheese, pasta and rice dominate the market accounting for over 95% of sales. Sales of specialist vegetarian food products such as ready meals, Quorn products [made of mycoprotein or fungal protein], burgers and grills, and soya products amounted to an estimated £308 million in 1992 representing less than 5% of the total vegetarian food market. One of the most important trends in the vegetarian food industry in recent years has been the increasing involvement of the major mainstream food manufacturers in the supply of vegetarian foods, often at the expense of the specialist suppliers. The Report reviews market trends and shares, production and trade, packaging, retailing and advertising, as well as new product activity and manufacturer activities.” (Summary by *Soyafoods*, Autumn 1993, p. 4, 7). Address: Leatherhead, Surrey, England. Phone: +44 372 376761.

2670. **Product Name:** Legume Veggie Cutlet. Legume Taco Pocket.

**Manufacturer’s Name:** Legume, Inc.

**Manufacturer’s Address:** 112 Main Rd., Fairfield, NJ 07045. Phone: 201-263-1013.

**Date of Introduction:** 1993.

**Ingredients:** Tomatoes, tomato paste, water, whole wheat pasta (whole wheat flour, durum flour, water, wheat germ, bran), organic\* tofu [water, organically grown\* soybeans, magnesium chloride (nigari)], canola oil, onions, celery,

honey, parsley, garlic, spices, sea salt. \* = Grown in accordance with California Health & Safety Code 26569.11. **Wt/Vol., Packaging, Price:** 8½ oz (241 gm) plastic bag (boil-in-the bag).

**How Stored:** Frozen.

**New Product–Documentation:** Ad in Natural Food Merchandiser. 1993. p. 80. “How to win a food fight (Lesson #1). Come to Booth 219, 221, Organic Pavilion.”

2671. **Product Name:** [Bjorg Tofu Lasagna].

**Foreign Name:** Björg Lasagnes au Tofu.

**Manufacturer’s Name:** Setrab.

**Manufacturer’s Address:** E111–94538 Rungis Cedex, France.

**Date of Introduction:** 1993.

**Ingredients:** Pâte (wheat semolina\* and water), water, tomato concentrate\*, tofu\* 7.3%, carrots, tomatoes, modified starch, soya proteins, grated bread crumbs, salt, onions, sugar, seasonings.

**Wt/Vol., Packaging, Price:** 300 gm.

**New Product–Documentation:** Label sent by Heather Paine of SoyaFoods in London. 1993. Nov. 3. If you have any questions, contact Distriborg, 217 chemin du Grand-Revoyet, 69230 Saint-Genis-Laval.

2672. **Product Name:** Tesco 10 Vegetarian Sausages.

**Manufacturer’s Name:** Tesco Stores Ltd. (Marketer-Distributor). Made in Israel [probably by Tivall].

**Manufacturer’s Address:** Cheshunt EN8 9SL, England.

**Date of Introduction:** 1993.

**Ingredients:** Textured soya protein, wheat protein, sunflower oil, egg albumen, spices, flavourings, starch, salt, stabilisers (guar gum, carrageenan), vitamin C, niacin, pantothenic acid, vitamin B-1, vitamin B-6, vitamin B-2, vitamin A, vitamin B-12.

**Wt/Vol., Packaging, Price:** 300 gm paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Label sent by David Greenslade. 1994. Oct. 8.75 by 5 by 1 inch paperboard box. Dark green on light green. Color photo of ten sausages on a bed of lettuce on a plate with crocks of seasonings nearby. “Made from soya and wheat protein.”

2673. **Product Name:** Tivall Vegetarian Banger.

**Manufacturer’s Name:** Tivall.

**Manufacturer’s Address:** Kibbutz Lochamei Hagetaot, Oshrat 25220, Israel.

**Date of Introduction:** 1993.

**Ingredients:** Rehydrated soy and wheat proteins, sunflower oil, egg white, natural spices, natural flavouring, sea salt, onion, garlic, vitamin A, vitamin C, B-group vitamins (B-1, B-2, B-6, B-12, niacin, pantothenic acid).

**Wt/Vol., Packaging, Price:** 300 gm paperboard box. Retail for £2.53 (10/94, UK).

**How Stored:** Frozen.

**New Product–Documentation:** Label sent by David Greenslade. 1994. Oct. 8.75 by 5 by 1.25 inches. Dark green, light green and red on tan. Color photo of 4 bangers (like American hot dogs) on a white octagonal dish next to lettuce and one cherry tomato, all set on a wood table with red salt and pepper shakers nearby. “No preservatives. No artificial coloring. Vegetarian food products grown with nature’s goodness. Lightly smoked, shaped and textured vegetable protein.”

2674. **Product Name:** Seitan [Hot & Spicy Szechuan, BBQ Style, Mexican Chili].

**Manufacturer’s Name:** Vegan Epicure.

**Manufacturer’s Address:** 210 Park Place, Ithaca, NY 14850. Phone: (607) 272-0432.

**Date of Introduction:** 1993.

**Ingredients:** Hot & Spicy Szechuan: Wheat gluten, shoyu (water, soybeans), apple cider vinegar, Chinese peppercorns, spices, honey.

**Wt/Vol., Packaging, Price:** 8 oz. vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Spot in Vegetarian Journal. 1994. March/April. p. 27. Talk with Susie Gutierrez, founder and owner of Vegan Epicure. 1994. March 11. She introduced this flavor in 1992.

Label for Hot & Spicy Szechuan sent by Susie Gutierrez. 1994. March 14. 3.75 by 2.25 inches. Black on purple. 8 oz. These dark brown slices are 3 by 5½ by 1/8 inch thick.

2675. *Boots, Gypsy; Arthur, Mike; Hopkins, Jerry.* 1993. *The Gypsy in me! How to look younger and have more energy as you grow older.* Camarillo, California: Golden Boots Co. vi + 102 p. Illust. No index. 22 cm.

• **Summary:** Contents: Dedication and thanks. Introduction, by Charlie Fox. 1. Natural beginnings. 2. Living in nature. 3. Love and marriage. 4. Hollywood meets health nut. 5. Semi-stardom with Steve Allen. 6. Never too late to rejuvenate. 7. Exercise is a way to live. 8. Vital foods. 9. Eat and drink to your health. 10. Recipes for a healthier you. 11. Traveling through life.

In Chapter 8, titled “Vital foods,” the section on legumes includes soy milk, tofu, tempeh, and texturized vegetable protein. Here Gypsy notes that he has always been a vegetarian. Eggs and dairy products once formed a major part of his diet, but now he rarely eats those foods.

Chapter 10, titled “Recipes for a healthier you,” contains the following soy-related recipes: Scrambled tofu. Baked soy bean casserole. Tofu mushroom loaf. Tofu burgers. Soy burgers. Soya-rice flour coffee cake (with soy flour). Shakes (with seed, nut, rice, or soy milk). Many other recipes are seasoned with soy sauce. The Gypsy Boots smoothie (p. 93) calls for: 1 cup fresh apple or orange juice. 1 ripe banana. 1

tablespoon Kyo-Green. 1 date or a few raisins.

Contains many photos, both in black-and-white and color of Gypsy Boots, alone, or with family (p. iii, 19), friends, and celebrities. On the cover is a color photo of Gypsy in short pants standing barefoot on rocks in a stream. Eight unnumbered pages of color photos of Gypsy and friends on glossy paper follow page 70. This book has an unusually commercial tone. Throughout the book, Gypsy discusses the benefits of garlic supplements, wears Wakunaga’s Kyolic T-shirts in photos, and plugs Kyolic garlic quite a bit. Address: Camarillo, California.

2676. **Product Name:** Burritos brand Vegetarian Chili (With Textured Organic Soy Flour).

**Manufacturer’s Name:** Little Bear / Westbrae Natural Foods (Product Developer-Distributor).

**Manufacturer’s Address:** 1065 East Walnut St., Carson, CA 90746. Phone: 310-886-8200.

**Date of Introduction:** 1993?

**Ingredients:** Filtered water, whole organic soybeans\*, brown rice syrup (brown rice, water), tricalcium phosphate, expeller pressed organic canola oil\*, sea salt, vitamin A palmitate, vitamin D-2, riboflavin (vitamin B-2). \* = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

**Wt/Vol., Packaging, Price:** 1 liter (1.06 quart) Tetra Brik Aseptic carton. Retail for \$1.89 (7/92, Maryland).

**How Stored:** Shelf stable; refrigerate after opening.

**Nutrition:** Per 8 fl. oz.: Calories 150, protein 6 gm, carbohydrate 18 gm, fat 5 gm (percent calories from fat 33, polyunsaturated fat 3 gm, saturated fat 1 gm), cholesterol 0 mg, sodium 140 mg, potassium 265 mg.

**New Product–Documentation:** Talk with Bill Bolduc. 1993. Aug. 16.

2677. **Product Name:** [Zonnatura Soya Saté {Skewered Soya Kabobs}].

**Foreign Name:** Zonnatura Soja Saté / Brochettes de Soya.

**Manufacturer’s Name:** Smits’ Reform BV.

**Manufacturer’s Address:** P.O. Box 17, NL-3880 AA Putten, Holland. Phone: (31) 3418-53869.

**Date of Introduction:** 1993?

**Ingredients:** Soy protein concentrate, powdered yeast extract, onion powder, leek powder, white pepper, salt, sugar, curry.

**Wt/Vol., Packaging, Price:** 4 kabobs weigh 100 gm.

**New Product–Documentation:** Label sent by Heather Paine of SoyaFoods in London. 1993. Nov. 3.

2678. Howard, Robert B. 1994. *Archer Daniels Midland Company. Positive Patterns (Rogersville, Missouri)* No. 23. p. 1, 5-6. Jan. 29.

• **Summary:** This is an analysis of ADM stock and its potential based on earnings and charts. The author sees a



very bright future for the company. He believes that “ADM will deliver superior returns to shareholders.” Mr. Andreas is a big-vision person who has a long range plan. Key products are lysine, tryptophan, and threonine for animal feeds, soy milk and Harvest Burgers (ADM Predicts these two products are likely to be the most important for ADM over the next 10 years), biological insecticides (ADM is the world’s largest producer), xanthan gums, and ethanol. ADM is an excellent cash generator. Every year they wisely acquire other companies, and they have an acquisition team that is second to none. They have made dozens of acquisitions during the past decade. Their balance sheet sparkles and is very straight forward and honest. ADM takes the long view. Address: Route 2, Box 248, Rogersville, Missouri 65742. Phone: 417-887-4486.

2679. Weller, Carl; Waller, Mickey “Iris.” 1994. Re: Changes at the Ford Mill in Saline, Michigan. Letter to William Shurtleff at Soyfoods Center, Jan. 28. 2 p. Handwritten.

• **Summary:** “We have all the old blueprints of machinery and buildings, old newspaper clippings as well as current news articles. The property continues to be of interest and has seen many changes since we owned it: Antiques, cider & doughnuts, small shops, furniture, and finally banquets.

“The mill has been transformed into 3 beautiful rooms, i.e. The Carriage House (which is housed in the old extraction building), the Raisin River Café (located on the basement level), and the new Henry Ford Room on the main floor of the mill... Since our retirement, our daughter, Wendy, has taken over and made many wonderful improvements—so it’s an on-going project.”

“P.S. The Ford Heritage Club has meetings in Dearborn, Michigan, and they still serve soy burgers. We are thinking of putting ‘soy’ something on our menus.” Address: 222 Liliuokalani #301, Honolulu, Hawaii 96815.

2680. Shurtleff, William; Aoyagi, Akiko. comps. 1994. Ralston Purina Co. and Protein Technologies International’s work with soybeans and soybean products—Bibliography and sourcebook, 1934 to 1993: Detailed information on 293 published documents (extensively annotated bibliography), 44 commercial soy products, 42 original interviews (many full text) and overviews, 16 unpublished archival documents. Lafayette, California: Soyfoods Center. 147 p. Subject/geographical index. Author/company index. Language index. Printed 4 Dec. 1993. 28 cm. [381 ref]

• **Summary:** The Ralston Purina Co.—originally named the Robinson-Danforth Commission Co.—was incorporated on 8 Jan. 1894 in St. Louis, Missouri. The founders, William H. Danforth (lived 1870-1955), George Robinson, and William Andrews belonged to the same church. The original capitalization was \$12,000. The company began by making horse and mule feed; their product was mixed with shovels on the floor of a back room. In March 1896 Danforth became

the president of the company and on May 26 of that year he became the majority stockholder. The next day the mill was completely destroyed by the worst tornado in St. Louis’ history. Danforth rebuilt the company and made it one of America’s largest producers of animal feeds.

Ralston Purina’s research on soybeans probably dates from the period before World War I, when the meal had to be imported from Manchuria. In 1926 the company established a 712-acre research farm at Gray Summit, Missouri, for testing all ingredients in laboratory-developed formulas. It is not clear when the company first used soybean meal in its feed products.

The company began processing soybeans in the depths of the Great Depression, probably in about 1930. By Aug. 1935 it had plants for processing soybean meal at Lafayette, Indiana, Circleville, Ohio, and St. Louis, Missouri. The company processed over 2,000,000 bushels of 1935 crop soybeans. By 1936 this soybean meal was being used in 14 products, mostly “Purina Chows,” animal feeds made by Purina Mills of St. Louis. It was sold under the famous corporate trademark, the red and white checkerboard.

By the early 1940s was the largest single consumer of soybean meal in America. By 1947 Ralston was operating at least four soybean crushing plants, located in Lafayette, Indiana; Iowa Falls, Iowa; Kansas City, Missouri, and St. Louis, Missouri. The four plants contained 23 expeller presses, had a capacity of 560 tons of soybeans per day, and a storage capacity of 3.91 million bushels of soybeans. The main product of each plant was Purina Chows.

Ralston Purina became involved with isolated soy proteins in 1958 through the acquisition of four soybean processing plants from Procter & Gamble (Buckeye Division). One P&G plant, located in Louisville, Kentucky had an industrial soy protein isolate operation built in about 1946-47 to produce industrial isolate for their Spic & Span house cleaner. During the 1950s P&G converted this plant to making industrial soy protein isolates for the paper coating industry. Production was started by Ralston Purina on 13 June 1959.

The roots of Ralston Purina’s work with edible soy protein isolates reach back to Henry Ford. In early 1960 Robert Boyer, who had become one of the world’s leading authorities on soy protein isolates while working for Henry Ford, began work as a full-time consultant for Ralston Purina. Starting that year, largely because of Boyer’s arrival, Ralston Purina began its first research on edible soy protein isolates at a new research and pilot plant at company headquarters in St. Louis. In 1961 a semi-works plant to create these products was erected at Louisville. In about September 1962 Boyer was named technical director of protein product sales in the soybean division of the Ralston Purina Co.; he worked for Ralston until his retirement in 1971. In 1962 Ralston Purina began to sell both spray-dried edible soy protein isolates (named Edi-Pro A and Edi-Pro

N) and the world's first commercial spun soy protein fibers (named Textured Edi-Pro or Fibrotein, and manufactured under patents owned by Robert Boyer). By July 1962 these fibers were being used by Worthington Foods to make a new generation of meatless meatlike products. Ralston Purina's food-grade soy protein products were sold only to the food industry, not directly to consumers.

Frank Calvert, Boyer's co-worker from the Ford Motor Co., was hired in November 1962 to head up Ralston Purina's R&D work on edible isolated soy protein in St. Louis. In 1965 Calvert was named director of soybean research, and in 1967 director of research of the protein division. Calvert is considered a visionary in soy protein research and the accomplishments of his career were honored in 1973 when the Ralston plant at Memphis, Tennessee, was dedicated to him.

By 1969 Ralston Purina had become the world's largest producer of formulated livestock and poultry feeds, with plants in over 40 states and 30 foreign countries.

By 1975 Ralston Purina employed more than 50,000 people worldwide and had sales of \$3,000 million a year.

In Dec. 1976 Dun's Review proclaimed Ralston Purina to be one of America's best-managed companies. "Besides being the world's largest producer of animal feed and pet food, Ralston Purina is also a leader in protein production and nutrition research, which have vast implications for the company's future."

A survey of U.S. and Canadian soybean processing facilities conducted in Nov. 1977 by Shearson Hayden Stone Inc. found that Ralston Purina was the fourth largest soybean crusher / processor in North America (after ADM, Central Soya, and A.E. Staley), with a capacity of 92 million bushels per year, representing 7.5% of total industry capacity.

During the late 1970s and early 1980s Ralston Purina, under R. Hal Dean (chairman) and William P. Stirtz (president and CEO), was restructured to focus on being a manufacturer of higher-margin consumer packaged goods and to move away from its inherently volatile commodity-based enterprises. During the restructuring, Ralston Purina sold a number of its core divisions that dealt with commodities and used the revenues to purchase many new companies—including Continental Baking Co., Eveready Battery Co., Jack-in-the-Box restaurant chain, Van Camp Seafood Co., Keystone all-seasons resort, etc.

On 2 Jan. 1985 Ralston Purina finalized its sale of six soybean processing facilities to Cargill. Ralston stopped operations at its seventh soybean processing plant in Memphis, Tennessee. The deal left Ralston completely dependent on outside sources for soybean products for its pet foods and other products.

In mid-1986 Ralston Purina sold Purina Mills, its U.S. animal feed business, which represented the origins of the company. The buyer, BP Nutrition, paid \$545 million for the prosperous mills. With these two sales, Ralston Purina exited

from the bulk animal feed and soybean crushing business. It still sold pet foods to consumers.

The company's 1986 annual report stated that Ralston Purina was the world's largest producer of dry dog and dry and soft moist cat foods, and was the largest wholesale baker of bakery products in the U.S. "Ralston's metamorphosis into a very attractive consumer packaged goods company is now essentially complete." During the past year the company had earned \$388 million on \$5,500 million sales.

In 1972 Ralston Purina expanded its isolated soy protein operations into Europe by forming Purina Protein Europe (PPE). This started as a marketing organization but soon expanded into a technical service organization with an Application Laboratory in the UK, first at West Haddon and then at St. Albans, Herts., not far from London's Heathrow Airport. By 1976 PPE had an office in Brussels, Belgium, and in late September, 1978, PPE opened Europe's first plant manufacturing isolated soy proteins, at Ieper (Ypres), Belgium.

Also in 1978, in America, Ralston Purina expressed its growing interest in soy protein foods by sponsoring the Keystone Conference on soy protein and human nutrition, a milestone event that brought together top researchers in the two fields and resulted in the publication of the proceedings (Wilcke et al. 1979).

Starting at about this time, Ralston Purina became the world's leading manufacturer of food-grade isolated soy proteins. On 1 July 1987 Ralston Purina Co. established Protein Technologies International (PTI) as a wholly-owned subsidiary, with 92 researchers. Today PTI continues to be the world's foremost maker of isolated soy proteins, with offices worldwide, and manufacturing plants in the USA and Belgium. PTI also makes several industrial isolates and Fibrim soy fiber.

Issued in commemoration of Ralston Purina's 100th anniversary, this is the most comprehensive bibliography ever published about Ralston Purina Co. and Protein Technologies International's work with soybeans and soybean products. It has been compiled, one record at a time, over a period of 18 years, in an attempt to document the history of these two pioneering companies. Its scope includes all known information about this subject, worldwide, from 1934 to the present.

This book is also the single most current and useful source of information on this subject, since 85% of all records contain a summary/abstract averaging 170 words in length.

This is one of more than 40 bibliographies on soybeans and soyfoods being compiled by William Shurtleff and Akiko Aoyagi, and published by the Soyfoods Center. It is based on historical principles, listing all known documents and commercial products in chronological order. It features: 30 different document types, both published and unpublished, every known publication on the subject in every language,



and 42 original Soyfoods Center interviews and overviews never before published. Thus, it is a powerful tool for understanding the development of these two companies from their earliest beginnings to the present.

The bibliographic records in this book include 293 published documents and 16 unpublished archival documents. Each contains (in addition to the typical author, date, title, volume and pages information) the author's address, number of references cited, original title of all non-English publications together with an English translation of the title, month and issue of publication, and the first author's first name (if given).

The book also includes details on 44 commercial soy products, including the product name, date of introduction, manufacturer's name, address and phone number, and (in many cases) ingredients, weight, packaging and price, storage requirements, nutritional composition, and a description of the label. Sources of additional information on each product (such as references to and summaries of advertisements, articles, patents, etc.) are also given.

Details on how to make best use of this book, a complete subject and geographical index, an author/company index, a language index, and a bibliometric analysis of the composition of the book (by decade, document type, language, leading periodicals or patents, leading countries, states, and related subjects, plus a histogram by year) are also included. The introduction contains a history of both companies. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 510-283-2991.

2681. Shurtleff, William; Aoyagi, Akiko. comps. 1994. *Wheat gluten and seitan—Bibliography and sourcebook, A.D. 535 to 1993: Detailed information on 462 published documents (extensively annotated bibliography), 363 commercial gluten and seitan products, 208 original interviews (many full text) and overviews, 104 unpublished archival documents.* Lafayette, California: Soyfoods Center. 347 p. Subject/geographical index. Author/company index. Language index. Printed 9 Dec. 1993. 28 cm. [922 ref]  
 • **Summary:** This is the first bibliography ever published about wheat gluten or seitan, and the most comprehensive book ever published on this subject. It has been compiled, one record at a time over a period of 18 years, in an attempt to document the history of these two interesting foods and food ingredients. Its scope includes all known information about this subject, worldwide, from A.D. 535 in China to the present.

This book is also the single most current and useful source of information on this subject, since 95% of all records contain a summary/abstract averaging 207 words in length.

This is one of more than 40 bibliographies on vegetable proteins being compiled by William Shurtleff and Akiko Aoyagi. It is based on historical principles, listing all known

documents and commercial products in chronological order. It features: 32 different document types, both published and unpublished; every known publication on the subject in every language—including 736 in English, 68 in German, 61 in French, 26 in Chinese, etc.; and 208 original Soyfoods Center interviews and overviews never before published. Thus, it is a powerful tool for understanding the development of gluten, seitan, and related products from their earliest beginnings to the present.

The bibliographic records in this book include 462 published documents and 104 unpublished archival documents. Each contains (in addition to the typical author, date, title, volume and pages information) the author's address, number of references cited, original title of all non-English publications together with an English translation of the title, month and issue of publication, and the first author's first name (if given).

The book also includes details on 363 commercial gluten and seitan products, including the product name, date of introduction, manufacturer's name, address and phone number, and (in many cases) ingredients, weight, packaging and price, storage requirements, nutritional composition, and a description of the label. Sources of additional information on each product (such as references to and summaries of advertisements, articles, patents, etc.) are also given.

Details on how to make best use of this book, a complete subject and geographical index, an author/company index, a language index, and a bibliometric analysis of the composition of the book (by decade, document type, language, leading periodicals or patents, leading countries, states, and related subjects, plus a histogram by year) are also included.

Introduction (p. 7-8): Gluten is a complex protein (composed of gliadin and glutenin) found mainly in wheat, but also in corn, barley and rye. It is best known for its ability to give elasticity and cohesiveness to bread, allowing it to rise. Vital wheat gluten, a cream-colored, free-flowing power, is most widely used to fortify flour and baked goods, but it also finds many other applications. One of the newest and most rapidly growing of these is its use as the main protein source in meatlike products.

Seitan is a Japanese word, coined in 1961 by George Ohsawa (Sakurazawa Nyoichi), a Japanese-born teacher of macrobiotics. He gave this name to a meatlike product developed by one of his students, Mr. Kiyoshi Mokutani. The product was first made commercially in 1962 by Marushima Shoyu K.K. in Japan. It was made by simmering raw wheat gluten in a broth, typically consisting of water, shoyu (soy sauce), kombu (a sea vegetable), and ginger. Seitan was first imported to the Western world in about 1969 by Erewhon, a macrobiotic and natural food company in Boston, Massachusetts.

The earliest publication seen that mentions the word seitan is a 34-page macrobiotic cookbook titled *Cooking*

Good Food, published in 1969 by Order of the Universe Publications in Boston. The author, whose name does not appear in the book, is Jim Ledbetter.

Since 1969, interest in and consumption of seitan in the United States and Europe has increased steadily. It continues to be used mostly as an alternative to meat and the macrobiotic community deserves much of the credit for its growing popularity. This book gives details on 104 commercial seitan products that have been developed and launched, mostly in the United States and Europe, and cites 80 published documents (including 40 cookbooks or articles with recipes) in which seitan is discussed. 73% of the published documents are written in English.

The history of gluten can be divided into various periods, a number of which are first documented in this book: Here are a few highlights.

**Early History in China:** The earliest Chinese reference seen to wheat gluten is in the *Ch'i-min yao-shu*, the world's earliest encyclopedia of agriculture, written by Chia Ssu-hsieh in A.D. 535. It describes *po to*, a type of noodle made largely from freshly-washed wheat gluten. By the Sung dynasty (960-1279) wheat gluten was being called by its present name, mien chin. It was widely used in place of meat, in various forms, by Buddhists in China. The first 17 citations in this bibliography, all published before 1600, come from China, as do 23 of the first 26 citation published before 1803.

**Discovery by Scientists in the Western World:** The earliest known reference to wheat gluten in the Western world was in 1745 in a Latin treatise titled *De Frumento* (Concerning Wheat), published in Italy. It describes how Beccari, a Professor of Medicine in the Anatomy and Chemistry Institute of Bologna, Italy, prepared a dough from wheat flour, then washed it with water to isolate the gluten. However as early as 1597 the term gluten had been used to refer to "The albuminous element of animal tissues" sometimes called animal gluten. In 1800 William Henry wrote in his book titled *An Epitome of Chemistry*: "Gluten forms the basis of the muscular or fleshy parts of animals." Numerous early observers noted that the gluten in wheat had distinctly meat-like or animal-like properties.

The first two English-language publications to mention wheat gluten appeared in 1803 in London. John Imison, in his *Elements of Science and Art* gave an excellent definition of wheat gluten. European chemists, especially those in France and Germany, took great interest in gluten, in its properties, and in the individual proteins of which it was composed. By 1900 they had issued more than 62 publications on the subject, compared with only 18 in the USA. In America, the first scientific publication on wheat gluten appeared in 1893, by Osborne and Voorhees in Connecticut.

**First Use as a Food in the West in Diabetic Diets:** In 1836 and 1841, the French scientist A. Bouchardat, while

doing research on diabetes, discovered that gluten was good for use in diabetic diets—which were supposed to have little starch. He proposed feeding diabetics with gluten bread that contained only one-sixth the starch of regular wheat bread. His proposal caught on and for the next century gluten came to be widely used in Europe and the United States mainly in diabetic diets. Many commercial diabetic food products were manufactured. 48 records in this book discuss gluten in diabetic diets.

**Seventh-day Adventists in America Discover Gluten:** The first original publication on wheat gluten in the United States appeared in 1882. It was an advertisement for Sanitarium Foods published in *Good Health* magazine. This company was located in Battle Creek, Michigan, and directed by Dr. John Harvey Kellogg, a famous Seventh-day Adventist physician who headed the Battle Creek Sanitarium. The ad mentions Gluten Wafers, Diabetic Food, and Gluten Food. The Seventh-day Adventists soon became pioneers in introducing gluten-based foods, especially meatlike products, to America. 256 records in this book relate to Adventists, including 174 commercial gluten products. In November 1929 La Sierra Industries in Arlington, California (founded and run by T.A. Van Gundy), introduced the world's first meatlike product based on wheat gluten. It was named La Sierra Soy Gluten. From this small beginning many other Seventh-day Adventist companies launched commercial meatlike products based on gluten: The two leaders were Worthington Foods (Worthington, Ohio; 67 products) and Loma Linda Foods (Riverside, California; 48 products).

**Popularization of Seitan in America and Europe:** All early seitan products in the Western world were made by members of the macrobiotic community. In America the first two commercial seitan products were introduced in Oct. 1972, made by Nik and Joanne Amartseff in Boston. Tan Pups, consisting of skewered deep-fried seitan in a breaded batter, were so delicious that just their aroma drew passers-by into the store. Piroshki (filled with seitan) were also innovative. America's third seitan product was Wheatmeat, sold as small meatball-like chunks in bulk. Its creator, John Weissman, made many of America's earliest and most innovative seitan products and he still owns the trademark on the term "Wheatmeat."

In Europe, the first three seitan products were all made by Jonathan P.V.B.A., founded and owned by Jos Van De Ponsele, who learned how to make seitan in Boston. They were Seitan (1978), Seitanburger (1979), and Seitan Pâté (1980). Since 1972 at least 62 commercial seitan products have been launched in the USA and 38 in Europe.

**The Rise of Gluten Worldwide:** Starting in the early 1960s interest in and use of gluten by cooks and food processors began to increase rapidly (see p. 335). The number of records in this book grew from 320 in the 1960s, to 476 in the 1970s, to 749 in the 1980s. In 1974 the first of



many gluten cookbooks was published by LeArta Moulton. In 1979 the International Wheat Gluten Association was founded by 11 wheat gluten manufacturers; it now has 23 members worldwide. Today most wheat gluten is sold as vital wheat gluten, and used in baked goods or to fortify flour. Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 510-283-2991.

**2682. Product Name:** [Tofu Burgers: Sea Vegetables from Brittany].

**Foreign Name:** SOY Croque Tofou (algues de Bretagne).

**Manufacturer's Name:** SOY (Société Soy).

**Manufacturer's Address:** 1 rue du Crêt de la Perdrix, 42400 Saint-Chamond, France. Phone: 77.31.24.42.

**Date of Introduction:** 1994 January.

**Ingredients:** Label of Dec. 2011: Tofu\* 77.9% (water, dehulled soybeans\* 21%, coagulants: calcium sulfate, nigari), water, flakes of whole oats\*, soy sauce (water, whole soybeans\*, sea salt, *Aspergillus oryzae* culture), dried sea vegetables (dulse, nori) 1.6%, yeast extract, sea salt, parsley, bay leaf / laurel\*. \* = Organically grown ingredients. Certified by Ecocert F 32600 L'Isle Jourdain.

**Wt/Vol., Packaging, Price:** 200 gm paperboard box. 2 burgers per package.

**How Stored:** Refrigerated, 4 week shelf life at 4°C.

**New Product–Documentation:** Product with Label brought by Taro Mikuriya of the Nutrition & Santé Group (Revel, France). 2011. Dec. 14. Paperboard box. 4 by 6 by 1.5 inches. Green, blue and black on white.

Letter (e-mail) from Bernard Storup, founder of Nutrition & Nature (Revel, France). This product was first sold commercially in Jan. 1994.

**2683. Product Name:** Un-Turkey Slices.

**Manufacturer's Name:** Nature Boy Foods.

**Manufacturer's Address:** New York City, NY 10012. Phone: (212) 969-0633.

**Date of Introduction:** 1994 February.

**Ingredients:** Textured soy, soy sauce, aguar-aguar [agar-agar], arrow root, soy flour, charcoal flavor.

**Wt/Vol., Packaging, Price:** 6 oz.

**New Product–Documentation:** Label and letter sent by Susan F. Goldstein, D.O. (Doctor of Osteopathic Manipulative Medicine), 170 Great Neck Road, Suite 110, Great Neck, New York 11021. 1994. Feb. 3. Label is 3½ by 2 inches. Self adhesive. Green on white. No frills. Susan says these slices are delicious.

**2684. Product Name:** Roberts Burger [Surprise, or Hot & Spicy Surprise].

**Manufacturer's Name:** Soy Products of Australia Pty. Ltd.

**Manufacturer's Address:** 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738.

**Date of Introduction:** 1994 February.

**Ingredients:** Surprise: Soy grits, potato flakes, soy flour, carrot, onion and pea powders, parsley flakes, salt, lecithin granules.

**Wt/Vol., Packaging, Price:** 200 gm paperboard box.

**How Stored:** Store in a cool, dry, dark place.

**New Product–Documentation:** Box with Label sent by Paul Smith of Soy Products of Australia Pty. Ltd. 1995.

March 9. 4.5 by 6.75 by 1.375 inches. Blue, green, tan, and black on white. Color photo of a burger patty topped with sliced tomatoes and cheese on a bed of lettuce between buns. "Vegetarian. Gluten & wheat free. Just add water and your imagination. Mix packet with 1.5 cups boiling water. Makes 4-8 burgers." F.G. Roberts' Burger launched Feb. 1994.

**2685. Lensch, Lee. 1994. ADM's involvement with Midland Harvest and Harvest Direct (Interview).** *SoyaScan Notes*.

March 4. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** ADM's Soy Protein Division produces the Harvest Burger and Harvest Burger products. Harvest Direct is a separate company that has no affiliation with ADM, but that sells various food products (including ADM dry mixes) by direct mail. They buy products from ADM for their mail order business. ADM helped Harvest Direct to get started but ADM did not want to have or own a mail order company. ADM is glad they exist. They have many products in their mail order catalog that are not from ADM.

ADM also makes and sells 4 frozen products that Harvest Direct does not handle. These consist of 3 meatless Midland Harvest Harvest Burgers (Original Flavor, Taco Flavor, and Italian Style) and Midland Harvest Breakfast Patties. These were first produced in Jan. 1991, retail ready. ADM rarely sells foods retail but they have long sold some retail products in the Great Plains made by Martha Gooch / Gooch Foods (a milling and pasta company owned by ADM). The 4 Midland Harvest products was ADM's second retail line. In April 1990, before Harvest Direct was established, ADM started its first "public tasting" of the Harvest Burgers (as frozen patties) in Decatur. It took until September 1990 to get packaging for the product, and that month ADM made its first shipment, to Super Value supermarkets in Minneapolis, Minnesota, with Indianapolis being the real focus test market. So ADM sold directly to a supermarket chain, not to a food distributor. In Jan. 1991 the four frozen Midland Harvest products first really hit the grocery store shelves in Indianapolis as a test market. Since Jan. 1991 ADM has continued to expand the test market from Indianapolis to include Minneapolis, St. Louis, Chicago, Dallas, Fort Worth, Houston, San Antonio, Milwaukee, and Louisville. The purpose of this expanding test market was to see how the product would sell. As ADM saw how well it did sell, and kept getting more and more requests to expand, they expanded production and distribution. At the same time, they began to look for a company that could handle the product

better than ADM could—since ADM is not really in the retail foods business. In mid- to late 1991 Safeway in California called ADM to enquire about the product; ADM said they were not yet ready to sell Harvest Burgers in California. Finally ADM signed an agreement with Pillsbury to distribute and sell these 4 products under the Green Giant brand.

Pillsbury started with the products in October and to date they have increased their sales forecast for the year once and they are contemplating another increased forecast. Pillsbury noted: “Acceptance is quicker and wider than we anticipated which should allow us increased sales for fiscal 1994.” So ADM is back in the position it likes to be in, as a manufacturer rather than a distributor to the retail trade.

Harvest Direct is also doing very well; they keep expanding their business. Address: Harvest Burger Manager, ADM, Decatur, Illinois. Phone: 217-424-2492.

2686. Mahlich, John. 1994. History and development of the Haldane Foods Group Ltd. Part I (Interview). *SoyaScan Notes*. March 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Several people have been involved in the evolution of the Haldane-Granose Division. Archer Daniels Midland Co. (ADM, headquartered in Decatur, Illinois) bought The British Arkady Co. Ltd. about 20 years ago. At that time Arkady had been in existence in the UK for about 35 years, was a large supplier of bakery ingredients, but also was a miller of full-fat soya flour. “Arkady was in the soya business and this was the prime reason why ADM was interested in us, other than, of course, the nature and shape of our company. The original decision to buy Arkady was Dwayne Andreas’s, so Dwayne Andreas has always been there, behind everything that we have done, and usually, if not always, has basically approved any acquisition that we have made.”

After ADM bought Arkady, Arkady installed textured vegetable protein (TVP) plants in Manchester to ADM’s design. Arkady sold textured vegetable protein principally to the meat industry as part of a meat system (an analog, a sausage, etc.). They also sold some TVP to the pet food industry. Anna and Peter Roberts, the founders and owners of Direct Foods, Ltd. were buying Arkady’s TVP in bulk, then packing it into small domestic retail packs. At about that time (John does not remember whether it was the Roberts’ idea or Arkady’s idea), Arkady developed the Sosmix and the Burgamix using Arkady’s technology, and manufactured those products for Direct Foods. Because Direct Foods had become a reasonably sizeable company, and Arkady was selling them quite a percentage of their TVP, John (who was then the managing director of Arkady) and Bill Pringle (Arkady’s technical director) thought that Arkady should buy Direct Foods; that would guarantee the continuity of Arkady’s large sales of TVP to them. “We could run Direct

Foods and we would have the profit that they were making out of our product as well as our own margins.” John and Bill approached Anna and Peter, who had worked incredibly hard to build their small business and they were of an age where John felt they thought Arkady’s offer was fair and they should take the money and just retain their health food shop in Petersfield and enjoy the fruits of their years of work. So the sale was a happy event of both parties. So in March 1985 Direct Foods became the first member of what would become the Haldane Foods Group.

At that time Peter Fitch was a development chemist with Arkady. He is a food technologist by training. John asked Peter if he would become General Manager of Direct Foods. Having gotten into this business, Arkady liked what they were doing, so they began to look at other ways of adding value to textured protein. John happened to be at a health food exhibition, where he met the woman who was running a company named Vegetarian Feasts. John already knew a little about this company, and shortly after the exhibition John approached her and offered to buy her business. He saw an opportunity to put a lot of textured protein into her range of frozen meals and to add value to textured protein in that way. That purchase was completed in Feb. 1986. Peter Fitch took on the general management of that company as well, and Sonia Newhouse (the founder and former owner) became a consultant. This was a small company and it was not very profitable—but it put Arkady in the frozen food business. So they then started to make a range of frozen vegetable burgers containing vegetable protein and various grains.

John then heard about a company named Vegetarian Cuisine Ltd. which was basically doing the same sorts of things as Vegetarian Feasts. Vegetarian Cuisine had a nice factory in Coventry, whereas Vegetarian Feasts had a factory in London that was very expensive. John saw the opportunity to put the two into one manufacturing unit and to reduce costs by sharing them. So British Arkady bought Vegetarian Cuisine in 1987.

By this time Arkady was on the treadmill toward developing a “group” of companies, but they did not yet have a clear vision of the nature of this group. “It was because we were playing the game on a hand’s on basis that we saw the opportunities. But as our plans evolved, they became more and more clear.”

Next Arkady bought Haldane Foods Ltd., which owned The Regular Tofu Company. The acquisition was finalized in August 1987. Haldane Foods had the best factory and offices in the still nameless group, and it was the bigger of the companies Arkady had acquired, and the one with the better and nicest sounding name. So British Arkady coined the name Haldane Foods Group Ltd., and began to use it as the first name for the new group of companies. With each new acquisition, Peter Fitch continued to be the Director General Manager leading the Group. Sometimes it was decided to keep the past management of individual companies on board,



maybe as directorships or maybe as consultants, but in a variety of positions.

By late 1987 Arkady was getting fairly excited about production of frozen vegetable burgers. As they got into that market they found there was company named the Realeat Company, which was the dominant player in the frozen vege burger business at that time, and which had been started “by a very capable and likeable man named Greg Sams.” It seemed to John that he could advance the new Group’s cause by buying Realeat. So they approached Greg Sams and in September 1988 bought his business. That had great benefits for Arkady and the Haldane Foods Group because Realeat had no factory and no sales organization. One company was making the sachet mix, another company was selling it, another company was buying bulk mix from his sachet packer, and still another company was making it frozen; all in all a lot of people were taking a cut. So by tidying that all up and bringing it in house, Arkady had the chance to improve Realeat’s financial status. Continued. Address: The British Arkady Co. Ltd., Skerton Road, Old Trafford, Manchester M16 0NJ, England, UK. Phone: 061-872-7161. Fax: 61-873-8083.

2687. Mahlich, John. 1994. History and development of the Haldane Foods Group Ltd. Part III (Interview). *SoyaScan Notes*. March 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: Perhaps the key concept that governed the formation of the Haldane Group was adding value to soya—even though that policy was never clearly spelled out. In one sense, each company was acquired, one by one, without any overarching plan, on its own merits. Yet all companies in the group (except Saucemasters) make value-added foods from soya. The Group is fundamentally a “healthy foods” company that makes only vegetarian foods (i.e. those which contain no meat, fish, or poultry). Most of the foods are also vegan in that they contain no animal products.

The Group has bought about 13 companies and each had its own niche, name and reputation. Each company had its own brands, each of which had a reputation, and the Group has tried to keep these and promote them.

The Haldane Group could not have developed without the very strong health food market in the UK, where there are more than 2,000 health food retail shops. Equally important is the strong interest in vegetarian foods in the UK. When British Arkady bought Direct Foods in 1985, supermarkets in the UK had no space at all for healthier foods or vegetarian foods. Now they all have a separate health food section and that section is steadily growing.

Companies like Birds Eye (owned by Unilever) stand like a praying mantis and wait until the Haldane Group has built the market for Vegebürgers to such a size that they can enter the market with their own vege burger backed

by all of their marketing clout; they will try to push out competing products and steal your market. “They come into the supermarkets with their overriding discounts and they say ‘We’re already selling you £20 million. Put this product in and then you get another million pounds, plus you get a preferential discount, etc.’” This is a real concern as the Haldane Group becomes more of a force in the UK market. Fortunately there are 350 million people in the entire European Community. Moreover the Haldane Group has a bright future because they are “extremely inventive” and they have many loyal customers. They are leaders and other companies are following.

“Most all of these companies that we bought were started by devotees of healthier foods or vegetarians.” They all started small but most did not realize what a big, expensive step it is to get into food processing. So many of the companies were founded on good ideas but were crippled because their founders lacked business experience and were undercapitalized.

The various products sold by the companies in the Haldane Group are being made in five factories: the Unisoy factory (soyamilk), the Genice factory (non-dairy yogurts, ice creams, and margarine), the Haldane factory (which makes all dry mixes), and the Granose factory (which makes frozen burgers and many other non-dry products).

The Group now sells a large amount of frozen vegetarian sausages. If you make a conventional skinless sausage, you must first make it in the skin, then case harden it, then finally remove the skin. But removing the skin costs you money. So the Group has gotten a unique machine (they were the first to get it, but there are now a few others in other companies) that makes skinless sausages from the start. The machine was invented by another British company of which John used to be a director. These skinless sausages have become a big business and the product is of excellent quality. The Group plans to introduce this sausage product in new forms, such as sausage roles in pastry.

The Haldane Group is also doing a lot of private labeling for supermarket chains. The big food companies in the UK spend many millions of pounds on advertising, and they can slip in a vegetarian product under a known brand name. An example is ADM’s Harvest Burger sold under the Green Giant label in the USA, which led to a big increase Harvest Burger sales. The Haldane Group cannot afford to spend huge sums of money advertising its own brands. So they are finding that it is in their own interest to develop their own brands but at the same time to go to some of the supermarket chains and offer to make products under the supermarket’s brand. This is one way the Haldane Group can find new growth. Continued. Address: The British Arkady Co. Ltd., Skerton Road, Old Trafford, Manchester M16 0NJ, England, UK. Phone: 061-872-7161. Fax: 61-873-8083.

2688. Mahlich, John. 1994. History and development of the

Haldane Foods Group Ltd. Part IV (Interview). *SoyaScan Notes*. March 8. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Group has an annual turnover (sales) of about US\$20 million. It is still looking for new business, but there are not many left to buy in the UK. The Group's UK operations are well organized and running well, with good factories, product development, distribution. Now they have decided to take their products into continental Europe. "If you can't get it right at home, you don't want to take it abroad." The Germans are the most health conscious eaters on the continent. This is a complex business because of a host of different conditions (laws, flavors, terminology, etc.) in each country, but the Group is presently trying to find its position in each of these markets. The Arkady Food Group (consisting of 7 companies that supply the baking industry with products) has manufacturing companies in Germany, France, Spain, Portugal, and Italy. Some of those are acting as distributors or agents for products from the Haldane-Granose Group. For example, in Spain, where there is a company named Arkady ADM Iberica, they have started a new division within that company called Alisana, which is selling the Haldane Group's products. But each product and its promotional materials must usually be modified for each market. Eventually, when tonnage warrants it, the Group hopes to start production in the various countries because transportation costs are very high—especially for frozen products.

Concerning possible entry into the U.S. market, John emphasizes the difference between selling commodities and selling specialties. You must think big in selling commodities and think small in selling specialties. John thinks that ADM is committed to much the same vision as he is "but their day to day work causes them to think in megatons." Yet the Harvest Burger may be changing that. ADM has recently employed Larry Cunningham to run their protein division. He has grown up in the business and he is extremely interested in the Haldane Group's activities. John thinks that as time passes ADM will embrace more and more of the activities that the Haldane Group has been involved with since its beginning. Yet John does not see a separate group, like the Haldane Group, starting in the USA. Rather he thinks that the Haldane Group has at least six world-class products, and that these will be sold in the USA. The Harvest Burger is, in fact, based on some of British Arkady's technology.

The Group has recently launched a new vegetarian product named Vegemince that John thinks has great potential in replacing what Americans call "ground beef" and what Britons call "mincemeat." Made at the Granose plant, it is based on textured vegetable proteins, including wheat gluten. "It is an extremely ingenious product that we've got patents filed for. It has an excellent texture that gives the mouth pleasure." The Group plans to sell it to other

companies that manufacture meatless products. The Group is developing many new products, even though it now has more products than he wants.

To summarize: "We have a 'healthy food' Group. We have five excellent factories. We have a good product range that's enlarging. We have some good developments coming up the line. We've got something that we can take into Europe that I think can be taken worldwide. The more successful we are, the more competition there will be. "Many people have been involved in creating this group of companies. Peter Fitch is a good source of information because he really lives the Group every day of the week. His official title is Director General Manager. Peter reports to John, who is responsible for many other companies including British Arkady (in Manchester), the European Arkady companies, 3 feed mills and a trading company in Ireland, etc. John was the Group Managing Director of ADM International Holdings, which has been restructured and is now named ADM International Ltd.; under it are British Arkady Company UK, Haldane Granose Food Group UK, and Arkady Feeds Ireland. The five-person board of ADM International Ltd. consists Dwayne Andreas, James R. Randall, Michael D. "Mick" Andreas, G. Allen Andreas, Jr., and John (the only Englishman).

"The main thing to remember is that this is all part of ADM, it has all been approved by Dwayne Andreas and the ADM board, and its very much in line with ADM's philosophy." Dwayne believes that soy products will play a key role in feeding this world. "To Dwayne, that is a mission." John hopes that the work of the many people in the Haldane Group may help Dwayne realize his dream. Address: The British Arkady Co. Ltd., Skerton Road, Old Trafford, Manchester M16 0NJ, England, UK. Phone: 061-872-7161. Fax: 61-873-8083.

2689. **Product Name:** Linda McCartney's Home Style Cooking—Meatless Entrees: Lasagna Roma.

**Manufacturer's Name:** Fairmont Foods of Minnesota, Inc.

**Manufacturer's Address:** 905 East Fourth St., P.O. Box 907, Fairmont, Minnesota 56031. Phone: 507-238-9001.

**Date of Introduction:** 1994 March.

**Ingredients:** Lasagna macaroni (durum semolina, niacin, iron (ferrous sulfate), thiamine mononitrate, riboflavin), tomatoes, water, Mozzarella cheese (pasteurized milk, cheese cultures, salt, enzymes, powdered cellulose to prevent caking), broccoli florets, cauliflower, ricotta cheese (pasteurized part-skim milk, fresh whey, cream, cheese culture, salt), carrots, tomato paste, soybean oil, wheat gluten, textured soy protein, canola oil, sugar, Parmesan cheese, (pasteurized milk, cheese culture, salt, enzymes, powdered cellulose to prevent caking), salt, mushroom base (mushrooms [sautéed mushrooms], salt, dextrose, butter, sugar, hydrolyzed soybean and wheat protein, flavoring, corn oil), egg whites, butter, vegetarian consommé (hydrolyzed



corn, soybean and wheat protein, vegetable stock, salt, disodium inosinate, disodium guanylate), dehydrated onion, natural roasted flavor (autolyzed yeast extract, salt, soybean and wheat), disodium inosinate and guanylate, mono and diglycerides, food starch modified, spice, flavoring, granulated garlic, xanthan gum, malt extract, granulated onion, butter buds (maltodextrin [from corn], modified butter oil and dehydrated butter, salt, shortening powder, guar gum, baking soda, annatto, turmeric), celery seed, dehydrated parsley, mono and diglycerides.

**Wt/Vol., Packaging, Price:** 12 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Product with Label purchased at Safeway supermarket in Lafayette, California. 1995. April. 8 by 8 by 1.6 inches. On the front panel is a large color photo of Linda McCartney's face, in front of which is a plate of Lasagna Roma. The product is described on the front panel: "Layered lasagna with chunky marinara sauce and garden vegetables." The back of the package states that the products in this line [all introduced in March 1994] include: 7 Micro Pouch Entrees (Pasta Primavera, Pasta Provençale, Bavarian Goulash, Spaghetti Milano, Rignatoni Marinara, Chili Non-Carne, and Fattucine Alfredo), and 2 Preplated Dinners (Lasagna Roma, and Burrito Grandé).

Note: As of May 1995 the Pasta Provençale and the Rignatoni Marinara had been discontinued.

2690. **Product Name:** Linda McCartney's Home Style Cooking–Meatless Entrees: Burrito Grandé.

**Manufacturer's Name:** Fairmont Foods of Minnesota, Inc.

**Manufacturer's Address:** 905 East Fourth St., P.O. Box 907, Fairmont, Minnesota 56031. Phone: 507-238-9001.

**Date of Introduction:** 1994 March.

**Ingredients:** Incl. wheat gluten, textured soy protein, and soy sauce powder.

**Wt/Vol., Packaging, Price:** 13 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Product with Label purchased at Safeway supermarket in Lafayette, California. 1995. April. 8 by 8 by 1.6 inches. On the front panel is a large color photo of Linda McCartney's face, in front of which is a plate of Burrito Grandé. The product is described on the front panel: "Burrito with spicy, chunky filling, vegetarian refried beans and Mexican-style corn."

2691. **Product Name:** Linda McCartney's Home Style Cooking–Meatless Entrees: Pasta Primavera.

**Manufacturer's Name:** Fairmont Foods of Minnesota, Inc.

**Manufacturer's Address:** 905 East Fourth St., P.O. Box 907, Fairmont, Minnesota 56031. Phone: 507-238-9001.

**Date of Introduction:** 1994 March.

**Ingredients:** Incl. wheat gluten, textured soy protein, and soy sauce powder.

**Wt/Vol., Packaging, Price:** 14 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Product with Label purchased at Safeway supermarket in Lafayette, California. 1995. April. 9 by 6¼ by 1.4 inches. On the front panel is a large color photo of Linda McCartney's face, in front of which is a plate of Pasta Primavera. The product is described on the front panel: "Linguini with Garden Vegetables in creamy Alfredo Sauce." Note: "Primavera" (which comes from the Italian *alla primavera* or "in the style of springtime"), a term first used in English in 1976, refers to dishes served with a mixture of fresh vegetables.

2692. **Product Name:** Farm Foods Pizsoy Pockets [Broccoli & Cheddar, Garden Pizza, Veggie Chicken BBQ, Veggie Pepperoni, Spinach & Mushroom].

**Manufacturer's Name:** Farm Foods.

**Manufacturer's Address:** 49 Old Bloomfield Ave., Mountain Lakes, NJ 07046. Phone: 201-334-0101.

**Date of Introduction:** 1994 March.

**Ingredients:** Broccoli & Cheddar: Outer crust: Organic whole wheat flour, organic wheat flour, water, canola oil, honey, olive oil, salt, yeast, vanilla extract. Filling: Fat-free soy cheddar (organic tofu, calcium caseinate [derived from non-fat milk], corn and rice starch, sea salt, citric acid, natural flavor, soy lecithin, vegetable gum, annatto), onions, rice starch, water, nutritional yeast, corn oil, salt, garlic powder, spices.

**New Product–Documentation:** Leaflet (8½ by 11 inch, black-and-white) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1994. March 10-13. "Pizsoy Pockets: 5 Great Recipes." Each contains a tasty blend of organic grains, tofu, and vegetables. They are completely lactose and cholesterol free. The outer crust ingredients are the same for all varieties.

2693. **Product Name:** Lightlife Lightburgers (Meatless Burgers).

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 1-800-274-6001.

**Date of Introduction:** 1994 March.

**Ingredients:** Water, textured soy protein concentrate, tapioca starch, natural flavors from vegetable sources, soy sauce, dehydrated onions, isolated soy protein, dehydrated tofu, malt extract, beet powder, vegetable gum.

**Wt/Vol., Packaging, Price:** 6 oz (2 burgers per package).

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1994. March 10-13. "You'll sell a lot more meatless burgers—once you see the light." Introducing the Lightburger from Lightlife.

Ad (full-page color) in *Natural Foods Merchandiser*. 1994. July. Inserted between p. 72 and 73. "You'll sell a lot

more meatless burgers—once you see the light.”

Ad (½ page, color) in *Vegetarian Times*. 1994. Oct., p. 43. “Most veggie burgers taste like, well, veggies.” Contains a 30¢ coupon. A color photo shows the front of the package. This ad also ran in *Vegetarian Times* in 1997 in Feb. (p. 24) and March (p. 42).

Lightlife Foods. 1998. March. “The best tasting meatless burger at the best every day price” (8½ by 11 inch leaflet).

2694. **Product Name:** Better Than Meat (Fat-Free Meat Alternative) [Pizza Topping “Sausage,” Taco Filling “Beef,” Breakfast “Sausage” Patty, or “Hamburger” Patty].

**Manufacturer’s Name:** Sharon’s Finest (Product Developer-Marketer).

**Manufacturer’s Address:** P.O. Box 5020, Santa Rosa, CA 95402-5020. Phone: 707-576-7050.

**Date of Introduction:** 1994 March.

**Ingredients:** Water, peas, spices, yeast, vegetable gum, beet juice, organic spinach, organic carrots, food-grown vitamins and minerals (incl. anti-oxidants and beta-carotene, GTF chromium, and selenium).

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet (8½ by 11 inch, black, purple, and green on tan kenaf paper) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1994. March 10-13. “Product information. Sharon’s Finest Healthy Alternatives.” “Better Than Meat... Advantages: Fat-free and cholesterol-free. Great for people allergic to dairy, eggs, wheat or soy. Perfect for transitional vegetarian and fat-reduced diets.”

2695. Worthington Foods, Inc. 1994. Annual report 1993. 900 Proprietors Rd., Worthington, OH 43085. 16 p. 28 cm. • **Summary:** See next page. On the cover is Worthington’s logo, slanted and in pink, against a light gray background. Total sales rose to \$79.3 million in 1993, up 3.6% from \$76.5 million in 1992. Net income was \$1.8 million for 1993, down 36% from \$2.8 million in 1992.

On the inside front cover are the “Corporate objectives” and “Mission statement.”

A “Notice of annual meeting of shareholders” (12 p.) is attached.

A table (p. 3) shows the number of shares owned by each director. The four largest shareholders are: George T. Harding IV (3.7% of common stock). Allan R. Buller (3.4%). Dale E. Twomley (2.1%). Donald G. Orrick (2.1%).

A table (p. 9) shows a summary of compensation (annual and long term). Dale E. Twomley, President and CEO, has a salary of \$190,000 + \$28,194 all other compensation.

The LaLoma brand has now been changed back to the Loma Linda brand. Address: Worthington, Ohio. Phone: (614) 885-9511.

2696. Worthington Foods, Inc. 1994. Free merchandising kit:

Over a \$50 value. No meat, one week. The Great American Meat-Out, March 1994 (Leaflet). 900 Proprietors Rd., Worthington, OH 43085. 1 p. Front and back. 28 cm.

• **Summary:** The purpose of this leaflet is to promote Worthington’s Natural Touch line of products. The word “Worthington” does not appear on the leaflet. On the front is the black silhouette of a cow standing in a red circle with a read line drawn diagonally (from upper left to lower right) through it. Across the bottom: “See reverse side for details.”

On the rear is an explanation, with photos of what the kit includes: Various numbers of cases of 8 Natural Touch products (at 15%+ discount), plus a window banner, 100 printed flyers, one cotton T-shirt, ten badges for store employees, point of sale signs for Natural Touch products, line art for use in advertising the store event, written news release, etc. Address: Worthington, Ohio. Phone: (614) 885-9511.

2697. **Product Name:** Tanpacky Vegetable Sliced Ham.

**Manufacturer’s Name:** YCM Associates Inc. (Marketer-Distributor). Made in Japan.

**Manufacturer’s Address:** 22808 Lockness Ave., Torrance, CA 90501. Phone: (310) 530-8863.

**Date of Introduction:** 1994 March.

**Ingredients:** Soybean protein, canola oil, soy sauce (soybeans, wheat, salt), honey, salt, apple cider vinegar, natural smoked flavor, natural seasoning.

**Wt/Vol., Packaging, Price:** 5.64 oz (160 gm).

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1994. March 10-13. “It’s extra low cholesterol. Vegetable sliced ham. You can serve in the raw or cooked. No preservatives. No animal fat.”

2698. **Product Name:** Yves’ Original Bagel Dog, or Chili Bagel Dog.

**Manufacturer’s Name:** Yves Veggie Cuisine.

**Manufacturer’s Address:** 1138 East Georgia Street, Vancouver V6A 2A8, B.C., Canada. Phone: 604-251-1345.

**Date of Introduction:** 1994 March.

**Ingredients:** Bagel Dog: Veggie Wiener: Water, soy protein isolate, wheat gluten, tofu (water, organic soy beans, magnesium chloride), wheat starch, sea salt, ground mustard, guar gum, natural liquid hickory smoke, beet powder, paprika, brown rice syrup solids, wheat germ, spices. Bagel: Whole wheat flour, unbleached white flour, water, vinegar, yeast, malt, sea salt.

**Wt/Vol., Packaging, Price:** 4.4 oz (125 gm).

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1994. March 10-13. “Two great ideas. A great new meal. Introducing Yves’ Original Bagel



## C O R P O R A T E O B J E C T I V E S

### MISSION STATEMENT

*Worthington Foods, Inc. is solely dedicated to producing and marketing vegetarian and other healthful foods. Worthington Foods will continue to be a leader in providing nutritionally balanced options to meat, egg and dairy products for healthful living, as it has done for more than 50 years.*

### SHAREHOLDER OBJECTIVE

To provide our shareholders with increasing value from their investment in Worthington Foods. As a 50-year-old growth company, we recognize the necessary balance between consistent dividends and additional shareholder value created through the internal use of generated profits. Our primary responsibility is to our shareholders. Strategies are elevated not just in terms of increased sales or net income, but with an eye toward enhanced shareholder value as measured by the market appreciation of our stock and its dividends. This approach emphasizes economic cash flow analysis, the company's cost of capital, return on assets and other appropriate standards in evaluating growth opportunities.

### CONSUMER OBJECTIVE

To provide our consumers with good-tasting, nutritionally sound vegetarian choices for healthful living. Virtually all of our products are cholesterol-free and contain less total fat and saturated fat than the meat, egg and dairy products they are intended to replace. With more than 150 items among our four brand lines, Worthington Foods offers a variety of high-quality, convenient products appealing to the full spectrum of health-concerned consumers. The market ranges from those desiring to reduce their intake of fat and dietary cholesterol to those seeking only vegetarian foods.

### TRADE OBJECTIVE

To provide our trade consumers with a wide assortment of healthful, high-quality products to best satisfy the needs of their shoppers, whether motivated by health or philosophical reasons. Worthington Foods' products will provide our consumers with good value at a fair price while permitting the trade to realize a competitive profit. Demand will be generated through appropriate trade promotions, consumer advertising and merchandising support. To that end, we will maintain our commitment to providing greater product offerings and increased sales volume in supermarkets, health food stores, specialty markets and food service operations, both nationally and in targeted international markets.

### EMPLOYEE OBJECTIVE

To provide our employees with challenging and satisfying employment in a pleasant working environment. Stable employment with appropriate financial rewards for outstanding work accomplishments can be expected. Personal growth and development will be encouraged, and all employees will have opportunities to be well informed and meaningfully involved in their company.

### COMMUNITY OBJECTIVE

To provide our local community and those we serve with a good corporate neighbor which practices the highest values of honesty, integrity and mutual trust. We will assume a responsible leadership role in economic, social and industry matters in which we believe we can have a positive influence on the public welfare.

### WORTHINGTON FOODS

The Company will continue to establish policy and conduct business based on the Judeo-Christian ethics and moral values upon which it was founded and has operated within for more than 50 years.



**YVES VEGGIE CUISINE**

Two great ideas.  
A great new meal.

Introducing...  
Yves' Original Bagel Dog

Yves' famous fat-free Veggie Dog, hand-wrapped in a whole-wheat bagel and baked to perfection.

\* Also available:  
Yves' Chili Bagel Dog

**Yves' ORIGINAL BAGEL DOG**

The perfect combo!

Dog. Yves' famous fat-free Veggie Dog, hand-wrapped in a whole-wheat bagel and baked to perfection." Front side shows a color photo of 3 bagel dogs. Back side gives ingredients and nutritional information.

2699. *Toyo Shinpo (Soyfoods News)*. 1994. Daizu shokuhin ga migoto ni tappuri. Kyôto eki no shôjin bentô [Abundant, delicious soyfoods in the vegetarian box lunch at Kyoto station]. April 1. p. 13. [Jap]

• **Summary:** In this box lunch, which retails for 1,000 yen at the Bullet Train line in Kyoto, there are 7 soyfoods: Seasoned, cooked rice with soybeans. Cooked and seasoned tofu burger (*ganmo*). Fried dried-frozen tofu (dusted with flour). Cooked black soybeans. Tofu shûmai (*shao-mai* steamed dumplings filled with tofu). Fried okara. Fresh yuba. Sesame tofu. An illustration shows the placement of foods in the octagonal box. With the recent boom in healthy foods in Japan, the popularity of this lunch among women has increased sharply.

2700. Graves, Cheri. 1994. Information about Cedar Lake–MGM Foods (Portfolio). Cedar Lake, Michigan. 38 inserts

• **Summary:** Inserts include: (1) Cover letter from Cheri (typed, with signature, on letterhead): "Enclosed is a package containing labels, a price sheet, nutritional information, and further information about our products. We will be working on new labels for the majority of our

products, and the new labels will have a new look along with nutritional information for each one... Enclosed is the article I mentioned to you over the telephone. I don't have the cover sheet, but the article was in the *Review and Herald*, March 1991 issue. Since that time, as I mentioned to you, Cedar Lake Foods, Inc. and MGM Brands, Inc. have formed a partnership. This took place on January 1, 1993. MGM Brands, Inc. was a Canadian company that manufactured frozen vegetable protein products in Scarborough, Ontario. I believe the company had been in business for about 10 years and was started by Graham Munroe. The partnership between the two companies allows us to offer canned and frozen products from the same location."

(2) 31 original labels or packages. Wheat gluten is usually the main ingredient. (3) Wholesale price list, effective Oct. 1, 1993 (2 p.). (4) Cedar Lake Foods nutritional information (1 p.). (5) Nutritional analysis (6 p.). (6) Recipes for using new Cedar Lake products: Quik Burger, Dinner Steaks, Vegi-Scallops, Insta-Soy Milk (3 panels each side). (7) Recipes for using new MGM products: Meatless Franks, Tofu Franks, Tofu Franks–Jumbo BBQ, Boloni Slices and Rolls, Quik Chik Rolls, Salami Slices and Rolls, Golden Burger, Breakfast Links, Sausage Roll, Samburger, Corned Beef Slices and Rolls, MGM Burger, Breakfast Strips, Vegetarian Scallups, Chicken Slices & Rolls, Golden Nuggets, Turkey Slices & Rolls, Golden Dinner Cuts, Vege-Pizza Topping (3 panels each side). (8) Three leaflets for new products. Address: P.O. Box 65, Cedar Lake, Michigan 48812. Phone: (517) 427-5143.

2701. Althoff, Susanne. 1994. Meatless muscle: Vegetarian bodybuilders bulk up just fine without the beef. *Vegetarian Times*. April. p. 69-70, 72, 74-75.

• **Summary:** Vegetarian bodybuilders include Andreas Cahling ("Mr. International," weighs 210 lb, from Cardiff by the Sea, California) and Bill Pearl (four time "Mr. Universe." He was a vegetarian when he won his titles in 1967 and 1971), Spice Williams (vegan actress and stuntwoman), and Beth M. Ley.

"Twenty-five years ago there were virtually no professional bodybuilders who were vegetarian," says James E. Wright, at editor at *Muscle & Fitness* magazine (Woodland Hills, California). "Now there are several."

A table gives typical daily menus for Bill Pearl, Andreas Cahling (incl. Tofu Burrito and Rice pudding made with soymilk), Spice Williams (10 oz. shake with soymilk, water, and soy protein powder, 8 oz. tempeh burger, 2 cups cooked TVP (textured vegetable protein)).

Pearl, age 63, is still a vegetarian but no longer competes. "Spice Williams turned vegetarian as part of a program to get her life back on track after overdosing on drugs."

Photos show the muscled bodies of (1) Bill Pearl. (2) Spice Williams. (3) Andreas Cahling.



2702. **Product Name:** Premium Vegetarian Sausages.  
**Manufacturer's Name:** Cauldron Foods Ltd.  
**Manufacturer's Address:** Units 1-2, Portishead Business Park, Portishead, Bristol, BS20 9BF, England. Phone: (275) 818448.

**Date of Introduction:** 1994 April.

**Ingredients:** Incl. tofu, vegetables, herbs, spices.

**Wt/Vol., Packaging, Price:** 250 gm chiller pack of 5. Retails for £1.19.

**How Stored:** Frozen.

**New Product–Documentation:** Spot in *Soyfoods (ASA, Europe)*. 1994. Spring, p. 5. "New vegetarian sausage from Cauldron Foods." A photo shows the package.

2703. Kevin, Kitty. 1994. *Analogs: Fabulous fakes. How five companies make the all-American burger meatless. Food Processing (Chicago)* 55(4):39-40, 42, 44. April.

• **Summary:** This article leads off the "Foods of Tomorrow" section. "Meatless burgers are going mainstream—sort of." The five companies are Worthington Foods (Worthington, Ohio—Grillers), Wholesome & Hearty Foods, Inc. (Portland, Oregon), Fantastic Foods, Inc. (Petaluma, California), Archer Daniels Midland/Pillsbury (Decatur, Illinois), Sharon's Finest (Santa Rosa, California). Green Giant Harvest Burgers are made by ADM and distributed by Pillsbury. The basic ingredient is texturized soy protein concentrate. A color photo shows four flavors of frozen Harvest Burgers. Address: Associate editor.

2704. **Product Name:** Fat-Free Meatless Smart Dog to Go!

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 1-800-274-6001.

**Date of Introduction:** 1994 April.

**Ingredients:** Water, isolated soy protein, vital wheat gluten [powdered], brown rice syrup solids, salt, beet juice concentrate, koji rice extract, wheat starch (from whole wheat), natural flavors from vegetable sources, spice extracts, carrageenan, vegetable gum. All of our ingredients are 100% natural and contain no HVP, MSG, nitrates, or other additives.

**New Product–Documentation:** Spot in NFM's New Product Review. 1994. Spring (May). p. 7. This is a vegetarian, soy-based hot dog wrapped in a whole wheat bagel dough. A photo shows the product and label.

2705. *Soyfoods (ASA, Europe)*. 1994. News from ADM. 5(1):2. Spring.

• **Summary:** "Hidde van der Wal has been appointed Sales Director of ADM's Protein Division. He is based at ADM Europoort and his responsibility is to promote ADM'S major brands of soya isolates, concentrates and textured vegetable proteins throughout Europe.

"ADM has recently won a \$100 million contract with a Ukraine company. ATON (a large private company) for the supply of food ingredients, including soya proteins, soya-based milk powders and 135 million servings of Harvest Burger—ADM's proprietary vegetarian burger."

2706. *SoyaScan Notes*. 1994. Tofu and vegetarianism on the popular children's television program "Where in the World is Carmen San Diego?" (Overview). April. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** This popular TV program is broadcast daily on KQEV television (Channel 9) in the San Francisco Bay Area and Northern California. One day a giant dog came into the studio and gave Greg Lee, the host, some clues. As a reward, Greg gave him a huge white bone, on which was written "Tofu Bone."

In the second round of the show, the contestants enter a station, where they receive some clues over the telephone. On the wall next to the telephone is a poster of a tofu burger—clearly labeled.

At the end of the second round of the show, the young person who wins is given a leather folder in which he or she is asked to write the name of the place where he or she would like most to go in North America. One day when Greg Lee said, jokingly, to the winner as he passed the folder: "Is this a genuine imitation leather folder?"

2707. *Vegetarian and organic food*. 1994. London: Mintel Ltd. \*

• **Summary:** This new report, which sells for £295, shows that more than 10% of the UK population is vegetarian. The figure rises to 17% among teenagers. This "dramatic growth" is due to health and ethical factors.

Since 1988, sales of meat alternatives, such as tofu and Quorn, have grown from £6.6 million to £22.5 million, and sales of organic foods have increased by a factor of five. Overall sales of vegetarian foods increased from £8.8 billion in 1988 to £11 billion in 1992.

The report also notes that women are more likely to be vegetarian than men and that London has the highest proportion of people with a mainly vegetarian diet. Address: 18-19 Long Lane, London EC1A 9HE, England, UK.

2708. **Product Name:** New World Foods Red Chile Tamales, Green Chile Stew, Chorizo, Hearty Chili (Vegetarian—With Befine).

**Manufacturer's Name:** VPS, Inc.

**Manufacturer's Address:** 2889 Trades West Rd., Santa Fe, NM 87505. Phone: 505-471-8979.

**Date of Introduction:** 1994 April.

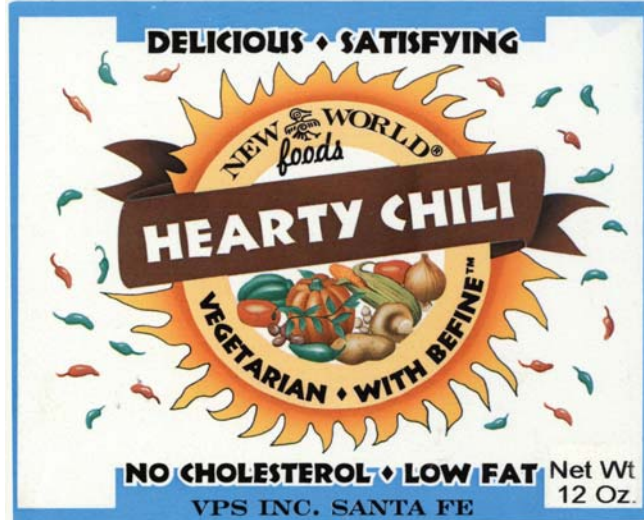
**Ingredients:** Red Chili Tamales: Organic corn, Organic Befine (soybeans, water, calcium sulfate—a natural mineral, caramel color), organic soy fiber, organic corn meal, red chile pods ground with water, soybean oil, shoyu (water,

soybeans, wheat, salt), spices, salt.

**Wt/Vol., Packaging, Price:** 12 oz vacuum pack—Contains 4 tamales.

**How Stored:** Frozen or refrigerated.

**Nutrition:** Per 2 tamales: Calories 275, calories from fat 98, total fat 11 gm (saturated fat 1 gm), cholesterol 0 mg, sodium 365 mg, total carbohydrate 41 gm (dietary fiber 6 gm), protein 10 gm, vitamin A 25%, vitamin C 2%, calcium 26%, iron 64%.



**New Product–Documentation:** Letter and color labels for each product sent by Richard Jennings of VPS, Inc. (Vegetable Protein Specialists). 1994. Dec. 28. The first focus of New World Foods products was foodservice. Starting in 1990 the company used generic labels printed with a personal computer and label printer. In the spring of 1994 they decided to go after the retail market as well. So they developed attractive new color labels for each product. “Shortly after we started the retail venture, it became clear that our future was with Befine. So we went completely into that. We have exhibited at the IFT (Institute of Food

Technologists) in Atlanta (Georgia), and the FIE (Food Ingredients Europe) in London (4-6 Oct. 1994). Enclosed is our brochure (color leaflet) titled “Befine: The ideal meat replacer. Eating is believing!”

**Label.** 1994, spring. 5 by 4 inches. Self adhesive. Red Chile colors: Red, orange, black, blue and green on white. Color illustration of many vegetables in a circle. “Delicious. Satisfying. No cholesterol. Low fat.” Note: Befine is made from firmly pressed, crumbled tofu curds.

**Talk with Richard Jennings.** 1995. Jan. 4. They are now making Befine in Santa Fe and shipping everything they make to Holland.

**2709. Product Name:** Vegetarian Fajita Strips (Seitan).

**Manufacturer’s Name:** White Wave, Inc.

**Manufacturer’s Address:** 1990 N. 57th Ct., Boulder, CO 80301. Phone: 303-443-3470.

**Date of Introduction:** 1994 April.

**How Stored:** Refrigerated.

**New Product–Documentation:** News release from White Wave. 1994. Oct. 13. News release from White Wave. 1995. March. White Wave has added Vegetarian Fajita Strips to its successful Seitan line.

**Leaflet** (glossy color, front and back, 15.2 x 21.7 cm). 1999. Aug. “Our new seitan package is looking better than ever! With new packaging for both our Traditional Seitan and Vegetarian Stir Fry Strips, we’ve made them easier to stock at the shelf and easier for customers to recognize.” Color photos on the front panel (against a purple background) show the old and new packaging for both products. Seitan used to be packaged in a tub, like tofu. Vegetarian Stir Fry Strips used to be named Vegetarian Fajita Strips and vacuum packed in a tub.

**2710. Product Name:** Meatless Sandwich Slices [Chicken-Style, Turkey Style, or Beef-Style].

**Manufacturer’s Name:** White Wave, Inc.

**Manufacturer’s Address:** 1990 N. 57th Ct., Boulder, CO 80301. Phone: 303-443-3470.

**Date of Introduction:** 1994 April.

**Wt/Vol., Packaging, Price:** 5.5 oz vacuum packs. Retail for \$2.19 (7/94, Colorado).

**How Stored:** Refrigerated.

**New Product–Documentation:** Spot in Product Alert. 1994. June 27. “100% fat free.”

**2711. Bean Supreme Ltd.** 1994. Wholesale price list. P.O. Box 12082, 140 Hugo Johnson Dr., Penrose, Auckland, New Zealand. 2 p. May 1. 28 cm.

• **Summary:** The company sells the following soyfoods: Tofu (firm bulk and vacuum pack), Tofu Luncheon (3 flavors), Soysage, Tempeh (vacuum pack), Soymilk (Nice ‘n’ Healthy), Lite Licks Non-Dairy Frozen Dessert (6 flavors in 2 liter size, 3 of those flavors in 475 ml size, and bulk packs



of 9 liters and 16 liters).

It also sells the following non-soy foods: Biofarm organic yoghurts (3 flavors), Malabar goat yoghurt, Cyclops acidophilus yoghurt (5 flavors), Koromiko cheeses (10 flavors), Olive grove Middle Eastern foods (falafel mix, hoummus, Middle Eastern sauce, tahini), herbal teas (3 flavors), and Pacific Harvest sea vegetables (Karengo fronds, flakes, and shaker, and kelp shaker). Address: Penrose, Auckland, New Zealand.

**2712. Product Name:** Heartline Meatless [Texas Chili, BBQ Beef, Bolognese Spaghetti].

**Manufacturer's Name:** Lumen Food Corporation.

**Manufacturer's Address:** 2116 Hodges St., Lake Charles, LA 70601. Phone: 318-436-6748.

**Date of Introduction:** 1994 May.

**Ingredients:** Incl. protein, water, soy oil.

**Wt/Vol., Packaging, Price:** 16 oz jar.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Spot in NFM's New Product Review. 1994. Spring (May). p. 23. This is a line of pre-cooked, ready-to-eat meatless entrees in 16 oz jars. A photo shows the 3 products and labels.

**2713. Product Name:** Stonewall's Jerquee (Vegetarian Jerky) [Mild, or Wild].

**Manufacturer's Name:** Lumen Food Corporation.

**Manufacturer's Address:** 409 Scott St., Lake Charles, LA 70601. Phone: 318-436-6748.

**Date of Introduction:** 1994 May.

**Ingredients:** Defatted soy flour, natural flavoring (autolyzed yeast), peanut oil, soy sauce (water, wheat, soybeans, salt), garlic powder, onion powder, pepper cream, cayenne, potassium sorbate (a polyunsaturated fat added to preserve freshness).

**Wt/Vol., Packaging, Price:** 1.5 oz or 25 lb plastic bag.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** The Whole Earth Vegetarian Catalog (published by Lumen Foods). 1994. June. p. 4.

Product with Label purchased by mail order from Lumen Foods. 1995. Dec. 22. Mild. 4 by 5 inches. Plastic bag. Red and green on yellow. "A vegetable protein product. The incredible new, animal free, all natural, jerky substitute. Eat straight from the bag, or microwave for 10-15 seconds for a great, hot, sizzlin' snack! No cholesterol. Animal free." Talk with Greg Caton. 1996. Oct. This product is first deep-fried, then deoiled to remove some of the oil.

Leaflet sent by Patricia Smith from Natural Products Expo (Baltimore, Maryland). 2000. Sept. "America's best-selling vegetarian jerky." Stonewall's Jerquee now comes in 7 flavors: Original Mild, Original Wild, Spicy Chicken, Peppy Pepperoni, Teriyaki Beef, Hot Pastrami, and BBQ Beef. It is sold in eight different formats or packaging. The

company's website is soybean.com.

**2714. Product Name:** Vegetarians Choice Prime Grind.

**Manufacturer's Name:** Shiloh Farms.

**Manufacturer's Address:** -

**Date of Introduction:** 1994 May.

**Ingredients:** Tofu, organic textured soy flour, vital wheat gluten, organic brown rice, expeller pressed canola oil, water, fresh onions, corn/barley syrup, meatless broth powder, beet powder, sea salt, guar gum, lecithin, Irish moss powder, spices.

**Wt/Vol., Packaging, Price:** 12 oz chubs.

**How Stored:** Frozen.

**New Product–Documentation:** Spot in NFM's New Product Review. 1994. Spring (May). p. 30. "A totally organic and vegan meat alternative." A photo shows the product.

**2715. North American Vegetarian Society.** 1994. National vegetarian group expands focus of fast food campaign as Subway chain offers meatless burgers (News release). P.O. Box 72, Dolgeville, New York 13329. 2 p. June 27. 28 cm.

• **Summary:** "The North American Vegetarian Society has expanded the focus of the Vegetarian Express Fast Food Campaign to include Subway outlets across the country. NAVS has for several years spear-headed a consumer campaign to help urge the nation's largest fast food retailers to serve no-fat, no-cholesterol, all-plant vegetarian entrées.

"Over 140 Subway shops across Florida are now selling the No-Fat burger, a soy-based patty with 80 calories, 12 grams of protein, 5 grams of fiber and no fat or cholesterol. The burger is also marketed at Publix supermarkets under the name Boca Burger."

"Chef Rinaldo Raben of Ronieirs restaurant in Pembroke Pines, Florida, is the chief promoter of the No-Fat Burger and is the reason Subway outlets are now carrying the product." For more information, contact Jennie O. Collura at NAVS. Address: Dolgeville, New York. Phone: (518) 568-7970.

**2716. Western Livestock Journal (Denver, Colorado).** 1994. White House menu now has new soy burgers: 4,000 in six weeks. June 27. [1 ref]

• **Summary:** The Knight-Ridder News Services reported last week that the White House has purchased 4,000 "Boca Burgers" (soy burger patties) during the last 6 weeks from Energy Foods in Boca Raton, Florida. The meatless product is fat free and has only 100 calories per serving. A California heart specialist [Dr. Dean Ornish] introduced the product to the Clintons, and it is reported to be a hit.

A spokesperson for the American Meat Institute (AMI) stated in response: "Nothing will replace the American hamburger." The AMI is confident that President Clinton is still eating plenty of real hamburger too.

Note: This is the earliest document seen (Nov. 2000) concerning Boca Burgers.

2717. Worthington Foods, Inc. 1994. There's a new garden spot that won't be found in your grocer's produce section (Ad). *Vegetarian Times*. June. p. 3.

• **Summary:** See next page. This full-page, color ad, with a coupon, features Morningstar Farms Meatless Garden Veggie Patties. It also shows packages of Meatless Prime Patties, and Meatless Chick Patties.

This ad also appeared in the Feb. 1995 issue (p. 5) of this magazine. Address: Worthington, Ohio 43085.

2718. Bianchini, Gilberto. 1994. Re: Early history of tofu and seitan in Italy. Letter to William Shurtleff at Soyfoods Center, July 16—in reply to inquiry. 3 p. Typed. [Eng]

• **Summary:** “I started to make tofu and sell it officially in October 1979 in Rimini, Italy, at Via Cuoco 9 (Community Food). I first learned how to make tofu in London at the Community Health Foundation, Old Street 98, in 1976 or 1977. Then I gained additional experience in making Japanese-style nigari tofu from Centers and individuals in France and Belgium. I first visited the United States in late 1978 and early 1979. On 9 Feb. 1979 I visited you [William Shurtleff and Akiko Aoyagi] at New-Age Foods Study Center in Lafayette, California, having a good impulse in tofu pioneering, to talk about making tofu in Italy.

“In 1980 I visited a friend, Mr. Franco Pagliano, in Milan; that city had many Chinese restaurants. Mr. Pagliano had learned how to make tofu from Mr. Roland di Centa, who was supplying these Chinese restaurants with a small quantity of tofu (he made it the Chinese way, with calcium sulfate), but he was soon forced to stop production because he had difficulties producing, unofficially without the proper permits, in his apartment. It was a really good experience for me to get to know Chinese and Japanese people; Franco was very skillful and shared many secrets with me. Then after several months he called me to say that he was going to stop tofu production and that he could introduce me to his clients—which he did, including a Japanese restaurant, Suntory Italia, which had not previously accepted his Chinese-style tofu. I had contacts in Milan and met Mrs. Giovanna Mazzieri at a conference in Milan, where tofu was presented to the public and the press, together with the Italian Chefs' Association. I remember that on that occasion I first had a large number of tofu kits sold through Mrs. Mazzieri.

“I survived financially making tofu for the first couple of years. I sold my tofu to the Chinese restaurants of Milan, driving there once a week from Rimini in my small refrigerated car (280 km each way). I soon got tired of the trip, but actually I was motivated and satisfied and full of curiosity for the Chinese and Japanese atmosphere. Meanwhile, I was stopping to deliver my tofu at all of the macrobiotic and natural food shops and restaurants along

the way (in Cesena, Forlì [Forli], Faenza, Bologna, Modena, Reggio Emilia, Parma, etc.). During those years I did promotion for soyfoods, including cooking classes.

“In July 1982 I attended the Soyfoods Conference in Seattle, Washington (we met again) because of my interest in large-scale production and in making a report on soyfoods, together with a lady dietitian from Bologna (I forget her name) supported by the University of Bologna. She continued introducing the many good qualities of soyfoods to those in her field, medical doctors and nutritionists. For more information on this, contact the Sunsoy Food company in Bologna.

“After my 1982 trip to the USA (now having with me color slides, literature, and information), I developed contacts with the largest food distributing company in Italy, Coop Italia, but the people in charge believed that it was too early to distribute tofu widely in Italy—the market was not yet ready... maybe in the future. Even though they were open to innovative ideas, the negative answer was disappointing.

“I remember there was a time in 1983 when I had the luck of meeting a Japanese girl, Fusako Aoki, who was just passing through Rimini—a very rare occasion. She helped me in tofu-making classes for about 3 months, in Rimini and other cities. Meanwhile many people visited me to learn about making and selling tofu (future competitors)!

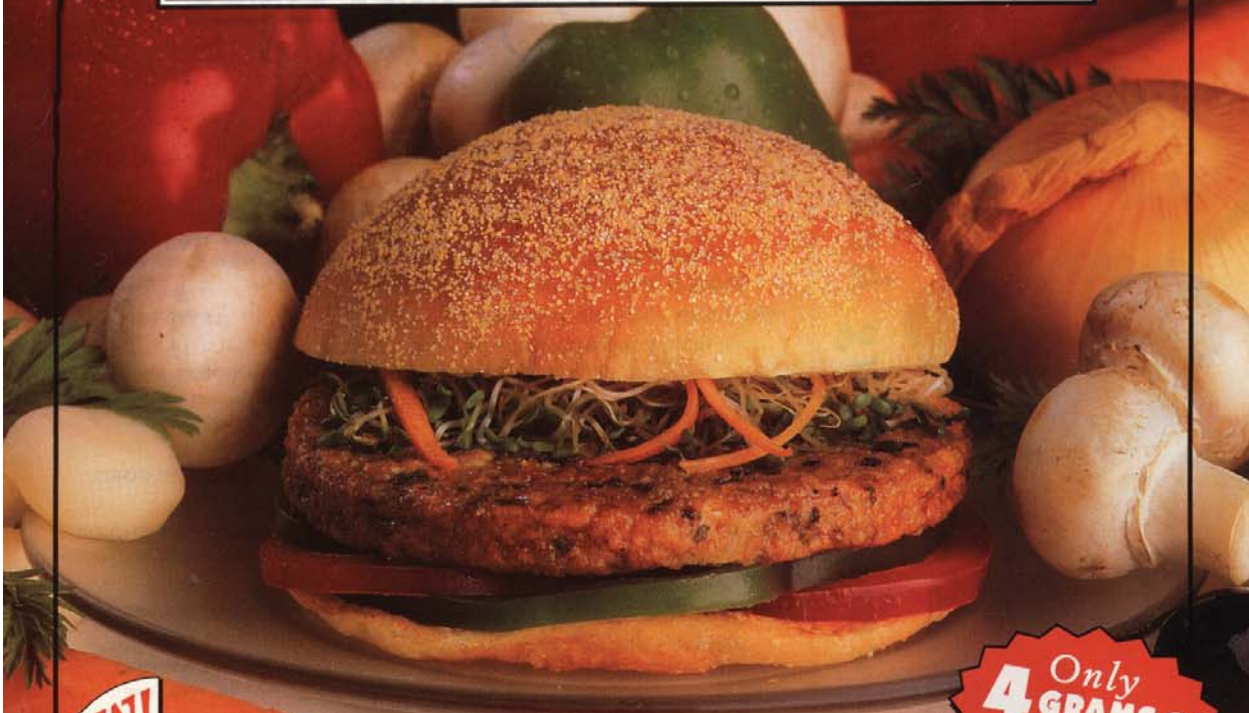
“I had enough technical skills to develop and build (mostly by myself) a stainless steel continuous open-air steam cooker (not pressurized! a secret for good tofu), a second-hand Weston (from the USA) vibrating screen, a good stainless steel hammer mill. This was really good equipment for those times, the only equipment of its kind in Italy that I knew of.

“I was in charge of everything—production, sale, promotion, and new product development. Unfortunately I was not able to grow from the individual to the team aspect of the work. I exhausted myself, ending production in June 1988. In that year I was supplying centers in cities like Rome, Firenze [Florence], Torino [Turin], Bologna, Treviso, and Ravenna—mostly in northern and central Italy. The demand was growing and it reached the point that in places like Florence, Rome, and Torino people started companies to make soyfoods. At that point, I could survive only by diversifying products, improving packaging, moving into a larger factory at a new location, and expanding the company and the number of employees.

“I could not do this, and after a project of moving in Toscana near Florence, to live and work there, I had to discontinue my activities. The other reason was that my family was growing rapidly; I had 2 children in 1985 and 1987, and I did not want to jeopardize or endanger my family's personal financial situation. Looking back, I think I made the right choice, but I feel good when someone remembers me for my good tofu. I sold my equipment at a low price to a company named Food for All in Verona,



**There's A New Garden Spot  
That Won't Be Found In Your Grocer's  
Produce Section.**



**NEW!**

**GARDEN  
VEGE-PATTIES**

There's something new at your supermarket called Garden Vege-Patties™ from Morningstar Farms®. Made with a blend of delicious vegetables—like carrots, black olives, mushrooms, bell peppers and water chestnuts— you would think they'd be next to the zucchini or bananas. However, you'd be wrong.

Because, strange as it may sound, they're actually in your grocer's frozen food section.

Quick and convenient, Garden Vege-Patties are frozen so they can be microwaved, grilled or baked in minutes. And you'll find them right beside a line of other delicious meatless products from Morningstar Farms— Prime Patties™ and Chik Patties.™ They all have zero cholesterol and no animal fat.

So look for Morningstar Farms Garden Vege-Patties in the frozen food section. If they're not there, better ask your grocer. He may have put them next to the broccoli.



**4 Only  
GRAMS of  
FAT**  
per serving



**More Ways To Enjoy Meat Less™**

**SAVE 30¢**

On One Package of Morningstar Farms Garden Vege-Patties,™ Prime Patties™ or Chik Patties.™

In Your Supermarket's Frozen Food Section

RETAILER: Worthington Foods will reimburse you for the face value of this coupon plus 8¢ handling, provided you and the consumer have complied with the terms of the offer. Void if copied, transferred, prohibited, taxed or restricted. Customer must

pay any sales tax. Any other use constitutes fraud. Cash value 1/100¢. For redemption, mail to: Worthington Foods, Inc., Lees Dept. #1660, 11500 Rojas, El Paso, TX 79936. LIMIT: ONE COUPON PER PURCHASE.

Store Coupon Expires 9/30/94



Worthington Foods, Inc.

© 1994

then helped them with my knowledge of making and selling tofu. They are connected to the Ananda Marga Society, are supporting activities in India, and are really nice people.

“While in business, I was producing: Tofu (vacuum packaged or in bulk), tofu spreads (various flavors), tofu burgers, tofu mayo (fresh or long-life, in glass jars), seitan, seitan burgers, spreads, soymilk (sometimes, and only fresh), and various tofu desserts (fresh and perishable). I only made small batches of tempeh, for personal use and experimentation (not sold commercially) using cultures from the USA. Near the end of my activities, I produced 400 kg (and up to 600 kg) of tofu (base product); officially I had only one (maximum two) part time workers, with good help from my relatives.

“The only company (apart from the person of Mr. Pagliano) I know that made tofu before I did was the Poporoya company in Rome, which produced and sold it at his branch in Milan, the Poporoya-shop, a Japanese shop.

“People introducing soyfoods in Italy were the macrobiotic centers: Mr. Ferro Ledvinka from Rome, Mr. Alois Grassany from Bologna, and Mr. Roberto Marocchesi from Torino.

“I still see an opportunity in the future for making and selling tofu and tofu products in Rimini; this would be for me and my friends, but it would work only if it was connected with a larger project of a vegetarian cultural center. Who knows? Now I am a ‘natural wood’ carpenter.” Address: Via Cuoco 9, 47037 Rimini, Italy.

**2719. Product Name:** Realeat Fishless Fish Cakes.

**Manufacturer’s Name:** Haldane Foods Group.

**Manufacturer’s Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 908 211311.

**Date of Introduction:** 1994 July.

**Ingredients:** Soy protein.

**Wt/Vol., Packaging, Price:** 320 gm box of four. Retail for £1.19 (7/94, England).

**How Stored:** Frozen.

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1994. Summer. p. 5. “Haldane launches Fishless Fish Cakes.” The product is made from a blend of vegetable proteins (including soya) and potato with a golden crumb coating. Free of all animal products and additives, they are suitable for vegetarians and vegans.

**2720. Health Foods Business.** 1994. Subway introduces all veggie sub. July. p. 50.

• **Summary:** Subway Sandwiches on Boulder, Colorado, together with White Wave, Inc. introduced its All Vegetarian Turkey Sub in April. The new sandwich is made with White Wave’s 100% fat-free and cholesterol-free meatless “turkey” slices and White Wave’s American-style soy cheese.

**2721. Lightlife Foods, Inc.** 1994. You’ll sell a lot more meatless burgers—once you see the light (Ad). *Natural Foods Merchandiser*. July. Insert glued in after p. 72.

• **Summary:** This full-page, back-to-back, color ad insert shows the new Lightburger from Lightlife. It is sandwiched between two buns, with all the trimmings on a wooden plate. Address: P.O. Box 870, Greenfield, Massachusetts 01302. Phone: 1-800-274-6001.

**2722. Lumen Food Corporation.** 1994. The meatless solution. Our meats are so real... some vegetarians won’t eat them! (Ad). *Vegetarian Gourmet (Montrose, Pennsylvania)* No. 10. Summer. p. 7.

• **Summary:** On this full-page color ad, a half page color photo shows two shish-kebab skewers with meatlike chunks and veggies. A hand is pulling one chunk off the end of one skewer. Heartline Meatless Meats were introduced in 1987. “For just \$19.95, we’ll send you five 8 oz. Heartline samples: Beef Fillet, Ground Beef, Canadian Bacon, Pepperoni, and Chicken Fillet. Each packet makes about one pound of ‘meat.’ In addition we’ll send you a copy of our book, *The Lumen Book*—over 240 pages, covering all the major arguments which underlie the vegetarian movement. We’ll also send you four 1.5 oz. samples of our incredible new vegetarian snack, Stonewall’s Jerquee, along with our *Whole Earth Vegetarian Catalog* with its ‘50 reasons why I am a vegetarian.’” Address: 409 Scott Dr., Lake Charles, Louisiana 70601. Phone: (800) 256-2253.

**2723. Worthington Foods, Inc.** 1994. Second quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** “Net sales for the first half of 1994 were \$44.4 million, an increase...” “Higher sales in the Mass Market are directly attributed to increase sales of Morningstar Farms’ meat alternative products, up 52 percent year-to-date compared to last year. The Meat Substitute total category was up 74 percent for the second quarter compared to a year ago and Morningstar Farms sales of meat alternatives were up 65 percent for the same period. Even with the increased competition in the market, Morningstar Farms continues to have a 70 percent market share in this category.”

“A new frozen burger product, *Burger Beaters*, containing only 2 grams of fat, is currently being introduced into the Foodservice market. Product shipment began in early July, 1994.” Address: Worthington, Ohio. Phone: (614) 885-9511.

**2724. Yves Veggie Cuisine.** 1994. The meatless alternative: Tasty, wholesome, and convenient (Ad). *Vegetarian Gourmet (Montrose, Pennsylvania)* No. 10. Summer. Inside rear cover.

• **Summary:** The full-page color ad features Yves Veggie Wieners and Yves Burger Burgers. The two products are shown on a plate, ready to serve, and the attractive package



for each product is displayed. "Try our complete line of products: Burger burgers, Veggie wieners, Tofu wieners, Chili dogs, Deli slices, Garden vegetable patties, Garden patties with mushrooms and fine herbs, Veggie Pepperoni. The perfect complement to today's active lifestyle." Address: Vancouver, BC V6A 2A8, Canada.

2725. Kelley, Ann J. 1994. They're meatless wonders but Harvest Burgers reap praise from taste-testers. *Florida Times-Union (Jacksonville)*. Aug. 11.

• **Summary:** Members of this newspaper's consumer panel were asked this week to prepare some Green Giant all vegetable Harvest Burgers for their families. Most of the panelists rated the product's flavor as "good." Assorted favorable comments: "I thought they were great." "You couldn't tell it wasn't meat."

2726. Winter, Ralph E. 1994. Worthington Foods says meatless meals fatten bottom line. *Wall Street Journal*. Aug. 12.

• **Summary:** Dale Twomley, president and CEO of Worthington Foods (Worthington, Ohio) says sales of meat substitutes are running more than 50% ahead of year ago. The company, which sells vegetarian foods, expects 1994 sales to top \$90 million. Last year Worthington completed a new plant to make a refrigerated egg substitute; unfortunately sales of this product inched up only 3% in the first half. Egg substitutes (both frozen and refrigerated) account for about 30% of the company's sales, and profits on them are good. Nevertheless, this year Worthington shifted major promotional resources from egg substitutes to meal alternatives. Green Giant, a unit of Grand Metropolitan PLC, also launched a big ad campaign for meat substitutes, thus boosting interest in the whole category.

Worthington recently reformulated older products to reduce fat content. The company's best-seller is Grillers, a hamburger alternative with about half the fat of a typical beef burger. Other new products are Prime Patties (air cooked, with very low fat), Garden-Vege-Patties, and BurgerBeaters (intended for restaurants, college cafeterias, prisons, and other food-service providers).

Note: In the three-star East Coast edition, this article is titled: "Worthington sees strong results in '94 as Americans shift to meat substitutes."

2727. Fritschner, Sarah. 1994. One burger... Hold the meat: Vegetarian burgers have been around for 20 years, but they're getting a second look now. *Clarion-Ledger (Jackson, Mississippi)*. Aug. 24. p. E1-2.

• **Summary:** Hillary Clinton eats meatless Boca Burgers and Bill Clinton loves them. T.G.I. Friday's has been selling vegetarian Gardenburgers since 1991, and expects to sell more than one million this year. The Morningstar Farms patty [made by Worthington Foods] has been around for 20

years. Max Shondor makes the low-calorie Boca Burger in Florida. About two years ago Burger King franchisee Dennis Kessler added the Morningstar Farms Grillers to the menu of his restaurant at Watkins Glen, New York. It became a hit immediately, selling about 200 per week in the very rural community. Vegetarian burgers were later test marketed at 38 Burger Kings in the Rochester, New York, area, but the test was stopped after two months, according to Kessler. In May, 1994, a Berkeley franchisee asked Burger King if she could add it to her menu. Her request was refused, even though the Berkeley City Council wrote a letter to Burger King's CEO in support of the vegetarian burger option. Kessler presently owns 18 Burger Kings, but only his Mount Hope restaurant near Rochester, New York, sells a vegetarian burger. Kessler says it's extremely successful, selling about 500 per week for \$1.59 each (a Burger King "Whopper" sells for only \$0.99).

One reason for the steady growth of interest in vegetarian burgers may be the growing number of vegetarians. Today there are more than 12 million vegetarians in the USA, and the number has been growing by 26% a year. Address: Louisville Courier-Journal, Kentucky.

2728. Johnson, Maria Miro. 1994. Veggie burgers. *Journal (Providence, Rhode Island)*. Aug. 24.

• **Summary:** The author and her husband tested 15 meatless burgers purchased at one local store. A table shows the name of each.

2729. Ono, Yumiko. 1994. Catering to part-time vegetarians' tastes. *Wall Street Journal*. Aug. 24. p. B1, col. 3; p. B2, col. 5.

• **Summary:** "There are only about 12 million self-professed vegetarians in America who shun all meat, but companies believe the vegetarian pitch appeals to any nutritious-conscious consumer..." More than 75% of Americans eat meatless meals twice a week, according to a survey by HealthFocus, Inc., a market research firm in Des Moines, Iowa. *Vegetarian Times*, a monthly magazine, says its circulation has doubled in two years to 340,000 in 1993, in part because part-time vegetarians started buying it. And 14 out of 67 varieties of Lean Cuisine dinners are now meatless. In April Linda McCartney, wife of rock star Paul McCartney, introduced to the USA a line of frozen dinners called Linda McCartney's Home Style Cooking Meatless Entrees. Fairmont Foods of Minnesota makes the products. Worthington Foods, of Worthington, Ohio, makes a wide variety of meatless products. And Pillsbury markets Green Giant Harvest Burgers, made by ADM. Address: Staff reporter.

2730. *Provender Journal (Eugene, Oregon)*. 1994. Member news. 11(2):7. Summer.

• **Summary:** "Turtle Island Foods, Hood River, Oregon, says, 'One year after introducing them, Superburgers are

**TRADER JOE'S®**  
**VEGETABLE CROQUETTE ENTREE**  
 NO MSG • MEATLESS • 380 CALORIES • NON-DAIRY

**NO PRESERVATIVES  
 NO ARTIFICIAL COLORS  
 OR FLAVORS**

A vegetarian croquette served with tubetti pasta and all natural marinara sauce.

**KEEP FROZEN**

 **MICROWAVEABLE**

**Net Wt. 10 oz. (284g)**

**\$2.19**



Serving Suggestion

MSG. Meatless. 380 calories. Non-dairy. No preservatives. No artificial colors or flavors. A vegetarian croquette served with tubetti pasta and all natural marinara sauce.”

2732. Wang, Huei-ju; Murphy, Patricia A. 1994. Isoflavone content in commercial soybean foods. *J. of Agricultural and Food Chemistry* 42(8):1666-73. Aug. [28 ref]

• **Summary:** Isoflavones are one class of phytochemicals and are found in soybeans in large amounts. Twelve isomers of isoflavones were quantified: three aglycons and nine glucosides. Soybeans contain two major isoflavone aglycons, genistein and daidzein, and a minor one,

glycitein. In the seed, the isoflavones are present primarily as Beta-glucosides. The nine glucosides are: daidzin, genistin, glycitin; 6”-O-acetyldaidzin, -genistin, or -glycitin; and 6”-O-malonyldaidzin, -genistin, or -glycitin.

This paper gives data on the concentration and distribution of isoflavones in 29 commercial soybean foods, grouped into three types: Soy ingredients, traditional East Asian soy foods, and second-generation soyfoods. Four values are given for each product in micrograms per gram, on an “as is” basis: daidzein, genistein, glycitein, and total isoflavones.

(1) Soy ingredients: Vinton 81 90: 600, 954, 82, 1636. Vinton 8191: 240, 648, 107, 995. Green vegetable soybeans: 546, 729, 79, 1354. Soy flour: 226, 810, 88, 1124. TVP #1: 473, 707, 202, 1382. TVP #1: 484, 702, 156, 1342. Soy isolate #1: 77, 273, 115, 466. Soy isolate #2: 115, 392, 102, 610. Soy isolate #3: 122, 393, 99, 615. Soy concentrate: trace, 13, 42, 56.

(2) Traditional soy foods: Roasted soybeans: 563, 869, 193, 1625. Instant soy beverage #1: 311, 617, 109, 1037. Instant soy beverage #4: 407, 665, 111, 1183. Tofu (73% moisture): 146, 162, 29, 337. Tempeh: 273, 320, 32, 625. Bean paste (ko chu jang in Korea): 272, 245, 77, 593. Fermented tofu: 143, 224, 23, 390. Honzukuris miso (rice and soybeans): 79, 177, 38, 294.

(3) Second generation soyfoods: Soy hot dog: 34, 82, 34, 150. Soy bacon: 28, 69, 24, 122. Tempeh burger: 64, 196, 30, 289. Tofu yogurt: 57, 94, 12, 164. Soy Parmesan: 15, 8, 41, 65. Soy Cheddar cheese #1: 2, 5, 27, 34. Soy Cheddar cheese #1: 34, 40, 35, 109. Soy mozzarella cheese: 11, 36, 30, 76. Flat soy noodle: 9, 37, 39, 85.

our #1 selling product!... Look for Son of Superburger later this year. We now also private label manufacture all tempeh products in the Wildwood Natural Foods line.”

Tofu Palace Products has a new address and a toll-free phone number: Box 50085, Eugene, Oregon 97405. Phone: 1-800-600-TOFU.

**2731. Product Name:** Trader Joe’s Vegetable Croquette Entree.

**Manufacturer’s Name:** Trader Joe’s (Product Developer-Distributor).

**Manufacturer’s Address:** P.O. Box 3270, South Pasadena, CA 91031-6270. Phone: 818-441-1177.

**Date of Introduction:** 1994 August.

**Ingredients:** Tomato puree, water, soy protein, wheat gluten, enriched tubetti pasta (durum semolina flour, niacin, iron [ferrous sulfate]), thiamine, riboflavin, whole wheat flour, natural spices (no MSG), canola oil, carrageenan, [egg] albumin, onions, garlic, salt, black pepper.

**Wt/Vol., Packaging, Price:** 10 oz microwaveable sealed tray in a paperboard box. Retail for \$2.19 (8/94, Concord, California).

**How Stored:** Frozen.

**Nutrition:** Per package (284 gm): Calories 380, calories from fat 90, total fat 10 gm (saturated fat 1.5 gm), cholesterol 0 mg, sodium 650 mg, total carbohydrate 47 gm (dietary fiber 9 gm, sugars 10 gm), protein 25 gm.

**New Product–Documentation:** Product with Label purchased from Trader Joe’s in Concord, California. 1994. Aug. 14. 7.5 by 5.25 by 1.25 inches. Purple, black, and red on white. Color photo of the entree on a white dish. “No



Some manufacturers use ethyl alcohol extraction to prepare soy protein concentrates; this process removes a substantial portion of the isoflavones. The products examined for this paper which had the lowest content of isoflavones (all less than 100 micrograms per gram) were: soy cheddar cheese A 34, soy protein concentrate 56, soy Parmesan 65, soy mozzarella cheese 76, flat noodle 85.

“Proposed anticarcinogenic doses of soybean isoflavones range from 1.5 to 2.0 mg per kg of body weight per day (Hendrick et al, 1994). There are a number of soy food choices that will fit this dose requirement without the need to consume unusual amounts of these soy foods.”

Isoflavone standards and extraction of isoflavones: Authentic standards of daidzein and genistein were obtained from commercial sources (ICN Pharmaceuticals, Plainview, New York, and Calbiochem Corp., San Diego, California). Daidzein and genistein were from previous work in the laboratory (Murphy 1981). The starting material for extracting isoflavones was defatted soybean flour. It was, in turn, extracted with acetonitrile (ACN) and 0.1 N HCl [hydrochloric acid] (1:5:1 w/v/v) according to the procedure of Murphy 1981. Address: Food Science and Human Nutrition, 2312 Food Sciences Building, Iowa State Univ., Ames, Iowa 50011.

2733. Archer Daniels Midland Co. 1994. Annual report. P.O. Box 1470, Decatur, IL 62525. 42 p. Sept.

• **Summary:** Net sales and other operating income for 1994 (year ended June 30) were \$11,374 million, up 15.9% from 1993. Net earnings for 1994 were \$484.1 million, down 14.8% from 1993. Shareholders' equity (net worth) is \$5,045 million, up 3.3% from 1993. Net earnings per common share: \$1.40, down 11.4% from 1993. Number of shareholders: 33,940.

ADM's decline in profits was due largely to the great Midwestern flood of 1993 and rise in corn costs. Today ADM has 165 operating plants, 300 grain elevators, 2,000 barges, and 10,000 railroad cars. On any given day, together with affiliates in Europe, the company has 100 cargo ships on the high seas.

ADM Began processing corn in 1971, with a single wet-milling plant that had an annual processing capacity of 104,000 tons. Today ADM has an annual wet and dry corn processing capacity of 14.2 million tons. Corn is the origin of ADM's river of dextrose, from which is made HFCS, sorbitol, cornstarch, and ethanol. It is fermented to yield lysine, threonine, lactic acid, citric acid, and MSG. New products from corn fermentation scheduled for production by ADM in late 1994 include xanthan gum (a high-performance stabilizer is syrups, salad dressings, etc.), tryptophan, and vitamin C.

In recent years the U.S. government “has been providing strong incentives for farmers to grow more corn and fewer soybeans, thus turning the oilseed growing business over

to Canada, Brazil, Argentina, India and the European Union (EU)—all while U.S. acreage shrank by 10 million acres... Consumers all over the world got a major setback when trade negotiators in Paris sat around a shiny table quarreling over which one should take the biggest cut in the production of oilseeds. The result was that the United States gave up its policy of being competitive in world markets for vegetable oil and the EU agreed to drastically reduce oilseed production. French farmers, proud of their productivity, protested.” Many countries are in dire need of more cooking oil. “It was agreed that Europe would first idle several million acres and then be allowed to produce oilseeds on those acres for industrial purposes only. The result is obscene. The EU is requiring processors to take perfectly good cooking oil worth \$1.65 a gallon and turn it into diesel fuel worth perhaps 40 cents.

A sidebar on p. 13 gives ADM's views opposing the U.S. government's efforts to reduce the amount of cropland, mainly to reduce surpluses but also for soil conservation. A graph shows that world oilseed acreage has risen dramatically since 1967, while that in the USA rose slowly from 1967 to 1982, then fell thereafter.

NutriBev is a new milk alternative made largely from soy protein isolates and concentrates; it has the same nutritional value as milk but can be produced free of lactose. The Harvest Burger plant is being greatly expanded to meet the product's rapid growth in sales. “The USDA's new school lunch regulations will soon make it possible for school districts to be reimbursed for using 100% soy products such as Harvest Burger. In addition, schools will be required to reduce average fat levels in meals. A number of fat-reduced products contain ADM soy isolates. ADM's soy products are thus well positioned as extenders or a stand-alone products. Before the new regulations were announced, ADM provided testimony on the benefits of soy protein at a number of USDA hearings. We have put increased emphasis on increased soy protein research. We are also isolating some of the components in soy that are said by many scientists to inhibit cancer and some types of diabetes.” A half-page color photo shows the Green Giant Harvest Burger and its package. A new lecithin plant was fully integrated into the existing oil refinery at Europoort, Netherlands, increasing efficiency substantially.

Pages 16-18 discuss ADM's worldwide procurement network and its unique partnership with A.C. Topfer.

Page 41 shows the officers of ADM's subsidiaries and divisions: David H. Swanson is chairman of Premiere Agri-Technologies, Inc. Larry H. Cunningham is president of ADM Protein Specialties Division. John R. Mahlich is managing director of The British Arkady Co., Ltd.

Update: March 1995. The Republican congress is now downsizing the U.S. government and trying to balance the federal budget. Yet ADM is quite dependent on government subsidies, especially for their most profitable products such

as ethanol and PL-480 food products. How vulnerable does this make ADM, which is the largest manufacturer of ethyl alcohol in the world? One cannot tell from reading ADM's annual report. Address: Decatur, Illinois.

2734. Legume, Inc. 1994. Healthy vegetarian meals from Legume (Ad). *Natural Foods Merchandiser*. Sept. Insert glued in after p. 34.

• **Summary:** The full-page color ad begins: "Legume means vegetarian. Whether 'vegetable' in French, or 'bean' in English, the Legume name stands for the finest in vegetarian cuisine. And now, Legume's pledge to quality, organic ingredients, convenience and great taste comes in energy efficient, recyclable cans." A color photo shows the six products in the Legume Healthy Vegetarian line (in 15 oz cans): Chicken Style Soup, Chicken Style Chili, Beef Style Stew, Beef Style Soup, Beef Style Tamales, Italian Polenta. All products except the Polenta contain wheat gluten and miso.

Talk with Chandri Barat of Legume. 1995. Sept. This new line of canned entrees was launched in Dec. 1994. All products in the line are vegan; most products contain wheat gluten and miso. The new labels will state: "no animal products" rather than "vegan." The present terms such as "chicken flavored meat analog" will be replaced by "flavored wheat gluten (water, wheat gluten, miso," etc.). The company that makes these products is an old-fashioned, established one. The products are now starting to be sold in supermarkets, in the natural/health foods section. Address: P.O. Box 609, Montville, New Jersey 07045.

2735. Sojarei Vollwertkost GmbH. 1994. Preisliste: Handel + Gastronomie 1994/3. Gueltig ab 1. September 1994 [Price list—For the trade and gourmet shops. Prices effective from 1 Sept. 1994]. Traiskirchen, Austria. 4 p. 30 cm. [Ger]

• **Summary:** This price list lists 122 products in the following categories: Specialties in glass. Varieties of tofu. Pies or pastries (*Pasteten*). Spreads. Patties (*Laibchen*). Vegetarian sausages. Wheat cutlets. Salad sensations with Tofunaise. Soya specialties. ALSAN Reform margarine and CESAN Reform margarine (*rein pflanzlich* = contains no animal products). Sesame butter and nut butters. Specialties for the whole foods kitchen. Harald Schatz honey-wine. Ing. Bläuel—Olives and olive oil. Dr. Christian Wurm—Honey varieties. Auer—Patties (dry basis). Gehringer—Sonmland pasta and patties. Arbeitsgemeinschaft Alternativ Bäuerliche Produkte. Address: Roemerstrasse 14, A-2514 Traiskirchen, Austria. Phone: (02252) 559 01.

2736. Amerika, Mark. 1994. Genealogy of lunch: On the tofu trail. *Spec (San Francisco, California)* 1(1):29-33. Oct. [1 ref]

• **Summary:** The author, a busy vegetarian, likes easy-to-prepare rice burgers and not-dogs. In the habit of rushing his

meals, he decides to eat good food periodically throughout the day and to find out more about what he eats, where it comes from, and "what kind of work goes into the development of the very fuel that feeds my body. I decided to look into the 'genealogical' background of my favorite lunch at the Creative Cafe, one of the hipper restaurants here in Californicated Boulder... The Creative Cafe has developed a national reputation for making the best barbecued tofu this side of the Mekong Delta."

The chef and co-owner of the Cafe, Liz Cruickshank (with partner Charles Blair), tells Mark she gets all of her tofu from White Wave and she used over a ton a month. Liz feels it is important to tell Mark about the "laborintensity" of preparing his entree. Mark notes with satisfaction that the water content of tofu is very similar to that of the human body. He also notes that so-called fake hot dogs are actually real hot dogs; real hot dogs are made of ground up pigs (not dogs). Eating a "tempehburger on a warm sesame seed bun" reminds Mark of "the feeling I had as a kid who used to be rewarded for his good behavior with a trip to Wendy's or McDeath."

Mark then visits White Wave, where he finds secrecy surrounding the operation. He learns that White Wave makes about 1,400 lb/day of tofu, but the source of their soybeans is a company secret. A photo shows Mark in dark glasses next to the White Wave plant and a huge logo reading "White Wave Soyfoods."

Note: This bi-monthly "zine" is published by Matthew Jaffe in San Francisco. The title, "Spec," stands for "specific" and "speculation." Address: Editor-at-Large, Boulder, Colorado.

2737. **Product Name:** Premium Lincolnshire Vegetarian Sausages.

**Manufacturer's Name:** Cauldron Foods Ltd.

**Manufacturer's Address:** Units 1-2, Portishead Business Park, Portishead, Bristol, BS20 9BF, England. Phone: +44 1275 818448.

**Date of Introduction:** 1994 October.

**Ingredients:** Soya bean curd (water, soya beans, calcium sulphate), water, onion, hydrogenated vegetable oil, wholemeal rusk, egg albumen (from free range eggs), hydrolysed vegetable protein, starch, yeast extract, stabilisers (methyl cellulose), salt, herbs, fructose, spices, roast barley malt extract, wheatflour.

**Wt/Vol., Packaging, Price:** 250 gm of 5. Retail for £1.30.

**How Stored:** Refrigerated.

**New Product—Documentation:** Spot in Soyfoods (ASA, Europe). 1995. Spring, p. 5. "New sausage variety from Cauldron Foods." A photo shows the package.

Label sent by Heather Paine of SoyaFoods in London. 1995. April 18. Red and green on beige. Paperboard sleeve. Color photo of two sausages on a white plate with carrots, potatoes, and snow peas. Circled green V certification



symbol. "Approved by the Vegetarian Society."

**2738. Product Name:** Morningstar Farms Better 'n Burgers.

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1994 October.

**Ingredients:** Water, textured soy protein concentrate, contains 2% or less of autolyzed yeast extract, cellulose gum, malted barley extract, corn starch, natural flavors from vegetable sources, salt, soy fiber, carrageenan, spices, soy sauce (water, soybeans, salt), garlic powder, onion powder, aspartic acid, citric acid.

**Wt/Vol., Packaging, Price:** 11 oz (312 gm).

**How Stored:** Frozen.

**New Product–Documentation:** Worthington Foods. 1995. Annual Report 1994. p. 1. This product was launched in Oct. 1994. "Our new Morningstar Farms Better 'n Burgers is the first fat-free burger to be introduced nationally. It has the highest turns per point of distribution and is available in 30% of U.S. supermarkets. In 1995, we expect to complete the national roll-out with an improved product in improved packaging."

Product with Label purchased at Safeway supermarket in Lafayette, California. 1995. Oct. 8 by 4 by 1¼ inches. Paperboard box. Red, yellow, blue, white and gold on green. A color photo shows a burger patty between two buns over a lettuce leaf, topped with a slice of onion and tomato. "Fat free. All vegetable & all natural."

First quarter financial report. A996. April. Worthington began production of Better'n Burgers and other hot-air oven products at the Zanesville, Ohio, facility on 1 April 1996.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term "'n Burgers" (or "'n Burger"), or the term "Better 'n Burgers" (or "Better 'n Burger").

**2739. Product Name:** Veggie Pepperoni (Meatless).

**Manufacturer's Name:** Yves Veggie Cuisine.

**Manufacturer's Address:** 1138 East Georgia Street,  
Vancouver, BC, V6A 2A8, Canada. Phone: 604-251-1345.

**Date of Introduction:** 1994 October.

**Ingredients:** March 1998: Water, wheat gluten, soy protein isolate, tofu (water, organic soy beans, magnesium chloride), spices, salt, wheat starch, yeast extract, etc.

**Wt/Vol., Packaging, Price:** 155 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1995. Spring. p. 5. "Veggie Pepperoni–winner of Sial d'Or." This product won a Sial d'Or prize in the delicatessen category at the Oct. 1994 Sial exhibition in Paris. The product was also selected as winner of the Canadian Grand Prix Best New Product Award in the Diet and Biological Foods category. The product is high in protein

and low in fat.

**2740. Redmond, Tim. 1994.** Soyfoods Association of America had a booth at the American Dietetics Association (ADA) annual convention (Interview). *SoyaScan Notes*. Nov. 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The annual national 3-day ADA convention, held this year in Orlando, Florida, and was attended by 9,000 registered dietitians, nutritionists, and food service operators. Two panel discussions on soyfoods were held. At the first session, Mark Messina, PhD, and Anne Patterson, R.D., gave excellent speeches on "Soyfoods in Prevention of Chronic Disease" to an audience of about 650 people in a large room at the convention. The next day there was standing room only when Dr. Stephen Barnes, Dr. James Anderson, and Dr. George Blackburn spoke on "Challenging paradigms: The case for a plant-based diet."

Many dietitians came to the Soyfoods Association booth the next day and seemed very interested in information about soyfoods. "SAA displayed a wide range of soyfoods made by member companies, along with product brochures, and sampled soy hot dogs and soymilk. SAA distributed 2,000 Soyfoods Information Kits which also contained coupons and information about SAA members' products." Those in the soyfoods industry who attended the show included Tim, Michelle Edwards (of SAA) and her new husband, and Rick McKelvey from Lightlife. Ginny Messina staffed the PCRM booth, and the Vegetarian Resource Group also had a booth. A company named Omaha Steaks (whose main product is mail-order frozen steaks) had only one product there—their soyburger. Address: Vice President of Marketing and Sales, American Soy Products, Inc., 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

**2741. Austern, R. 1994.** 'Care for a tofu burger and soya shake?' Increasingly, answer is 'Yes.' Sandoz caters to a growing appetite for soybean products. *International Sandoz Gazette*. Oct/Nov. No. 113. p. 6.

• **Summary:** "As Sandoz moved into Health Foods in the 1980s, we became more and more aware of the manifold nutritional virtues of the soybean." "Sandoz Nutrition recently inaugurated a new plant in Revel, France, solely dedicated to the manufacture of soya products." It is on the same site as Nutrition & Santé. "Soya products are carried by several of our major brands: Céréal, Gerblé, Eden-Soy, and most prominently, by Gazzoni's Lecinova brand." Color photos show: The outside of Sandoz Nutrition's new plant in Revel, France. Fourteen "soya-based products from Sandoz Nutrition's operating company, Nutrition & Santé." Note: This article is about the company Nutrition & Soja, that company's name does not appear in the article except in small letters on the side of the plant in one photo.

**2742. Lumen Foods. 1994.** It's the gift that counts! (Ad).

*Vegetarian Times*. Nov. p. 83.

• **Summary:** Photos in this full-page color ad show the Heartline Vegetarian Gift Set, which includes 3 Heartline entrees, 6 types of Heartline meatless meat, and 6 types of Cajun Jerky & Stonewall's Jerquee Snacks. It sells for \$29.50 including freight. Address: 409 Scott St., Lake Charles, Louisiana 70601. Phone: 1-800-256-2253.

2743. **Product Name:** Hempeh Burger (Soy Tempeh Burger With Hemp Seeds).

**Manufacturer's Name:** Sharon's Finest (Product Developer-Marketer).

**Manufacturer's Address:** Sharon's Finest, P.O. Box 5020 (616 Davis St.), Santa Rosa, California 95402-5020. Phone: 707-576-7050.

**Date of Introduction:** 1994 November.

**Ingredients:** Organic soybeans, water, organic brown rice, hemp seeds, onion, vinegar, Rhizopus culture. Marinade: Water, pineapple juice, soy sauce, ginger, garlic, roasted sesame oil, black pepper, spice.

**Wt/Vol., Packaging, Price:** 6 oz. (2 patties).

**New Product-Documentation:** Sample label mechanical sent by Richard Rose, CEO of Sharon's Finest. 1994. Oct. 27. Richard conceived of and has developed this unique product. "Barely legal. No THC, but hemp seeds do have essential fatty acids. Contains 10% legal hemp seeds. 5% of profits go to N.O.R.M.L. Yes, we're the HempRella "cheese" folks. To prepare: Cook it up on the grill, broiler, or pan 'till happy... Or use like meat!"

Leaflet sent by Patricia Smith from Natural Products Expo West at Anaheim, California. 1995. March. "Hemp Food: As legal as Coca-Cola, as American as apple pie." A good overview of the value of hemp as a crop. Hempeh Burger, which is a soybean and rice tempeh burger, contains 10% whole hemp seeds.

Ad (p. 18) and spot (p. 56) in *Natural Foods Merchandiser*. 1995. Sept. Spot: "Sharon's Finest introduces Hempeh Burger, made from soy/rice tempeh with 10% legal hemp seeds added. Hempeh Burger is high in essential fatty acids and GLA,... is 100% vegan, and is drug free." Ad: "Absolutely no drugs here, just wholesome, nutritious food from seeds that have been in the human diet (including Buddha's) for centuries." For more information: Sharon's Finest. (707) 576-5070. hemp@rella.com.

Talk with Seth Tibbott of Turtle Island Foods. 2001. May 15. The Hempeh Burger is now starting to sell well.

2744. *Soyfoods (ASA, Europe)*. 1994. Sunrise Health Foods. 5(3):5. Autumn.

• **Summary:** Soya Health Foods Ltd. is located at Unit 4, Guinness Road, Trafford Park, Manchester M17 1AU, England. Phone: +44 61 872 0549. Under the Sunrise brand the company has a range of soya products including natural and flavored soya drinks, vegetarian burgers, non-dairy

products such as Ice Dream (a non-dairy frozen dessert in 6 flavors), Ice Yoghert (a non-dairy frozen dessert in 2 flavors), and Carob Ices. Their spray dried soymilk powder made from pure soymilk is a suitable ingredient for use in non-dairy cheeses, tofu, yogurts, frozen desserts, etc.

2745. **Product Name:** Veggie Back Bacon. Renamed Canadian Veggie Bacon by March 1998.

**Manufacturer's Name:** Yves Veggie Cuisine.

**Manufacturer's Address:** 1138 East Georgia Street, Vancouver V6A 2A8, B.C., Canada. Phone: 604-251-1345.

**Date of Introduction:** 1994 November.

**Ingredients:** March 1998: Water, wheat gluten, soy protein isolate, textured soy protein, natural flavors, yeast extract, etc.

**Wt/Vol., Packaging, Price:** 6 oz (170 gm).

**How Stored:** Refrigerated.

**New Product-Documentation:** Spot in *Vegetarian Journal*. 1994. Nov/Dec. p. 9. This delicious, vegan, fat-free product will soon be appearing in natural food stores. Use in veggie BLT or club sandwiches.

Label sent by Yves Fine Foods, comb-bound in "Yves Veggie Cuisine US Packaging." 1998. March.

2746. Hills, Benjamin. 1994. Re: New developments at Lean Green Foods on the Big Island of Hawaii. Letter to William Shurtleff at Soyfoods Center, Dec. 1 p.

• **Summary:** "Holiday Greetings! What a year! It has seen the birth and infancy of a soyfood company determined to make a difference in the protein supply of the Pacific Rim. So far it is quite local, with color pictures of ginger teriyaki tempeh burger popping up all over restaurant tables of the Big Island to sold out accounts on Kauai. Soon I will be consulting to soy operations in the Philippines, Siberia, Italy, and India, and traveling to those places. Also exploring export possibilities to Australia and New Zealand.

"It has been a tremendous amount of work, but with daily rewards from the enthusiasm of satisfied customers. Mine are truly products to believe in..."

"I have been blessed further by the presence of a soy angel, the original in my life, Susan Wallace, from Oregon... Her ever-resent enthusiasm and support for Lean Green Foods has helped immensely in the development of my life in soy."

Update: 1997. Dec. 8. Talk with Rosie Sison, who (with a friend) recently visited Benjamin at his shop in Hilo. 1998. Dec. 8. His location is beautiful, right next to the ocean, with lagoons and waterfalls nearby. He made them some delicious tempeh dishes from his freshly-made tempeh. Address: Lean Green Foods, P.O. Box 534, Volcano, Hawaii 96785. Phone: 808-985-8563.

2747. **Product Name:** Ginger Teriyaki Tempeh Burger.

**Manufacturer's Name:** Lean Green Foods.



**Manufacturer's Address:** P.O. Box 534, Volcano, Island of Hawaii, HI 96785. Phone: (808) 985-8563.

**Date of Introduction:** 1994 December.

**Ingredients:** 1998/12: Certified organic soybeans (grown in accordance with sec. 26569.11 of the California Health and Safety Code), ginger juice, soy sauce (water, wheat gluten, soybeans), mustard, lemon juice, vinegar, fructose, sesame oil, guar gum, tempeh culture.

**Wt/Vol., Packaging, Price:** 6 oz. (170 gm) vacuum pack.

**How Stored:** Frozen.

**New Product–Documentation:** Christmas letter sent by Benjamin Hills. 1994. Dec. Lean Green Foods is now making a ginger teriyaki tempeh burger. Color pictures of it are “popping up all over restaurant tables of the Big Island to sold out accounts on Kauai.” One secret to the flavor is the 24-hour soak in cold marinade—not hot!

Label brought by Benjamin Hills. 1998. Dec. 21. 3.5 inches diameter. Self adhesive. Green on white. Logo says “Made in Hawaii.” “100% vegetarian. 2 patties—Keep frozen. Try our tempeh chili. To cook: This precooked burger may be grilled, fried or microwaved.” Address is now: P.O. Box 10562, Hilo, Hawaii 96721.

2748. **Product Name:** Alpha-Omega Burger Sandwich.

**Manufacturer's Name:** Local Tofu.

**Manufacturer's Address:** 307 Route 59, West Nyack, NY 10994-2033. Phone: 914-358-2309.

**Date of Introduction:** 1994 December.

**Ingredients:** Burger: Organic okara, flaxseed, whole wheat, barley, cornmeal, brown rice, buckwheat groats, carrots, sweet potato, cabbage, kale, parsley, collard, tofu, broccoli, soymilk, tamari, herbs, spices. On rye bread.

**Wt/Vol., Packaging, Price:** ¼ lb, in clear plastic wrap.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with Sam Weinreb, founder and owner of Local Tofu. 1996. May 27. This burger, sold between two slices of rye bread, was launched in Dec. 1994. It is based on the Alpha-Omega burger, which was launched one year earlier and uses the same label. To make it: On the first slice of rye bread, lay a slice of Chinese cabbage, spread with Tofu Mayo, and top with the burger. Top this with more Tofu Mayo, a slice of cucumber, and the final slice of rye bread.

2749. Twomley, Dale E. 1994. Special message to shareholders. 900 Proprietors Rd., Worthington, OH 43085. 4 panels. 22 x 9 cm.

• **Summary:** “Worthington Foods is experiencing rapid sales growth of meat alternative products in both the retail and the food service markets. It has become increasingly evident that, as a Company, we should focus our resources on this opportunity for growth in healthy, meatless food products and build on the position of being Number One in vegetarian foods.”

In Nov. 1994 Worthington sold its refrigerated egg substitute business and processing equipment from the Zanesville Plant for \$9,000,000. The plant was closed on Nov. 23. The company plans to open it within the next 12-18 months with capacity to produce up to \$20,000,000 in meat alternative sales. All of the net proceeds from the sale will be used to reduce debt. The sale will also open up additional processing capacity for meat alternatives at the Zanesville plant. In the meat alternative segment, Morningstar Farms currently has over 60% market share. “Our Worthington Plant will be stretched to the maximum in 1995 to fill meat alternatives orders. We expect net income will be enhanced without the refrigerated substitute business even though the transaction will reduce revenues by approximately \$8,000,000... Our refrigerated Better'n Eggs product was third in market share of this category with a 14% share. “Worthington Foods will remain a player in the frozen egg substitute category where Morningstar Farms has a 29% market share and we consider the company to be a low-cost producer. Frozen egg substitute sales of Scramblers and frozen Better'n Eggs will continue under the Morningstar Farms brand nationally where we intend to remain competitive and profitable.” The company's newest product is fat-free Better'n Burgers.

“Meat alternatives is one of the fastest growing categories of frozen foods through supermarkets in the US and we intend to become even more recognized as Number One in meat alternatives.” Address: President and CEO, Worthington Foods, Inc., Worthington, Ohio. Phone: (614) 885-9511.

2750. **Product Name:** Vegetable Bratwurst (Vegetarian).

**Manufacturer's Name:** GranoVita UK Ltd.

**Manufacturer's Address:** Ambron House, Eastfield Road, Wellingborough, Northants NN8 1QX, England, UK. Phone: +44 933 27240.

**Date of Introduction:** 1994.

**Wt/Vol., Packaging, Price:** 200 gm pack. Retail for about £1.69 (England, 11/94)

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1994. Autumn. p. 5. “Vegetarian Bratwursts launched by granoVita.”

2751. **Product Name:** Wonderdogs.

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 1-800-274-6001.

**Date of Introduction:** 1994.

**Ingredients:** Water, isolated soy protein, vital wheat gluten, natural flavors from vegetable sources, soy oil, sea salt, rice syrup solids, spice extracts, paprika oleoresin, carrageenan, vegetable gums. No Nitrites.

**New Product–Documentation:** Conklin, Rebecca. 1995. “Top dog in meatless market: Litelife's growth

has been steady. Success with vegetarian fare has swept Lightlife Foods into mainstream.” *Boston Globe*. March 1. Wonderdogs were launched in 1994 with a mild flavor, cartoon superhero mascot, and 1 gram of fat per serving; they are designed to appeal to kids’ taste buds, imagination, and nutritional needs.

Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1996. March 15. Gives ingredients and nutritional information.

2752. Malarkey, Ron. 1994. Brief history of R+R Tofu. Fold Court, Home Farm, Buttercrambe, York YO4 1AU, England, UK.

• **Summary:** Form from Soyfoods Center filled out by Ron Malarkey / Malarney. 1994. Nov. 25. He writes the company name as “R+R Tofu.” This company began making and selling soyfoods in May 1973, with regular tofu, burgers, and marinated tofu. They presently make 2,000 kg/month of regular tofu and 1,000 kg/month of organic tofu.

Note: In May 2013, when asked about the May 1973 date, which conflicts with the 1985 date on his website, he replied (through his secretary, Jo): “I have got Ron to look again at your attached form and he apologises and says 1973 should read 1983. He had made the mistake of putting down the wrong date.” Address: Buttercrambe, York, England. Phone: +44 7593 72979.

2753. **Product Name:** Nutriburger: 100% Meatless Patties. **Manufacturer’s Name:** Oberti Wholesale Foods, Inc. **Manufacturer’s Address:** San Leandro, California 94577. Phone: 510-357-8600.

**Date of Introduction:** 1994.

**Ingredients:** Soy protein concentrate, partially hydrogenated soybean oil, isolated soy protein, sugar, soy sauce powder, natural flavorings, onion, garlic, malt, hydrolyzed soy protein, autolyzed yeast extract.

**How Stored:** Frozen.

**New Product–Documentation:** Product with Label brought by Bob Gerner of the Natural Grocery Co. 1994. Label. 4 by 6 inches. Dark red, dark green and light green on white. “Delicious! No cholesterol. Low fat. Economical. Textured soy protein.”

Talk with Gary Oberti, owner. This products was introduced in about 1994. The ingredients have not changed, but the nutritional values have; the front panel should read “reduced fat,” not “low fat.”

2754. **Product Name:** Quintesse Vegetarian Tofu Casserole.

**Manufacturer’s Name:** Vegetarian World Ltd.

**Manufacturer’s Address:** 15 Holloway Drive, Wardley Industrial Estate, Worsley, Manchester M28 5NJ England.

**Date of Introduction:** 1994.

**Ingredients:** Vegetables (potatoes, carrots, onions, peas),

water, tofu (fried in pure vegetable oil), cornflour, vegetable bouillon, extract of roasted barley malt, black pepper, mixed herbs.

**Wt/Vol., Packaging, Price:** 425 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Label sent by David Greenslade. 1994. Oct.

2755. **Product Name:** Quintesse Vegetarian Tofu Goulash.

**Manufacturer’s Name:** Vegetarian World Ltd.

**Manufacturer’s Address:** 15 Holloway Drive, Wardley Industrial Estate, Worsley, Manchester M28 5NJ England.

**Date of Introduction:** 1994.

**Ingredients:** Vegetables (potatoes, carrots, onions, peas), water, tofu (fried in pure vegetable oil), tomato puree, cornflour, paprika, vegetable bouillon, cider, vinegar, garlic, black pepper.

**Wt/Vol., Packaging, Price:** 425 gm can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Label sent by David Greenslade. 1994. Oct.

2756. **Product Name:** [Deli Salads: Hawaii, Garden, Mexican, Shanghai].

**Foreign Name:** Feinkostsalat: Hawai, Jardinière, Mexicano, Shanghai.

**Manufacturer’s Name:** Viana Naturkost GmbH.

**Manufacturer’s Address:** Neusserstr. 199, D-5000 Cologne 60, West Germany. Phone: (02233) 41323.

**Date of Introduction:** 1994.

**Ingredients:** Shanghai: Seitan (*Seitan*)\*, soymilk (*Sojamilch*)\*, corn oil (*Maiskeimöl*), soy sprouts (*Sojasprossen*), wine vinegar\*, corn malt (*Maismalz*)\*, paprika, wheat starch, herbs, sea salt, carob\*. \* = Organically grown.

Note: The main ingredient in Hawaii flavor is smoked tempeh, and in Garden and Mexican is soy tempeh.

**Wt/Vol., Packaging, Price:** 200 gm or 100 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels brought by Bernd Drosihn of Viana. 1995. March 11. 3.5 x 4.75 inches. Red, white, and black on yellow (Hawaii), or light green (Garden), or red (Mexican), or purple (Shanghai). Cardstock. 150 gm.

2757. Bloomfield, Barb. 1994. Fabulous beans.

Summertown, Tennessee: The Book Publishing Co. 143 p. Index. 21 x 18 cm.

• **Summary:** This is a vegan cookbook that focuses on cooking with whole beans. The Farm has used beans as a key part of its diet for more than 20 years.

The “Introduction” states: The more frequently you eat beans, the easier it is to digest them.” “If you pre-soak your beans, strain off the soaking water, discard it, and cook them in fresh water; it will help reduce gas.”



The section on “Cooking beans” (p. 9-10) states: “Because there are enough people whose systems don’t do well with beans unless they are cooked *very soft* (especially children and elderly people), I recommend cooking times for beans that may seem more than necessary to you.”

The “Bean cooking chart” (p. 11) says: “Use 3 cups of water for each cup of dried beans.” For soybeans: Do not cook soaked soybeans in an open kettle. No soak and pressure cook: 60 minutes. Soak and pressure cook: 45 minutes. 2 cups dry soybeans yield 4 cups cooked.

Soy related recipes: Soy nuts (p. 24). Crunchy soybean salad (p. 36). Noodle-veggie-bean casserole (p. 61). Soy stuffed peppers (p. 76). Bean sausage links (p. 81). Soy burgers (p. 85). Barbecue soybeans (p. 100). Sweet and sour soybeans (p. 104). Soybean stroganoff (p. 109). Soybeans in sweet sauce (p. 121). Tutti-fruity bars (p. 138).

A color photo on the rear cover shows Barb Bloomfield. Address: The Farm, Summertown, Tennessee.

2758. Jacobs, Barbara; Jacobs, Leonard. 1994. *Cooking with seitan: The complete vegetarian “wheat-meat” cookbook*. 2nd ed. Garden City Park, New York: Avery Publishing Group. xi + 185 p. Foreword by Nikki and David Goldbeck. Illust. Index. 26 cm. [20 ref]

• **Summary:** Contents: Acknowledgments. Foreword. Preface. Introduction. 1. A Newly discovered ancient food. 2. Making your own seitan. 3. Appetizers and snacks. 4. Sauces and marinades. 5. Soups and stews. 6. Salads and salad dressings. 7. Side dishes. 8. Elegant entrées and hearty casseroles. 9. Desserts. Manufacturers of seitan and seitan products. Mail-order distributors. Bibliography.

In the Introduction, Barbara Jacobs writes (p. 2-3): “In 1970, when we first tasted seitan, it was a tasty but exotic snack food, owing its extremely salty flavor to the fact that it was an imported Japanese specialty food, flavored for the Japanese taste. In addition to being heavily salted, this seitan was hard, chewy, and quite expensive. It was really just a snack food to be eaten while drinking beer. Unfortunately, no one involved in the natural foods movement in this country was familiar with the methods used to make this food.

“In 1971, Leonard became the head chef at the Seventh Inn, one of Boston’s first natural foods restaurants. During that time, he and I began our search for different traditional food-preparation techniques and studied with experts in all areas of cooking and baking. In March 1971 a young Japanese woman named Yumie Kono came to work at the Seventh Inn. It was Yumie who taught us how to make seitan. Even macrobiotics leaders Michio and Aveline Kushi—experts in the preparation of healthy Japanese foods—had never actually made seitan.”

In 1975 Jonathan’s Seitan Shop in Antwerp, Belgium, began to make seitan. In the mid-1970s, a seitan product named Tan Pups had become a very popular snack food. “Created in Boston, tan pups were similar to the country fair

specialty of dough-covered hot dogs on a stick. Tan pups were pieces of seitan that had been dipped in flavored batter and deep fried. Boston area natural foods stores carried these healthy snacks as staple items.”

The basic recipe for seitan (p. 20-21) involves simmering 2-2½ cups of freshly homemade wheat gluten in a “basic broth” of 4 cups water, ¼ to ½ cup natural soy sauce, a 3-inch piece of kombu (a sea vegetable), 4-6 slices (1/8 inch) of fresh gingerroot (optional), and 1 tablespoon sesame oil (optional). Address: Medfield, Massachusetts.

2759. **Product Name:** Tofu, Soymilk, Dried Tofu Curds, and Veggie Burgers.

**Manufacturer’s Name:** Harcan Kingsoya Co. Ltd.

**Manufacturer’s Address:** 33 Casebridge Court, Units 5&6, Scarborough, ONT M1B 3J5, Canada. Phone: (416) 283-8328.

**Date of Introduction:** 1994?

**New Product–Documentation:** Talk with Duff MacKinnon of the Ontario Ministry of Agriculture and Food in Guelph. 1995. March 6. Harcan makes tofu, soymilk, dried tofu curds, and veggie burgers. They have a very small plant. One partner, from mainland China, speaks excellent English. The other two partners are Canadian.

2760. **Product Name:** Wild Dogs (Tofu Hot Dogs).

**Manufacturer’s Name:** Wildwood Natural Foods of Santa Cruz, Inc.

**Manufacturer’s Address:** 1560 Mansfield Ave., Suite D, Santa Cruz, CA 95062. Phone: 408-476-4448.

**Date of Introduction:** 1994?

**Ingredients:** Organically grown, expeller-pressed soybeans.

**Wt/Vol., Packaging, Price:** 6 oz.

**How Stored:** Shelf stable.

**New Product–Documentation:** Talk with Jeremiah Ridenour. 1995. Feb. 28. The slogan for this product is “take a pack home with you.”

2761. Burros, Marian. 1995. When tofu meets bun: Eating well. *New York Times*. Jan. 4. p. C1, C6. Living section.

• **Summary:** This feature story about the fast-growing popularity of veggie burgers notes that “This quintessential hippie food [the tofu burger] may be on its way to becoming the food of the masses.”

In a large table, 34 brands and varieties of veggie burgers are rated; the author’s personal taste test resulted in 13 different burgers being rated from acceptable to very good. Among her favorites: Boca Burger, Green Giant Harvest Burger, and Morningstar Farms Meatless Patties [made by Worthington Foods].

2762. Much, Marilyn. 1995. Seeds bear fruit at Archer Daniels Midland: Profits surge at huge grain processor thanks to growing sales of higher margin additives. *Investor’s*

*Business Daily*. Jan. 5.

• **Summary:** A photo shows ADM Chairman and CEO Dwayne Andreas who said that his company's business has doubled every six years for the past 20 years. In 1994 ADM had bad luck because of the great Midwest floods; earnings dropped 11% even as revenues rose 16% to \$11.4 billion. ADM's strategy is to nurture core businesses, like milling of corn, wheat, and soybeans, while expanding and upgrading products into higher margin items.

Over the past few years ADM has used new technologies to extract amino acids from corn. Today ADM is a leader in the production of amino acids like lysine and threonine, which are used as livestock feed supplements. It will soon start making tryptophan for use in livestock feeding. Andreas estimates that consumption of such value-added products is growing anywhere from 6% to 25% a year. That explains why he has invested several hundred million dollars in making these items. "This investment includes the January acquisition of Central Soya Co., one of the largest global distributors of multivitamin products." [Note: In Jan. 1994 (not 1995) a subsidiary of ADM acquired Central Soya's feed division—but not the entire Central Soya company].

Analyst David Nelson of NatWest Securities predicts that ADM's earnings overall will grow at a compound annual rate of 9% to 12% over the next 5 years as the firm reaps the benefits of its wise investments, and as agricultural trade becomes more liberalized. That's up from only 3% from 1990-1994. For example, the market for ADM fructose has exploded. ADM plans to diversify into new bioproduct categories. Long-term, Andreas plans to produce all six antioxidant vitamins from natural sources—and penicillin.

ADM's soy protein business is growing rapidly. Six years ago the company invented a new way to isolate [concentrate?] soy protein and make a product similar in taste and texture to meat. This is used as an ingredient in the Harvest Burger patties marketed at retail by Pillsbury's Green Giant.

Andreas has found that liberalization of agricultural trade through NAFTA and GATT has been of tremendous benefit to ADM and similar companies. ADM is now shipping to China vastly increased amounts of vegetable oil. "The company has shipped \$26 million of a total \$100 million order from the Ukraine for soy protein to be used in milk. And the former Soviet Union has asked ADM if it can supply it with 3 million tons of milk from soy protein in the future, says Andreas." Address: Staff reporter.

**2763. Product Name:** Celentano Vegetarian Selects Stuffed Shells Florentine.

**Manufacturer's Name:** Celentano Bros., Inc.

**Manufacturer's Address:** 225 Bloomfield Ave., Verona, NJ 07044. Phone: (201) 239-8444.

**Date of Introduction:** 1995 January.

**Ingredients:** Tomatoes, tofu (Rocky Mountain glacier melt

water, organic soybeans {grown & processed in accordance with the California Organic Foods Act of 1990}, gypsum, nigari {magnesium chloride}, cooked pasta shells (enriched semolina flour, water), spinach, water, onions, peanut oil, salt, parsley, basil, pepper, oregano, garlic.

**Wt/Vol., Packaging, Price:** 10 oz. Paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Ad in *Vegetarian Times*.

1995. Sept. A color photo shows the front label, in which each ingredient is pictured as well as listed. "All natural. Totally vegan. Non dairy. No cholesterol. 240 calories per serving."

Talk with Donna Mangasarian (DKM Inc., 114 Dartmouth Rd., Manhasset, New York 11030. Phone: 516-365-7260) who does the advertising and promotional work for Celentano. 1995. Aug. 29. Celentano's line Vegetarian Selects products is all vegan and all contain tofu. These products with tofu were first introduced in 1995.

Label sent by Donna. 1995. Sept. 5. 7 by 5 by 1 5/8 inches. Paperboard box. Red, green, and black on white. Color photo of three of the stuffed shells on a white dish. "All natural. Totally vegan. Non dairy. No cholesterol. 240 calories per serving."

Note: Legume Stuffed Shells Provencale were introduced in Dec. 1983.

**2764. Product Name:** Celentano Vegetarian Selects Lasagne Primavera.

**Manufacturer's Name:** Celentano Bros., Inc.

**Manufacturer's Address:** 225 Bloomfield Ave., Verona, NJ 07044. Phone: (201) 239-8444.

**Date of Introduction:** 1995 January.

**Ingredients:** Tomatoes, cooked lasagne pasta (unbleached enriched extra fancy patent durum flour, water, enriched semolina flour), tofu (Rocky Mountain glacier melt water, organic soybeans {grown & processed in accordance with the California Organic Foods Act of 1990}, gypsum, nigari {magnesium chloride}), zucchini, broccoli, water, carrots, onions, peanut oil, salt, parsley, basil, pepper, oregano, garlic.

**Wt/Vol., Packaging, Price:** 10 oz. paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Label sent by Donna

Mangasarian (DKM Inc., 114 Dartmouth Rd., Manhasset, New York 11030. Phone: 516-365-7260) who does the advertising and promotional work for Celentano. 1995. Sept. 5. 7 by 5 by 1 5/8 inches. Paperboard box. Red, green, and black on white. Color photo shows two large squares of lasagne primavera on a white dish. "All natural. Totally vegan. Non dairy. No cholesterol. 210 calories per serving." Donna says these products with tofu were first introduced in 1995.

Note: Legume Vegetable Lasagna was introduced in Dec. 1983.





**Ingredients:** Tomatoes, tofu (Rocky Mountain glacier melt water, organic soybeans {grown & processed in accordance with the California Organic Foods Act of 1990}, gypsum, nigari {magnesium chloride}), cooked manicotti pasta (unbleached enriched extra fancy patent durum flour, water, enriched semolina flour), spinach, water, onions, peanut oil, salt, parsley, basil, pepper, oregano, garlic.

**Wt/Vol., Packaging, Price:** 10 oz. paperboard box.

**How Stored:** Frozen.

**New Product–**

**Documentation:** Label sent by Donna Mangasarian (DKM Inc., 114 Dartmouth Rd., Manhasset, New York

2765. **Product Name:** Celentano Vegetarian Selects Eggplant Rollettes.

**Manufacturer's Name:** Celentano Bros., Inc.

**Manufacturer's Address:** 225 Bloomfield Ave., Verona, NJ 07044. Phone: (201) 239-8444.

**Date of Introduction:** 1995 January.

**Ingredients:** Tomatoes, eggplant, tofu (Rocky Mountain glacier melt water, organic soybeans {grown & processed in accordance with the California Organic Foods Act of 1990}, gypsum, nigari {magnesium chloride}), water, spinach, broccoli, enriched wheat flour, breadcrumbs, onions, peanut oil, parsley, basil, salt, pepper, oregano, garlic.

**Wt/Vol., Packaging, Price:** 10 oz. paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Label sent by Donna Mangasarian (DKM Inc., 114 Dartmouth Rd., Manhasset, New York 11030. Phone: 516-365-7260) who does the advertising and promotional work for Celentano. 1995. Sept. 5. 7 by 5 by 1 5/8 inches. Paperboard box. Red, green, and black on white. Color photo shows two eggplant rollettes on a white dish. "All natural. Totally vegan. Non dairy. No cholesterol. 350 calories per serving." Donna says these products with tofu were first introduced in 1995.

2766. **Product Name:** Celentano Vegetarian Selects Manicotti Florentine.

**Manufacturer's Name:** Celentano Bros., Inc.

**Manufacturer's Address:** 225 Bloomfield Ave., Verona, NJ 07044. Phone: (201) 239-8444.

**Date of Introduction:** 1995 January.

11030. Phone: 516-365-7260) who does the advertising and promotional work for Celentano. 1995. Sept. 5. 7 by 5 by 1 5/8 inches. Paperboard box. Red, green, and black on white. Color photo shows two rolls of manicotti florentine on a white dish. "All natural. Totally vegan. Non dairy. No cholesterol. 220 calories per serving." Donna says these products with tofu were first introduced in 1995.

Note: Legume Tofu Manicotti was introduced in Feb. 1983.

2767. **Product Name:** Fungle's Veggie Franks n' Beans (Fat Free); Veggie & Bean Burritos; Spaghetti & Veggie Balls.

**Manufacturer's Name:** Fungle's Fun Foods.

**Manufacturer's Address:** 16830 Ventura Blvd., Suite 326, Encino, CA 91436. Phone: 1-800-386-4537. 310-374-6893.

**Date of Introduction:** 1995 January.

**Wt/Vol., Packaging, Price:** 8 oz plastic tub.

**How Stored:** Frozen.

**New Product–Documentation:** Spot in Record Review (Abbotsford, Wisconsin). 1995, Jan. 25. Spot in Vegetarian Times. 1995. March. p. 14. "Frozen, fast and fun." The company makes 3 frozen vegetarian entrees in the line "Fungle's All Natural Meals for Kids.": Veggie Franks 'n Beans (which have soy franks, made by Yves), Veggie & Bean Burritos (contain soy cheese and soy oil), and Spaghetti & Veggieballs (contained soy veggie balls; it came as a sheet from Yves and they turned it into a ball). A color photo shows each package.

Talk with the company. 1995. July 31. They have just shut down production. A lot of vegetarians enjoy their



products, but they don't have enough sales to survive. They don't know what they will do next.

**2768. Product Name:** Green Giant Breakfast Patties [Sausage Style].

**Manufacturer's Name:** Green Giant Div., The Pillsbury Company (Marketer-Distributor). Made in Decatur, Illinois, by ADM.

**Manufacturer's Address:** Pillsbury: 2866 Pillsbury Center, Minneapolis, MN 55402-1464. Phone: 1-800-998-9996.

**Date of Introduction:** 1995 January.

**How Stored:** Frozen.

**New Product-Documentation:** Ad with coupon (1/3 page, color) in *Vegetarian Times*. 1995. March. p. 22. A photo shows the front of each package/label. The patties contain "81% less fat" than comparable meat patties. They are "All vegetable. Cholesterol free."

Talk with Doug Schmalz of ADM. 1995. July 19. This product is now on the market.

Talk with Green Giant consumer information person. 1995. July 31. The Green Giant Breakfast Patties were launched on 1 Jan. 1995.

**2769. Product Name:** Green Giant Breakfast Links [Sausage Style].

**Manufacturer's Name:** Green Giant Div., The Pillsbury Company (Marketer-Distributor). Made in Decatur, Illinois, by ADM.

**Manufacturer's Address:** Pillsbury: 2866 Pillsbury Center, Minneapolis, MN 55402-1464. Phone: 1-800-998-9996.

**Date of Introduction:** 1995 January.

**Ingredients:** Water, soy protein concentrate, corn oil,

isolated soy protein, methylcellulose, hydrolyzed protein (made from soy protein, wheat gluten, corn gluten), natural flavor, spice, salt, malt extract, autolyzed yeast extract, maltodextrin, beet powder, zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate, vitamin B-6 hydrochloride, riboflavin, vitamin B-12.

**Wt/Vol., Packaging, Price:** 8 oz paperboard box. Retail for \$2.19 (8/95, California).

**How Stored:** Frozen.

**Nutrition:** Per 3 links (85 gm): Calories 110, calories from fat 45, total fat 5 gm (8% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 340 mg (14%), total carbohydrate 5 gm (dietary fiber 4 gm, sugars <1 gm), protein 12 gm. Vitamin A 0%, niacin 15%, vitamin B-12 15%, zinc 30%, copper 10%, calcium 6%, vitamin C 0%, iron 10%, riboflavin 6%, Percent daily values are based on a 2,000 calorie diet.

**New Product-Documentation:** Ad with coupon (1/3 page, color) in *Vegetarian Times*. 1995. March. p. 22. A photo shows the front of each package/label. The links contain "81% less fat" than comparable meat sausages. They are "All vegetable. Cholesterol free."

Talk with Green Giant consumer information person. 1995. July 31. The Green Giant Breakfast Links were launched on 1 Jan. 1995.

Product with Label purchased at Safeway supermarket in Lafayette, California. 1995. Aug. 1. 8½ by 4¼ by 1 inch paperboard box. Green, dark green, white, and purple. Color photo of 3 links next to pancakes and 3 raspberries on a plate. Green Giant logo. On front panel: "81% less fat than pork sausage. All-vegetable. Zero cholesterol. 10 links."



Back panel: Have a hearty breakfast that's good for you! Questions or comments? 1-800-998-9996. A table compares the nutritional composition of 68 gm uncooked Green Giant Links and pork sausage: Fat: 5 gm vs. 27 gm. Saturated fat: 0.5 gm vs. 10 gm. Cholesterol: 0 mg vs. 45 mg. Calories: 119 vs. 280.

2770. Pillsbury Company. 1995. Like any guy, he occasionally craves a burger (Ad). *Vegetarian Times*. Jan. p. 25.

• **Summary:** The top half of this full-page color ad contains an illustration of the jolly Green Giant. The bottom half tells about Green Giant Harvest Burgers, with a photo of the package and of a burger between buns with all the trimmings. Green Giant is a registered trademark of The Pillsbury Company. Harvest Burgers is a registered trademark of ADM.

2771. **Product Name:** Vegan Cajun Burger (On a Bun), and Cajun Tofu Sloppy Joe (The Filling).

**Manufacturer's Name:** Soy Devine.

**Manufacturer's Address:** 1881 Fieldbrook Road, Arcata, CA 95519. Phone: 707-849-8430.

**Date of Introduction:** 1995 January.

**Ingredients:** Processed organic tofu [frozen], tomato sauce, onions, honey, mustard, cider vinegar, safflower oil, tamari (Westbrae), peanut butter, garlic, miso, spices (incl. paprika, cayenne, allspice).

**New Product–Documentation:** Talk with Mara Devine. 1995. June 1. Cajun Barbecue Style was first introduced in 1987. In Jan. 1995 it was renamed and divided into two products: Vegan Cajun Burger, and Cajun Tofu Sloppy Joe. The latter product is sold as a product in its own right, but also serves as the filling for the burger. She moved from Miranda to Arcata, California, in June 1993.

2772. **Product Name:** [Medley of Tofu Spreads].

**Foreign Name:** Streichkonzert.

**Manufacturer's Name:** Topas GmbH (Product Developer–Marketer).

**Manufacturer's Address:** Bollbergstr. 41, 72116 Öschingen [near Tuebingen], Germany. Phone: 07473/25515. Fax: 07473/8320.

**Date of Introduction:** 1995 January.

**Ingredients:** Incl. seitan.

**Wt/Vol., Packaging, Price:** 150 gm package.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter (fax) from Klaus Gaiser, founder of Topas. 1996. Sept. 21. This is a “concert” of 3 kinds of tofu-spreads, and the only product of his which survived the difficult year of 1995. The product consists of two very sausage-like spreads and one cheese-like spread; 50 grams of each of the three, all in one package. Nowadays it is quite a successful product.

2773. **Product Name:** [Tofu Sandwich Slices / Cold Cuts].

**Foreign Name:** Tofu-Aufschnitt.

**Manufacturer's Name:** Topas GmbH (Product Developer–Marketer).

**Manufacturer's Address:** Bollbergstr. 41, 72116 Öschingen [near Tuebingen], Germany. Phone: 07473/25515. Fax: 07473/8320.

**Date of Introduction:** 1995 January.

**Ingredients:** Incl. tofu.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter (fax) from Klaus Gaiser, founder of Topas. 1996. Oct. 8. This product, introduced in early 1995, resemble Heiler's Tofu-Pastete.

2774. **Product Name:** [Tofu-Filled Pouches (With Leeks, With Mushrooms)].

**Foreign Name:** Tofu-Maultaschen (mit Lauch, mit Champignons).

**Manufacturer's Name:** Topas GmbH (Product Developer–Marketer).

**Manufacturer's Address:** Bollbergstr. 41, 72116 Öschingen [near Tuebingen], Germany. Phone: 07473/25515. Fax: 07473/8320.

**Date of Introduction:** 1995 January.

**Ingredients:** Incl. tofu.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter (fax) from Klaus Gaiser, founder of Topas. 1996. Oct. 8. This product, introduced in early 1995, resembles a typical south German treat.

2775. Ubiera, L.R. 1995. Tofu y leche de soya: Alimentos macrobióticos–naturales. Una guía practica para su manufactura en casa. La proteina del futuro, ahora [Tofu and soymilk: Macrobiotic natural foods. A practical guide for home preparation. Protein source of the future, now]. Santo Domingo, Dominican Republic: Published by the author. iii + 156 p. Illust. Index. 21 cm. [5 ref. Spa]

• **Summary:** The author was born on 20 Jan. 1955 in the Dominican Republic. He also practices and teaches Hatha Yoga. Contents: Dedication to his teacher Maestro el Swami Guru Devanand Saraswati J. Maharaj, and others. Prolog, by José A. Fortunato of New York. Introduction. How to make tofu and soymilk at home. Preparatory techniques for tofu. How to make tofu cutlets, burgers, and pouches. Recipes: Sauces, salads, and soups. Main dishes. Other recipes–*Aderezos, cremas, salsas, ensaladas, sopas, entremeses, pastelones y platos, pastas, estofados y otros platos, postres, dulces y bizcochos, panes*. Photos and illustrations (from *The Book of Tofu*, by Shurtleff & Aoyagi). A color photo on the rear cover shows the author. Address: Ufesa Nutrisoya, C/33 No. 9 A, Villa Carmen Este, Santo Domingo, Dominican Republic. Phone: (809) 590-3418.

2776. Wildwood Natural Foods. 1995. Price list–January 9, 1995. Fairfax, California. 5 p.

• **Summary:** Wildwood’s own product lines include: Sandwiches (7 products, incl. burritos and sushi), salads (17), tofu and tofu products (13), soymilk (2), hot dogs (1), tempeh (4).

Wildwood also distributes products made by other companies: Red Wood Foods (16 products), Mrs. Wiggles Rocket Juice (12), Grainaissance (17; amazake, pudding, and mochi), Sonoma Salsa (7), Yves Veggie Cuisine (9), Lightlife Foods (13), Turtle Island Foods (1), NuTofu soy cheese (3), Señor Felix’s (8), Heart & Soul (5, Trim Slices), Natures Babies (10, baby foods). Address: 135 Bolinas Rd., Fairfax, California 94930. Phone: (415) 459-3919.

2777. Wildwood Natural Foods. 1995. WildWood Natural Foods: Responding to your needs for high quality, nutritious, ready to eat foods... Naturally! (Leaflet). Santa Cruz, California. 3 panels each side. Each panel: 22 x 9 cm.

• **Summary:** Contents: Introduction (to the company, soybeans, and soyfoods). About tofu. What is tempeh. Nutritional information (about tofu): Nigari Firm Style Tofu vs. Calcium Fortified Tofu Medium Style. Partial list of Wildwood Natural Foods Products–Ready to eat: Organic tofu. Braised regular tofu. Braised peanut tofu. Braised Mexican tofu. Wild baked tofu. Veggie burgers (Regular, Italian, and Mexican). Tofu cutlet (Traditional Nama Agé). Tofu salads (Curry or Dill). Mid-East Hummus. Tempeh burgers. Tempeh noodle salad. Soya nuggets (complete vegetable protein, animal free meal substitute). Also a large selection of freshly made sandwiches, burritos, salads and desserts. Our purpose. Our mission. Our core values and beliefs.

Note: This leaflet went through several subsequent revisions / reincarnations. Address: 1560 Mansfield St., Santa Cruz, California 95062. Phone: (408) 476-4448.

2778. Worthington Foods, Inc. 1995. Amazing but true: Natural Touch Vegan Burger. People’s choice. Fat free (Ad). *Vegetarian Times*. Jan. p. 5.

• **Summary:** See next page. This full-page, color ad, with a 50 cent coupon, features the new Natural Touch Vegan Burger. A half page photo shows a burger between buns on a plate with all the trimmings. Address: Worthington, Ohio 43085.

2779. **Product Name:** Natural Touch Vegan Burger (Fat Free).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Road, Worthington, OH 43085.

**Date of Introduction:** 1995 January.

**New Product–Documentation:** Ad (full-page, color)

in *Vegetarian Times*. 1995. Jan. p. 5. “Amazing but true. Natural Touch Vegan Burger. People’s choice. Includes a 50 cent coupon, features the new Natural Touch Vegan Burger. A half page photo shows a burger between buns on a plate with all the trimmings.

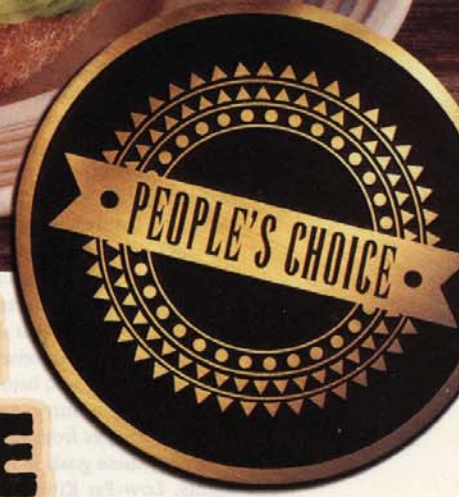
Spot in *Vegetarian Times*. 1995. March. p. 12. “It’s Burgertime.” This new product contains less than half the calories of a regular hamburger, no cholesterol, no fat, and no animal products.

2780. Lombardi, Joyce. 1995. Re: History of growing and using soybeans in Chad. Letter to William Shurtleff at Soyfoods Center, Feb. 4. 3 p. Typed, with signature. [Eng]  
• **Summary:** “Thank you for your response and enthusiasm for our soya work in Chad. I am forwarding your letter to people in town who are very involved in spreading the good bean throughout the land. One, an agronomist from Togo named Dr. Akintayo, has come to Chad for soy propaganda only. He has recently produced a book which will be of great interest to you, and is also very involved in training soybean trainers at the *Centre de Formation Professionnelle d’Agriculture (CFPA)*, a farm extension service launched about 6 years ago by Swiss development workers.

“It is in fact from a Swiss-Italian development worker that I got the idea, and later the seeds, for soybean cultivation in my village. I had enjoyed ginger-flavored soymilk at his villa, and had heard him extoll the soil-enriching properties of the soy bean, so when people in my village began complaining about the low rates they were getting from the state’s cotton company, I asked if they had thought about planting another cash crop, like soy. I was told it had been done in the past, but people here don’t really know how to do much with soy beyond what you call dawa-dawa, fermented sauce. So a few weeks later, after more discussions with villagers, who told our health team that famine was their biggest health worry, the *Comite de Sante de la Paix* was born. Its mission—to grow, sell, and popularize the soybean in the village of Bessada, Chad.

“As far as I can tell, the farthest back anyone can remember planting soy in our region of southeastern Chad is 10 years ago [i.e. in about 1985]. Most people credit the above-mentioned CFPA with introducing the crop here 6 years ago. From its base in town, the CFPA also has several outposts in smaller towns (i.e. Koumra) and villages (i.e. Modjibe) near, or within a 20 km radius of Bessada. Farmers report success with the crop, especially as our soil is ‘tired’ from a constant rotation of cotton, millet and peanuts. People report that one 100 kg sack fetches between 23,000–50,000 cfa (\$41-90) compared to half that for a sack of millet. The main buyers seems to be ONGs run by ex-pats [expatriates] or missions. Local buyers make dawa-dawa, or *ndi*, as it is called in the Sara language here, and several women in my village report making sojateen, or soybean coffee. However the cost, between 150-500 cfa per kg is prohibitive, and soy





# AMAZING BUT TRUE

You might be amazed to know that the new Fat Free Vegan Burger™ from Natural Touch® won this year's "People's Choice Award" for best taste. Considering it beat out burgers containing fat, we'd understand your reaction. But our vegetarian burger was chosen over others in a blind taste test conducted by the National Nutritional Food Association. And we're so sure you'll agree with the results that we're offering a money back guarantee. Either you'll love this burger or you'll get your money back. You've got nothing to lose. So take this coupon to your favorite natural foods store and try the Fat Free Vegan Burger from Natural Touch. The amazing fat-free burger with the award-winning taste.

## 50¢ OFF

**Natural Touch® Fat Free Vegan Burger.™**  
Available at Natural Food Stores.

RETAILER: Worthington Foods will reimburse you for the face value of this coupon plus 8¢ handling, provided you and the consumer have complied with the terms of the offer. Void if copied, transferred, prohibited, taxed or restricted. Customer must pay any sales tax. Any other use constitutes fraud. Cash value 1/100¢. For redemption, mail to: Worthington Foods, Inc., Lees Dept. #1660, 11560 Rojas, El Paso, TX 79936.

LIMIT ONE COUPON PER PURCHASE. Store Coupon Expires 12/31/06

Worthington Foods, Inc. 259458



is still seen as a luxury food here. For comparison, millet is about 50-100 cfa/kg, and peanuts a bit less. Nonetheless, people generally know that soy is good for the body and soil, and were very interested in our collective soybean field.

“So, on July 17 1994, our rather ad hoc health team—made up of four men previously elected as village health delegates and 10 ten traditional birth attendants, old women with lined, tribal-scarred faces, canes, strong wiry hands—planted 6 kg of soybeans on a cleared ½ hectare plot, known here as a corde... Millet and cotton had been planted on our plot before, the debris cleaned away with the usual bushfire method.

“Our yield, just barely over 100 kg, was dismal. Reasons: we planted too late in the rainy season, which begins in May/June, and harvested our beans on Thanksgiving Day. Akintayo informed me that we planted the 120-day variety, which is what the CFPa has made available to folks here. Also, we only weeded twice, and very late in the game. The tribulations of collective labor as I’m sure you remember from your Peace Corps days. Third, our soil is rather sandy, and I’m told soy prefers clay and shade. Indeed, we remarked that the plants growing in the shade of a karite tree produced very well while the plants in the shade of an ndil tree produced a lot of foliage but not much bean. A farmer 7 km away reported a yield of 250 kg from 4 kg of seeds on a one-corde plot. He planted earlier and had better soil. His village has a water table of 23 meters, ours is 47.”

“So, now, the sack of beans sits in my hut, away from mice and thieves, until we move it to a communal silo with another sack we’re buying on credit. We have siphoned out some of the beans already to stage a big village-wide soybean transformation day, January 25, run by two animatrices sent by the CFPa in nearby Koumra. The two women journeyed out on their red moped to teach the health committee members, representatives from church and women’s groups, 25 total participants, to make soy milk, cheese (tofu), fried tofu, beignets (spicy tofuburgers made with the residue [okara] whose name in Japanese I saw in your Book of Tofu), cake, steamed pate with fish and tomatoes, sweet donuts, and cake. The consensus was: porridge (I forgot to mention it above), spicy beignets and cake. Those were the big hits. People were shocked that one could bake a delicious cake there under the mango tree outside our clinic. Our tools were 3-rock fires, wooden mortars, big iron cauldrons and manual labor. Perhaps Niger was the same way, but Chad has next to nothing in the way of time-saving tools. We did manage to borrow someone’s hand-cranked meat grinder to make the soy milk.

“The fallout from soyday is this: the chef du canton, in whose compound I live, wants to make our village a center for soya cake, and we plan to serve it to the US Ambassador and Minister of Health who are due out in the village next week to inaugurate our newly renovated clinic, *grâce à* USAID. New members of the health team want to launch

an infant-feeding program of soy porridge at the dispensary each Saturday or vaccination day. There is one such program started by a French doctor named Dr. Magguie Negri in a village called Bekemba, about 60 km north of here. She started the program in 1991, and reports feeding 103 children in 1993, on a continued basis. She encourages mothers to prepare the soy meals (porridge) themselves, and to aid with a community soycrop. (Paperwork to follow if I can find any).

“The infant nutrition program couldn’t come at a better time for Bessada which now finds itself in the midst of a fatal measles epidemic, compounded by the beliefs that vaccinations give AIDS and measles, and that giving meat to baby or child with measles will make her sicker.

“So, in my village, soybeans are growing fast and well, and I will leave here knowing that at least I have made a substantial contribution to the well-being of a place it seems that history has forgotten. God, it’s hard here. People scrape a living out of the sand with their bare hands.”

“So. The gospel spreads forth. Having seen the damage wrought by so many other egos and programs come here to save the Africans, plugging away for The Soybean is one of the only acts of development I really feel comfortable engaging in.

“So no, in answer to your question, soybean cultivation is not a specific Peace Corps program or govt. program here.”

“As for me, I was a Vanilla Edensoy and tahini tofuburger fan back in the States, but I never knew much about soy until now.”

Color photos taken by Joyce show: (1) Three African men weeding a field of soybeans by hand, Sept/Oct. 1994. (2) Soybean plants in Bessada growing in the shade of a Karité tree, Aug. 1994. (3) Four Africans (two in traditional dress) from the health team seated outside of Joyce’s round mud-walled house with conical thatched roof. Atop a wooden mortar are five glasses of soybean coffee on a white plate. Enclosed is a recipe for “Bessadonian soya coffee deluxe,” by Joyce. Season, if desired, with *tumba* (Arabic tea spice). It’s cheap, nutritious, and you can eat the grounds. Address: U.S. Peace Corps, B.P. 193, Sarh, Chad.

2781. Soglowek, Eli. 1995. Soglowek—Israel’s biggest meat processor has been making meatlike products for 8 years (Interview). *SoyaScan Notes*. Feb. 14. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Eli is the son of one of the owners of this family-owned business, which started processing meat in Israel 55 years ago (i.e. in 1940) and is today the country’s largest meat processor, making sausages, pizza, dough, pasta, etc. The family came to Israel from Germany. Soglowek (also spelled Zoglabeck or Zoglovek or Zoglowek) is located at 8 Ha Gatton Blvd., P.O. Box 70, Naharya, Israel—10 minute’s drive from Tivall. Soglowek started making meat



alternatives after Tivall and today they are Tivall's main competitor in Israel. The CEO of Tivall today is Gazi Kaplen, and the man who developed Tivall's products is Michael Shemer, who studied in the USA, wrote his PhD thesis in 1973 on soy protein at the University of Illinois, learned about meatlike products there, then later worked for General Mills.

Tivall started making meatlike products in 1985 and Soglowek started 1-2 years later, making their products under the brand Zoglo's mainly from textured soy protein concentrates and wheat gluten. Their main products are Veggie Burgers and Veggie Cutlets (a kind of schnitzel). They buy their textured concentrates from both ADM and Central Soya, and their wheat gluten probably in Israel. Soglowek sells some of its meatlike products in Israel, but also exports large quantities to Europe and the United States. Address: 300 East 90th St., Apt. 4B, New York, NY 10128.

**2782. Product Name:** [Lopino {Lupin Tofu} (Patties in Tomato Sauce, Natural, Indian Rolls)].

**Foreign Name:** Lopino (Suesslupineneiweiss) (Bratlinge in Tomate, Natur, Rolls indisch).

**Manufacturer's Name:** Geestland Paul E. Bremer.

**Manufacturer's Address:** An der Packhalle V, Nr. 1, 27572 Bremerhaven, West Germany. Phone: (0471) 2 60 20.

**Date of Introduction:** 1995 February.

**Ingredients:** Incl. Sweet lupins\*. \* = Organically grown (aus kontrolliert oekologischem Anbau).

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter (fax) from Bernd Drosihn. 1995. May 10. Contains copy of 2-panel leaflet and label. Leaflet's front panel states (in German): "The food with a future. Lopino is high-quality, pure protein from plants, grown in Germany, with lots of vitamin B-12." Photos in the leaflet show labels of three other Lopino food products: Natural Lopino, Lopino Patties in Tomato Sauce, and Lopino Indian Rolls. A photo shows 8 people who work at Geestland.

2783. White Wave, Inc. 1995. White Wave mission statement, company overview, list of products currently sold, and product fact sheets (News release). 1990 N. 57th Court, Boulder, CO 80301. 12 p. Feb.

• **Summary:** "White Wave's mission is to creatively lead the full integration of healthy, natural, vegetarian foods into the average American diet. Our interest is in promoting the use of foods we consider the world better off with, rather than without."

"What do you call a man who started a company in a bucket 17 years ago and grew it into an \$8 million business?" White Wave employs over 60 people and has the capacity to produce 13 million pounds of tofu per year.

White Wave has nine product lines: Tofu (4 products), baked tofu (7), tempeh (5), veggie burgers (5, four made

from tempeh), Dairyless soy yogurt (8), prepared foods–meat substitutes (8), seitan (3), heat and serve (1), and Soya A Melt soy cheese (6 flavors). Address: Boulder, Colorado. Phone: 303-443-3470.

2784. Conklin, Rebecca. 1995. Top dog in meatless market: Litalife's growth has been steady. Success with vegetarian fare has swept Lightlife Foods into mainstream. *Boston Globe*. March 1.

• **Summary:** Lightlife Foods of Greenfield, Massachusetts, has a growing line of meat alternatives which are now starting to be sold to mainstream consumers in supermarkets. What began in 1979 as a hippie food business operated out of a former car wash building has developed into a thriving vegetarian food company with 25 products and 50 employees. Company sales reached \$4.1 million in 1994, up 37% from \$3 million in 1993. And revenues are projected to be \$5.5 million in 1995. Also in 1994 Lightlife sold 1.6 million meatless hot dogs.

"Lightlife has managed to reconcile two seemingly opposite interests—the concern for healthy eating and the popularity of the All-American hot dog. President Michael Cohen and vice president Chia Collins, who are partners in life and business, see no end to the growing demand for meatless products." Lightlife markets its products as low in fat, and free of cholesterol, additives, and preservatives. They are all-natural tasty alternatives to meat. Cohen is a vegetarian and he has focused his company on vegetarian fare. "His and Collins admittedly lofty philosophical goals are to teach people healthy eating, to protect the animal world and, ultimately, to help end world hunger. Cohen summed up the goals in a simple sales pitch: 'You can eat these foods and feel good.'"

Lightlife products are beginning to elbow their way onto grocery stores, where they usually end up right next to the real thing in the meat and deli sections. Two years ago when Lightlife moved into about 600 New York and New Jersey supermarkets, their Smart Dogs were sold in the meat sections. Stop & Shop sells Lightlife's Wonderdogs (hot dogs for kids) next to regular hot dogs.

Lightlife's financial history has been a series of trips to the well. Cohen and a friend started the company (named Tempeh Works) in 1979, making only tempeh. Collins joined the company a year later. Neither she nor Cohen have formal business training nor college degrees. By 1984 Tempeh Works had outgrown the car wash building but had no cash to buy real estate. Cohen and Collins persuaded the owner of a small building near Route 2 to lease the property for a year with an option to buy. They then spent the year raising \$270,000 in loans guaranteed by the Small Business Administration and a low-interest loan from a federal community development block grant. At the same time they decided to produce more than just tempeh—focusing on familiar alternatives to meat. In 1985 Tempeh

Works changed its name to Lightlife Foods and introduced Tofu Pups, a tofu hot dog, made by another company using Lightlife's formula. The product took off and in 3 years Lightlife had to return to the well for expansion funding. This time five private and public lenders put together a \$750,000 package. Lightlife used the funds to add a hot dog factory to its building, enabling the company to make Tofu Pups in-house. As soon as this factory began operation, the company started to be profitable.

Within 3 months after Smart Dogs were launched in June 1992, they were outselling Tofu Pups, which had been the company's first major success. A second boom had started. A \$1.2 million SBA-guaranteed loan from Greenfield Savings Bank in 1993 funded Lightlife's latest expansion, which nearly tripled the size of the building from 11,000 to 30,000 square feet. Wonderdogs were launched in 1994 with a mild flavor, cartoon superhero mascot, and 1 gram of fat per serving; they are designed to appeal to kids' taste buds, imagination, and nutritional needs.

A photo shows Michael Cohen and Chia Collins.

2785. Storup, Bernard. 1995. Société Soy was acquired by Diététique et Santé in July 1993, was renamed Nutrition et Soja, and is now located in Revel (near Toulouse) in southern France. Part II (Interview). *SoyaScan Notes*. March 6. Conducted by William Shurtleff of Soyfoods Center. [Eng] • **Summary:** In August 1994 Bernard moved the company from Saint-Chamond to Revel, near Toulouse in the south of France and on 1 Aug. 1994 the company name was changed from Société Soy to Nutrition et Soja (pronounced nu-tree-SYON et so-ZHA). On the same day the name of Diététique et Santé was changed to Nutrition et Santé. Nutrition et Soja still uses *Soy* as their trademark for products sold at health food shops; this trademark is very widely known among health food consumers in France. "Remember that 'Soy' doesn't mean anything in French." The water in Revel is of excellent quality, just like the water in Saint-Chamond. In Revel, Nutrition et Soja gets its water from another natural park.

Bernard's company is now located only 500 meters from another factory owned by Nutrition et Santé that makes Gerblé brand products—such as organic cookies, cereals, etc. The Cérééal brand products are made at a factory in Annonay, 500 km from Revel.

Bernard's company moved into a completely new factory, with an integrated production line from dehulling to packaging in Tetra-Pak cartons. It is really a big installation. The company has not introduced many new products since it was acquired 18 months ago. Bernard has been working a lot with companies in Germany, Spain, the Netherlands, and Italy which have been selling soymilk made typically by Alpro in Belgium or Innoval in France. But Innoval went out of business and no longer exists. They declared bankruptcy twice, first in 1993 and again in late January 1995. In 1993

an investor bought Innoval for almost nothing, invested a little money in it, but was not able to make it survive. Nutrition et Santé bought all of Innoval's equipment (made by Alfa-Laval; it was very nice), and Bernard is now using some of this equipment (including a large, automatic Buehler dehulling system) and some of the equipment he had before in Saint-Chamond. And Bernard has been working with their former soymilk customers in hopes of becoming their supplier of soymilk. Most of Bernard's sales have always been to health food stores under the *Soy* trademark. This has not changed since the acquisition. Bernard estimates that he has at least 80% of the fresh soyfoods market in France—not including soymilk.

The soymilk market continues to grow, but there is still excess soymilk manufacturing capacity. Nutrition et Soja is now the leading soymilk manufacturer in France, and they may be the second largest in Europe after Alpro—though they are much smaller than Alpro, which sells about 25 million liters of soymilk and soy desserts each year. Alpro has five Tetra-Pak packaging lines, including one that packs in 500 ml (half liter) cartons.

Nutrition et Soja doesn't compete much with Alpro because Nutrition et Soja sells its soymilk under its own trademarks—Cérééal and Gerblé—in supermarkets all over Europe. There is not much difference between these two products, but because they used to be made by two different companies, different consumers have loyalty to each brand. For the health food market, Nutrition et Soja sells its soymilk under the BioSoy trademark, which was first used in 1990 by Société Soy.

Jean de Preneuf is still with the company, working as technical manager. Bernard is in charge of the total company Nutrition et Soja, in charge of production, administration, sales, and marketing. Bernard is very happy with his new parent company, which gives him lots of independence and responsibility, and which is doing a very good job at thinking in terms of the new integrated European market. One of the products with which Bernard is especially happy is their vegetarian sausage—which is 100% organic.

Thirteen years ago Société Soy registered and owned the trademark "tofu." But recently Bernard came to feel that this was not "fair play," so he gave ownership of the trademark to SOJAXA (pronounced so-zhak-SAA), the French soyfoods association. Address: Managing Director, Nutrition et Soja, Z.I. de la Pomme, B.P. 33, 31250 Revel (near Toulouse), France. Phone: +33 62.18.72.50.

2786. Luedtke, Bob. 1995. New developments with Minnesota Edamame and SunRich Foods (Interview). *SoyaScan Notes*. March 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** On 1 July 1994 Minnesota Edamame was transformed into SunRich Foods (officially known as SunRich LLC—Limited Liability Company—basically a



combination of a Sub-S and a Sub-C corporation). At that time Minnesota Waxy Corn Growers in Hope, Minnesota, purchased 75% of the company from Dr. Lyle Joyce, who was the sole owner, and who still maintains a 25% ownership in the company. At that time the name and the company Minnesota Edamame ceased to exist. Recently Minnesota Waxy has changed its name to SunRich, Inc.—which is very confusing since two different companies have very similar names.

Bob contracts with local growers to grow green vegetable soybeans, then he processes and freezes them at the facility in Jackson, Minnesota. He also does some marketing out of Jackson. The corporate headquarters is in Hope, Minnesota. The 1994 crop, 750,000 pounds total, was completely harvested by 1 Oct. 1994, but the demand proved to be bigger than the supply. This year, after six years of steady growth, the demand for the product took off. The company was forced to keep all the product for local retail sale and was not able to supply the demand of distributors in California and elsewhere. Next year Bob plans to contract for four to five times as much soybean acreage and product as he had this year!

When Bob began doing market research on this product he had no idea that choosing a product name and designing the package (bag) was going to be so difficult and time consuming. It took about 5 months to finalize the design, and it became very clear to Bob and others that the word “soybeans” should not be prominent on the package. “The last time most people in his area knowingly ate a soybean-based product, it was the old soyburgers, which were just this side of cardboard. That was in the early 1970s when they started using soymeal as a meat extender—primarily in the schools. Soyburger got a bad connotation.” Address: Manager, SunRich Foods (SunRich LLC), P.O. Box 223, Jackson, MN 56143. Phone: 1-800-297-5997.

2787. Hess, Albert. 1995. A brief history of Albert’s Tofuhaus (Interview). *SoyaScan Notes*. March 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Albert was one of the founders of this company in June 1983; it was originally named Tofurei Rittersheim, and located in Rittersheim, Germany. In Oct. 1985 the company moved to Tiefenthal and was renamed Tofuhaus Tiefenthal. In August 1987 the company moved for a third time, this time to Lautersheim, and was renamed Das Tofuhaus. Lautersheim is a small town in southwestern Germany in the state of Rhineland-Palatinate, a little northwest of Grünstadt. In 1989 the company, still in Lautersheim, was renamed for a fourth time to Albert’s Tofuhaus.

Albert now makes 12-15 products, especially tofu, tofu spreads, and tofu burgers. He works closely with Bernd Drosihn, owner of Viana, and some of the products sold in Albert’s catalog are made by Viana. Address: Founder

and President, Das Tofuhaus, Hauptstrasse 13, D-6719 Lautersheim, Germany. Phone: 02251-56076.

2788. Maher, Timothy J. 1995. Veggie burgers bite: When they’re good, they’re great, but so far most frozen veggie burgers are el disgusto. *Record (York, Pennsylvania)*. March 15.

• **Summary:** In the author’s opinion, the Original Gardenburger (made by Wholesome and Hearty Foods) is the best of the bunch—because it makes less of an effort to simulate meat than the other patties sampled.

2789. **Product Name:** Linda McCartney’s Home Style Cooking—Meatless Entrees: American Barbecue, Non-Carné Guisada, Traditional Stew, Tex-Mex Tostada.

**Manufacturer’s Name:** Fairmont Foods of Minnesota, Inc. **Manufacturer’s Address:** 905 East Fourth St., P.O. Box 907, Fairmont, Minnesota 56031. Phone: 507-238-9001.

**Date of Introduction:** 1995 March.

**How Stored:** Frozen.

**New Product—Documentation:** Letter from Fairmont Foods. 1995. May 25. These four preplated dinners were introduced in March 1995.

2790. **Product Name:** Gimme Lean! (Instead of Ground Meat—Fat-Free) [Beef Style and Sausage Style].

**Manufacturer’s Name:** Lightlife Foods, Inc.

**Manufacturer’s Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 1-800-274-6001.

**Date of Introduction:** 1995 March.

**Ingredients:** Beef: Water, textured soy protein concentrate, tapioca starch, soy sauce, isolated soy protein, vital wheat gluten, malt extract, evaporated cane juice, beet powder, spices, natural flavors, vegetable gum.

**Wt/Vol., Packaging, Price:** 14 oz chub pack.

**How Stored:** Refrigerated, 85 day shelf life. Frozen, 1 year.

**New Product—Documentation:** See next page. Leaflet sent by Patricia Smith from Natural Products Expo at Anaheim. 1995. March. “Gimme, Gimme!” On the front is a full-page color photo of meatless meatballs on plate of spaghetti. On the rear is ingredients (for each flavor), shelf life, pack size, UPC#, and nutritional information.

Griffin Report of Food Marketing. 1995. April. p. 16. This ground beef and sausage alternative was introduced in early March. Ad in *Vegetarian Times* (full page, color). 1995. Sept. p. 82. “Gimme, Gimme!” This ad also appeared in the Oct. issue, p. 95 and the Oct. 1996 issue (p. 47) and the Nov. 1996 issue (p. 57).

2791. Lightlife Foods, Inc. 1995. Recipes for living the Lightlife: Delicious meatless alternatives to traditional American fare from Lightlife Foods, Inc. (Leaflet).

Greenfield, Massachusetts. 8 panels each side. Each panel: 22 x 9 cm.



**G**imme a hot meatball sandwich. Gimme sizzling breakfast sausages and fresh baked biscuits. Gimme a meatloaf like my mom used to make. Gimme a sausage pizza and a shepherd's pie. But don't gimme no meat, or fat, or cholesterol. Just GimmeLean!



Available in BEEF or SAUSAGE styles!



• **Summary:** In a playful, hard-to-read typeface, 16 pages of recipes using Lightlife products including Lightlife Lean Links Italian, Lightlife Fakin' Bacon, Lightlife Soy Tempeh, Lightlife Garden Vege Tempeh, Lightlife Three Grain Tempeh, Lightlife Wild Rice Tempeh, or Lightlife Savory Seitan.

On the rear inside cover: Our quality pledge. Where to find our products. Talk to us (toll-free number). Credits. Special thanks to.

On the rear cover is a new logo and the slogan "Live long. Travel light." Address: P.O. Box 870, Greenfield, Massachusetts 01302. Phone: 1-800-274-6001.

2792. Smith, Paul. 1995. The life and work of F.G. Roberts, naturopath, and Australia's first soyfoods pioneer. F.G. Roberts Health Food Products, and Ron Smith. Part II. Mid-1930s to 1949. Bayswater, Victoria, Australia. 6 p. March. Unpublished manuscript. Handwritten. Updated by several interviews with and letters to William Shurtleff in March 1995.

• **Summary:** Continued: It is not clear when and how F.G. Roberts first learned about soybeans and soy flour. Paul suspects that he read about Dr. Harry W. Miller (a Seventh-day Adventist doctor) and his pioneering work with soyfoods in China, starting in the 1930s. "There is definitely some connection and I believe it is highly likely that F.G. Roberts met Harry W. Miller." Or the two men may have corresponded. If Roberts visited Loma Linda, California, he would surely have visited Loma Linda Foods, which made a large range of early soyfoods: In 1922 Loma Linda introduced—Smoke (a seasoning based on roasted soy flour). 1934—Soy Mince Sandwich Spread, Soymilk, VegeCheese, Soy Bean Spread, Breakfast Cup (coffee substitute), Soy Wafers, Soybeans with Proteena and Tomato Sauce. 1936—Soy Beans (plain, canned). 1938—Gluten Burger (with soy flour). 1940—Soy Beans with Tomato, Soy Beans with Proteena, etc.

During the 1930s, F.G. Roberts and others were experimenting with soybean cultivation in Australia on a small home-garden and experimental level. An article in *Nature's Path to Health* (15 July 1936, p. 35-36) gives details. Roberts concluded: "The Soya Bean has been very successfully grown in Australia." But there were no commercial crops until the 1950s.

In 1940 Horace Roberts, the youngest son, left the company when he volunteered for service with an ambulance corps being formed in Melbourne. Serving as a non-combatant male nurse during World War II, he was sent to Singapore. With Horace's departure, F.G. Roberts' food production business began to languish; the man who had managed the plant and attended to daily details was gone. Although the company's soy products were available during the war, it continued to languish until Ron Smith entered the business in 1948.

Meanwhile, during World War II, with the clinics and college all well established and running smoothly, F.G. Roberts turned some of his time and attention to a property at Panton Hills, an outer Melbourne suburb, between Eltham and Lilydale, where a home was built; he grew fresh fruit, herbs, and vegetables, and practiced composting. This provided family, friends, and pupils from the college with a place to visit and relax. It never made the expected profit.

Shortly after World War II ended, the Roberts family received devastating news. Their youngest son, Horace, had been captured in Singapore and interned by the Japanese in Changi, their prisoner of war camp there. He had died in October 1943 in Burma (working as a forced laborer on the Thailand-Burma Railway)—unbeknownst to his family until after the war had ended. So shattered was F.G. Roberts by the death of his son that he began to lose interest in the shop and the factory. The shop and clinic in the Post Office Place was closed and the family moved to Malvern Road, Prahran. The factory continued to run indifferently while F.G. Roberts put most of his time and energy into public lectures, the college, and seeing and treating patients.

Esmæ recalls that for many years on a Thursday [sic Tuesday] night, often weekly, F.G. Roberts had addressed the public about "Health Matters" at the Athenaeum Art Gallery Hall at 188 Collins Street, Melbourne. Esmæ personally attended many of these evenings, singing, playing the piano, and on one occasion addressing the audience with a speech of her own about diet and health.

In 1946 Ron Smith first came in contact with the F.G. Roberts at the Athenaeum. Vincent Ronald "Ron" and Mabel Smith, both originally from Western Australia, had married and settled in Melbourne after World War II. Ron was born on 10 December 1918 at Boulder (near Kalgoorlie), Western Australia. Mabel was born on 16 Dec. 1919 in Bunberry, also in Western Australia. Both in their late 20s and dogged by ill health, they first attended several of F.G. Roberts' lectures and later went to him for advice and treatment. Ron, in particular, was slightly built, had worn glasses for years, and had never enjoyed really robust good health. F.G. Roberts prescribed an exercise program and made radical alterations to the Smith family diet. Almost immediately the Smith family's health began to improve. Ron's physique developed and his eyes improved to where he was able to discard his glasses for nearly 30 years. Thus began a long and ongoing association with the Roberts family.

F.G. Roberts owned Green Island, a small island just off the coast of Queensland at Mackay, near the Great Barrier Reef; you could walk across at low tide. There he built a retreat to which he took his friends and pupils to enjoy the sea air, balmy climate, and the cleansing diet of fresh tropical fruits—pineapples, papayas, bananas, coconuts, and mangoes. Ron Smith enjoyed unforgettable visits with the Roberts at Green Island several times between 1948 and 1954.

F.G. Roberts had an enormous enthusiasm and an almost

boundless capacity for work. When he got a bit tired or run down, he would switch off and head for Green Island for a few weeks of relaxation. He was good fun and good company to go away with. He would buy a case of good quality ripe oranges and, with his guests, would enjoy fresh squeezed orange juice and half a ripe pineapple (freshly sliced with a sharp machete and handed around to all present) for morning and afternoon tea. He practiced what he preached.

The Roberts presided over the prenatal and antenatal care of Mabel Smith during the birth of her two sons in 1949 and 1950 with beneficial results to both infants and mother. The Smiths became lifelong converts to Mr. Roberts' philosophy. Note: In 1995, at age 76, Ron Smith still comes to work at the company each day, and often puts in a 10-hour day as managing director of the company.

In early 1948, after several unsuccessful attempts to start his own business, Ron Smith went to work for F.G. Roberts. He worked as an employee at the factory at 40 Chapel St., St. Kilda, increasingly taking over the daily management and running of this operation—formerly the responsibility of Horace, the Roberts' son, who died in the war.

Although a great healer and publicist, F.G. Roberts was not strong in the technical aspects of food production or marketing. The factory at 40 Chapel St. was more like a cottage industry. It was small, cramped, and labor intensive; mechanical aids were either non-existent or very primitive. Output was small and most products were mixed and packed by hand.

Ron sparked the resumption of manufacturing, even though wartime rationing was still in place and obtaining permission to import anything was difficult. Paul recalls (28 March 1995): "Roberts, himself, was a dreamer, and far too preoccupied with travelling, treating patients, lecturing, and racing on to the next new idea. He lacked the patience, persistence, and stability to run a manufacturing business. His skills and interests lay elsewhere."

F.G. Roberts was an osteopath, naturopath, registered dietitian, iris diagnostician, and had several other natural healing qualifications. He studied by attending courses in the U.K. and by correspondence. He was first registered in Australia as a "Consultant Dietitian" in 1942-43. Continued. Address: Director/General Manager, Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2793. Smith, Paul. 1995. History of Soy Products of Australia Pty. Ltd., and the work of Vincent R. "Ron" Smith. Part V. 1980-1995. Bayswater, Victoria, Australia. 6 p. March. Unpublished manuscript. Handwritten. Updated by several interviews with and letters to William Shurtleff in March 1995.

• **Summary:** In April 1980 Ron and Mabel Smith's eldest son, Paul, abandoned his career as an architect and joined

them full time at Soy Products of Australia. Born on 23 January 1949 at Queens Road, South Melbourne, Paul had Architecture, Landscape Design, and Master of Business Administration (MBA) degrees. He had been a director of the company since Aug. 1977. In 1990 Paul became General Manager of the company following Mabel's retirement. In 1981, at the request of William Shurtleff of Soyfoods Center, Paul wrote a brief history of his company (which see). Thereafter, his interest in the company's history steadily grew, and he did extensive research on the subject. Paul is thinking about writing a biography of F.G. Roberts, so he has collected some documents about his life, including articles from *Nature's Path to Health*, published exercise regimes, iridiagnosis charts, and some recipe books. Unfortunately the company has no product catalogs from before 1985. Paul has written parts of the story and he has written an outline article in a 1985 company brochure.

Paul's human sources of information on F.G. Roberts were: His father and mother, Ron and Mabel Smith. Mrs. Gladys Hawken (F.G. Roberts' daughter). Mrs. Esmæ Noelene Jackson (1937 -; née Grimes, granddaughter of F.G. Roberts and his wife Gladys; she was reared by both of them). Grahame Newitt (1939 -; chiropractor, grandson of F.G. Roberts, and brother of Esmæ). Mr. David Evans, a naturopath who operated F.G. Roberts' clinics at Newcastle and Sydney during the 1930s. Mr. William Pruss, who worked with F.G. Roberts' brother, W.E. "Bill" Roberts in Sydney during the 1930s and 1940s. Nurse Cogan who operated F.G. Roberts' shop and clinic at Ballarat, Victoria, continuously from 1937 until her death in 1993. Numerous patients of F.G. Roberts, including Mr. Shugg (from Surrey Hills, a suburb of Melbourne), Nan Yates (diagnosed with terminal cancer in 1969 and still alive today), and Mrs. Alice Harding (diagnosed with cancer of the liver in 1939, who remarried at age 80 and died in 1987 at age 88).

The "Roberts" brand has been used continuously since F.G. Roberts commenced manufacturing in 1932 at 40a Chapel St., St. Kilda. The "Roberts" brand name applies to numerous other products, developed by Roberts in the 1930s, which have nothing to do with soybeans, e.g. "Molasses," "Alfalfa Tea," "Skin & Healing Ointment," "Vita Balm" (a heat rub), "Malted Bran," cider vinegar, etc., some of which we still manufacture and sell in addition to our soy products.

Apparently many of F.G. Roberts' personal papers and records were either dumped or acquired by Stephen (?) Newitt when Gladys Roberts Hawken sold her home to move into Corinella Retirement Village about 2 years ago. At least one complete set of *Nature's Path to Health* from July 1930 to Jan. 1947 still exists, privately owned, bound in five volumes.

Concerning old advertisements for products made by F.G. Roberts, Paul has original issues of *Nature's Path to Health* from 1935 (2 issues), 1936 (2 issues), and 1937, plus the April-May 1949 issue. He has seen later and earlier



issues, and from some of these he has been able to photocopy articles and advertisements.

In the company's archives Paul can find no product labels or brochures which predate the move to Bayswater in 1968. All existing old labels have the Power Road, Bayswater, address, but many of them were copies of earlier labels with only the address changed. Some of the artwork goes back to the 1930s and early 1950s in format and design.

Even though F.G. Roberts was baptised a Seventh-day Adventist, attended an SDA college and married a woman who became a devout member of that church, he left the SDA church for many years during the middle of his life due to a mismatch between his views and the more conservative views held by the church and its elders at that time. There was intense competition between Roberts and Sanitarium Foods, owned by the SDA church. Roberts was a proponent of Norman Vincent Peale's "Power of positive thinking, and was very critical of Sanitarium Foods' use of wheat gluten in their meatlike products, nutmeats, etc. He also felt the SDA diet was too high in starch, sugar, and gluten. Ron Smith recalls that Roberts never discussed the matter with him.

Gladys, F.G.R.'s wife, remained a staunch SDA parishioner and member of the church throughout her life, paying out of her own income to send a number of children to SDA colleges in Australia and Fiji. F.G.R. upheld his wife in her religious beliefs and works, often waiting outside in the car while she and the children attended church. Yet F.G.R. was a very spiritual / religious person judging from the memories of those who knew him, and the tone of his magazine, *Nature's Path to Health*. His granddaughter, Esmæ Jackson, was brought up in the Seventh-day Adventist religion and is still a devout, active member of the church. F.G.R. and his wife, Gladys, reared Esmæ, due to friction between herself, her mother, and her stepfather. They paid Esmæ's fees to attend the SDA college in Oxley Rd., Hawthorn (very near the 1954-1968 factory) and later Avondale College (SDA), where she studied to be a teacher. Esmæ speaks very highly of the kindness and generosity of her grandparents for paying her school fees, etc. She apparently had a very happy and secure childhood with them. Paul suspects that F.G. Roberts felt that a religious background was not important to his work and it may have alienated some potential customers. He was widely known throughout Australia, and treated many SDA patients, including several people that Paul knows who formerly worked for the company.

Since 1957, Soy Products of Australia Pty. Ltd. has operated in two parts: One part is a flour milling / commodity type operation, producing heat-treated / stabilised / debittered products including Debittered Full Fat Soy Flour and Grits (the grits come in coarse and fine mesh), Lightly Steamed Full Fat Soy Flour, Heat Treated Soy Fibre Flour (from soy hulls), Stabilised Wheat Germ, and Stabilised Wheat Bran. They also produce heat treated wholegrain rice flour, and

maize flour. The other part of the business produces specialty retail products under the Roberts' brand name for the health food, diabetic, and coeliac [celiac] markets. This product range, remaining true to Roberts' philosophy of minimally processed whole foods, continues to include such soy-based foods as Soy Compound, Gluten Free Plain Flour, Gluten Free Self Raising Flour, Soy Crunch, and Vita Elm.

They also make some vegetarian burgers. In addition, since 1963, Soy Products of Australia has supplied cleaned and bagged Australian-grown soybeans to various commercial manufacturers of tofu, soy sauce, and other soyfoods in Australia. Since the early 1970s, most of these soybeans have been grown in the Riverina area in southern New South Wales and northern Victoria.

75% of the company's annual turnover relates in some way to soybeans. About 40% of their turnover is sold under the Roberts brand name and the remaining 60% is sold as commercial commodity products. They also do a fair amount of specialist contracting for the food industry, mainly stabilising bran and wheat germ, and milling, sieving, and mixing a variety of food stuffs for human consumption. They also process rice, maize, rye, barley, oats, wheat, and other grains for internal use. They are currently testing buckwheat, lupins, and chickpeas for both internal (i.e., under the Roberts brand) and external use. They propose to use them in conjunction with soy in a variety of applications. They are moving increasingly towards making user-friendly, convenience "health" or healthy foods which meet F.G. Roberts' ideals.

The company has 6 full-time employees and also employs a pool of casuals as required. The mill is highly automated, needing only a single operator. Last year's sales figures are confidential.

As of 1995 Paul Smith is involved in all aspects of the business, including building, plant and equipment selection, design, and development, product development, packaging design, information technology, etc.

V.R. "Ron" Smith is presently the Managing Director and major shareholder of the company; his wife and son Paul own the remaining shares. His main duties now revolve around maintenance and plant installation, with some consultative input on milling, sieving, and general product development. He no longer plays an active role in the day to day running and management of the company.

An excellent 4 by 6 inch black-and-white photo sent by Paul Smith shows F.G. Roberts, dressed in a coat, tie, and hat. Address: Director/General Manager, Soy Products of Australia Pty. Ltd., 69 Power Road, Bayswater, VIC 3153, Australia. Phone: (03) 729-1738 or 729-3611.

2794. **Product Name:** [Chili con Tofu].

**Foreign Name:** Chili con Tofu.

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** Willi Graf Strasse 88, 53881

Euskirchen-Kuchenheim, Germany. Phone: (02233) 41323.

**Date of Introduction:** 1995 March.

**Ingredients:** Tofu\*, kidney beans, tomato pulp\*, vegetable oil\*, leeks\*, carrots\*, herbs\*, spices\*. \* = Organically grown (*kontrolliert biologischer Anbau*).

**Wt/Vol., Packaging, Price:** 425 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels brought by Bernd Drosihn of Viana. 1995. March 11. 9.62 x 4 inches. Red, white, and black on orange. Recycled paper. Ready to heat and serve (*Fertiggericht*).

2795. **Product Name:** [Seitan Ratatouille].

**Foreign Name:** Seitan Ratatouille.

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** Willi Graf Strasse 88, 53881 Euskirchen-Kuchenheim, Germany. Phone: (02233) 41323.

**Date of Introduction:** 1995 March.

**Ingredients:** Seitan (*Seitan*)\*, tomato pulp\*, vegetable oil\*, vegetables, paprika, leeks\*, carrots\*, onions\*, wheat flour (*Weizenvollkornmehl*)\*, raisins (*Rosinen*)\*, apple cider vinegar\*, herbs\*, spices\*. \* = Organically grown (*kontrolliert biologischer Anbau*).

**Wt/Vol., Packaging, Price:** 425 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels brought by Bernd Drosihn of Viana. 1995. March 11. 9.62 x 4 inches. Red, white, and black on pea green. Recycled paper. Ready to heat and serve (*Fertiggericht*).

2796. **Product Name:** Philly Steak Slices (Meatless, Made from Seitan).

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 1990 N. 57th Ct., Boulder, CO 80301. Phone: 303-443-3470.

**Date of Introduction:** 1995 March.

**How Stored:** Refrigerated.

**New Product–Documentation:** News release from White Wave. 1995. March. White Wave has added Philly Steak Slices to its successful Seitan line. Use these in your favorite Philly cheese sandwich recipe.

2797. Wittenburg, Bonnie. 1995. Archer Daniels Midland Company: NYSE–ADM. Minneapolis, Minnesota: Dain Bosworth. 38 p. 28 cm.

• **Summary:** This is an updated and expanded edition of the excellent original report published in Dec. 1993. Concerning ADM management and board of directors: Chairman Dwayne Andreas is now age 77 and president James Randall is 70. It is uncertain when either will retire. Michael (Mick) Andreas, age 45, vice chairman of the board and executive vice president, is Dwayne Andreas' son and heir apparent. All operating divisions of ADM have reported to Mick Andreas for the past 3 years, and he apparently

has major input on expansion plans and capital investment. A workaholic, he “joined ADM in 1971 after receiving a bachelor’s degree in business from Northwestern University. At ADM he has worked as a commodity merchandiser in the United States and in Brussels, Belgium. He is said to love trading and he continues to keep a desk on the trading floor at ADM; it is not unusual to spot him there. Mick Andreas is past president of ADM’s soybean processing division and has generally supervised ADM’s commodity trading and marketing worldwide since 1980.” The value of his ADM stock is approximately \$108 million, compared with \$408 million for Dwayne Andreas’ stock and \$102 million for Lowell Andreas’. Address: 60 South Sixth St., Minneapolis, Minnesota 55402-4422. Phone: (612) 371-2728.

2798. Worthington Foods, Inc. 1995. Annual report 1994. 900 Proprietors Rd., Worthington, OH 43085. 16 p. 28 cm.

• **Summary:** Total sales rose to \$88.2 million in 1994, up 11.2% from \$79.3 million in 1993. Net income (profit) rose to \$4.33 million in 1994, up 141% from \$1.79 million in 1993. Both 1994 figures were new company records. On 22 Nov. 1994 the Company sold its refrigerated egg assets for \$9 million; this helped reduce debt by \$10.4 million, made available an ideal plant in Zanesville (Ohio) in which to produce meat alternatives in the future. The company kept its frozen egg products, Scramblers and Better ‘n Eggs, which hold, approximately, a 30% market share. “More important than the financial results for 1994, it was a year in which the company was repositioned for improved growth and profitability...”

Meat alternatives is the category in which the company expects to achieve significant growth in the years to come. They developed this category 20 years ago in supermarkets, and in it they have the greatest expertise and technology. During 1994 sales of Morningstar Farms meat alternatives were up 42% in supermarkets and 35% in foodservice operations. In supermarkets Morningstar Farms has maintained over 55% market share. But the company’s position as “Number one in meatless” is being challenged. The company’s new Morningstar Farms Better ‘n Burgers is the first fat-free burger to be introduced nationally. It is selling well and is available in 30% of U.S. supermarkets.

Inside the front cover is the company’s very interesting mission statement, which begins: “Worthington Foods, Inc. is solely dedicated to producing and marketing vegetarian and other healthful foods. Worthington Foods will continue to be a leader in providing nutritionally balanced options to meat, egg and dairy products for healthful living, as it has done for more than 50 years.” The “Corporate Objectives” are divided into six categories: Shareholders, consumers, the trade, employees, the community, and company policy. Address: Worthington, Ohio. Phone: (614) 885-9511.

2799. Rose, Richard. 1995. Sharon’s Finest is moving



towards hemp products (Interview). *SoyaScan Notes*. April 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Richard first introduced the idea of using hempseed protein in natural food products in America. His is still the only company making such products, and demand for them is growing rapidly. “Our business is moving toward hemp.” He recently published a brochure titled “Hemp Food,” that explains the many benefits of growing hemp. Many people still do not realize that hemp is not the same as marijuana; they are different plants.

Sharon’s Finest now makes HempRella (a non-dairy cheese alternative containing 5% milled hemp seeds) and Hempeh Burger (a soybean and rice tempeh burger containing 10% whole hemp seeds). The future of Hemp Foods lies in sprouting hemp seeds then processing them to make milk (similar to making soymilk from the soybean), yogurt, ice cream, tofu, cheese, meat alternatives, and the like. Address: President, Sharon’s Finest, P.O. Box 5020 (616 Davis St.), Santa Rosa, California 95402-5020. Phone: 707-576-7050.

2800. Reuter (Havana). 1995. Cuba turns to soy to curb protein shortage. *Manitoba Cooperator (Winnipeg, MB, Canada)*. April 13.

• **Summary:** Cuba’s present rationing system allows all children under 7 years of age to receive a quart of cow’s milk a day. Food Industry Minister Alejandro Roca reports that Cuba, faced with severe shortages of beef and cow’s milk, is increasing production of “protein-rich soy products such as soy yogurt, soy ice cream, and soyburgers.” Yogurt, ice cream, and cream cheese made from cow’s milk were widely available until about 1990, after which there has been a steep drop in their production. Roca said the production of yogurt made from soy milk will reach 40,000 tons this year, up from only 11,000 tons last year, with a goal of 100,000 tons by 1996. He also said that production of ice cream and cream cheese made from soy milk will be increasing.

Since the mid-1980s, soybean meal has been used in Cuba as a meat extender for the ground (minced) meat received by Cuban families under the strict system of food rationing. The official meat ration in Havana is 12 ounces every 10 days. Hamburgers extended with 30% soybean meal are sometimes available in restaurants and cafeterias.

2801. *Glencoe News (Chicago, Illinois)*. 1995. Soy-based natural foods enter the mainstream. April 20. [1 ref]

• **Summary:** Once soy-based foods were found only at health food or natural food stores. Now they are finding their way into mainstream grocery stores, as more and more Americans are recognizing the need to eat healthy. According to the Illinois Soybean Association, the main products to look for are tofu, soymilk, frozen desserts, soy flour, and analogs (like “veggie” burgers).

2802. Clark, Amy Rosenbaum. 1995. A fantastic investment [Disney and Fantastic Foods]. *Vegetarian Times*. April. p. 17.

• **Summary:** At Disneyland and Disney World Mickey Mouse and Minnie have gone meatless and are munching on veggie burgers—thanks to a new partnership between Fantastic Foods (well known of its veggie burger mixes and instant soups) and Shamrock Holdings Inc., an investment company headed by Roy Disney, nephew of the late Walt Disney.

Trefoil II, a Shamrock affiliate, has acquired a significant minority ownership in Fantastic Foods. Lloyd Greif, president of Grief & Co. (an investment banking firm based in Los Angeles, California) represented Jim Rosen, CEO of Fantastic Foods, in the transaction.

Greif says that Shamrock was enthusiastic about investing in the natural foods field, noting that “It’s not a fad, its a trend. And Fantastic Foods was growing by leaps and bounds.”

Now Fantastic Foods has introduced a frozen veggie burger that’s on the menu of a few restaurants in the Disney theme parks. The burger will also be appearing soon in supermarket freezer cases and on institution menus—and possibly even in one of the major fast-food restaurant chains. A color photo shows Mickey Mouse.

2803. *Griffin Report of Food Marketing (Rockland, Mass.)*. 1995. Lightlife Foods finds success with its meatless products on supermarket shelves. April. p. 16.

• **Summary:** In early March, Lightlife Foods of Greenfield, Massachusetts, introduced Gimme Lean, a vegetarian alternative to ground beef and sausage, packed in a sausage-shaped chub pack. The fat-free product is one of about 5 products made by Lightlife that has crossed over into the mainstream marketplace. All of the company’s 25 products are sold at natural food stores nationwide, and these stores account for about 75% of the company’s total sales.

In 1992 Lightlife Foods first targeted mainstream supermarkets (starting with Stop & Shop) with its Smart Dogs, a fat-free meatless alternative to hot dogs, based on soy protein and wheat gluten. The company’s crossover meat alternatives are now available in the New England region at Shaw’s, Edwards, Star, Shop ‘n Save, Purity, and a number of independent markets, such as Victory Markets. The company’s success proves that consumers are interested alternatives. Mr. Cohen, who has built his company’s reputation on manufacturing quality vegetarian products, projects that company sales will top \$5.5 million this year. Lightlife continues to build its foodservice business, and to service college cafeterias, private schools, and offices.

2804. **Product Name:** Soyboy Okara Courage Burger.

**Manufacturer’s Name:** Northern Soy, Inc.

**Manufacturer’s Address:** 545 West Ave., Rochester, NY 14611. Phone: 716-235-8970.

**Date of Introduction:** 1995 April.

**Ingredients:** Filtered water, soy protein concentrate, wheat gluten, okara, egg whites, potato flour, soy sauce (water, soybeans, wheat, salt), soybean oil, natural flavor from all vegetable sources, nutritional yeast, herbs and spices, onion powder, sea salt, vegetable gum, evaporated cane juice.

**Wt/Vol., Packaging, Price:** 9 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Ad (½ page, color) in *Vegetarian Times*. 1995. April. p. 69. “Like chicken? You’ll love a bite of courage.” A chicken and a wolf with eating utensils are sitting behind a package of this product. “A perfect choice for non-vegetarians. A great choice for everyone. SoyBoy.”

2805. Omelianuk, Scott. 1995. Don’t have a cow: The new herd of virtual meats on the market are a toothsome alternative for meat lovers and vegetarians alike. *Men’s Fitness*. April. p. 37-38.

• **Summary:** Describes six soy-based meatless burgers, five meatless hot dogs, four meatless deli slices, and six other meatless products. The Soyfoods Association expects “fake-meat” sales to reach \$180 million this year.

2806. Worthington Foods, Inc. 1995. First quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** “Net sales for the first quarter of 1995 were up 9.3% over the same period in 1994, net income was up 79%, and earnings per share were up 75%. Morningstar Farms Breakfast Links have been reformulated to contain only 2.5 gm of fat per serving. During the second quarter of 1995 Morningstar Farms will introduce two additional “Low-Fat” products: Garden Grain Patties (containing mushrooms, rice, onions, oats, and low-fat cheeses—without any soy ingredients) with only 2.5 gm of total fat and Spicy Black Bean Burgers with only 1 gm of total fat. These two products will be companions to the successful Garden Vege Patties, now available in nearly 60% of U.S. supermarkets. They will appear under the banner “America’s Original” Veggie Burgers.

Note: America’s earliest known meatless burgers (with the word “Burger” or “Burgers” in the product name) were as follows:

Loma Linda Food Co. 1938. Loma Linda Gluten Burger (with Soy Flour).

Special Foods (Renamed Worthington Foods, Inc. in Dec. 1945). 1945. Choplet-Burger.

Loma Linda Foods. 1949. Vegemeat Burger (or Vegemeatburger).

Loma Linda Foods. 1953. Loma Linda Redi-Burger (Meatless Hamburger).

Loma Linda Foods. 1960. Loma Linda Vegeburger (Canned Meatless Hamburger). Address: Worthington, Ohio.

Phone: (614) 885-9511.

2807. **Product Name:** VegiMax: The Ultimate Veggie Burger Sub (Foodservice product).

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1995 April.

**Ingredients:** Vegetables (mushrooms, water chestnuts, onions, carrots, green and red bell peppers, black olives), textured vegetable protein (soy protein concentrate, wheat gluten), egg whites, cooked brown rice, rolled oats, corn oil, calcium caseinate, soy sauce (water, soybeans, salt, wheat). Contains 2% or less of onion powder, corn starch, salt, hydrolyzed corn, soy and wheat protein, sucrose, soy protein isolate, spices, garlic powder, dextrose, jalapeno pepper powder, celery extract.

**Wt/Vol., Packaging, Price:** 60 x 3.0 oz patties.

**How Stored:** Frozen.

**New Product–Documentation:** Worthington Foods. 1996. First quarter financial report. VegiMax is now sold to 3,000 Subway units (restaurants).

Color leaflet with note sent by Worthington Foods. 1996. May 2. This product was introduced in April 1995 by the Morningstar Farms Foodservice Division. It is pre-formed and pre-cooked; just heat and serve on a six inch bun. Only 3 gm fat. No cholesterol. Completely meatless. Excellent Hoagie, too. On the front of the leaflet is a color photo of a VegiMax patty inside a long bun, atop a bed of lettuce, sliced tomatoes, and onion rings. On the back of the leaflet the logo reads: “Morningstar Farms: Number One in Meatless. Providing healthier food alternatives, our only business for over 50 years.”

2808. *SoyaScan Notes*. 1995. America’s earliest known vegetarian / meatless burgers (Overview). May 3. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** America’s earliest known meatless burgers (with the word “Burger” or “Burger” in the product name) were as follows:

Loma Linda Food Co. 1938. Loma Linda Gluten Burger (with Soy Flour).

Special Foods (Renamed Worthington Foods, Inc. in Dec. 1945). 1945. Choplet-Burger.

Loma Linda Foods. 1949. Vegemeat Burger (or Vegemeatburger).

Loma Linda Foods. 1953. Loma Linda Redi-Burger (Meatless Hamburger).

Loma Linda Foods. 1960. Loma Linda Vegeburger (Canned Meatless Hamburger).

2809. Stoneback, Diane. 1995. Veggie burgers pass taste test with few beefs. *Call (Allentown, Pennsylvania)*. May 3.

• **Summary:** After an informal taste test at the Morning Call



newsroom last week of three kinds of vegetarian burgers available in local supermarkets, 20 of 23 tasters said they'd readily eat the veggie burgers again. "But only 13 of the 20 said they'd eat the veggie burgers instead of regular hamburgers."

Morningstar Farms Better 'n Burgers was rated the best. The Gardenburger ranked #2, and Green Giant's Harvest Burgers came in last. Address: Food Editor.

2810. Nicholls, Walter. 1995. Foraging: Burgers without the beef. *Washington Post*. May 17.

• **Summary:** There are two basic kinds burger alternatives: Those designed to taste like beef and those which are simply a vegetarian patty. True vegetarians often prefer the latter. The author found that alternative burgers are grilled or sautéed in a nonstick skillet with lots of good stuff piled on top. He did a taste test, and rated the many brands into three categories: Exceptional: Boca Burgers (Chef Max's Favorite, Fresh Garlic, Original), Morningstar Farms (Garden Veggie Patties, Grillers; [made by Worthington Foods]), Wholesome and Hearty Foods (Gardenburger, GardenMexi).

Acceptable: Amy's (Organic California Veggie Burger), Green Giant (Harvest Burgers), Ken & Roberts (Veggie Burger), Morningstar Farms (Better 'n Burgers), Natural Touch (Garden Grain Pattie), Yves Veggie Cuisine (Burger Burgers).

Forgettable: Lightlife (American Grill, Light Burgers), Mudpie (Veggie Burgers), Soy Boy (Courage Burger, and Veggie Sizzler), Woodstock Whole Earth Foods (The Better Burger), Yves Veggie Cuisine (Vegetable Patties). Photos show packages of the three Exceptional brands. Address: Washington, DC.

2811. *New York Times Magazine*. 1995. Healthy hemp burgers: Food science. May 28. Sunday.

• **Summary:** The Hempeh Burger, introduced last month by Sharon's Finest, a California health food company, won't get you high and is supposed to be healthy. It "does contain cannabis seeds but from a nonhallucinogenic part of the plant. This kind of cannabis is known as hemp."

"It has been illegal to grow marijuana in the USA since the 1937 Marijuana Tax Act." Address: Box 5020, Santa Rosa, California 95402-5020. Phone: 707-576-7050.

2812. Allen, Andrea Horwich. 1995. Can isoflavones give soy mainstream acceptance? *Food Product Design*. May. p. 20-21.

• **Summary:** Researchers now believe that a family of phytochemicals present in soy, called isoflavones, may actually reduce the risk of atherosclerosis by preventing the formation of plaque on artery walls. One isoflavone, genistein, which is present only in soy, also fights cancer by inhibiting the growth of cancer cells. Genistein appears to mimic the effects of estrogen so that the body produces

less of that hormone, thus reducing the risk of estrogen-dependent cancers, especially breast cancer. One study of Japanese men suggests that those who eat a diet high in soy protein have a lower incidence of prostate cancer.

Representatives from Morinaga Nutritional Foods, Westbrae, and Pillsbury Green Giant are trying to take advantage of the new discoveries by educating their customers. The FDA seems unlikely to be ready to approve a soy-related health claim such as "Includes your daily intake of soy." ADM, who makes the Green Giant frozen burgers, is said to retain Mark Messina, PhD, as a consultant. A large photo shows a carton of WestSoy Low Fat Soy Drink (Vanilla). Address: Assoc. Editor.

2813. **Product Name:** St. Michael Vegetable Burgers.

**Manufacturer's Name:** Marks and Spencer p.l.c.

**Manufacturer's Address:** Baker St., London, England.

**Date of Introduction:** 1995 May.

**Ingredients:** Water, fresh onion, soya protein, vegetable oil, vegetable fat, breadcrumbs, hydrolysed plant protein, reconstituted egg white, yeast extract, dextrose, salt, vegetable bouillon (contains nutmeg), wheat protein, herbs, thickener, carrageenan, lactose, malt extract, spices, flavour enhancer 635.

**Wt/Vol., Packaging, Price:** 227 gm paperboard box. Retail for 100 pence.

**How Stored:** Refrigerated.

**New Product-Documentation:** Label (package) sent by Heather Paine of Soyafoods in London. 1995. Aug. 8. Use by May 10.

2814. *Natural Way (Rye Brook, New York)*. 1995. Veggie good news: Candlestick Park, home of the San Francisco Giants baseball team, sells 300 to 500 tofu wieners at every game. May.

• **Summary:** The title is the full story.

2815. *Packaged Facts*. 1995. The meat and dairy alternatives market. New York, NY: Packaged Facts. xii+ 162 + 42 + 6 p. May. 28 cm.

• **Summary:** In 1994 retail sales of these products reached an all-time high of \$286 million, and these sales are projected to top \$660 million in 1999. This very interesting report can be ordered from Packaged Facts, 625 Avenue of the Americas, New York, NY 10011. Phone: 212-627-3228. Price: \$2,150. The authors were Sarah and Peter Starr, though their names do not appear in the report. The product director was David Lumis.

Contents: Part I: The products. Scope of the report (Vegetarian products sold as meat or dairy alternatives, products not covered), history of the industry (an emerging market, part of the vegetarian movement, soybeans—an ancient food of Asia, soybeans arrive in the new world in the 18th century, Kellogg family starts health foods

industry, makes first meat analogs, Seventh-day Adventists and others produce tofu and meat alternatives in the 1920s, Henry Ford early proponent of soybeans, meat analogs commercially developed in the United States in the 1940s, non-dairy beverages, growth of “Americanized” meat and dairy analogs booming), product definition (foods used to replace meat or dairy products, description of ingredients—tofu, tempeh, soymilk, okara, soy protein concentrates and isolates, textured vegetable protein, wheat gluten and seitan), product categories (three main categories of meat and dairy alternative products, meat alternatives, dairy alternatives, prepared meals), government regulations (the FDA and FTC, NLEA labeling considerations {went into effect in May 1994, making the USA the world’s first country to have mandatory nutrition labeling}), soy protein allowed in meat products without special labeling, bovine growth hormone), industry associations (the Soyfoods Association of America, the American Soybean Association, the Vegetarian Awareness Network).

Part II: The Market. Introduction (Retail sales of meat and dairy alternative products by category—1989-94—graph, retail sales of dairy alternatives products by segment—1989-94—graph), market size and growth (market is difficult to monitor, 1994 retail sales estimated at \$286 million, dairy alternatives surpass \$142 million, meat alternatives soar to \$132 million, prepared meals grow steadily to over \$12 million, estimated retail sales of meat and dairy alternative products by category—1989-1994—table, growth in milk substitutes segment leveling off but still in double digits, cheese alternatives segment also experiences slight slow-down in 1994, non-dairy desserts—a slow-growth segment, estimated retail sales of dairy alternative products by segment—1989-1994—table), factors in market growth—overall market (maturing population and interest in nutrition, new dietary guidelines, medical community accepts plant-based diet, studies show vegetarian diet equals a healthier—longer life, soy might help to prevent heart disease and cancer, consumers now approve of vegetarian diets, increased demand for vegetarian foods, youth adopts meatless meals, exposure through foodservice, mass market begins to support meat and dairy alternatives, products in wider distribution, innovative new products, improved technology equals better taste, increased funding for soyfoods through foreign capital, pricing continues to limit market, image—taste and texture still a problem), factors in market growth—meat alternatives (concern about health hazards of meat, fat calories targeted by labeling law, an alternative to chicken and fish, ecological and social considerations will propel meatless meals, meatless meals difficult to handle by foodservice), factors in market growth—dairy alternatives (milk substitutes enter dairy case, awareness of lactose intolerance on the rise, taste profile limits acceptance, cheese alternatives—are they healthier?, projected retail sales of meat and dairy alternative products

by category—1994-1999—graph {p. 34}, projected retail sales of dairy alternative products by segment—1994-1999—graph {p. 35}), projected market growth (overall market to reach \$662 million in 1999, meat alternatives and prepared meals to lead growth, projected retail sales of meat and dairy alternative products by category—1994-1999—table, growth of milk substitutes and other dairy alternatives expected to slow somewhat by 1999, projected retail sales of dairy alternative products by segment—1994-1999—table), market composition (meat alternatives will outsell dairy alternatives, share of sales by product category—meat and dairy alternatives—graph, soy-based ingredients most frequently used in meat-like products, protein ingredients used in meat-like products by number of products made with ingredient—1990-1992—table, bulk of dairy alternative sales from milk substitutes, share of sales by product segment—1989 vs. 1994—graph, sales by retail outlet, share of sales by retail outlet—meat and dairy alternatives—1994—graph).

Part III: The marketers. The marketers (About 30 significant marketers—most small, major companies move into the market, meat alternatives—other mass-market players, meat alternatives—natural foods players, the leaders in milk substitutes, cheese alternative market leaders, the leaders in non-dairy desserts, prepared meals market leaders, selected marketers and brands of meat and dairy alternative products—chart), market and brand shares (mass-market leader Worthington Foods challenged by ADM/Pillsbury Green Giant Harvest Burger, wholesome and hearty growing fast, Boca Burger boogies by the Bystanders, marketer and brand shares of meat alternative products sold through supermarkets—1993 vs. 1994—table, natural foods sales of meat alternatives more fragmented, Worthington is leader in natural foods stores, White Wave and Lightlife hold second and third place, estimated marketer and brand shares of meat alternative products sold through natural foods stores—1994—table, many small regional players capture local markets, Eden Foods leads in milk substitutes, estimated marketer and brand shares of milk substitute products mass-market and natural foods stores—1994—table, Imagine Foods’ Rice Dream is leading rice beverage, other vegetable beverages, Tree of Life’s Soya Kaas holds leading share of cheese alternatives market, estimated marketer and brand shares of cheese alternative products sold through natural foods stores—1994—table, Tofutti holds top market share in frozen desserts, Fairmont Foods establishes lead in supermarkets, marketer and brand shares of prepared meals sold through supermarkets—1994—table, natural foods prepared meals—many brands and no one leader), competitive situation—overall market (marketers compete primarily through new product introductions, growth through mergers and acquisitions). Continued.

2816. Packaged Facts. 1995. The meat and dairy alternatives market (Continued—Document part II). New York, NY:



Packaged Facts. xii+ 162 + 42 + 6 p. May. 28 cm.

• **Summary:** Contents: Continued from p. vi. Part III: The Marketers. Competitive situation—meat alternatives (Worthington pioneers Seventh-day Adventist vegetarian market, Miles Laboratories acquires Worthington—places Morningstar Farms in mass market, tofu drives natural foods market, soy frank marketers exploit tofu opportunities, tempeh—another meat alternative ingredient gains interest, wheat-based alternative seitan expands presence, Worthington places tofu patties in natural foods stores—changes hands again, Wholesome and Hearty develops foodservice distribution, meatless burger market heats up, patty competition fierce in natural foods arena, ADM/Pillsbury alliance brings soy burgers to mass market, Worthington fights back, category differentiates in the early 1990s, soy attacked by soy-free burger companies, meat alternative marketers cut the fat, low-fat sausages and franks, tightly targeted vegetarian fun foods and snacks, mass-market companies introduce ground meat analogs, natural product companies follow suit, Wholesome and Hearty seeks retail growth, others seek lucrative foodservice market), competitive situation—milk substitutes (early market limited to ethnic community, Edensoy a big hit—Vitasoy responds, new lines introduced, competition—domestic manufacturing and larger containers bring down soy beverage prices, flavors and packaging distinguish early products, Westbrae introduces first low-fat soymilk, fortification has become key selling point, Eden’s fortified product suits strict vegetarians, new package sizes expand market, re-closable—easy to pour, rice beverages—line extensions grab shelf space, Wholesome and Hearty’s almond beverage, 100% organic products, a fresh—new market—some products shift to dairy case, mass-market interest), competitive situation—cheese alternatives (Seventh-day Adventists start category, first natural foods cheese alternative, Soyarella, not dairy-free, handful of marketers compete on price in natural foods arena {Soya Kaas, TofuRella by Brightsong / Sharon’s Finest, Cemac Foods, Galaxy Foods, White Wave}, new products parallel dairy-based mass market, a move toward lower fat and fat-free, seeking the most melt-able cheese, Sharon’s finest finds innovative ingredients, marketers target vegan market), competitive situation—non-dairy desserts (Tofutti dominates, dairy-free puddings—one major player {Imagine Foods sells a rice-based non-dairy pudding}, non-dairy yogurt has yet to catch on—but White Wave’s Dairyless, a non-dairy soy yogurt, seems to be the only major natural foods brand in this category), competitive situation—prepared meals (flavored tofu and seitan expanded into meals, Legume is early innovator, cheese alternatives in prepared meals, other companies dive into prepared meals, action has been in natural foods, supermarket products have not succeeded), competitive profiles (The Archer Daniels Midland Co.—Grand Metropolitan PLC—Pillsbury division partnership, Amy’s Kitchen Inc., A&A Amazing

Foods Inc., Boca Burger Co.—Sun Foods, Eden Foods Inc., Fairmont Foods of Minnesota Inc., Fantastic Foods Inc., The Hain Food Group Inc., Imagine Foods Inc., Lightlife Foods Inc., Sharon’s Finest, Tofutti Brands Inc., Vestro Natural Foods Inc., Vitasoy—USA Inc., White Wave Inc., Wholesome and Hearty Foods Inc., Worthington Foods Inc., Yves Veggie Cuisine Inc.), marketing trends (updated packaging, burger market segmenting into natural and mass market, Worthington—a master at working both markets, hamburger look-alikes crossing back into natural foods, veggie patties crossing into mass market, nostalgia—creating brand loyalty, marketers expanding into other categories, moving into the frozen breakfast section, retail displays, pushing into new distribution channels), new product trends (new—improved packaging, light and healthy, product names emphasize healthy, fat-reversal—mass-market burger-substitutes gaining fat, ground meat alternatives, new flavors and varieties—many gourmet and upscale, ethnic—especially Mexican and Southwestern, convenience, technology produces better mimics, mixing soy with grains and other ingredients, mainstreaming health foods, natural ingredients preferred—organic even better, selected new product introductions—meat and dairy alternatives—1994-March 1995—chart), advertising expenditures (most advertising not measured, specialty magazines are preferred medium, radio is another alternative, little consumer advertising, Worthington outspends competition, ADM-Pillsbury spends millions to launch Harvest Burger in 1994, Eden Foods targets mass market, Fantastic Foods’ first major spending), advertising positioning (good health is overlying theme, and fat is prime concern, vegetables are a solution to a bad diet, milk substitutes advertised to lactose-intolerant market, highlighting a sense of the familiar, foods children love, traditional burger images used to woo mass market, vegetarian appeal used for meatless patties, organic is important feature in natural foods, examples of consumer advertising), consumer advertising (consumer promotions not heavily used, money-off coupons from several companies, new lines offer more generous rebates, recipes and books educate consumers, in-store promotions—the White Wave Center, marketers join forces in advertorial, sponsoring sports events—a healthy fit, 25 years of earth day, non-profit tie-ins, Turtle Island’s recycling program, other types of promotions, examples of consumer promotions), trade advertising and promotions (three key trade publications, trade ads also used as consumer ads, trade ads scheduled to run in convention issues, trade ads announce growing business, editorial promotions, reaching retailers, example of trade ads). Continued.

2817. Packaged Facts. 1995. The meat and dairy alternatives market (Continued—Document part III). New York, NY: Packaged Facts. xii + 162 + 42 + 6 p. May. 28 cm.

• **Summary:** Contents: Continued from p. x. Continued

Part IV: Distribution and retail. Distribution (Two distinct channels, mass-market products—warehouse delivery used most, natural foods products—-independent distributors used most, distributors offer wide range of services, direct buying, several large distributors dominate health food channel, margins for the two channels differ, brokers support marketers' sales efforts, marketers' sales forces work with brokers), at the retail level—natural foods stores (the leading outlet—natural foods stores, soy-based products the heart and soul of natural foods store, products sold in several locations, stores adding refrigerator and freezer space, margins, product price comparison, meat alternatives—table, milk substitutes—table, cheese alternatives—table, frozen non-dairy desserts—table, prepared meals—table, in-store demos are top promotional activity, an increase in store advertising, examples of retail promotions), at the retail level—mass market (most products not in mass market, store placement of meat alternatives varies, store-within-a-store, increased selection and space, targeting the vegetarian consumer, margins, warehouse clubs, *Cergro* pricing data).

Part V: The consumer. Consumer use—soyfoods (About 25 million U.S. adults use soyfoods, natural foods shoppers more likely to purchase soy products, demographics of meatless burger consumers, use by type—tofu and soy burger use most common, other types of soyfoods used by about 2% of consumers, types of soyfoods eaten five or more times in the past year—table), the vegetarian consumer (what is a vegetarian, 12-22 million vegetarians and growing, small number of strict vegans, meat restrictors—a broader target of 77 million, who are vegetarians, demographic characteristics of vegetarians—table), consumer attitudes (main reason for choosing vegetarian foods, most important reason for becoming a vegetarian—table, concern about health higher among semi-vegetarians, most important reason for choosing vegetarian foods—table, cholesterol-fat primary health concerns, primary health concern when becoming a vegetarian—table, grocery store shoppers more influenced by doctor's orders, health also key reason given by restaurant diners, fat—salt—fiber and cholesterol top health concerns for meatless burger consumers, environment pollution tops list of other social concerns of vegetarians, vegetarians considered nutrition advisors, a slow transition to vegetarianism, attitudes about meat alternatives, room for improvement on taste, consumers have a positive image on soy, more interest in soymilk from natural foods shoppers).

Appendix I: Examples of consumer and trade advertising and promotions [photocopies of ads]. Appendix II: Addresses of selected marketers.

Scope of the report: This is a study of vegetarian foods made to resemble meat and dairy products and sold at retail, mostly through supermarkets and health and natural food stores. These products include meatless burgers and luncheon slices, soymilk and rice milk, cheese alternatives, non-dairy desserts (usually non-dairy ice creams), and prepared

vegetarian meals containing meat and dairy alternatives as major ingredients.

Products not covered: (1) Bulk and packaged tofu, unflavored tempeh—However products such as tofu- or tempeh burgers are covered. (2) Margarine, non-dairy creamer, non-dairy whip toppings, and egg substitutes. Although the first three of these categories are alternative to dairy products, they have become well accepted in the American diet and are not necessarily purchased by consumers wishing to avoid dairy products. "Also, the sheer size of these categories—each of which is many times larger than the overall meat and dairy alternatives market—would drastically skew the market numbers and trend information away from the products that are the focus of this report. For similar reasons, egg substitutes are also excluded."

2818. Packaged Facts. 1995. Retail sales of meat alternatives: 1989-1994 (in million dollars) (Document part). In: Packaged Facts. 1995. *The Meat and Dairy Alternatives Market*. New York, NY: Packaged Facts. 162 + 42 + 6 p. See p. 17, 19, 51-52. May. 28 cm.

• **Summary:** A graph (p. 17) shows that sales of meat alternatives (in million dollars) rose from \$69.8 in 1989 to \$85.7 in 1991 to \$115.5 in 1993 and \$131.6 in 1994. The average annual sales growth for this period was 13.6%. In the past two years, however, sales of meat alternatives have increased by 15.2 and 18.0%.

Concerning the accuracy of these figures, page 19 notes that sales in these markets are difficult to quantify because a large share of retail dollar volume moves through natural foods stores, where sales are mostly untracked, and because various information sources define meat and dairy alternatives products differently. Therefore these "estimates are based on information provided by Soyatech, Inc., the Soyfoods Center, Information Resources, Inc., the natural foods trade, and various manufacturers."

A table (p. 51) shows the market shares of major manufacturers of meat alternatives sold through supermarkets (NOT including natural food stores) in 1993 and 1994. The 1994 market shares were as follows: Worthington Foods 64.5% (Morningstar Farms brand 63.8% and Natural Touch brand 0.7%). ADM/Pillsbury 21.8% (up from only 8.0% in 1993). Wholesome & Hearty Foods (Garden products) 7.9%. Yves Veggie Cuisine 2.1%. Sun Foods (Boca Burger) 1.4%. Other 2.3%. Source: Information Resources, Inc.; Packaged Facts.

A second table (p. 52) shows estimated market shares of major manufacturers of meat alternatives sold through natural food stores in 1994: Worthington Foods 30.4% (Natural Touch, Loma Linda, Worthington brands). White Wave 9.8%. Lightlife Foods 6.5%. Yves Veggie Cuisine 5.8%. Wholesome & Hearty Foods (Garden products) 4.8%. Fantastic Foods (Nature's Burger) 3.9%. Sun Foods (Boca Burger) 3.0%. Other 35.8%. Source: Packaged Facts.



Wholesome & Hearty Foods (Portland, Oregon): In March 1985 this company introduced the Gardenburger, a non-soy vegetarian patty into natural foods restaurants and college cafeterias. Foodservice remains Wholesome & Hearty's core business and accounts for about 70% of the company's sales. Today, over 22,000 foodservice outlets offer the company's various meatless patties (p. 59). In 1992 Wholesome & Hearty began an aggressive drive to introduce its Garden products line into retail stores—both natural foods and mass market.

2819. Benko, Laura B. 1995. Vegetarian foods find success in mainstream. *Los Angeles Times*. June 6. p. D1, D11.

• **Summary:** Thirty years ago Paul Wenner became a vegetarian. Ten years ago (in 1985) he founded Wholesome & Hearty Foods, and recently his company (located in Portland, Oregon) sold its 100-millionth Gardenburger, a vegetarian burger, now sold at 31,000 restaurants and food service outlets nationwide.

Fantastic Foods of Petaluma, California, is another vegetarian food company, founded 20 years ago. Director of marketing Larry Tsai says, "Our time has come." The company sells Nature Burger patties to Disneyland, as well as to some Ralphs, Hughes, and Lucky supermarkets.

A graph from Information Resources Inc. shows retail sales of meat substitutes from Jan. 1992 to mid-1995. They have roughly tripled, rising from \$2.1 million to \$6.67 million. A pie chart from *Vegetarian Times* magazine shows that Americans avoid meat consumption mainly for because of health concerns (53%), followed by concerns for animal rights (17%), the environment (14%), social and religious (9%), and other (7%).

2820. Sheeler, Jim. 1995. Tofu giant "beefs up" vegetarian cuisine: A new acquisition and "Meat of Wheat" adds new flavor and texture to Boulder's White Wave Inc. *Camera (Boulder, Colorado)*. June 6.

• **Summary:** This week White Wave, long renowned as Boulder's tofu giant, announced that it had acquired Ivy Foods of Salt Lake City, Utah, the largest producer of seitan products in America, known for its line of "Meat of Wheat" products. These products will now be manufactured, marketed and distributed from White Wave's two huge plants in Boulder. Financial details of the acquisition were not disclosed.

Besides its best-selling Chicken Style Wheat Meat, Ivy Foods also markets Grilled Burgers Wheat Meat and Sausage Style Wheat Meat. A "Meat of Wheat" version of sliced turkey is being sold at three Subway Sandwich shops in Boulder and at a ten-store chain in Los Angeles, California. "Vegetarians love it." According to company president Steve Demos, White Wave has grown 300% in the last five years, with revenues/sales of nearly \$8 million in 1994, projected to rise to \$9.5 million in 1995. Demos expects to outgrow

the company's two huge factories by 1997. Demos is also expensing his staff. He hired away the resident "Dr. Tofu" [Jonathan Gordon] from Kraft Foods—yes the man actually has a PhD in tofu.

Note: This is the earliest English-language document seen (Feb. 2005) that contains the term "Meat of Wheat." Address: Camera staff writer.

2821. Rosch, Leah. 1995. Meatless burgers and hot dogs: Are they better for you? *Glamour*. June. p. 38.

• **Summary:** Four people from *Glamour* magazine taste tested nearly two dozen nationally available veggie burgers and hot dogs, comparing them with widely available hamburgers and lower-fat franks. Most faux burgers and dogs are lower in calories and fat than their meaty counterparts. They also contain no dairy, eggs, or animal by-products. "Their chief ingredient is soy protein. Soy burgers provide about half to three quarters of the protein in a comparable serving of cooked ground beef, but they have fewer calories, less saturated fat and a fair amount of fiber. Compared with the real thing, tofu dogs have twice the protein and less fat. They don't contain nitrites (a preservative used in traditional franks that has been linked to cancer), but they often contain as much sodium as regular hot dogs—or even more."

All tasters enhanced the flavor with their favorite condiments. The three veggie burgers that were liked best were: (1) Boca Burger—Hint of Fresh Garlic (97 calories, 1 gram of fat per patty); (2) Boca Burger—Chef Max's Favorite (110 calories, 2 gm of fat); (3) Green Giant Harvest Burgers (140 calories, 4 gm of fat). The top hot dog: Morningstar Farms Meatless Deli Franks (110 calories, 7 gm of fat each [made by Worthington Foods]).

2822. Soyfoods Association of America. 1995. A consumer profile of the soyfoods shopper. San Francisco, California. 100 p. \*

• **Summary:** Contents: Executive summary. Overview.

1. U.S. population—Awareness of soyfoods: Number of consumers who have heard of soyfoods (most have heard of tofu, few have heard of tempeh), demographics of soyfood-aware consumers (consumers under age 60 more aware of soyfoods, soyfoods-aware consumers are more affluent, greater number of Easterners but awareness is nationwide, more likely to be married).

2. Soyfoods consumers—Demographics: Use of soyfoods (about 26 million soyfoods consumers—15 million eat tofu, consumers who use one kind of soy product more likely to use another type), demographics (younger households and baby boomers, household incomes skew higher, more than two-thirds are college-educated, employed in white-collar professions, women in soyfoods households less likely to be in clerical jobs, men working full-time—some self-employed, busy women in a variety of employment situations, one-third

of soyfoods consumers have children at home, most in the east—proportionately more in the west, proportionately more in pacific, live in areas of greater population density, living the American dream, mostly home-owners).

3. Soyfoods consumers—Shopping and eating patterns: Frequency of eating types of soyfoods (most eat soyfoods infrequently, soy cheese used more frequently, regular users use soyfoods—especially soymilk—a lot, consumers of one type use other types more), where consumers buy soyfoods (groceries/supermarkets stores of choice for tofu, natural foods store shoppers more dedicated soyfoods consumers, meat substitutes purchased in mass-market, other soyfoods in natural foods stores, soymilk customers split between grocery and natural foods, miso popular in Asian stores), future purchase plans (more than 6 million consumers plan to use soyfoods more, soy hot dog—cheese and frozen dessert consumers most enthused about eating more soyfoods), the soyfood shopper’s diet (seek low-fat/cholesterol/sodium/sugar foods, health interests vary by types of soy products tried), other red meat alternatives (most list fish and poultry as red meat alternatives, vegetarian foods favored by consumers of specific soy products).

4. Soyfoods consumers—Attitudes about soyfoods: Attributes of soyfoods (a positive opinion of soyfoods’ health benefits—consumers approve less of taste and ease-of-use, soymilk and soy hot dog consumers most likely to agree that soyfoods are healthy, few consumers have negative health image of soyfoods, soy products users believe in soyfoods’ special nutrients, soyfoods easier to use than public thinks, familiarity breeds affection, users of various soy products see cost savings, those who use specific soy products—especially tempeh—cannot find them where they shop, consumers of various types do not feel soyfoods are a problem for allergies), importance of organically grown (more than one-third of soyfoods consumers seek organically grown, attitudes about organic stronger among users of specific products).

5. Soyfoods consumers—Sources of product information: Where consumers first learned of soyfoods (word of mouth is primary source, promotion works for packaged products), why consumers first began to eat soyfoods (novelty and health are the prime motivators, soymilk consumers more concerned about specific health and lifestyle issues—soy burger consumers seeking low-fat meat substitutes), why consumers currently eat soyfoods (consumers less sure why they currently eat soyfoods, tofu—soymilk—and soy burger consumers more likely to have specific reasons), familiarity with health connections (consumers unfamiliar with some of soyfoods’ health benefits—familiar with soyfoods’ link to cholesterol and heart disease, both users and interested non-users aware of link to cholesterol and heart disease, core consumers not well-informed about other health benefits), sources of information (magazines and newspapers most common source of health information).

6. U.S. population—Why consumers aren’t eating more soyfoods: Who is interested in eating more types of soyfoods (consumers would like to try new soyfoods), what would get consumers to eat more soyfoods (taste and lack of cooking suggestions are barriers to use, soy hot dog consumers seeking lower prices—soymilk shoppers seeking more outlets—tofu consumers want recipes, rural—southern and consumers seek lower cost—more affluent seek better taste).

7. Children and soyfoods: How often children eat soyfoods (among soyfoods households—two-thirds of kids age 2-12 eat these products, households with children age 2-12 eat more soy burgers—soymilk, children age 13-18 more likely to be infrequent soyfoods consumers, households with older children tend to choose same products as soyfoods consumers overall), children’s attitudes about soyfoods (children’s attitudes toward soyfoods are mixed—many parents cannot speak for their children).

8. The tofu shopper: Ways consumers use tofu most often (tofu use most often in stir-frys), why consumers eat tofu (consumers say they eat tofu because it is healthy), what influences brand choice (price—freshness and taste), why consumers aren’t eating more tofu (tofu consumers are looking for new ways to use tofu), demographics (most tofu users are 30-59—those 60 and over avoid it, higher household incomes, tofu household heads are highly educated and have executive jobs, household size and marital status similar to average American, concentrated in more populated areas—East and West coasts).

9. The soymilk shopper: Ways consumers use soymilk most often (most often used as a beverage), why consumers use soymilk (non-specific health features and convenience attract soymilk users), what influences brand choice (freshness, quality, taste drive soymilk sales), why consumers aren’t using more soymilk (cost and availability hinder use), demographics (younger households use soymilk, more affluent households, education and occupation, more multiple-person households, more Westerners and those in mid-size MSAs).

10. The soy-based meat alternatives shopper: Why consumers use soy-based meat alternatives (because they are healthier), what influences brand choice (taste and price), why consumers aren’t buying/using more soy-based meat alternatives (cost, unfamiliarity, taste and availability hinder use, cost and availability factors are higher among users of specific products), demographics (soy burger users and interested non-users are younger, household income somewhat higher among meat alternatives users, college educated and graduates, white collar employees, two person households for some products—soy burgers mirror U.S. population, soy bacon use higher in East—burgers higher in central region, variations by types of products used).

11. The soy-based dairy alternatives shopper: Why consumers used soy-based dairy alternatives (for health reasons), what influences brand choice (taste primarily),



why consumers aren't buying or using more soy-based dairy alternatives (cost an unfamiliarity hinder use), demographics (older and more affluent, educated and professionally employed, smaller size households—more singles, live in moderately populated areas, more concentrated in east and west).

12. Other soyfoods shoppers—Soy flour, tempeh, and miso: Demographics (soy flour consumers older—miso consumers most affluent, soy flour, tempeh and miso found in educated households, occupation status similar to other soyfoods shoppers, smaller households and more singles use tempeh, more soy flour users in low-density areas, east and west coasts for miso and tempeh).

Methodology. Questionnaire. Continued. Address: One Sutter St., Suite 300, San Francisco, California 94104. Phone: 510-935-9764.

2823. Soyfoods Association of America. 1995. A consumer profile of the soyfoods shopper. II. Methodology of collecting information. San Francisco, California. 100 p. \*  
 • **Summary:** This survey was conducted by Market Facts, Inc., a market research firm based in Chicago, Illinois. Project directors for this report were Tim Redmond (American Soy Products) and Peter Golbitz (Soyatech, Inc.). Fieldwork was done by Sheri Hoffenberg (Market Facts). Analysis and Report: Sara M. Starr and Peter Starr (Starr Track). Price: SAA members \$475. Nonmembers: \$975.

The survey was conducted in two parts. In the first part a questionnaire was mailed to 20,000 people in the Market Facts database. Of these, 17,715 people mailed back responses, and of these 15,168 were completed and usable. Three questions related to soyfoods: 1. Have you ever heard of: Ten types of soyfoods are listed—Tofu, soymilk, soy flour, tempeh, miso soup stock paste, soy burgers, soy hot dogs, soy bacon or breakfast sausage, soy cheese, and soy frozen desserts. The respondent is asked to check those that he or she has heard of. 2. Which of these ten soyfoods have you eaten 5 or more times in the past year? The same list is repeated and the consumer is asked to check as indicated. 3. "I would eat more soyfoods if... (1) They were more accessible where I shop for food, (2) I knew better what to do with them, i.e. recipes, (3) I was better informed on the health benefits; (4) I thought they tasted good; (5) They were less expensive. Check all that apply.

Part II. From the 15,168 people who mailed back completed and usable responses to part I, 750 people were chosen to participate in a follow-up survey, which consisted of a 4-page questionnaire containing in-depth questions about consumption of and attitudes toward ten different types of soyfoods, purchasing motivations and patterns, and questions about children's attitudes toward soyfoods. The sample was divided into 3 groups. A questionnaire was mailed to a representative sample of 626 people (anyone who indicated they had eaten soyfoods at least 5 times in

the past year). An over-quota sample of 67 soymilk users and 57 respondents who indicated that they were soy cheese users. This was done in order to ensure enough completed questionnaires among people who used soymilk and soy cheese. To ensure the sample quality, consumers were again asked about their use of various kinds of soyfoods. Consumers who responded affirmatively to using at least one kind of soyfoods were retained in the mail survey sample. Address: One Sutter St., Suite 300, San Francisco, California 94104. Phone: 510-935-9764.

2824. *Tufts University Diet and Nutrition Newsletter*. 1995. Between the buns: franks and burgers get a grilling. 13(4):3-6. June.

• **Summary:** Regular frankfurters and burgers, made from pork or beef, leave much to be desired from a health viewpoint. However: "When it comes to vegetarian hot dogs, our tasters found them surprisingly repellent... Most have an unnatural burnt orange color as well as a rubbery texture. As for flavor, many taste like unseasoned soy. Comments ranged from 'gross,' to 'awful, awful, awful,' to 'inedible.' We couldn't find a single brand worth spending good money on.

"We didn't find the options for veggie burgers much better. Several had a cardboard-like texture. And, like the meatless hot dogs, many of the vegetarian burgers left behind a distinctly unpleasant aftertaste. We did find a few tolerable selections, however: Natural Touch Garden Vege Patties, Natural Touch Okara Patties, SoyBoy Okara Courage Burger, and Wholesome and Hearty Gardenburger. Still, we think our own vegetarian Tex-Mex Bean Burger beats these hands down (see p. 4)." Most of the veggie burgers contain only about 25% as much fat as regular hamburgers. A table shows the weight, calories, fat content, saturated fat and sodium content of many different types of frankfurters and about 9 burgers (both regular and vegetarian).

2825. Webster, Donovan. 1995. Green days: How I became a vegetarian for one trying month and changed my life and health forever. *Men's Health*. June. p. 116-20.

• **Summary:** The author struggled through a vegetarian diet for one month, losing 9 pounds and the roll of fat around his belly. He ate quite a few meat alternatives. When it was over he felt like he was "on the horns of a dilemma. Vegetarianism had, obviously, been good for me—and it hadn't been that difficult. Yet I also knew that, long term, the carnivorous pleasures of meat-based life would drag me back into the darkness of their cave. So I struck myself a bargain. For two months out of every year, one in the spring and one in the fall, I would be a vegetarian. The rest of the year I'd eat meat when I wanted to, but I'd still endeavor not to do it all the time."

A sidebar by Greg Gutfeld titled "The Meatless Market" begins: "Time was, a vegetarian had to make do with sprouts, tofu, and voting for McGovern. But new to the supermarket

shelves are numerous meatless items mimicking our favorite animal-derived pleasures—even things like hot dogs, hamburgers, bacon and deli meat.” The following products were tasted and are evaluated as “Hey, not bad”:

Worthington Chik Stiks, Worthington Stripples, Garden Gourmet Vege-Nuggets, Boca Burger (the best liked), Worthington Stakelets, Lightlife Fat-Free Meatless Smart Dogs, Garden Mexi Patties.

The rest were “No, thanks, we’ll pass”:

Worthington Meatless Salami, Natural Touch Lentil Rice Loaf, Yves Veggie Tofu Wieners, Yves Veggie Pepperoni, Lightlife Italian Lean Links, Lightlife Organic Three Grain Tempeh, Bearitos Vegetarian Chili.

2826. Chajuss, Daniel. 1995. The meat alternatives industry and market in Israel (Interview). *SoyaScan Notes*. July 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The three major manufacturers of meat alternatives in Israel are Tivall (Tivol), Soglowek (also spelled Zoglabeck or Zoglovek or Zoglowek), and Shamir Food Industries Ltd. Daniel estimates that Tivall has about 50% of the Israeli (non-export) market, followed by Soglowek (35%), and Shamir (15%). Shamir’s products are being sold under the label of Dreizin Food Industries Ltd. About 500 tons/month of products made by these three companies are being sold now in Israel—a huge amount. Most (but not all) of these products contain soy. Tivall has been making these products the longest and Shamir is the most recent entrant into the market. Why do Israeli consumers buy these products? Many buyers do not follow a kosher diet. They like these as convenience products, as natural foods (which they aren’t really), and as vegetarian products. Daniel would guess that about 5% of Israelis are vegetarians. There are some villages of American Seventh-day Adventists in Israel near the Sea of Galilee that are completely vegetarian. Vegetarians automatically keep kosher.

Daniel believes that Tivall can trace its origins to the work of two men: Dr. Michael (Micha) Shemer, who earned his PhD at the University of Illinois at Urbana-Champaign in 1973, and Saul Katzen, who was the first person to make meat alternatives from extruded soy flour in patty form. Saul’s main problem was that his products were made from soy flour, which led to problems of taste (the main problem), antigenicity, and some intestinal gas. Saul bought his soy flour (the fines from non-toasted white flakes sifted out prior to alcoholic extraction) from Daniel’s company, Hayes Ashdod Ltd. Saul had extrusion equipment (Wenger X-25 and X-200), so Daniel urged Saul to buy soy protein concentrates (made by Daniel’s company) instead of soy flour, and run the concentrates through his own extruder. But Saul felt that soy flour was less wasteful and less expensive. Daniel believes that the use of soy flour led Saul’s company into bankruptcy. Daniel was very sad about this bankruptcy, and for a long time before it happened, Daniel gave Saul

a lot of soy flour free of charge. After Michael Shemer left the University of Illinois, he went to work for Miles Laboratories, which had purchased Worthington Foods. Then he returned to Israel and worked for Miles on a citric acid project. When Michael was fired by Miles in the late 1970s, he joined an Israeli company name Pedco, which made many kinds of food products. Michael taught Pedco how to make meat analogs. Tivall, a company which is located on a kibbutz in northern Israel, bought Pedco in 1984; Tivall was established and incorporated for the sole purpose of purchasing Pedco and its activities; Tivall was not engaged in any activity and did not operate prior to its purchase of Pedco. Tivall had plenty of start-up capital and the now has a lot of money, most of which they have earned making meat alternatives. A daughter company of theirs used to make surimi-like products, but now they are separated.

Dr. Shemer was granted several Israeli and international patents on his process which uses reducing agents (or ss-cleaving agents) to soften gluten. Daniel believes that Tivall is no longer using the Shemer patents; rather they are using a 1956 Hartman/Worthington patent—which is now in the public domain. Thus Shamir can now also use that patent.

To make meat alternatives, Tivall now starts with wheat gluten and adds a reducing agent (such as sodium sulfite) to make the gluten soft. Or ascorbic acid can be used; its low pH softens the gluten. A 1956 patent issued to Warren Hartman and assigned to Worthington Foods describes how to soften gluten by adding soy flour or soy protein. Shamir wants to add soy protein concentrate (SPC) to wheat gluten to soften it. Tivall maintains that SPC is a reducing agent—but Daniel is certain that soy flour is a reducing agent, but regular SPC is not; its NSI [nitrogen solubility index] is 3-6. Dr. Shemer has testified that Tivall is the world’s largest manufacturer of meat alternatives and that it was the world’s first company to make meat alternatives using wheat gluten and soy protein, but it is well known that Worthington Foods made such products long before Tivall. To help resolve its dispute with Tivall, Shamir hired Dr. Noam, who is a chemist and a patent lawyer. Daniel assisted Dr. Noam—which did not please the people at Tivall.

Shamir is located in the Barkan Industrial Zone (P.O. Box 5), M.P. Ephraim 44820, Israel (Phone: +972-3-936-4159. Fax: +972-3-936-4160); this is in central Israel, far from Tivall. Shamir’s basic business is making prepared foods, especially salads, for both consumers and catering (foodservice). They are a relatively small company and they have had a line of meat alternative products on the market for about 3 years—on a very small scale. They make meatless hamburger-like patties (with or without breading; with breading is called “vegetarian schnitzel”), sausages (frankfurters), and some non-soy main dishes based on vegetables—such as peas and corn. These products are similar to those made by Worthington.

Soglowek, a rich and powerful company, is located at 8



Ha Gaton Blvd., P.O. Box 70, Naharya, Israel—10 minute's drive from Tivall. When Soglowek began to compete with Tivall in the meat alternatives market, Tivall's prices dropped significantly. Address: Managing Director, Hayes General Technology Company Ltd., Misgav Dov 19, Mobile Post Emek Sorek, 76867 Israel. Phone: (972) 8 592925.

2827. Jost, Rick. 1995. First brats, now burgers—tofu firm grows. *Des Moines Register (Iowa)*. July 17.

• **Summary:** Tim Beeler, president of Bee-Lor Inc. of Oskaloosa (in southeast central Iowa) worked with vice-president Jerry Lorenzen of Fremont, Iowa, to develop the Brato Dog (a combination of tofu and pork) a couple of years ago. Initially this product was called just Bratos, but they changed the name to help them penetrate the East and West Coast markets. Lorenzen is a soybean geneticist and Beeler is a hog raiser.

Now they are developing the Beeler Burger, a frozen combination of tofu and beef, which they hope will be showing up in health food stores and some supermarkets in 30 to 45 days. "Tofu is a cheese-like product of soybeans that is low in calories, cholesterol, fat—and flavor. Lorenzen noted that soybeans also contain genistein, a plant estrogen that some researchers say will become part of a new classification of anti-cancer substances."

Beeler, who has personally conducted a lot of in-store demos, notes that "Tofu has not been a readily accepted product at this point in time in the Midwest. When you tell people that this is made with pork and tofu, people would say 'Ew, tofu?' It just sounds so weird they wouldn't taste the product." So Beeler has changed his approach. Now they simply demonstrate Brato Dogs as a new product. Only after customers have tasted it, do they tell them that it contains tofu. "The idea is to try to sell people food that is healthful without trying to change their tastes." Brato Dogs typically sell for about \$1 per pound more than regular hot dogs (Brats). The company plans to soon roll out two new flavors of Brato Dogs—chili and cheddar cheese, and a spicy version.

2828. Stoneback, Diane. 1995. Veggie burgers enter mainstream market. *Sun-Times (Chicago, Illinois)*. July 19.

• **Summary:** "Can America's love affair with the all-beef patty be shaken? It won't be easy, but the Jolly Green Giant may be big enough to do the job." A large photo shows packages of Green Giant Harvest Burgers (meatless) in three flavors: Southwestern Style, Italian Style, and Original Flavor. The caption: "When mighty Green Giant introduced its Harvest Burgers into supermarkets, it signaled vegetarian burgers' entry into Middle America's diet." Address: Food Editor, Morning Call (Allentown, Pennsylvania).

2829. **Product Name:** Harvest Direct Protean (Dry Mix—Alternative to Ground Meat) [Original Flavor, Taco Mix, Cheeseburger Flavor, Garden Herb Flavor, Chili Mix, Italian

Flavor, Grill Flavor, Barbecue Mix, Sausage Flavor].

**Manufacturer's Name:** Harvest Direct, Inc.

**Manufacturer's Address:** P.O. Box 4514, Decatur, Illinois 62525. Phone: 800-637-5850.

**Date of Introduction:** 1995 July.

**Ingredients:** Taco mix: Soy protein concentrate, textured soy flour, tomato powder, corn starch, dehydrated onion, modified oat flour, maltodextrin, spices and spice extractives, hydrolyzed soy protein, salt, onion powder, garlic powder, paprika (for color), malt extract, caramel color, natural flavor, cocoa powder, citric acid.

**Wt/Vol., Packaging, Price:** 4 oz foil pouch.

**How Stored:** Shelf stable.

**New Product—Documentation:** Talk with Monty Kilburn, Catalog Director of Harvest Direct. 1996. Sept. 17. These products, made by Harvest Direct (not by ADM), were introduced in July 1995 and now are sold to health food stores nationwide. Leaflet (color, 8½ by 11 inches) sent by Monty Kilburn. 1996. Sept. 18. The front shows color labels of the 9 products. The back gives a general description of the products. "New product features: Fat free. Cholesterol free. Vegetarian. Complete dry mix. Just add water. New foil pack. Nine great flavors."

Sample products with Labels of Taco Mix and Barbecue Mix sent by Harvest Direct. 1997. March 11. 5¼ by 7½ inches. Foil pouch. 4 oz (113 gm). A color photo on the front panel shows the prepared recipe. "Fat free. Cholesterol free. The all-vegetable alternative to meat."

2830. Worthington Foods, Inc. 1995. Second quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** Net sales for the first half of 1995 were \$43.8 million, an increase of 9% over the same period last year after adjusting for the sale of the refrigerated egg substitute assets. Net income for the first 6 months of 1995 was \$2,421,000, up 72%. The sale of meat alternatives in the mass market has been strong during the first half of 1995. "Category sales [nationwide, all manufacturers] of meat substitutes increased 38% during the second quarter and by 50% during the first half of 1995.\* We are aggressively working to gain national distribution for these new products during the first half of 1995..." \* Note: Statistics on nationwide category growth are based on scanner data supplied by Information Resources, Inc., the world's leader in this field.

In 1994 Worthington decided to place less resources in the egg substitute business and more resources in the meat alternative business. "This has turned out to be a sound strategic decision in that frozen egg substitute category sales are significantly declining, while the meat substitute category sales are significantly increasing. Two years ago our sales for egg substitutes (frozen and refrigerated) were about equal to sales of meat alternatives in the mass market. Currently,

our egg substitute business is less than one-third of our meat alternative sales to supermarkets.” Address: Worthington, Ohio. Phone: (614) 885-9511.

2831. Benedetti, Jef. 1995. Soy report generates calls to Worthington Foods, but little stock movement. *Daily Reporter (Columbus, Ohio)*. Aug. 7. [1 ref]

• **Summary:** A study by James W. Anderson published last week in a medical journal touting the advantages of soy protein in reducing blood cholesterol has generated many phone calls to Worthington Foods, and a lot of interest from the consumer and investment communities. Ron McDermott, the company’s vice president of research and technology, says that 80% of worthington’s food products contain soy protein. The company markets meatless products under four names: Morningstar Farms, Worthington, Loma Linda, and Natural Touch. In 1994 the Morningstar Farms line was the best seller, with almost \$56 million in sales, according to the company’s 10-K filing.

In April William Blair & Co. in Chicago published a “buy” recommendation on the company’s stock, noting that roughly one-half of Worthington’s sales are to individuals seeking to reduce their intake of fat and cholesterol.

An Associated Press story about Anderson’s study stated that he received \$5,000 from Protein Technologies International, which makes soy protein, to help pay for the work. “Anderson told the AP that he believes 20 grams of soy protein a day, substituted for animal protein, could be enough to help lower blood cholesterol.”

Patty House of Ohio State University wrote a report titled “From Farm Lands to Shoppers Hands” stating that the average American consumes six gallons of soybean oil per year in such forms as cooking and salad oil, margarine, shortening, and prepared salad dressings.

2832. Rubin, Rita. 1995. An oats disciple now turns to tofu: Seeking cholesterol salvation in a soyburger. *U.S. News and World Report* 119:73. Aug. 14. [1 ref]

• **Summary:** James Anderson, whose former research on fiber has earned him the sobriquet “Dr. Oat Bran,” recently published an influential article in the *New England Journal of Medicine*. It showed that consumption of soy protein can lower cholesterol levels. This article summarizes his study, adding that Anderson likes tofu. Last week he recounted that he has enjoyed tofu scramble, tofu stir-fry, tofu and vegetables, and tofu burgers.

2833. Shapiro, Laura; Springen, Karen. 1995. Health: Oh, boy! Pass me the soy! *Newsweek* 126:60. Aug. 14. [1 ref]

• **Summary:** “Hippies were right: Tofu really is good for you.” A study by Dr. James Anderson published last week in the *New England Journal of Medicine* reported that people who ate soy products significantly lowered their levels of bad cholesterol and slightly raised their levels of “good”

cholesterol. Anderson, an endocrinologist at the University of Kentucky, says it would be “great” if Americans consumed about 30 grams of soy protein a day. That’s about half the recommended daily allowance of protein for most people, and the equivalent of about 12 ounces of tofu or two soyburgers. Cookbook author Deborah Madison says that soy doesn’t deserve its “yecch” reputation. She likes to add one part soy flour to three parts wheat flour when making bread or pancakes, or frying a breaded tofu cutlet. Though tofu has a very mild flavor, the “health results have plenty of zip.”

A photo shows two soybeans in a pod, with the caption: “Bean power: In pod.”

2834. Quinn, Catherine. 1995. Feast on soy—It’s practical and easy. *Soy Connection (The) (Chesterfield, Missouri—United Soybean Board)* 3(3):2. Summer. [4 ref]

• **Summary:** “Lowering cholesterol levels, possible cancer prevention—good reasons to recommend that our Lipid Research Clinic patients eat more soyfoods. But, resistance can be strong. In short, we’ve found soyfoods in the current forms lack features familiar to most Americans... We generally find tofu is the most commonly recognized form of soy.” Most die-hard soy resisters love tofu in desserts—such as Tofu Chocolate Mousse Pie and Cranberry Tofu Dessert (see *The Soy Connection*, Volume 3, Issue 1). “Many patients are pleasantly surprised with the convenience and taste of tofu lasagna, tofu tortellini and tofu burger casserole mix for chili or meatloaf.” Address: M.S., R.D., nutritionist with Washington Univ. School of Medicine, Lipid Research Center, St. Louis, Missouri.

2835. **Product Name:** Snap Action Vegetable Jerky. Renamed Spice of Life Meatless Jerky in Oct. 1995.

**Manufacturer’s Name:** Spice of Life Meatless Meats.

**Manufacturer’s Address:** Van Nuys, California. Phone: 818-342-6573.

**Date of Introduction:** 1995 August.

**Ingredients:** Heartline Meatless Meats, spices and seasonings.

**How Stored:** Shelf stable.

**New Product—Documentation:** Talk with Pam Montanaro of Soy Cubano! (Global Exchange) in San Francisco. 1995. Nov. 1. Spice Williams Crosby has just introduced a meatless jerky and a line of meatless meats. She is feeding abused children and homeless people in the Los Angeles area.

Talk with Jackie Padgette. 1995. Nov. 1. She is Spice’s twin sister. The jerky is ready to eat, and has a sort of a Cajun flavor. Kids love it.

2836. **Product Name:** Spice of Life Meatless Meats [Beef, Ground Beef, Mexican Beef, Teriyaki Beef, Chicken, Chicken Mince, Italian Sausage, Pepperoni, Smoked Ham, Unflavored, Unflavored Mince].



**Manufacturer's Name:** Spice of Life Meatless Meats.

**Manufacturer's Address:** Van Nuys, California. Phone: 818-342-6573.

**Date of Introduction:** 1995 August.

**Ingredients:** Heartline Meatless Meats, spices and seasonings.

**Wt/Vol., Packaging, Price:** 8 oz., 5 lb, and 25 lb packs; retail for \$2.99, \$15.95, and \$79.95 (11/95, California).

**How Stored:** Shelf stable.

**New Product–Documentation:** Talk with Pam Montanaro of Soy Cubano! (Global Exchange) in San Francisco. 1995. Nov. 1. Spice Williams Crosby has just introduced a meatless jerky and a line of meatless meats.

Talk with Jackie Padgett. 1995. Nov. 1. She is Spice's twin sister. This is a small family-owned company. These are dry products that must be reconstituted by boiling in water for a few minutes. They have a shelf life of one year. Bragg's amino acids are used for the flavoring. She is feeding abused children and homeless people in the Los Angeles area. The products have been in restaurants and health food stores for the last few months. They are sold at only 4-5 health food stores. Spice is an actress and stuntwoman, and has been a vegan for many years. She has a monthly column in Ms. Fitness, where she writes on veganism etc. She feeds about 1,000 homeless people each year at very little cost using her products in meatless meals. She got involved in this years ago when she was a musician. She decided to turn her life around, so she started. She had been registered nurse (who cared for elderly people when she was younger) and medical transcriber. She found that one of the best ways to do good things for your mind is to treat your body right. So she went gung ho in her research, and became a vegan. She uses a lot of soy products, and has been a real pioneer in this area for 15-17 years. She has written a booklet titled "Sixty reasons why The Spice of Life will improve your life, your world, and your workout." She mentions the environment, personal health, ethics, spirituality, history and recent epidemiology. She also has lots references.

Spice of Life Total Fitness Catalog. 1995. Nov. 4 panels. Lists prices for the many flavors in retail packs and institutional packs. Send orders to Lumen Foods, 409 Scott Street, Lake Charles, Louisiana 70601.

Talk with Greg Caton, president of Lumen Foods. He uses a slightly different formula when making these products for Spice of Life. In place of soy sauce he uses Bragg's Aminos, which is HVP supplied by A.E. Staley Mfg. Co. in Decatur, Illinois.

2837. **Product Name:** Naturally Tofu Drinks, Tempeh Burger, Vegetarian Chili, Meatless Healthy Bologna, Vegetarian Sloppy Joe.

**Manufacturer's Name:** Wellwide International Ltd. (Importer).

**Manufacturer's Address:** Room 2905 Wah Yin House,

Wah Kwai Estate, Hong Kong. Phone: 852/2549-1173.

**Date of Introduction:** 1995 August.

**New Product–Documentation:** Listing in '95-96 Soya Bluebook, p. 100. The company is an importer. Contact Della Leung, Director.

2838. Archer Daniels Midland Co. 1995. Annual report. P.O. Box 1470, Decatur, IL 62525. 42 p. Sept.

• **Summary:** Net sales and other operating income for 1995 (year ended June 30) were \$12,671 million, up 11.4% from 1994. Net earnings for 1995 were \$795.9 million, up 64.4% from 1994. Shareholders' equity (net worth) is \$5,854 million, up 16% from 1994. Net earnings per common share: \$1.47, up 65.2% from 1994. Number of shareholders: 34,385.

On the cover is an American flag and a photo of President John F. Kennedy with the famous quotation from his 1961 inaugural address, "Ask not what your country can do for you—ask what you can do for your country." ADM contributed \$6.5 billion last year to America's balance of trade.

On page 3 are graphs showing rising global consumption of soybean meal and vegetable oils from 1964 to 2004, and lysine from 1975 to 2004. For lysine, the equivalent of ten more ADMs will be needed in the next 10 years, for vegetable oil 5 more ADMs, and for soybean meal one more ADM.

On pages 4-5 is a speech delivered by President Eisenhower in 1953 urging the USA to export more food and fewer weapons. Ike's program [Public Law 480 or Food for Peace] resulted in \$50 billion in exports to needy countries from 1954 to 1994.

"While the whole of ADM's business can be divided into families of products and services, virtually all can be summarized in a single thought: value-added." ADM makes peanut oil at a mill in Augusta, Georgia. "Soybean oil: Our Europort facility in the Netherlands remains the world's busiest soybean processor, while in the United Kingdom plans are underway to install a new state-of-the-art vegetable oil refinery and packaging plant at Erith [on the River Thames about 13 miles east of the center of London]. Crushing and refining operations are also being modernized in Hamburg, Germany. These terminals give us access to the three most important rivers in Europe—the Rhine, Elbe and Danube—all the way to the Black Sea" (p. 7).

ADM makes vitamin E from soybean oil distillate. With the completion of a new state-of-the art facility in Decatur, Illinois, ADM has begun to make distilled monoglycerides from soybeans (p. 9).

"BioProducts: ADM BioProducts traditionally introduces at least one new fermentation product each year: in the past year the newcomer was xanthan gum for both food and industrial applications. In 1996 ADM BioProducts expects to add ascorbic acid (vitamin C), astaxanthin and

biotin to a lineup that includes monosodium glutamate, sorbitol, citric and lactic acids and their salts. ADM's vitamin C will be produced in a brand-new world-class facility in Decatur. Other products planned for the near future include penicillin, vitamin B-12 and beta-carotene.

"Amino acids for the feed industry remain a major focus of ADM BioProducts. Units to produce threonine and tryptophan are now in full production. This, along with our interest in a methionine plant, makes ADM the only company offering all four leading amino acids: lysine, methionine, tryptophan and threonine" (p. 13).

Isolated soy protein: Construction of increased isolate capacity has begun at Europort (Netherlands) and in the USA. "Low nitrite ProFam 781 was successfully introduced into the European infant formula market during the past year. The Pacific Rim and former Soviet Union are growing markets for isolates." Harvest Burgers: "Since the beginning of our joint venture with Pillsbury 46 million Harvest Burgers have been sold under the Green Giant label... In Europe Harvest Burger products are now being carried by a German supermarket chain with over 2,300 stores. Another German firm is introducing a line of Harvest Burger frozen entrees that will eventually be marketed in seven EC countries" (p. 15).

"Other soy-based foods: Work is underway on a soy-based dry mix that is the nutritional equivalent of milk. This product would be distributed at little expense wherever starvation exists or powdered milk is too expensive. The product has a shelf life of over a year, requires no refrigeration and is made by adding water.

"A similar product is being developed as a milk alternative for North America. This flavored cholesterol-free product would be carried in the refrigerated dairy section of supermarkets and would appeal to the lactose-intolerant (31% of Americans) and other health-conscious consumers. A frozen dessert version of this product is also being developed. In the United Kingdom Haldane Foods offers the soy-based Vege Mince, Vege Bites, Vege Steaks, yogurt and 'pot noodles'" (p. 15). A full-page color photo (p. 14) shows rich soymilk being poured onto a bowl of cereal and fruits.

"Cogeneration is an efficient low-cost source of energy and steam and is the source of power for our seven largest plants in the U.S., the U.K., Ireland, Germany, and the Netherlands. Our cogeneration system is decades ahead of most U.S. technology, and offers substantial savings over traditional power sources. The key is ADM's fluidized bed technology which enables the cogeneration plants to run on an unusual mixture of high-sulfur coal, discarded tires and limestone" (p. 21).

"Note 11—Antitrust investigation and related litigation: The Company, along with a number of other domestic and foreign companies, is the subject of a grand jury investigation into possible related crimes in the food additives industry. The investigation is directed towards

possible price-fixing with respect to lysine, citric acid and high fructose corn syrup. Neither the Company nor any director, officer or employee has been charged in connection with the investigation."

Stephen Yu, managing director of ADM Asia Pacific, Ltd. is unrelated to the Stephen Yu who was a tofu pioneer and founder of Victor Food Products, Ltd. (of Toronto, Ontario, once Canada's largest tofu manufacturer). Address: Decatur, Illinois.

2839. *Bluebook Update (Bar Harbor, Maine)*. 1995. Bright future forecast for soyfoods: SAA study profiles shopper, provides demographics. 2(3):1, 4. July/Sept. [1 ref]

• **Summary:** The first truly in-depth analysis of the U.S. soyfoods consumer has been recently published, commissioned by the Soyfoods Association of America. The 125-page report, replete with tables and graphs, shows that nearly 15 million Americans are presently eating tofu, and 10 million are consuming soy burgers. The study details the uses of soyfoods, provides consumer demographics, and analyzes shopping patterns. Even among non-consumers of soyfoods, awareness is high. The majority of Americans have heard of at least one type of soyfood. The best known is tofu, available at nearly every supermarket in America, and recognized by 75% of those polled. Some 55% are familiar with soymilk and more than 50% have heard of soy burgers. Approximately 80% of soyfoods consumers say that they will continue to eat the same amount or more in the future—which looks bright.

2840. **Product Name:** [Breaded Tofu Cutlets (With Garden Herbs, Goat Cheese and Nuts, Salmon and Dill)].

**Foreign Name:** SOY CroustiSoy (aux Herbes Potagères, Fromage de Chèvre et Noix, au Saumon et à l'Aneth).

**Manufacturer's Name:** Nutrition & Santé S.A. (Formerly SOY / Société Soy).

**Manufacturer's Address:** B.P. 33, Z.I. de la Pomme, 31250 Revel (near Toulouse), France. Phone: +33 62 18 72 50.

**Date of Introduction:** 1995 September.

**Ingredients:** Garden Herbs: Fresh tofu\* 73.5% (water, soybeans), palm oil\*, grated bread crumbs\*, tapioca, spinach greens\*, pot herbs\* 1.5% (parsley\*, chives\*, tarragon\*), unrefined sea salt, safflower oil\*, natural aromas, garlic\*, pepper\*, lemon concentrate. \* = Organically grown products 89.8%. Certified by Ecocert 31 076 Toulouse Cedex.

**Wt/Vol., Packaging, Price:** 200 gm paperboard box, 2 cutlets per pack.

**How Stored:** Refrigerated, store at 4°C.

**Nutrition:** Per 100 gm: Calories 213 (885 kJ), protein 10.4 gm, carbohydrate 7.8 gm, lipids/fats 15.6 gm.

**New Product—Documentation:** Letter from Bernard Storup with 3 Labels. 1995. Sept. 8. This new product is just being introduced now. Paperboard box. 4 by 6 by 1.5 inches.

Garden Herbs: Yellow, dark green, brown, white, and black



or light green. Color photo of a cutlet on greens on a white plate, and a piece of it on a fork. On the front panel are the Soy logo (white on dark green), and the Nature & Progress organic certification symbol. On two sides are two different "Recycle" symbols/roundels.

2841. Parr, Jan. 1995. Under the (veg) influence. *Vegetarian Times*. Sept. p. 22.

• **Summary:** Several national restaurant and food-service chains are adding veggie burgers, sometimes even complete vegan meals, to their menus. Some 500 Subway sandwich shops nationwide are serving Wholesome and Hearty's Gardenburger Subs; other outlets are serving or testing the Morningstar Farms' Vegimax burger Denny's restaurant chain is testing two Morningstar Farms Garden Veggie Patties in two markets. Note: Morningstar Farms' products are made by Worthington Foods.

What is driving the trend? Consumer demand, aggressive marketing by the meatless burger companies, and convenient product packaging.

2842. Pillsbury Company. 1995. Great summer grilling! Like any guy, he occasionally craves a burger (Ad). *Vegetarian Times*. Sept. p. 20-21.

• **Summary:** This ad appears on two facing pages. On the left side of the left page is a tall one-third page ad titled "Great summer grilling!" A color photo shows a package of Green Giant Harvest Burgers, with a recipe for Primavera Picnic Patties, using 4 Harvest Burgers. The full right pages is devoted to the ad (which first appeared in this magazine in Jan. 1995) titled "Like any guy, he occasionally craves a burger."

2843. **Product Name:** NewMenu VegiBurger.  
**Manufacturer's Name:** Vitasoy (U.S.A.) Inc. (Marketer-Distributor). Made in South San Francisco by Azumaya.  
**Manufacturer's Address:** P.O. Box 552, Brisbane, California 94005. Phone: 1-800-848-2769.

**Date of Introduction:** 1995 September.

**Ingredients:** Water, textured soy protein concentrate, tapioca starch, natural flavors (from vegetable sources), soy sauce, dehydrated onions, isolated soy protein, tofu powder (soybeans, magnesium chloride), guar gum (a vegetable gum).

**Wt/Vol., Packaging, Price:** 6 oz (170 gm).

**How Stored:** Refrigerated.

**New Product-Documentation:** Ad (½ page color) in *Natural Foods Merchandiser*. 1995. Sept. p. 127. "Our fast food has great taste and wholesome nutrition." Large color photos show each product with Label.

Talk with Vitasoy. 1995. Sept. 6. These products are just now starting to appear in stores. They are made by Azumaya in South San Francisco.

Leaflet sent by Vitasoy. 1995. Sept. 8. Lists the

ingredients and nutritional composition of the VegiBurger and VegiDogs.

2844. **Product Name:** NewMenu VegiDogs.  
**Manufacturer's Name:** Vitasoy (U.S.A.) Inc. (Marketer-Distributor). Made in South San Francisco by Azumaya.

**Manufacturer's Address:** P.O. Box 552, Brisbane, California 94005. Phone: 1-800-848-2769.

**Date of Introduction:** 1995 September.

**Ingredients:** Water, isolated soy protein, wheat gluten, natural flavors (from vegetable sources), salt, brown rice syrup solids, spice extracts, paprika oleoresin, carrageenan, guar gum (a vegetable gum).

**Wt/Vol., Packaging, Price:** 8 VegiDogs in a 12 oz pack.

**How Stored:** Refrigerated.

**Nutrition:** Per 1.5 oz (1 link): Calories 45, calories from fat 0, total fat 0 gm (0% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 170 mg, total carbohydrate 1 gm (dietary fiber 0 gm, sugars 0 gm), protein 9 gm.

**New Product-Documentation:** Ad (8½ by 11 inch, page color) in *Natural Foods Merchandiser*. 1995. Sept. p. 127.

"Our fast food has great taste and wholesome nutrition."

Large color photos show each product with Label.

Talk with Vitasoy. 1995. Sept. 6. These products are just now starting to appear in stores. They are made by Azumaya in South San Francisco.

Leaflet sent by Vitasoy. 1995. Sept. 8. Lists the ingredients and nutritional composition of the VegiBurger and VegiDogs.

2845. **Product Name:** NewMenu TofuMate: Mandarin Stirfry, Szechwan Stirfry, Mediterranean Herb, Texas Taco, Breakfast Scramble, and Eggless Salad.

**Manufacturer's Name:** Vitasoy (U.S.A.) Inc. (Marketer-Distributor). Made in Tualatin, Oregon, by Pacific Foods of Oregon.

**Manufacturer's Address:** P.O. Box 552, Brisbane, California 94005. Phone: 1-800-848-2769.

**Date of Introduction:** 1995 September.

**Ingredients:** Eggless Salad: Maltodextrin, dried vegetables (onions, garlic, carrots, celery), rice flour, salt, spices, turmeric, turmeric extractives, citric acid, malic acid, lemon oil.

**Wt/Vol., Packaging, Price:** 0.75 to 1.2 oz (21.3 to 34 gm) packet.

**How Stored:** Shelf stable.

**New Product-Documentation:** Ad (8½ by 11 inch, page color) in *Natural Foods Merchandiser*. 1995. Sept. p. 127.

"The new taste of tofu: NewMenu TofuMate. International faire in a matter of minutes." Large color photos show the label of each product.

Talk with Vitasoy. 1995. Sept. 6. These products are just now starting to appear in stores. They are made by Pacific Foods of Oregon in Tualatin.

Leaflet sent by Vitasoy. 1995. Sept. 8. Lists the ingredients in each product and the range of nutritional composition of the various mixes.

2846. Vitasoy (U.S.A.) Inc. 1995. Our fast food has great taste and wholesome nutrition (Ad). *Natural Foods Merchandiser*. Sept. p. 127.

• **Summary:** In this 8½ by 11 inch color ad, large color photos show packages of NewMenu VegiBurger and New Menu Vegidogs. Address: P.O. Box 552, Brisbane, California 94005. Phone: 1-800-VITASOY.

2847. Worthington Foods; Morningstar Farms. 1995. Look what happened when we played with our vegetables (Ad). *Vegetarian Times*. Sept. p. 3.

• **Summary:** This is a full-page color ad for Morningstar Farms Veggie Burgers. This ad also appeared in the Nov. 1995 issue (p. 3), in the June 1996 issue (rear cover) and in the May 1998 issue (p. 5) of this magazine.

2848. Albertson, Ellen. 1995. Super soy: The newest miracle food. *Self*. Oct. p. 148-151, 204. [1 ref]

• **Summary:** The subtitle continues: "Okay. One more time. Scientists are telling us they've found the nutritional Holy Grail, a simple food that prevents heart disease and cancer. Do we believe them? Yes!"

"Soy may be so effective that it actually crosses the line from nutritional to medicinal."

This article begins with a summary of the meta-analysis by Dr. James Anderson published in the *New England Journal of Medicine* (3 Aug. 1995). It reported soy in the diet can significantly lower high cholesterol." It also notes that: (1) "Genistein, a powerful natural chemical unique to soy," may stop the growth of cancer cells. (2) The natural estrogens in soybeans may "help alleviate postmenopausal symptoms." In Japan, where soy is typically eaten daily, there is no word for "hot flashes."

Photos and definitions of various soyfood products are given: Tempeh, soy flour, tofu, textured vegetable protein, soy milk. A section titled "15 delicious ways to add soy to your diet," gives serving suggestions for these and other soyfoods at breakfast, lunch, snack, and dinner.

A full-page table on p. 204 rates the best (B) and worst (W) of the following, with nutritional information, taste, texture, and comments: Hot dogs: B–Yves Veggie Cuisine Tofu Wieners. W–Soy Boy Right Dogs. Burgers: B–Boca Burger. W–Green Giant Harvest Burger. Sausage: Lightlife Lean Links Italian Sausage. W–Fantastic Foods Nature's Sausage. Bacon: B–Yves Veggie Cuisine Canadian Veggie Bacon. W–Lightlife Fakin' Bacon. Luncheon Meat: B–Yves Veggie Cuisine Deli Slices. W–Lightlife Smart Deli Thin Slices–Roast Turkey Style. Plain soy milk: B–Westbrae Natural WestSoy 1% fat. W–Edensoy Extra. Soy cheese: B–Sharon's Finest Cheddar Style TofuRella. W–Soymage

Cheddar Style Cheese Alternative. Chili: B–Midland Harvest Chili Fixin's. W–Fantastic Foods Vegetarian Chili. Pizza: Nature's Highlights Rice Crust Pizza. W–Farm Foods Pizsoy Cheese Style. Frozen Dinners: B–Amy's Tofu Vegetable Lasagna. W–Hain Pure Foods Pepper Steak. Dessert: B–Living Lightly Chocolate Almond Non Dairy Frozen Dessert. W–White Wave Dairyless Vanilla "Yogurt."

2849. **Product Name:** Amy's "Chicago" Veggie Burger (With Organic Vegetables).

**Manufacturer's Name:** Amy's Kitchen Inc.

**Manufacturer's Address:** P.O. Box 449, Petaluma, CA 94953. Phone: 707-762-6194.

**Date of Introduction:** 1995 October.

**Ingredients:** Incl. organic grains, soy and vegetables, with a little cheddar cheese.

**How Stored:** Frozen.

**New Product–Documentation:** Spot with photo in NFM's New Product Review. 1995. Fall. "Amy's Kitchen." A frozen veggie burger.

2850. Ohio Company (The). 1995. Investment research: Worthington Foods, Inc. Recommendation: Buy/growth. Columbus, Ohio. 2 p. 28 cm.

• **Summary:** A very positive assessment, by Richard J. Wayman, of the financial potential of Worthington Foods. A price graph by Bloomberg for Worthington's stock covers the period Nov. 1994 to Oct. 1995, during which time the price has risen from about 10 to about 17. The main increase took place from March 1995 to June 1995. The stock presently sells for \$17.25 a share. Address: Columbus, Ohio.

2851. **Product Name:** Vegetarian Cheatin' ["Chicken," "Ham," or Garlic "Sausage"].

**Manufacturer's Name:** Redwood Wholefood Company (The) (Marketer-Distributor).

**Manufacturer's Address:** Northants, NN17 4SW England. Phone: 81 / 368 2638.

**Date of Introduction:** 1995 October.

**Ingredients:** Water, wheat gluten, vegetable oil, soya meal, wheat flour, potato starch, rice flour, hydrolysed vegetable protein, soya protein, salt, spices, raw cane sugar, flavouring, thickener (guar gum), emulsifier (soya lecithin), L-cysteine (non-animal).

**Wt/Vol., Packaging, Price:** 100 gm pack retails for £1.44.

**How Stored:** Refrigerated.

**New Product–Documentation:** Package with Label sent by Leah Leneman of Scotland. 1995. Oct. 11. 5 by 6 inches. Plastic pouch. Dark blue, turquoise, and white on pink. "Easy vegetarian specialties. A blend of wheat, vegetable oil and soya, precooked and sliced. Quick and easy. No animal ingredients. 100% meat free. Delicious in sandwiches or with a salad. Great in casseroles, stir fries, on pizzas, and with your favorite recipes."





2852. **Product Name:** Tofurky: A Delicious Vegetarian Holiday Alternative.

**Manufacturer's Name:** The Higher Taste; Turtle Island Foods, Inc. (Distributor).

**Manufacturer's Address:** The Higher Taste, 2402 SE Belmont Ave., Portland, Oregon 97214. Turtle Island: P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 1995 October.

**Ingredients:** Each Tofurky includes: (1) 2 lbs. seasoned, baked & basted organic tofu roast: Organic tofu (organic soybeans\*, water, nigari), nutritional yeast, poultry seasoning, salt, tamari, fresh ginger, organic pear sweetener; (2) Stuffing: Organic whole wheat bread cubes, onion, celery, walnuts, dried cranberries, canola and sesame oil. (3) 1 pint Golden mushroom gravy: Water, nutritional yeast, chopped fresh mushrooms, canola oil, unbleached white flour, diced onion, shoyu soy sauce, salt and spices. (4) 8 tempeh-wild rice & cranberry drumettes: Textured soy protein (soy flour and water), soy tempeh (organic soybeans\*, water, apple cider vinegar, starter), grated carrots, organic wild rice\*, malt extract, natural flavor, dried cranberries, vegetarian Worcestershire sauce, isolated soy protein, carrageenan, herbs and spices. \* = Organically grown in accordance with Section 26569.11 of the California Health & Safety Code.

**Wt/Vol., Packaging, Price:** 2 lb 12 oz or 2¼ lb.

**How Stored:** Frozen.

**New Product–Documentation:** Audrey Van Buskirk. 1995. Nov. 10. *Willamette Week*. "A different drumstick." About Tofurky. Early photos show: (1) The original Tofurky box used for Thanksgiving 1995. Five hundred of these were sold. (2) The original Tofurky Feast in 1995.

Polly Timberman. 1995. Nov. 15. Hood River News. "Soy be it! Tofurky provides a holiday feast for vegetarians."

Leaflet for Thanksgiving 1995. 8½ by 3.75 inches. Printed black on orange paper. No gravy. Two sizes: 2 lb., and 3 lb 12 oz.

Leaflet for Christmas 1995. Same size and color. Now comes with gravy. Two sizes: 2 lb 12 oz, and 4 lb 4 oz.

Ad (2¼ inch square, black and green) in *Vegetarian Times*. 1996. Nov. "Vegetarian Times Buyers Mart." Unnumbered pages at back of magazine. "100% vegan. Cooks in minutes. Serves 8 hungry adults. At local natural stores or via mail order. Call Toll Free: 888-Tofurky. Next day US delivery: \$49.95 + \$7 S&H [shipping and handling]."

Talk with lady from Simple Living Network (SLN). 1996. Oct. 31. This product, made by Turtle Island Foods (in Hood River, Oregon), was launched in October 1995, before Thanksgiving last year. Tofurky is also described on and can







1995 CHRISTMAS

# Tofurky™

with Drumettes and Gravy  
A Delicious Vegetarian Holiday Feast!

**WHAT IS TOFURKY?** Tofurky is a pre-baked vegetarian roast. It consists of three parts: stuffed tofu roast, tempeh drumettes and mouth watering golden gravy. Each Tofurky is 100% vegan, easy to serve and is the perfect main course for any holiday gathering.

**HOW DO WE MAKE IT?** We season tofu, fill it with a hearty stuffing of cranberries, walnuts and seasoned organic bread cubes. Tofurky is then hand sculpted, basted with a ginger-tamari sauce and pre-baked to a golden brown perfection.

**HOW ABOUT THE TEMPEH DRUMETTES?** Included in your Tofurky are eight Drumettes, a dark filet made of grated organic tempeh, tvp (textured vegetable protein), wild rice, cranberries and carrots, seasoned and carved into yummy shaped drumsticks.

**IS THERE MORE?** To top it off, we've included a Golden Mushroom Gravy packet. This meatless gravy is the perfect rich, full flavored Tofurky topping.

**HOW MANY DOES IT SERVE?** Tofurkys include 1 three pound stuffed tofu roast, 8 tempeh drumettes and 16 ounces of golden gravy. Tofurky heats up in less than an hour and will easily feed 8 hungry adults.

**IS TOFURKY HEALTHY?** Not only is our Tofurky delicious, it's also good for you! Filled with organic ingredients, dairy free, high in protein, zero cholesterol, nutritious and kids love it, too.

**WHO MAKES TOFURKY?** Tofurky is a joint effort between two natural foods manufacturers from the Pacific Northwest — The Higher Taste of Portland and Turtle Island Foods of Hood River, Oregon.

**WHERE CAN I BUY IT?** Tofurky is available by special order through your local natural foods store or call the numbers below.

**The Higher Taste**  
2402 SE Belmont  
Portland, OR 97214  
(503) 230-7944

**Turtle Island Foods**  
PO Box 176  
Hood River, OR 97031  
(800) 508-8100



THANKS GIVING 1995

# Tofurky™

*The Delicious, Vegetarian Holiday Alternative*

Searching for a hearty and satisfying vegetarian centerpiece for your holiday feast? Look no further — **Tofurky** is here! This original and delicious creation of Hans and Rhonda Wrobel of The Higher Taste has developed an enthusiastic and loyal group of fans throughout the Portland metropolitan area. Now for the first time, we are offering this product to a regional audience on a limited basis for all those seeking a healthy, meatless meal for the holidays.

**Tofurkys** consist of seasoned organic tofu filled with a hearty stuffing of cranberries, walnuts and herbed organic bread crumbs. Each **Tofurky** is honey basted and prebaked to a golden brown perfection. The tender, baked tofu can be sliced easily into attractive, pie shaped wedges. In addition, each **Tofurky** comes with 4-3 ounce "Drumettes" made by Turtle Island Foods of Hood River, Oregon. These dark fillets are made from grated organic tempeh, tvp, wild rice, carrots and seasonings carved into a drumstick shape! Covered with our own Chanterelle-Nutritional Yeast Gravy (recipe included in every box), this gourmet creation will give your vegetarian guests the satisfying meal they deserve.

Best of all, because **Tofurkys** are prebaked, they are ready to serve in less than an hour's prep time. So this holiday season spend the day with your family and friends and then celebrate the earth's abundance with this fabulous, cholesterol free feast. Make this your easiest and tastiest holiday ever!

***Tofurky is available on a special order basis from this store. Ask store personnel for an order form today!***

For more information on **Tofurky**:

**The Higher Taste**  
2402 SE Belmont  
Portland, OR 97214  
(503) 230-7944

**Turtle Island Foods**  
PO Box 176  
Hood River, OR 97031  
(800) 508-8100 or  
tifofoods@aol.com



be ordered from the SLN Web site: <http://www.slnet/CIP/Tofurky>. There are 3,000 pages on this Web site.

Talk with Seth Tibbott, founder and owner of Turtle Island Foods. 1996. Nov. 1. See interview titled "History of Tofurky." Talk with (call from) Seth. 1996. Nov. 5. Tofurky will appear on the Today Show on Nov. 12 (Tuesday morning TV).

Leaflet #1 or "rack card" (3 5/8 by 8½, color) titled "Tofurky: A delicious vegetarian holiday feast." Tells all about the product in a question and answer format. Leaflet #2 (8½ by 11 inches), printed black on gray, titled "Tofurky! The meatless stuffed tofu roast." "Tofurky! consists of 3 pounds of basted and baked organic tofu in a 9-inch pie pan filled with a herbed, whole wheat bread crumb" stuffing. "The tender tofu slices can be cut into 8 generous servings."

Press release. 1996. Oct. 20. "Will that be turkey or Tofurky?"

Box with Label sent by Seth Tibbott. 1996. Nov. 6. The outer box is 13¼ by 10½ by 3¼ inches. Printed red on cardboard color. New weight: 5 lb 15 oz. "The original Tofurky: A delicious vegetarian feast. 100% vegan. Cooks in minutes. Serves 8. Keep frozen or refrigerated. 1% of all sales from this product to Farm Sanctuary Adopt a Turkey Program." The inner box is white. The label is printed black on white. Net weight: 2 lbs. 12 oz. On the label are printed two logos and addresses, and a UPC. The Higher Taste, 2402 SE Belmont Ave., Portland, Oregon 97214. Turtle Island Foods, Inc., PO Box 176, Hood River, Oregon 97031. Vegetarian Journal. 1996. Nov/Dec. p. 8. "Tofurky."

Dinner with Bob & Pattie Gerner to test and give feedback on Tofurky 97. 1997. May 10. A delicious sliceable roast, made mostly of gluten and tofu, may replace the former marinated baked tofu. The roast ingredients are: Water, vital wheat gluten, organic tofu, natural vegetarian seasoning, wild rice blend, shoyu soy sauce, fresh onions, granulated garlic, tomato sauce, molasses, sea salt.

Talk with Seth in early 1997. He sold 800 Tofurky in 1995 and 4,000 in 1996.

2853. Voisin, Jean-Luc. 1995. Dairy like soyfoods in Africa: Evolution & perspectives. Paper presented at the Third Bi-Annual SoyAfrica Conference. 5 p. Held 3-5 Oct. 1995 at Johannesburg, South Africa. Organized by Aproma.

• **Summary:** Contents: Foreword. The existing plants. Dairylike foods in Africa—The weak points: The soyfood itself, and the size of the project. The best "compromise": The end products, the size of the plant and investment. Feasibility of a soy yoghurt plant—an example. Conclusion.

During the last 20 years the author has spent most of his time in the study and establishment of more than 30 food processing plants for the private sector throughout Africa (mainly for the milk, fruit, and soya industries) from the smallest (US\$100,000 investment) up to the biggest (more than US\$15 million) on behalf of small European companies

and multinationals. In 1987, while visiting dairy plants in Nigeria, he noticed that all but one had been forced to stop operations because of lack of powdered milk—whose price had quadrupled from \$0.50/kg to \$2.00/kg within a very short time. Today the price is about \$3.00/kg.

At this time he realized that powdered soymilk could be used in place of powdered cow's milk, so he worked with a French company to design and manufacture a soya milk processing machine (named Agrolactor) which made 250 liters/hour of soymilk. They tried to promote this machine in Africa. The first one used commercially was installed in Nigeria in 1990; since then they have installed 7 other plants throughout Africa. The demand for soya processing is steadily increasing, however during the past 5 years these projects have faced many difficulties.

The seven existing plants (with the company name in parentheses) are: (1) 1989—Congo (Agricongo). This was the first project to use the Agrolactor. Agricongo used the machine for research and development. They sold it this year (1995) to a dairy plant in Brazzaville for soy yogurt production. (2) 1990—Lagos, Nigeria (Uncle Soyo): A private Indian investor. After 3 extensions and an aggressive marketing policy, this company was selling more than 300,000 units per day of soydrinks (pouches), soy yogurt, and ice cream. After very good results and profitability, the plant has now been moved to India. (3) 1992—Ivory Coast (Cebon): This plant had planned to process pineapple juice and soy drinks, but in the end only pineapple juice was commercially successful. (4) 1993—Burundi (Vispe): This Italian NGO is still working in Bujumbura, producing soy milk and baked goods. (5) 1994—Cape Verde (*República de Cabo Verde*) (Benali): A private company is producing soydrinks and fruit juices (from imported concentrate); today 80% is from fruit. Note: This is the earliest document seen (Aug. 2009) concerning soybeans in Cape Verde. This document contains the earliest date seen for soybeans in Cape Verde (1994) (one of two documents). The source of these soybeans was France (See Duchatel 1997). Even earlier, sometime between Sept. 1946 and 30 June 1960, the Cape Verde Islands received 1 shipment of 2,007 lb of Multi-Purpose Food.

(6) 1995—Cairo, Egypt (Sesco): This private company, in a joint venture with Actimonde, is manufacturing soy yogurt. After 3 months of production the break-even point has already been reached (50% of normal capacity, i.e. 20,000 cups/day). (7) 1995—Nigeria: A second plant in Suleja (50 km from Abuja) was installed for a parastatal company; the soydrinks are expected to be launched this month.

The end products: European soyfoods companies are now very creative in research & development. During the last 2-3 years many new products, with better taste and packaging, have been introduced to European food stores, including supermarkets. The author estimates that the sales of the 7 French, Belgian, and Swiss soyfoods companies



he knows have increased by approximately 30% every year since 1990! Four groups of products have been the most successful in Europe: 1. Soymilk, packaged in aseptic long-life cartons and sometimes mixed with flavors or fruit juice. 2. The dessert products—soy yogurt (Soyourt) and ice cream. 3. Tofu burger. 4. The dried products—biscuits and energy bars. For the African market, consumer taste tests conducted in 12 countries show that the most acceptable product is soy yogurt, which is very close to the traditional sour milk consumed by many African people. Dried products (energy bars) are also well accepted, and they are easily distributed and stored. Soymilk (whether flavored or plain) is not appreciated and tofu is too sophisticated at present.

In Africa, up until now, all of the soyfoods projects known by the author, have been developed on a relatively small scale with an investment of less than \$1 million. Because this size plant involves too many problems, it is now believed that a plant with an investment of approximately \$2 million represents the best compromise between production capacity, the market possibilities, profitability, and management capability. An example of the cost breakdown for a soy yogurt plant on this scale is given.

**Conclusion:** There is no doubt today that dairylike soyfoods are becoming one of the most interesting solutions to nutritional problems facing the growing populations of Africa. In order to realize this potential, the food industry must develop technologies and end products suites to the purchasing power and tastes of African consumers. Those products must be followed up by a strong marketing program. For the success of such medium- and small-scale commercial ventures, it is important that linkages be established between the private investors, NGO's, and International Organizations. Address: Food Engineer, Managing Director, Actimonde, International Business Park, Batiment Athena, 74160 Archamps, France. Phone: +33 50.31 56.40.

**2854. Product Name:** Meat of Wheat [Beyond Chicken Patties, Beyond Turkey, or Beyond Roast Beef].

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 1990 N. 57th Ct., Boulder, CO 80301. Phone: 303-443-3470.

**Date of Introduction:** 1995 October.

**How Stored:** Frozen.

**New Product—Documentation:** Spot in *Vegetarian Journal*. 1995. Sept/Oct. p. 10. "Meat of Wheat." These three new vegetarian protein products are all fat free, frozen, and ready to use. They contain no animal products or cholesterol.

2855. Worthington Foods, Inc. 1995. Finally, a low-fat breakfast worth getting up for (Ad). *Vegetarian Times*. Oct. p. 3.

• **Summary:** See next page. This full-page, color ad is for Morningstar Farms Scramblers and Breakfast Links. A large

photo shows the links with an omelet and hash browns on a white plate. The name of the company (Worthington) does not appear in the ad.

This ad also appeared in the Dec. 1995 issue (p. 3) and the Nov. 1996 issue (p. 3) of this magazine. Address: Worthington, Ohio 43085.

2856. Worthington Foods, Inc. 1995. Third quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

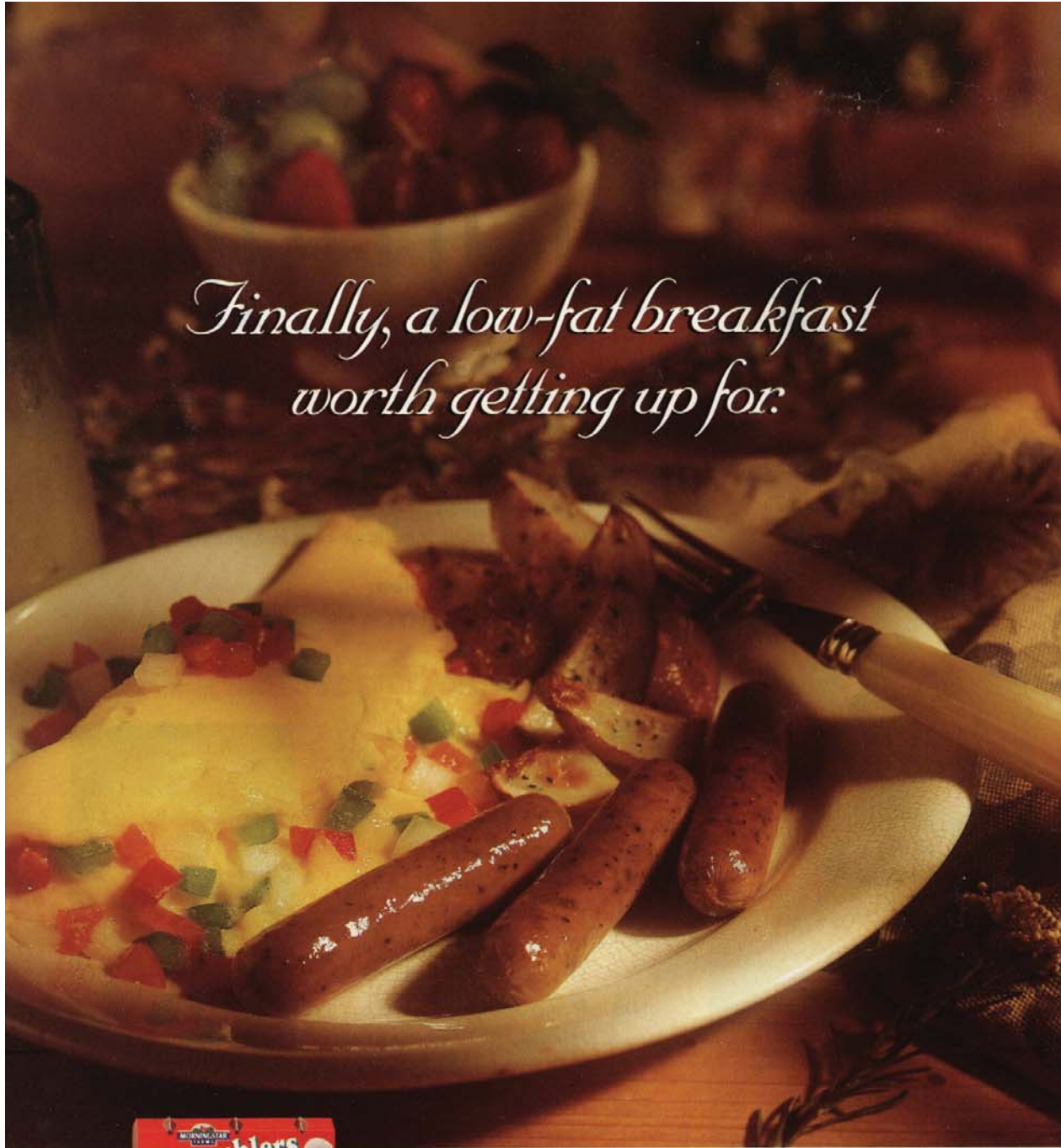
• **Summary:** Net sales are up 10.9% for the first 9 months of 1993 compared with the same period one year ago. Third quarter sales are up 14.6%. Even better, net income (profits) for the first 9 months of 1995 are up 68.6%, and for the third quarter are up 63.0%. Sales of Morningstar Farms meat alternatives are up 23.9% for the year to date. The market share of Morningstar Farms meat alternatives sold through retail supermarkets has remained constant for the past 9 months at approximately 50%. Better'n Burgers are now available in approximately 66% of all retail supermarkets. "In terms of unit sales per point of distribution, Better'n Burgers continue to out-pace our other meal alternative products."

Foodservice sales were up 31.9% for the first 9 months of 1995 when compared to 1994. "Sales for the third quarter of 1995 were up over 43.2% as a result of increased authorization from restaurants, correctional facilities, and other foodservice operations." Address: Worthington, Ohio. Phone: (614) 885-9511.

2857. Williams-Crosby, Spice. 1995. Work with veganism and textured soy protein products (Interview). *SoyaScan Notes*. Nov. 1. Conducted by William Shurtleff of Soyfoods Center. [1 ref]

• **Summary:** Age 43, Spice was born on a ranch in North Hollywood. Her father was a physician, so she grew up in a medical family and has a background in medicine. She was a musician and is now a stuntwoman who can pick up men weighing 300 pounds. But 17 years ago she overdosed on drugs, so she decided to make major changes in her life, starting with her diet. She got interested in Shelton's food combining and became a vegan.

In Southern California is a home and shelter named Penny Lane for neglected and abandoned kids. Once each year she puts on a show there, funded by the state. She feeds a delicious vegan meal to 500 people; the main course is a soy entree made by Greg Caton—a variation of his Heartline meats containing no wheat low in sodium. She has been doing this show for the last 9 years; the meal has been vegetarian since the beginning and vegan for the last 7 years since Greg started. In addition, once a year she feeds 1,000 homeless people in Los Angeles, with a meal featuring meatless Cooked Italian Sausage—which costs only \$115 total.



*Finally, a low-fat breakfast  
worth getting up for.*



You didn't think a low-fat, cholesterol-free breakfast like this would ever see the light of day. So start your day off right with Morningstar Farms® fat-free Scramblers®. And our Breakfast Links, Patties or Strips that are free of meat and animal fat. Just heat and serve. Remember, when you help yourself to Morningstar Farms, you really are helping yourself. Look for them in your grocer's frozen breakfast section.



*The change will do you good.™*



She is best known for her role in Star Trek IV; she attends conferences where people know her as the only vegan Klingon in the universe. Spice is married to Gregory Crosby, a film writer/producer, who is the eldest grandson of singer/actor Bing Crosby. They were blessed with their first child, Luke Gregory Crosby, born on 1 Feb. 1995. In August 1995 she introduced her first commercial soy product, a textured soy protein, initially named Snap Action, but now named Spice of Life Meatless Jerky. It is delicious in tacos, enchiladas, and meatless chili. Address: The Spice Co., 15445 Ventura Blvd., #115, Sherman Oaks, California 91403. Phone: 818-909-0052.

2858. Buskirk, Audrey Van. 1995. A different drumstick. *Willamette Week (Oregon)*. Nov. 10.

• **Summary:** “Only in Oregon... Two Oregon vegetarian outlets joined forces to produce Tofurky. The ‘bird,’ created by The Higher Taste, a Portland vegetarian caterer, is made with seasoned organic tofu, filled with a stuffing of cranberries, walnuts and bread crumbs, basted with a honey, ginger and tamari sauce and baked until golden. It comes with four ‘dark meat drumettes’ made by Hood River’s Turtle Island Foods, a soy foods manufacturer, with grated organic tempeh, wild rice and carrots shaped into drumsticks. Think this sounds great? Awful? Taste it for yourself this Saturday, Nov. 11, between 11 and 4 pm, at Food Front, 2375 NW Thurman St.”

A large cartoon shows a mother serving a turkey on a platter to her husband and son, seated—with knives and forks upraised—at the table.

2859. Timberman, Polly. 1995. Soy be it! Tofurky provides a holiday feast for vegetarians. So what if its flat? There’s a stuffed creation just waiting for vegetarians to add the gravy and cranberry sauce. *Hood River News (Oregon)*. Nov. 15. IIA. Kaleidoscope section.

• **Summary:** Tofurky is a joint venture between Portland’s The Higher Taste (a vegetarian sandwich maker and caterer) and Hood River’s Turtle Island Foods (a soy-foods manufacturer whose primary product is tempeh). Formerly located in Husum, Washington, Turtle Island later moved to the Graf building in Hood River’s Diamond complex.

Vegetarians now have a centerpiece for their Thanksgiving dinner. “Looking for a way to make this happen, [Seth Tibbott, president of] Turtle Island, scouted its customers. The company found that Hans and Rhonda Wrobel of The Higher Taste had developed a product, Tofurky, that had been marketed in Portland to a growing band of followers for the past two years. Turtle Island added its own touch, several tempeh drumettes, and is marketing the Tofurky package to stores. Two sizes are available.” “Six thousand drumettes were formed in Portland last week for inclusion in Tofurky packages. Directions are included for a mushroom gravy that Tibbott says pulls the whole thing

together.”

A sidebar titled “Why vegetarian?” discusses the ethical, world hunger, nutritional, and other reasons people choose this diet. Note: This is the earliest article seen that mentions Tofurky.

2860. Twomley, Dale E. 1995. Re: Stock split and growing acceptance of Worthington’s meat alternatives. Letter to shareholders, Nov. 28. 1 p. Typed, with signature.

• **Summary:** On Nov. 27, 1995, the Board of Directors declared a five-for-four stock split on common shares of Worthington Foods, Inc. The board has also declared a dividend of 3 cents per share.

“On November 6, 1995, the Company announced that several restaurant chains had begun serving some of our Morningstar Farms’ Veggie Burgers. Denny’s is now serving our low-fat Garden Vege Patties in all 1,500 restaurants nationwide. Chilli’s, with over 400 restaurants, has just introduced Morningstar Farms’ Spicy Black Bean Burger under the menu title of ‘Bandito’s Vegetarian Bean Burger.’

“Additionally, the recent approval from International House of Pancakes, Marie Callender’s, and hundreds of Subways (VegiMax) of Morningstar Farms Garden Vege Patties in various forms makes it clear that meatless products are quickly becoming a regular part of menus in restaurants throughout the nation. More and more restaurants are turning to the Morningstar Farms brand of Worthington Foods, the world’s largest producer of meat alternative products and marketer of ‘America’s Original Veggie Burgers.’” Address: President and CEO, Worthington Foods, Inc., 900 Proprietors Rd., Worthington, Ohio 43085. Phone: (614) 885-9511.

2861. **Product Name:** Realeat VegeSteak.

**Manufacturer’s Name:** Haldane Foods Group.

**Manufacturer’s Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 1908 211311.

**Date of Introduction:** 1995 November.

**Ingredients:** Soy protein.

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1996. Spring. p. 4. “New products from Haldane Foods Group.”

2862. **Product Name:** Realeat Meatless Chili, Meatless Bolognese, or Meatless Curry.

**Manufacturer’s Name:** Haldane Foods Group.

**Manufacturer’s Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 1908 211311.

**Date of Introduction:** 1995 November.

**Ingredients:** Soy protein.

**Wt/Vol., Packaging, Price:** 300 gm tub. Retail for £0.99 (11/95 England).

**How Stored:** Frozen.

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1996. Spring. p. 4. “New products from Haldane Foods Group.” This is a new range of microwaveable frozen ready meals in tubs, based on VegeMince and VegeSteak.

2863. **Product Name:** Realeat VegeBites.

**Manufacturer’s Name:** Haldane Foods Group.

**Manufacturer’s Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 1908 211311.

**Date of Introduction:** 1995 November.

**Ingredients:** Soy protein.

**Wt/Vol., Packaging, Price:** 454 gm bag. Retail for £2.49 (11/95 England).

**How Stored:** Frozen.

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1996. Spring. p. 4. “New products from Haldane Foods Group.” This is a non-meat version of chicken nuggets.

2864. Kayte, Lillian. 1995. Thanksgiving’s new tradition: Finally—a satisfying meatless holiday with all the trimmings. *Vegetarian Times*. Nov. p. 41-48.

• **Summary:** The recipe for “Thanksgiving No-Turkey ‘Turkey’” (p. 45) calls for seitan and yuba.

A glossary includes definitions of seitan (“A chewy high-protein food made from boiled or baked wheat gluten”) and yuba (“The film that develops from heating soymilk. Available in dried form in Chinese and Japanese groceries”).

2865. *Soyfoods* (ASA, Europe). 1995. U.S. soyfoods sales approach \$1.4 billion. 6(3):2. Autumn.

• **Summary:** Sales of soyfoods in the USA have increased more than 350% in the past decade, with more than 2,000 new soyfood products introduced, according to a report commissioned by the Soyfoods Association of America. Sales for 1995 are expected to be \$1.4 billion. The report found that nearly 15 million Americans are currently eating tofu, and 10 million are consuming soy burgers. Most people who buy soyfoods also consume poultry and fish.

2866. *University of California, Berkeley Wellness Letter*. 1995. Oy, soy: here comes the hype. 12(2):1-2. Nov.

• **Summary:** This is an excellent critique of the article by Dr. James Anderson on the ability of soy protein to lower blood cholesterol, published in the *New England Journal of Medicine* (3 Aug. 1995, p. 276-82). Some recent news reports would make you think that soy was a “magic bullet.” However there is a danger it may go the way of oat bran. “Remember oat bran? The rise and fall of oat bran was a textbook case in how *not* to think about nutrition.” Interestingly Dr. Anderson, an expert on fiber, was a leading proponent of oat bran in the 1980s and the author of a similar meta-analysis on oats.

In short, the Anderson study “found that substituting soy protein (in a wide variety of forms) for some or all animal protein resulted in an average drop of 9% in total blood cholesterol, and a 13% drop in LDL (“bad”) cholesterol. There was no significant effect on HDL (“good”) cholesterol, which is a plus, since HDL usually fall when the total number drops.” But there were some serious problems in the study: (1) Anderson’s analysis raises more questions than it answers. This is not new research, but rather a meta-analysis of previous studies on soy protein. The meta-analysis can be a powerful tool, however this one is flawed. The main problem is that the focus supposedly is *soy protein*, yet the 38 studies analyzed actually used a wide range of compounds: various kinds of isolated soy protein and textured soy protein. Some of the soy compounds were 95% protein, some much less. Some diets contained everything in the soybean, including fiber and certain potent phytochemicals, such as isoflavones.

“In other words, we still don’t know if soy protein itself lowers cholesterol, as claimed.” Part of the effect may be due to the soluble fiber, which is well known to lower blood cholesterol and is found in many plant foods besides soybeans. “What’s needed is a study that feeds highly purified soy protein (just the amino acids) to humans—and it hasn’t been done. Such a study, using rats, found that the isolated soy protein did *not* significantly lower cholesterol, compared to animal protein. In light of this, don’t be surprised if next week the headlines read ‘Soy protein does *not* lower cholesterol after all.’”

(2) Not everyone would benefit, even if soy protein does prove effective. Most of the reported drop in cholesterol (and LDL) occurred in people with very high levels (over 335 mg/dl), which dropped by 20% on the soy-based diet.

(3) A person would have to eat a lot of soy protein. The above results were obtained when people ate an average of 47 grams of soy protein a day. Eating only 25 gm a day cut the drop in half. One cup of soymilk has 4 to 10 gm of protein; 4 ounces of tofu has 8 to 13 gm; 3 ounces of soy burger contains 18 gm. So to get 47 gm of soy protein you would have to drink about 7 cups of soymilk or 1 pound of firm tofu.

(4) Adding soy to a poor diet won’t do the trick. In nearly all the studies, soy protein replaced half or even all of the animal protein, which is usually high in fat and dietary cholesterol.

(5) Not all soy products are equally effective in lowering blood cholesterol. In addition, some contain lots of fat (albeit unsaturated) and calories. Some foods claiming to contain soy actually contain little of it. “Even those that contain the same amount of soy protein often have very different levels of fiber and/or other phytochemicals, and may have very different effects on cholesterol.”

2867. *Vegetarian Journal* (Baltimore, Maryland). 1995.



Burger King offers tomato sandwich on white bread. 14(6):5. Nov/Dec. [3 ref]

• **Summary:** A reader wants to know more about the “Spicy Beanburger” that Burger King offers in England. The editor notes that Taco Bell offers many vegetarian/vegan options, and we should all support their efforts. Kimberly Miller of Burger King states that her company, which has more than 6,400 restaurants in the USA, did test a meatless burger, “The Griller” [made by Worthington Foods] in 38 restaurants for six months in Rochester, New York, in late 1993 and early 1994 to see if it would appeal to American customers. “Overall, consumer reaction to the product was mixed; it did well in some restaurants, poorly in others.”

2868. **Product Name:** Tofu Balls with Organic Spaghetti (Vegetarian).

**Manufacturer’s Name:** Gloria’s Kitchen.

**Manufacturer’s Address:** P.O. Box 2071, Burlingame, CA 94011-2071. Phone: 650-579-0638.

**Date of Introduction:** 1995 December.

**Ingredients:** Organic\* spaghetti noodles (organic\* semolina wheat flour, water), textured vegetable protein (soybean flour), tofu, bread crumbs, parsley, shiitake mushrooms, organic\* carrots, celery, onion, sea salt, expeller pressed canola oil, sauce (tomatoes, tomato puree, celery, organic\* carrots, filtered water, stewed tomatoes, extra virgin olive oil, garlic), natural herbs and spices.

**Wt/Vol., Packaging, Price:** 12 oz (340 gm) paperboard box. Retail for \$4.39 (1999/04, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** Product with Label purchased at Open Sesame, Lafayette, California. 1999. April 20. 7.25 by 5.25 by 1.75 inch paperboard box. Red, white, black, green, and yellow. Large photo of the prepared product, showing the balls, tomato sauce, and spaghetti. Front panel text: “Vegetarian. Vegan. All natural. Low fat. Microwave or conventional oven.” Back panel: “The Gloria story—who’s cooking in the melting pot. As a vegetarian and ethnic food lover, I have always found it difficult to find quick, healthy nutritional entrees. It seemed like the only place I could find good vegetarian food was in restaurants...”

Talk with company representative. 1999. April 23.

Gloria Shih started this company in late 1995. During 1996 they introduced 14 products, and by 1997 they had 27 products, including 20 entrees and 7 soups. Soyfoods Center taste test: Fair. These meatlike balls contain very little tofu; perhaps they should be called “Soy Balls.”

2869. Oppenheimer & Co., Inc. 1995. Worthington Foods, Inc.: Restructured, refocused and ready for growth; Attractive small-cap dominates segment growth; 50% upside potential; Initiating coverage, added to special research series list. New York, NY. 10 p. Dec. 20.

• **Summary:** A very positive assessment of the financial

potential of Worthington Foods, America’s largest publicly traded natural foods manufacturer. Contents: Investment conclusion. Investment highlights: Divestiture [or refrigerated egg business] focuses operations on growth categories, new products, category growth and expanded distribution should drive top line, projecting 15% revenue growth and faster EPS [earnings per share] growth, discounted valuation provides 50% upside to our \$23 price target.

Company description: A leader in natural foods industry with distribution muscle, retaining frozen egg substitute segment for strategic reasons. Growth drivers: Category dominance in rapidly growing segment, benefiting from growth in natural foods industry, new products and expanded distribution, expect more new products in 1996, foodservice building an impressive base. Earnings drivers: Volume growth will be major contributor to earnings, bringing production in house from co-packers will benefit margins, margin expansion should propel earnings growth faster than sales, capacity expansion [at Zanesville facility] prepares for growth, price increase should offset rising commodity costs. Management: Stable management becoming increasingly market oriented. Financials: Earnings up sharply this year, expect continuing earnings strength in 4Q and 1996, strong balance sheet, board declares 5-for-4 stock split. Valuation: Worthington shares appear undervalued on several measures, target price of \$23 represents 50% upside. Risk factors. Our quarterly EPS estimates from 1994 to 1997. Price chart. Annual data. Balance sheet. Address: New York.

2870. **Product Name:** [Wheaty {Seitan Cold Cuts} (Sausage-like, Ham-like)].

**Foreign Name:** Wheaty.

**Manufacturer’s Name:** Topas GmbH (Product Developer-Marketer).

**Manufacturer’s Address:** Bollbergstr. 41, 72116 Öschingen [near Tuebingen], Germany. Phone: 07473/25515. Fax: 07473/8320.

**Date of Introduction:** 1995 December.

**Ingredients:** Incl. seitan.

**Wt/Vol., Packaging, Price:** Five slices of 20 gm each.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter (fax) from Klaus Gaiser, founder of Topas. 1996. Sept. 21. He describes this product, which he developed and which is his best-seller. It was launched in late 1995. It is manufactured by another company.

2871. **Product Name:** [Vegetini: Soy Protein Preparation for Vegetarian Patties].

**Foreign Name:** Vegetini: Préparation aux Protéines de Soja pour Galettes Végétales–Ligne “S”.

**Manufacturer’s Name:** Biosoja.

**Manufacturer’s Address:** 8, route de Merxheim, 68500

Issenheim, France.

**Date of Introduction:** 1995.

**Ingredients:** Soy proteins, dehydrated vegetables (potatoes, onions, carrots), wheat gluten, bread crumbs, barley flakes, wheat, oats, spices, soy fiber, pea fiber, vegetable oil, hydrolyzed vegetable protein, sea salt, garlic powder.

**Wt/Vol., Packaging, Price:** 200 gm.

**How Stored:** Shelf stable.

**New Product–Documentation:** Label sent by Heather Paine of Soyafoods in London. 1995. Aug. 8. 5 by 7 by 1.4 inches. Paperboard box. Use by 2 Dec. 1995. Green, white, and light brown on yellow and green. Color photo shows two fried patties (one cut in half, with half on a fork) surrounded by carrots, green peas, cherry tomatoes, and lettuce. A little sign inserted on a toothpick into one of the patties reads: “100% vegetarian (*végétal*). Rich in protein and in fiber.”

2872. Singh, N. Irabanta; Devi, A. Umabati. 1995. Fermentation prospects of two phylloplane bacteria in traditional *hawaijar* made from boiled soybean (*Glycine max* L.). *J. of Food Science and Technology* 32(3):219-20. \*  
**• Summary:** Note: “Phylloplane” refers to surface of a leaf considered as a habitat, esp. for microorganisms.

Hawaijar, an indigenous fermented soybean food of Manipur in the north-eastern hills of India, is traditionally consumed as a fish substitute.

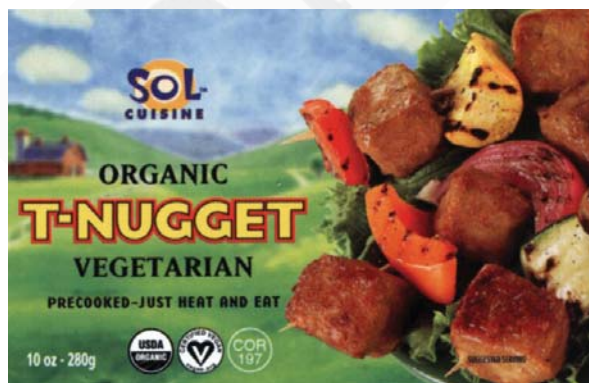
“Fermentation prospects of these two bacteria showed that *Bacillus subtilis* was more suitable than *Xanthomonas* sp. in terms of appearance, texture, odour, flavour and acceptability for the preparation of Hawaijar, a fermented soybean food.” Address: 1. Aerobiology, Microbiology and Plant Pathology Lab., Dep. of Life Sciences, Manipur Univ., Canchipur 795 003, India.

2873. **Product Name:** Organic T-Nugget (Vegetarian Tofu Nuggets).

**Manufacturer’s Name:** Sol Cuisine.

**Manufacturer’s Address:** Mississauga, Ontario, Canada. Phone: 905-502-8500.

**Date of Introduction:** 1995.



**New Product–Documentation:** Leaflet (printed in 2004)

sent by Lorraine Guardino of Sol Cuisine. 2013. March 11. A small color photo shows the front of panel of this product’s package. It weighed 10 oz, 280 gm. “Cubed, marinated and baked. Wheat & gluten free. Certified organic. Kosher.”

E-mail from Lorraine Guardino (in reply to a request for more information about this product). 2013. March 14. “Tofu Nuggets: First made for our own Vegetarian Restaurant. 1995 or 96 (uncertain). Then added to our foodservice offering (only had a very few customers). Put into small see through packages in about 1996 and sold through the small retail section of our restaurant. Continued making on a small scale until approximately 2006. Sold only in the Toronto area. Very labor intensive product to make. Cube tofu, marinate, coat and bake, cool and package. The name never changed.

“Mysterious customer story: We were contacted by a chef (cannot remember his name) who had heard about our tofu nuggets and wanted to try them. He was in Los Angeles and I sent a sample to the airport. He picked them up there. Would not say who they were for. He began ordering a small case every couple of months (approx. 10 lbs). I packed with ice packs and took to the airport (cannot remember any address, I believe I just dropped them at the cargo area). The only thing he every told me was that he did not want anyone to know who they were for. We all thought that was very interesting and it was clear money was not an issue. (They were a nice product when cooked properly they were outstanding. However, a lot of people would over heat etc...)”

2874. **Product Name:** SuperBurger [Low Fat Original, Smoked, TexMex].

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, Hood River, OR 97031. Phone: (503) 386-7766.

**Date of Introduction:** 1995.

**Ingredients:** Sept. 2006 Smoked: Certified organic soybeans\* (grown in accordance with Section 26569.11 of the California Health and Safety Code), brown rice\*, wild rice\*, water, shoyu (soy sauce), lemon juice, garlic, apple cider vinegar, culture (*Rhizopus oligosporus*).

**Wt/Vol., Packaging, Price:** 3 oz. patty.

**How Stored:** Frozen or refrigerated.

**New Product–Documentation:** Leaflet brought by Patricia Smith from Natural Products Expo at Anaheim. 1996. Sept. “Superburgers: The Ultimate Vegetarian Burger Experience.”

Letter (e-mail) from Seth Tibbott, founder of Turtle Island Foods. 2012. Oct. 23.

2875. Albert’s Tofuhaus. 1995. The white side of life... und seine Vielfalt! [The white side of life—and its diversity!]. Lautersheim, West Germany. 10 p. Manufacturer’s catalog and price list. 28 cm. [Ger]

**• Summary:** Contents: Listing of products by category.

Description of individual products by category, with prices,



weights, and order number. Map and ordering information.

The products and their categories are: Tofu products (natural, smoked, marinated, etc.), fried products, spreads for breads, pasteten, salads, sauces, grilled products (hot dogs, made by Viana), products made from wheat (tempeh, seitan, skewered seitan, made by Viana), pasta products, full-fat soy flour. On the cover is a cake of tofu, with a laughing face and two arms held out to the sides. The company logo is adapted from *The Book of Tofu* by Shurtleff & Aoyagi.

Two sheets of the company's letterhead are enclosed in the catalog. Address: Hauptstrasse 13, 67308 Lautersheim, West Germany. Phone: 06351-43718.

2876. Carper, Jean. 1995. Stop aging now! The ultimate plan for staying young and reversing the aging process. New York, NY: HarperCollins. xi + 354 p. Index. 24 cm. [189\* ref]

• **Summary:** A solid and reliable popular book on aging and its retardation.

A table titled "Omega-3 fatty acids in plants" (p. 188) gives the five best sources as flaxseed oil (53.3 gm per 100 gm), canola oil, walnut oil, butternuts, and wheat germ oil. Five medium-good sources are soybean oil (6.8), Persian English walnuts, green soybeans, roasted soybean kernels, oat germ, and purslane (0.9).

One entire chapter titled "Asian secret to long life (Why you need soybeans to stop aging)" (p. 189-98) is entirely about soyfoods and soybeans. Its contents: Introduction. The drug that makes soybeans special (genistein, a potent antioxidant with strong anticancer activity). The alarming facts (most soybeans grown in the USA are exported or fed to pets and agricultural animals. "The Japanese, who hold the world's record for longevity, eat about an ounce of soy per day. Americans eat too little to measure. Americans have four times more fatal breast cancer and five times more prostate cancer than Japanese"). How the soybean can prevent aging: Prevents breast cancer, blocks prostate cancer, saves arteries, regulates blood sugar, builds strong bones, how much? Japan's antiaging soup (miso soup). Antiaging strategy: How to feed your cells more antiaging soy. Where to get more antiaging agents in soy foods (table shows mg of isoflavones genistein and daidzein per serving of 8 different soyfoods; the average is 40 mg).

"Eat soybean foods" is also part of an "Antiaging diet strategy" (p. 311-12).

This book also recommends a vegetarian diet (p. 179-81). It cites two major studies and contains this quotation: "If we—that is society—switched to a vegetarian diet, atherosclerotic coronary artery disease which accounts for most heart disease would vanish"—William Roberts, M.D., editor-in-chief of the *American Journal of Cardiology*. The book also gives four reasons why vegetarians age more slowly.

On the inside rear dust jacket is a portrait photo and

brief biography of Jean Carper. An author, she also writes columns for *USA Weekend* and King Features Syndicate. She was formerly an award-winning medical correspondent for CNN. Address: Washington, DC, and Florida.

2877. Fuhrman, Joel. 1995. Fasting and eating for health: a medical doctor's program for conquering disease. New York, NY: St. Martin's Press. xiv + 255 p. Index. 22 cm. [280 ref]

• **Summary:** "Those familiar with the scientific research on fats, including extracted plant fats such as olive oil and soy oil, know that fats increase our risk of cancer. Vegetable fats are processed foods that interfere with the normal function of our immune system and contribute to obesity and chronic disease.

"When individuals change from an animal-food-based diet to a vegetarian diet, but then eat mostly processed foods such as low-fat pizza, tofu dogs,... refined cereals and grains, pasta and bread as the primary source of their calories, the diet is still inadequate" (p. 29).

Recent evidence suggests that proteins in soybeans aggravate the symptoms of lupus (p. 160). Address: M.D., Belle Mead, New Jersey.

2878. Lo, Eileen Yin-Fei. 1995. From the earth: Chinese vegetarian cooking. New York, NY: Macmillan. 326 p. Illust. (calligraphy by San Yan Wong; illustrations by Claudia Karabaic Sargent; instructive diagrams by Jackie Aher). Index. 24 cm.

• **Summary:** The first chapter, "Foods of the earth" begins (p. 1): "Two days of every month, the first and the fifteenth, were special in the Cantonese household of my grandmother, the small and autocratic woman I always knew as Ah Paw, which means 'my mother's mother.' She was a Buddhist, and on those days she would eat only vegetables, then retire to the couch in her salon to finger her wooden beads and pray to her ancestors,..."

"This was not only a monthly ritual. In the time of the Lunar New Year she would follow her practice of not eating meat, not consuming anything that had lived, for the first fifteen days of the New Year. And she would honor all of the birthdays in our family the same way."

Page 4: At Chinese weddings, "small, round, flat cakes of dough, filled with either sweetened lotus seed paste, black bean paste, or red bean paste, were presented by the groom's family to that of the bride. These cakes are called *lo paw*, which translates as 'wife's cakes'..." "Small steamed buns filled with sweet black bean paste and shaped like peaches are given to people observing their 65th birthdays."

Page 5: "It is also believed that foods have innate characters, ranging from hot to very cold. Soybeans are considered sweet, with a warm character, but when cooked they are said to become hot... Many people to this day eat foods that they believe balance their bodily systems between heat and cold, dryness and moisture, sweetness and

sourness.”

The Chinese kitchen (glossary) (p. 7-20) includes: Bean curd, fresh (doufu, tofu). Bean curd, dried [dried bottom yuba]. Bean curd cakes [doufu-gan]. Bean curd skins, fresh [fresh yuba]. Bean sprouts (mung or soybean). Black beans, fermented (fragrant, preserved in salt). Five-spice seasoning (Often used to flavor dried soybean cakes). Hoisin sauce (“A thick, chocolate-brown sauce made from soybeans, garlic, sugar, and chilies”). Oils (Peanut oil is the favorite of the Chinese kitchen). Red beans [azuki]. Sesame oil. Sesame seeds, black or white. Sesame seed paste (tahini). Soy sauce (“This comes in light and dark varieties. The light soys are usually taken from the top of the batches being prepared, the darker soys from the bottom. Both are made from soybeans, flour, salt and water.” Her favorite brand is Yuet Heung Yuen, made in Hong Kong).

Recipes for fermented black [soy] beans: Romaine lettuce with black beans (p. 70-71). Vegetarian chicken with black bean sauce (p. 190). Steamed clams with black beans (Buddhists are allowed to eat clams, mussels, and oysters, p. 231). Sole with black beans (p. 238). Fresh rice noodles with black beans (p. 258-59).

One very interesting chapter is titled “Daufu and the traditions of Buddha” (p. 169-233). Surprisingly the next chapter, “The occasional fish,” includes fish or shellfish in every recipe!

About the author (from inside rear dust jacket): “A former IACP-award winner, Eileen Yin-Fei Lo was born in a suburb of Canton, China, called Sun Tak, and later lived in Hong Kong. In 1959 she moved to the United States and in the early seventies began teaching Chinese cooking. Since 1976 she has worked on the cooking and nutrition staff of the China Institute of America in New York City, where she teaches regional Chinese cuisine.

“The author of several cookbooks, she also frequently writes on food and restaurants for publications including The New York Times, Gourmet, and Travel & Leisure. She has developed recipes for Food & Wine; is the Asian Authority on the masthead of Food Arts, for which she writes Master Class articles; and has consulted with Four Seasons Hotels and also Shun Lee restaurants in New York. Eileen lives in Montclair, New Jersey.” Address: Teacher of Chinese cooking and cookbook writer, Montclair, New Jersey.

2879. Sass, Lorna J. 1995. Lorna Sass’ complete vegetarian kitchen: Where good flavors and good health meet. New York, NY: Hearst Books. xiv + 492 p. Index. 26 cm. [35+\* ref]

• **Summary:** First published in 1992 as *An Ecological Kitchen: Healthy Meals for You and the Planet* (William Morrow—which see). This innovative vegan cookbook offers 250 cholesterol-free recipes. It features a complete glossary of wholesome ingredients for stocking the vegan pantry (no meat, dairy, or eggs). Address: New York City.

2880. **Product Name:** [Spicy Hot Tofu Hot Dogs].

**Foreign Name:** Tofu Knacker–Picoso.

**Manufacturer’s Name:** Albert’s Tofuhaus.

**Manufacturer’s Address:** Hauptstrasse 13, D-6719 Lautersheim, West Germany. Phone: 06351-43718.

**Date of Introduction:** 1995?

**How Stored:** Shelf stable.

**New Product–Documentation:** Label brought by Albert Hess of Albert’s Tofuhaus. 1995. March 11. 2.5 by 4 inches. White and black on green. An illustration shows a large personified cake of tofu, with smiling face and arms held out. This product is made for Albert by Viana.

2881. Zibart, Eve. 1996. The very fertile vegan field.

*Washington Post*. Jan. 26. p. N24. Weekend section.

• **Summary:** The article begins: “It’s not unusual anymore for non-vegetarians to eat at such green hot spots as the Health Zone, Food for Thought or Planet X (which is turning into the caterer-of-choice for veggie and vegan alternative rock types). Likewise, it’s easier and easier for vegetarians to find foods they like at new nutrition-conscious restaurants such as Felix, Greenwood, etc.—as well as at mainstream spots.

Today, more and more restaurants are offering vegan dishes, which contain no animal products whatsoever. A vegan diet precludes not only meat, poultry and seafood, but dairy products, eggs, butter, lard and other animal fats, cream sauces, cheese, etc. Yet that still leaves plenty of room for fine dining.

Most Asian cuisines (except Korean and Filipino) limit the use of dairy products and eggs. Malik, a downtown Thai restaurant, has a dozen vegetarian / vegan entrees, “including several featuring that heart-healthy favorite tofu” in various sauces such as red curry, black bean sauce, and peanut curry.

The Vegetable Garden in Rockville is the only wholly vegan Chinese restaurant in the area, although most Chinese eating places have a good variety of choices. The key words are “mock” and “Buddha.” Mock chicken and mock pork are nicknames for tofu and other soy-based meat alternatives. The word “pork” sometimes refers to seasoned tempeh dishes. Since Buddhists are also vegans, correctly labeled “Buddhist delights” contain no animal products.

Most Japanese restaurants offer hot or cold tofu and “lightly salted soybean pods called edamame.”

Ends with a directory of ten restaurants in the Washington, DC, area that offer a good selection of vegetarian or vegan dishes.

2882. Golbitz, Peter. 1996. Meat alternative sales sizzling: Consumer concern about fat intake and the environmental consequences of meat products is prompting the rising sale of meat alternatives. *Natural Foods Merchandiser*. Jan. p. 26.

• **Summary:** A graph shows retail sales of meat alternatives



in million dollars from 1985 to 1995, and projected to 1999—based on a two recent reports by Soyatech Inc. (contains data to 1994) and Packaged Facts. Sales have grown from \$44 million in 1985 to \$94 million in 1990, to \$180 million in 1995, to a project \$376 million in 1999.

Since the early 1990s, the market for meat alternatives has not only continued rapid growth but has now shown health signs of segmentation and product differentiation. One leading veggie burger company promotes its product as “soy free and delicious.” Others flag soya content by using the word “tofu” in their product name.

According to a report published recently by the Soyfoods Association of America (SAA), 78% of Americans have heard of tofu, 57% have heard of soy burgers, and 46% are aware of soy hot dogs. The study concludes that this widespread awareness is due to tofu being available in nearly every supermarket and the fact that 77% of consumers purchase tofu in these stores.

Perhaps the most amazing findings in the SAA study are that an estimated 26 million Americans consume soyfoods and 15 million people eat tofu five times or more a year, making it the most popular soyfood in America (not including soy sauce which is a condiment). Soyburgers were the second most popular, having been consumed by 6% of the U.S. population during the past year.

The SAA study also found that consumers who enjoy one type of soyfood are more likely to use another type. For example, nearly 70% of consumers who consumed soyburgers stated that they also ate tofu. Address: President of Soyatech Inc., Bar Harbor, Maine.

2883. Lukin, Anne. 1996. Tempeh temptations: Festive vegetarian dishes for the holidays. *Ontario's Common Ground Magazine (Canada)* Winter 1995/96. p. 16, 18-19.  
 • **Summary:** An introduction to tempeh, with five recipes. Tempeh makers in Ontario include Noble Bean (uses organically grown soybeans) and Soy City (in Toronto, Lorraine Guardino). A photo shows six tempeh products (packages and front panel labels) made by Noble Bean: Tempeh, Quinoa Tempeh with Sesame, Tempeh with Sea Veggies, 3 Grain Tempeh with Soy, Tempeh Burger, Tempeh.

2884. *Natural Foods Merchandiser*. 1996. Worthington Foods expands mainstream ventures. Jan. p. 10.  
 • **Summary:** Worthington Foods has “entered agreements with Denny’s, Chili’s, International House of Pancakes, Marie Callender’s and Subway, to offer its Morningstar Farms meatless burgers, made from either soy or black beans.”

2885. *Vegetarian Times*. 1996. Veggie invasion: Meat and dairy alternatives. Jan. p. 20.  
 • **Summary:** Vegetarian products are gaining ground on supermarket shelves. A table titled “Meat and dairy

alternatives” shows current and projected retail sales for each year from 1994 to 1999: 1994—\$286.4 million. 1995—\$347.3 million (up 21.2%). 1996—\$416.5 million. 1999—\$662.1 million.

2886. **Product Name:** Morningstar Farms Ground Meatless: All Vegetable Burger Crumbles.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1996 January.

**Ingredients:** Textured vegetable protein (wheat gluten, soy protein concentrate), water. Contains 2% or less of autolyzed yeast extract, natural flavors from non-meat sources, modified food starch, black malt powder, salt, corn starch, garlic powder, sucrose, onion powder, soy sauce (water, soybeans, salt, wheat), tomato powder, spices, vitamins and minerals [niacinamide, iron (ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12 (cyanocobalamin)].

**Wt/Vol., Packaging, Price:** 16 oz roll (chub pack). 12 rolls per case.

**How Stored:** Frozen.

**New Product—Documentation:** Worthington Foods news release. 1995. Nov. 23. “Ohio company introduces new fat free ground meat alternative.” Suggested retail price is \$2.99. The product “can be used as a healthy addition to any favorite family meal such as chili, spaghetti sauce, lasagna, and is perfect in casseroles and soups. First shipment is set for Jan. 2, 1996.” “Fat is still the primary issue when it comes to consumers’ nutritional concerns. Over 60% of all consumers report the reduction of fat in their diet is their number one nutritional concern. More than 100 million American adults are now watching their fat intake. Two out of three grocery shoppers, according to the FMI [Food Marketing Institute], indicated that low-fat, fat-free labels are extremely important in their product purchasing decisions.”

Worthington Foods. 1996. First quarter financial report. In Jan. 1996 Worthington introduced Morningstar Farms Ground Meatless, which is a fat-free, cholesterol-free precooked vegetable burger product that can be used in items such as chili, spaghetti, pizza, casseroles, and other recipes. Trade response has been positive.

Product profile sheet sent by Worthington Foods. 1996. May 2. Sheet dated Dec. 1995. “Description: Ground Meatless is a savory blend of textured vegetable protein with the versatility to be used like browned ground beef in all your favorite recipes. Precooked for convenience, Ground Meatless burger crumbles are fat free and do not experience shrinkage like beef.” Second quarter financial report. 1996. Aug. “The introduction of MSF Ground Meatless continues and 39% national distribution has been achieved.” New product description sheet sent by Worthington Foods. 1996.

Aug. 22. An illustration shows the package. "Fat free. Precooked. Use like cooked ground beef in chili, spaghetti, pizza." A table compares the nutritional composition of Ground Meatless and ground beef (100 gm): Cholesterol: 0 vs. 48 mg. Total fat: 0 vs. 11.5 gm. Saturated fat: 0 vs. 4.5 gm. Calories: 60 vs. 160.

Holly McCord. 1996. *Prevention*. Oct. p. 56-57. A Prevention taste panel liked this product very much when it was used in place of ground beef in Sloppy Joes. "Taste and texture excellent. Pretty darned close to ground beef. 8.5 mg isoflavones per ½ cup."

2887. Goel, Vindu P. 1996. Columbus company feasts on a meat-free market. *Plain Dealer (Cleveland, Ohio)*. Feb. 25. p. 1-1, 3-1.

• **Summary:** Worthington Foods has gradually moved into the mainstream as a growing number of Americans look for healthier alternatives to beef and sausage. Worthington makes three different meatless burgers. Several national restaurant chains, including Subway and Dennys, sell Worthington's Low-Fat Garden Vege-Patties.

"Worthington Foods controls about 58% of the meat alternative category nationally," and it had sales of \$91 million in 1995, up 13% over 1994. Address: Plain Dealer Bureau.

2888. Hagler, Louise. 1996. *Soyfoods cookery: Your road to better health*. Summertown, Tennessee: The Book Publishing Co. 160 p. Illust. Index. 21 cm. Introduction by Mark and Virginia Messina.

• **Summary:** Contents: Foreword, by Louise Hagler. Introduction, by Mark Messina and Virginia Messina: Introduction, soybeans—a powerhouse of nutrition, soy and cancer (soybeans—a phytochemical factory, genistein and non-hormone cancers, soy and cancer treatment, isoflavones in the diet), soyfoods and heart disease—beyond cholesterol, soyfoods and bone health, soyfoods and kidney disease, menopause, perspective on soyfoods, about the Messinas. Basic soyfoods (glossary): Whole soybeans, fresh green soybeans, soymilk, okara (soy pulp), soymilk powder, soy protein concentrates, soy protein isolates, tofu, freeze-dried tofu, tempeh, textured vegetable protein, miso, soy flour or grits, yuba or bean curd stick or sheet, natto, soy sauce, soy oil, soy lecithin, convenience soyfoods (frozen soyburgers, frozen tamales and burritos, frozen soy hot dogs or wieners, frozen fat-free soy ground meat replacement, frozen soy pizza, tempeh burgers, frozen tofu lasagne, stuffed shells, manicotti, tortellini or ravioli, frozen soy breakfast links or "sausages" or tempeh "bacon," "ground" tofu, meatless chili mixes, meatless burger mixes, soy "cheeses," eggless soy mayonnaise, tofu salad dressings, soy ice creams, frozen pot pies, frozen pocket breads, instant miso soup, eggless soy cake, quick bread, pancake and waffle mixes, liquid soy coffee creamer, smoked or baked tofu). Feeding babies

and children soyfoods. Breakfast, brunch & bread. Whole soybeans. Sauces, spreads, dips & dressings. Soup & salad. Main dishes. Desserts. Drinks & yogurt.

No dairy products or eggs are used; honey is called for in some recipes. Optional microwave instructions are sometimes included. Address: Summertown, Tennessee. Phone: 615-964-3571.

2889. Ornish, Dean. 1996. *Everyday cooking with Dr. Dean Ornish: 150 easy low-fat high-flavor recipes*. New York, NY: HarperCollins Publishers. xix + 344 p. Index. 24 cm. [6 ref]

• **Summary:** This is Dr. Ornish's 4th book. Recommends low-fat vegetarian meals. Organized into 45 seasonal menus with "recipes that use inexpensive, commonly found ingredients and follow easy time-saving steps."

The opening chapter, "Choices made easy," has the following contents: Why I wrote this book (in response to thousands of letters he receives each year). Delicious and nutritious. Low fat, high flavor (He has commissioned some of America's most celebrated chefs to work within his guidelines and see what they can create. Dr. Ornish and his team have "trained the chefs at the White House, Camp David, the Navy Mess, and on *Air Force One* who cook for President and Mrs. Clinton. We've learned what works"). Beyond heart disease (to improving the quality of your life right now; you will feel so much better!). Good nutrition is easy (If you drink, limit it to one drink per day. "Reducing salt is a good idea for everyone, but its most important if you have high blood pressure, kidney disease, or heart failure") The Life Choice Program ("which also includes moderate exercise, stress management training (stretching, breathing, meditation, visualization, and relaxation techniques), smoking cessation, and psychosocial support... this is a diet and lifestyle program based on (1) the joy of life, not the fear of death, and (2) choice, not coercion"). Why a plant-based diet? ("Cholesterol is found only in animal products, which also tend to be high in saturated fats"). Eat more complex carbohydrates, weigh less. Why 10 percent fat? (recommends 10% of calories from fat. The average American diet has about 40% of its calories from fat. You can eat nonfat dairy, egg whites, but no added oil). Why so little cholesterol? (Your dietary requirement for cholesterol is zero). What is the cause? (His program addresses the cause of the problem rather than trying to get rid of the symptoms). Big changes are easier than small ones (First, you fell so much better so quickly. Second, your palate adjusts quickly so that you prefer low-fat foods. Fat is an acquired taste, not one of the four basic tastes).

Soy related recipes: Vegetable broth ("Experiment with salad dressings made with soft tofu or nonfat yogurt," p. 18-19). Roasted onions (For heightened taste, use soy sauce, Japanese miso, etc., p. 22). Supermarket tips and traps ("Tofu is sometimes in the produce section, sometimes in the dairy case." Take it from the dairy case if you have a choice; the



colder temperature keeps tofu fresher, p. 35). Miscellaneous (“Soy milk in aseptic cartons has a long shelf life before its opened. Use it as a cholesterol-free alternative to nonfat cow’s milk,” p. 39). How to cook legumes (Soybeans contain about twice as much protein as other beans and are a good source of omega-3 fatty acids. Their protein is complete protein, and has been shown to lower blood cholesterol levels. For smart ways to incorporate more soy foods into your diet, see p. 313. Two servings a day {½ cup each} from the legume group are ideal, p. 41). Section on “Meat substitutes” (p. 56-57) mentions soy protein, wheat gluten, tofu, etc. “One of the most popular meat substitutes is Textured Vegetable Protein, or TVP.” It is made from defatted soy flour and is sold in various flavors and shapes. “The Boca Burger ‘No Fat Original’ used in some recipes in this book is made from defatted soy protein...” The section on Miso (p. 57) notes that it “adds nutty flavor to soups, stews, and dressings.” The section on tofu (p. 58) describes the many types, their uses and nutritional value. Creamy coleslaw (with “Creamy tofu dressing,” p. 164-65).

The section on “Commonly asked questions about the Reversal Diet” (p. 306+) has a subsection titled “Since soy products are high in fat, how much can I have?” which begins (p. 313): “Soybean products have no cholesterol and supply essential fatty acids and are an exception to the guideline of no more than 3 grams of fat per serving. However use good judgment... a good rule of thumb is to stay within 4 ounces tofu or 2 cups soy milk per day. Soy milk—the rich creamy product of soybeans ground with water—is an excellent cholesterol-free alternative to cow’s milk. It is available plain and flavored, in a range of fat contents.”

“Will I get enough protein on the Reversal Diet?” (p. 314-15) begins: “Americans tend to be overly concerned about getting enough protein. In fact, meat eaters tend to get too much. Eating too much protein, especially animal protein, can increase your risk of cancer, diabetes, and heart disease... and may lead to osteoporosis.”

“Where do I get protein on the Reversal Diet?” (p. 315) begins: “The body’s protein requirement is about 50 grams per day for women and about 60 grams for men.” “Good sources include beans and peas, including soy milk and tofu.”

On the same page under “combining proteins”: “(The soybean is the only plant food with enough of all the essential amino acids to be considered a complete protein).”

The recipes in this book were developed by Janet Fletcher, Jean-Marc Fullsack, and Helen Roe. The Boca Burger is called for in many recipes (p. 57, 177-78, 194-95, 237-38). Address: M.D., President and Director, Preventive Medicine Research Inst., 900 Bridgeway, Suite One, Sausalito, California 94965; Asst. Clinical Prof. of Medicine, School of Medicine, Univ. of California, San Francisco. Phone: 415-332-2525.

2890. The Mail Order Catalog. Spring-summer 1996. Catalog of books and food. 1996. P.O. Box 180, Summertown, TN 38483. 24 p.

• **Summary:** The book section of this mail order catalog contains listings for an excellent selection of vegetarian and vegan cookbooks, plus books on food nutrition & health, alternative healthcare, women’s healthcare, native Americans and their cultures, and animal rights.

The vegetarian food products section offers TVP granules and chunks, Response textured soy protein concentrates (misleadingly called “Response TVP flakes”), Harvest Direct vegetarian broth, and Protean, instant gluten flour (regular or flavored), seitan “chicken” or “sausage” mix, Mori-Nu silken tofu, Soja instant soy beverage, organic low-fat soy milk powder, Red Star nutritional yeast, Beano, and tempeh starter. Address: Summertown, Tennessee. Phone: 800-695-2241.

2891. Value Line, Inc. 1996. Worthington Foods [Financial report]. New York, NY. 1 p. Feb. 9. 28 cm.

• **Summary:** A concise, detailed financial analysis of Worthington Foods as of 9 Feb. 1996. Address: 220 E. 42nd St., New York, NY 10017-5891. Phone: 1-800-833-0046.

2892. **Product Name:** PrimeBurger: Fat Free & Vegetarian.

**Manufacturer’s Name:** White Wave, Inc.

**Manufacturer’s Address:** 1990 N. 57th Ct., Boulder, CO 80301. Phone: 303-443-3470.

**Date of Introduction:** 1996 February.

**Ingredients:** Wheat gluten, textured soy protein concentrate, hydrolyzed oat flour, granulated onion, soy sauce (water, soybeans, wheat, salt), autolyzed yeast extract, granulated garlic, natural vegetable flavors, caramel color, cellulose, pectin, yam flour, carrageenan, potato starch, spices, calcium ascorbate (a vitamin C source), calcium lactate (from beets).

**Wt/Vol., Packaging, Price:** 6 oz (170 gm) paperboard box.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Holden McClure / White Wave news release. 1996. Feb. “White Wave beefs up its vegetarian burger line. Vegetarian cuisine company launches new Prime Burger, Chick’n Burger, and the new Veggie Life Burger.” A refrigerated packet of two burgers sells for \$1.99 to \$2.49.

Talk with Dana Jacobi of New York City. 1996. Jan. 18. She just tasted the PrimeBurger and thought it was “awesome.” Better than Boca Burger.

Label sent by Paul Chasnoff of White Wave. 1996. May 2. 5.5 by 4 by 3/4 inch. Paperboard sleeve. Dark red, light red, brown, tan, and beige. Color photo of the burger on a little lettuce, topped with a slice of tomato, onion, and a bun. “100% meatless summertime fire-grill flavor.”

Leaflet (13.5 x 20.5 cm, glossy color) sent by White



**Primal Urge.**



**Fire-grill flavor you can sink your teeth into.**

Out of nowhere, it hits you. You're hungry for a great burger. We've got 3 quick ways to satisfy that urge.

The new WhiteWave Prime Burger.™ Our new Chick'n Burger.™ And our classic grain & fresh vegetable Veggie Life Burger.™ Great vegetarian burgers to meet your prime craving.

**WHITE WAVE**  
Vegetarian Cuisine

Ask your distributor for the Full Line of White Wave Vegetarian Cuisine for your Dairy Case.

Wave. 1997. June "Primal urge." On the front is a color photo of the front of the package. On the rear: "Three hot new Burgers from White Wave." Prime Burger, Chick'n Burger, Veggie Life Burger.

2893. **Product Name:** Chick'n Burger: Fat Free & Vegetarian.

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

**Date of Introduction:** 1996 February.

**Ingredients:** Water, wheat gluten, brown rice, bean flour, dehydrated vegetables (onions, celery, spinach, parsley, carrot, garlic), wheat starch, soy sauce (water, soybeans, wheat, salt), lemon juice concentrate, xanthan gum, green chili peppers, canola oil\*, dried yeast, spices. \* = Adds a negligible amount of fat.

**Wt/Vol., Packaging, Price:** 6 oz. paperboard box.

**How Stored:** Refrigerated.

**New Product-Documentation:** Holden McClure / White Wave news release. 1996. Feb. "White

Wave beefs up its vegetarian burger line. Vegetarian cuisine company launches new Prime Burger, Chick'n Burger, and the new Veggie Life Burger." A refrigerated packet of two burgers sells for \$1.99 to \$2.49.

Label sent by Paul Chasnoff of White Wave. 1996. May 2. 5.5 by 4 by 3/4 inch. Paperboard sleeve. Orange, brown, tan, and beige. Color photo of the burger on a little lettuce, topped with a slice of cucumber, tomato, a bun. "Lightly seasoned meatless patty."

Leaflet of White Wave products. 1996. March. The names of Veggie Burger products are given as "Prime Burger, Chick'n Burger, Veggie Life Burger, Tempeh Burger, Teriyaki Tempeh Burger, Lemon Broil Tempeh."

Leaflet (13.5 x 20.5 cm, glossy color) sent by White Wave. 1997. June "Primal urge." On the front is a color photo of the front of the package. On the rear: "Three hot new Burgers from White Wave." Prime Burger, Chick'n Burger, Veggie Life Burger.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term "Chick'n Burger" (or "Chick'n Burgers").

2894. Tibbott, Seth. 1996. Strong growth at Turtle Island Foods, Inc. (Interview). *SoyaScan Notes*. March 1.

Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Turtle Island has benefited strongly from the rapid growth of interest in meat alternatives. The company's best-selling product is the Superburger, which is sold mostly at natural- and health food stores. During 1995, sales for all Turtle Island's products were up about 30-35% over 1994, and in 1994 they were up about 20% over 1993. Address: Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon



97031. Phone: (503) 386-7766.

2895. Michaels, Daniel. 1996. Poles find tofu duck, other health foods hard to swallow: Food fight pits blood sausage against meatless tripe; 'One boiled dish a day.' *Wall Street Journal, European Edition*. March 27. p. 1, 7.

• **Summary:** Hilarious! The novel idea of healthy living is gradually catching on in Poland, especially among the younger generation of skate-boarding kids who equate healthy with hip. And they are starting to eat soy burgers, "Slavic Tofu," and other soyfoods, and to become vegetarians. But the diet of most Poles over age 30 is terrible, with lots of fatty sausages and other meats, which may be why they die at a younger age, have more heart attacks, and are in poorer health than most Europeans. And things are getting worse since market-oriented reforms put meat back in once-empty butcher shops. Address: Staff reporter.

2896. Reichl, Ruth. 1996. Adventurous Asian cuisine. *New York Times*. March 29. p. C1.

• **Summary:** To dine on real Asian food, look for real Asian restaurants. They are easy to find. "As New York's Asian population has grown larger and more affluent, the demand for authentic Asian food has grown. Hundreds of New York restaurants now cater to a clientele with no need for menus written in English and no desire for food translated into American.

Until the Immigration and Nationality Act of 1965 (also called Hart-Celler Act, signed into law on Oct. 3 by President Lyndon Johnson; it became law on 1 July 1968), which increased Asian immigration to the United States, "most Chinese food in America was a bad parody of Cantonese cooking." But since then, we have increasingly had the opportunity to sample the real thing.

Shanghainese cuisine includes "mock duck made of tofu."

Taiwan: To eat in Taiwan helps to understand the many cultures that have passed through this island. In the 1600s, settlers from Fukien [Fujian] arrived from the mainland, bringing their food with them. The Japanese occupied the island for 50 years (1895-1945) leaving their mark in the form of sushi, sake, and a unique lightness. Finally the Kuomintang came to the island (1949 to present), bringing people from all of China's provinces. "Modern Taiwanese food blends all of these influences."

Only a few restaurants in New York serve authentic Taiwanese food. "David's Taiwanese Gourmet in Elmhurst [Queens] serves typical Taiwanese dishes like... fried fermented bean curd (a definite love or hate proposition)."

2897. Barr, Susan Lerner. 1996. Shopping smart: Where's the beef? Not here. Meatless burgers offer flavor without the fat. *Shape*. March. p. 58, 60.

• **Summary:** Gives the weight, calories, grams of fat, and

milligrams of fat in numerous meatless burgers. "Our top picks in the taste and texture departments were Hint of Garlic Boca Burger and the Morningstar Farms Spicy Black Bean Burger.

Page 60 presents all of this information for ten commercial meatless burgers and flavors. Address: M.S., R.D.

2898. **Product Name:** Direct Foods Chicken Burgamix. **Manufacturer's Name:** Haldane Foods Group. **Manufacturer's Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 1908 211311.

**Date of Introduction:** 1996 March.

**Ingredients:** Soy protein.

**Wt/Vol., Packaging, Price:** 300 gm box. Retails for £1.89 (4/96, England).

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1996. Spring. p. 4. "New products from Haldane Foods Group." This is the latest addition to the Sosmix / Burgamix range of dry mixes in resealable boxes.

2899. **Product Name:** Direct Foods Natural Soya Mince, and Natural Soya Chunks.

**Manufacturer's Name:** Haldane Foods Group.

**Manufacturer's Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 1908 211311.

**Date of Introduction:** 1996 March.

**Ingredients:** Soy protein.

**Wt/Vol., Packaging, Price:** 175 gm sachet. Retails for £0.75 (4/96, England).

**How Stored:** Shelf stable.

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1996. Spring. p. 4. "New products from Haldane Foods Group." These dry mixes are available in sachets.

2900. O'Connor, Amy. 1996. Native Foods: It's not a mirage. *Vegetarian Times*. March. p. 112.

• **Summary:** Tanya Petrovna is chef and owner of Native Foods, which opened in Palm Springs in May 1995. She makes her own tempeh, seitan, and textured vegetable protein. Popular items include the Jerk Burger, a spicy grilled seitan steak marinated in Jamaican spices, Japanese-style Yakisoba made with stir-fried buckwheat noodles, and the Moby Dick, a flash-fried seitan fish sandwich.

2901. White Wave, Inc. 1996. White Wave's mission statement and company overview (Leaflet). Boulder, Colorado. 1 p. Single sided. 28 cm.

• **Summary:** White Wave's mission is to creatively lead the full integration of healthy, natural, vegetarian foods into the average American diet.

"Our interest is in promoting the use of foods we



consider the world better off with, rather than without.' Steve Demos, president of White Wave.

White Wave company overview:

"Founded in 1977 as a tofu company by President Steve Demos, White Wave, Inc. has grown to become one of the largest soyfoods manufacturers in the United States and a leader in the vegetarian foods industry. White Wave's reputation for quality, consistency and innovation has led its sales to grow 20% annually over the last six years. This success has positioned Demos as an award-winning 'entrepreneur' and White Wave as an award-winning small business.

"With its \$1.5 million expansion in 1994, White Wave currently has the capacity to produce 2,000 pounds of tofu per working hour every day. That's one-quarter million pounds per week, and thirteen million pounds per year.

"Over the last few years, White Wave has gone 'Beyond Tofu' (TM) and taken a leadership position in the development of the vegetarian cuisine market with the introduction of its new Vegetarian Cuisine Centers (TM), located in supermarkets and natural food stores across the country. Not only do The Centers showcase White Wave's ever-growing product line, but they offer an easy way for shoppers to learn more about their vegetarian eating and cooking options.

"White Wave's introduction of Silk (TM) as the first nationally distributed, refrigerated soy beverage illustrates White Wave's further commitment to expanding its line with truly innovative products. The recent introduction of a new line of three vegetarian burgers—White Wave Prime Burger, Chick'n Burger, and re-introduction of the classic Veggie Life Burger, along with the 1995 acquisition of 'Meat of Wheat' line of seitan products from Ivy Foods of Salt Lake City, Utah, are the company's latest, successful moves to increase its market share in the meat alternatives category.

"White Wave produces tofu, tempeh, seitan, soy beverages, and a wide variety of easy to prepare meat and dairy replacement foods, including White Wave Silk, Meatless Jumbo Franks, Tempeh Burgers, Vegetarian Fajita Strips, Traditionally Seasoned Seitan, Vegetarian Sloppy Joe, Soy A Melt soy cheeses, and Dairyless soy yogurts. The primary ingredient for White Wave's tofu and tempeh products is soybeans. The company uses approximately 2

million pounds of soybeans per year.

"The majority of White Wave products are cholesterol-free and lactose-free, as well as certified Kosher-Parve by Star K. White Wave is dedicated to producing wholesome, natural foods without artificial ingredients, preservatives or additives.

"Employing over 65 people, White Wave's two Boulder, Colorado plants manufacture foods for distribution in the refrigerated and frozen sections of natural food stores and supermarkets throughout North America." Address: 1990 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2902. White Wave, Inc. 1996. White Wave products—as of 3/96: Featured in White Wave Vegetarian Cuisine Centers (Leaflet). Boulder, Colorado. 1 p. Single sided. 28 cm. March.

• **Summary:** Leaflet (8½ by 11 inch, printed black on blue) sent by Patricia Smith from Natural Products Expo West. 1996. March. Lists all of White Wave's products, grouped by category, as of March 1996.

Tofu (reduced fat, hard style, soft style).

Baked tofu: "Snack'n Savory Tofu (TM)" and a line of International Baked Tofu: "Oriental-style, Italian-Style, Thai-Style, and Mexican Style."

"Tempeh: Original Soy Tempeh, Soy Rice Tempeh, Five Grain Tempeh, Wild Rice Tempeh, Sea Veggie Tempeh.

"Veggie Burgers: Prime Burger, Chick'n Burger, Veggie Life Burger, Tempeh Burger, Teriyaki Tempeh Burger, Lemon Broil Tempeh.

"Dairyless (TM) Soy Yogurt: Raspberry, Key Lime, Strawberry, Lemon, Blueberry, Banana Strawberry, Peach, Vanilla, Lemon-Kiwi, Apricot-Mango, Organic Plain in 6 oz. and Quarts.

"Dairyless Soy Beverage: White Wave *Silk*.

"Sandwich Slices: Turkey-Style Sandwich Slices, Chicken-Style Sandwich Slices, Roast Beef-Style Sandwich Slices, Bologna-Style Sandwich Slices, Pastrami-Style Sandwich Slices.

"Meat Substitutes: Meatless Veggie Franks, Meatless Jumbo Franks, Meatless Veggie Links.

"Seitan: Traditionally Seasoned Seitan, Vegetarian Fajita Strips, Vegetarian Philly Steak Slices, "Meat of Wheat" (TM) Chicken Style Wheat Meat, Meat of Wheat Grilled Burgers Wheat Meat, Meat of Wheat Sausage Style Wheat Meat, Meat of Wheat Beyond Chicken Patties, Meat of Wheat Beyond Turkey, Meat of Wheat Beyond Roast Beef.

"Heat & Serve: Vegetarian Sloppy Joe.

Soy A Melt Soy Cheese: Cheddar Style Soy A Melt, Fat Free Cheddar Style Soy A Melt, Mozzarella Style Soy A Melt, Fat Free Mozzarella Style Soy A Melt, Garlic Herb Style Soy A Melt, Monterey Jack Style Soy A Melt."

Note 1. A new, very similar list was issued in June 1996. "Chicken-style Seitan" had been added, and 3 Meat of Wheat



products and one flavor of Soy A Melt (Monterey Jack) had been discontinued.

Note 2. A new, less similar list was issued in Sept. 1998—after sales of Silk soymilk were skyrocketing. The following had been discontinued:

“Veggie Burgers: Prime Burger, Chick’n Burger, Veggie Life Burger, Teriyaki Tempeh Burger.

“Sandwich Slices: Roast Beef-Style Sandwich Slices, Bologna-Style Sandwich Slices.

“Meat Substitutes (all): Meatless Veggie Franks, Meatless Jumbo Franks, Meatless Veggie Links.

“Seitan: All 6 Wheat of Meat products were discontinued but Vegetarian Sloppy Joe had been moved in from the “Heat & Serve” category (which then disappeared).

Four types of tofu were added: Extra Firm Style, Tidal Wave (firm), Hard Water Pack, Hard Vacuum Pack. Address: 1900 North 57th Court, Boulder, Colorado 80301. Phone: 303-443-3470.

2903. Worthington Foods, Inc. 1996. Annual report 1995. 900 Proprietors Rd., Worthington, OH 43085. 16 p. 28 cm. • **Summary:** Total sales rose to \$91.1 million in 1995, up 13.4% from \$88.2 million in 1994. Net income (profit) rose to \$5.231 million in 1994, up 20.8% from \$4.33 million in 1994. Gross margins improved from 37% in 1994 to nearly 40% in 1995. All three of these 1995 figures were new company records.

Sales of Morningstar Farms (MSF) meat alternative products in retail (supermarket) stores grew by 27% in 1995, increasing by 37% in the 4th quarter alone. The MSF Breakfast Links, now a low-fat product with only 2.5 gm of total fat, has become the best-selling meat alternative product in U.S. supermarkets.

“Foodservice was another bright spot for the Company in 1995. Led by sales agreements which came late in 1995 with over 4,000 new restaurants, including Subway, Denny’s, Chili’s, Pizzeria Uno, and Marie Callender’s, total Foodservice sales increased during the fourth quarter by 43% with sales up 35% for 1995. The strong broker and distributor network assembled in 1994 is starting to pay returns.”

By the beginning of the second quarter 1996 the Zanesville plant will start producing meat alternative products.

Note: Talk with George Pfau, stock and bond broker at PaineWebber (San Francisco, California). 1996. April 23. The company’s growth in sales and profits from 1991 to 1995 has been good but not spectacular. Dale Twomley, president & CEO, is age 56. William Kirkwood, executive VP and chief financial officer, is age 47. Allan Buller, chairman of the board, is age 78. Their earnings per share fell each year from 1991 to 1993. They haven’t raised their dividend for years: it has been \$0.10 per share since 1992. In Dec. 1995 Oppenheimer wrote a very positive report about

Worthington.

Talk with Joan Lieb of Worthington Investor Services. 1996. 1996. April 23. Two underwriters took the company public: William Blair & Co. (Chicago, Illinois) and The Ohio Co. (Columbus, Ohio). The initial public offering (IPO) was in Dec. 1992; the stock opened at \$12.00. Oppenheimer, which has done several more reports since their first one in Dec. 1995, is completely objective and has nothing to gain if Worthington stock rises. Address: Worthington, Ohio. Phone: (614) 885-9511.

2904. **Product Name:** Just Like Ground! (Fat Free–Meatless) [Original, Italian]. Renamed Veggie Ground Round by March 1998.

**Manufacturer’s Name:** Yves Fine Foods. A subsidiary of Yves Veggie Cuisine, Inc.

**Manufacturer’s Address:** 1138 East Georgia Street, Vancouver, BC, V6A 2A8, Canada. Phone: 604-251-1345.

**Date of Introduction:** 1996 March.

**Ingredients:** Water, textured soy protein, textured wheat protein, natural flavor, soy sauce, malt extract, rice starch, wheat germ, oat bran, salt, tomato paste, onion powder, yeast extract, evaporate cane juice, garlic powder, carrageenan, vitamin B-1 (thiamin hydrochloride), vitamin B-2 (riboflavin), vitamin B-3 (niacinamide), vitamin B-6 (pyridoxine hydrochloride), vitamin B-12 (cyanocobalamin), calcium pantothenate, vitamin D-3, reduced iron, zinc oxide.

**Wt/Vol., Packaging, Price:** 12 oz (340 gm). Retail for \$2.99 (1997/04, Lafayette, California).

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Ad (full-page, color) in Natural Foods Merchandiser. 1997. March. p. 99.

“Introducing Just Like Ground! Our new premium meatless ground round.” “Use *Just Like Ground!* in recipes calling for ground meat–pasta sauces, Shepherd’s pie, lasagna, Sloppy Joe’s, and much more. Made from 100% vegetable sources, *Just Like Ground!* is ready to use and available in two delicious flavors, Original and Italian.”

This ad also appeared in Vegetarian Times. 1997. May. Inside rear cover.

Product with Label purchased at Safeway (Lafayette, California). 1997. April 27. Red, yellow, and black on white. “Fat free. Contains no meat.” Soyfoods Center taste test. 1997. May 1. Has a rather strong smell and taste of dog food—which comes from textured soy flour.

Label sent by Yves Fine Foods, comb-bound in “Yves Veggie Cuisine US Packaging.” 1998. March. In Original and Italian flavors.

2905. Tiamzon, Ma. Florideliz D. 1996. Institutional mechanisms for an effective soybean technology transfer in the Philippines. In: Alex Buchanan, ed. 1996. Proceedings of the Second International Soybean Processing and Utilization Conference: 8-13 January 1996, Bangkok, Thailand.

Bangkok, Thailand: Printed by Funny Publishing Limited Partnership. Distributed by The Institute of Food Research and Product Development, Kasetsart University. xviii + 556 p. See p. 450-53.

• **Summary:** “The Soybean Development Program (SDP) was launched by the Philippine Council for Agriculture, Forestry and Natural Resources Research and Development (PCARRD)–Department of Science and Technology (DOST) in 1983 and later renamed as the Accelerated Soybean Production and Utilization Programme (ASPUP).” The goal of the program is to contribute to community development and improved nutrition.

Lists ASPUP’s four main goals related to vertical integration of soybean production and small-scale soybean processing of soybeans for food and animal feed in six regions of the Philippines (in Luzon and in Mindanao) where soybean is grown.

A second list shows six strategies used by ASPUP to attain these goals. The last strategy reads: “(6) Create new markets and promote the use of soybean-based food products like ice cream, soy curd [tofu], soy cheese, soya milk, soy burgers and others as part of the daily diet.” Address: National Program Leader, Accelerated Soybean Production and Utilization Programme (ASPUP) and Supervising Science Research Specialist, Crops Research Div., Philippine Council for Agriculture, Forestry and Natural Resources Research and Development (PCARRD), Los Baños, Laguna, Philippines.

2906. Worthington Foods, Inc. 1996. First quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** Net sales for the first quarter of 1996 rose 16% over the same period in 1995, net income rose 21%, and earnings per share rose 18%. The Zanesville \$9 million capital expansion project was completed and contract manufacturing arrangements (which contributed to reduced gross margins during the past 3 quarters) have been terminated. Worthington began production of Better’n Burgers and other hot-air oven products at the Zanesville, Ohio, facility on 1 April 1996.

Morningstar Farms Prime Patties are now available as a low-fat item. The total fat content has been reduced to only 2 gm and the flavor and texture have been improved to be even more “hamburger like.” They are now in production and will begin to appear on supermarket shelves in the coming weeks.

In Jan. 1996 Worthington introduced Morningstar Farms Ground Meatless, which is a fat-free, cholesterol-free precooked vegetable burger product that can be used in items such as chili, spaghetti, pizza, casseroles, and other recipes. Trade response has been positive.

“Foodservice sales continue to grow rapidly as a result of new accounts, which included 4,000 restaurant units added during the fourth quarter of last year.” Worthington

VegiMax is now sold in about 1,500 Subway units. “Sales to Chili’s have been brisk and Denny’s sales are also improving.” Address: Worthington, Ohio. Phone: (614) 885-9511.

2907. Roller, Ron. 1996. How American Soy Products (ASP) disposes of the okara resulting from making Edensoy (Interview). *SoyaScan Notes*. May 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** ASP is the largest manufacturer of soymilk in North America. Located in the rural city of Saline, Michigan (population 6,500; about 9 miles south of Ann Arbor), they are bounded on the south and west by diversified agricultural land. The ASP plant produces about 1,000 lb/hour of okara, which contains on average 80% water (range 78-82%) and 6.7% protein. The okara comes out of a high-speed decanter. 100 lb of dry soybeans yields 75-100 lb of okara. Ron has an arrangement with one farmer, who owns two large trucks, who comes to the plant each night in one of the trucks, leaves it under the okara spout, and drives the full truck away. These two trucks are used only for hauling okara. ASP pays this man a significant amount of money (which is confidential) each year to haul the okara; in fact Ron estimates that the money may be of more value to the farmer than the okara itself. Ron estimates that this farmer composts about 90% of the okara and adds the remaining 10% to feed for his milk cattle. Cattle are pretty sensitive to a change in their diet, and the wet okara is hard to mix. Ron believes it would be much more difficult and expensive to dispose of okara from a city plant than from his in the countryside.

All of the okara must be hauled away regularly every day. This is the most important thing! The operation must be organized and the person doing the hauling must be reliable. If he missed even one day, it would be a nightmare! The okara piles up so fast and Ron would have no idea of what to do with it. The local dump wouldn’t take it. The okara freezes in the winter and ferments (putrefies) in the summer.

The amount of okara that ASP produces each year is steadily growing, so Ron is now doing research and planning for the future. The best option appears to be drying the okara then selling it as an ingredient in organic livestock or pet feeds—but they have not yet found a dependable outlet, and dependability is—again—the key. With a dependable outlet, Ron believes they could pay for the drier and make money on it. They have also looked at pelletizing. Drying requires both a large initial investment in a continuous process operation (ideally made with stainless steel so the dried okara would be food grade) and use of a large amount of energy to remove all that water. On a moisture free basis, okara contains 34% protein (of very high quality) and 49% carbohydrates. Okara with 10% moisture (a realistic figure after drying) contains 32% protein and 37% carbohydrates. Outlets for dried okara in food might include use in a burger, in breads and muffins, etc. Worthington Foods has made



their Natural Touch Okara Patties since March 1984; okara is the 4th ingredient in order of predominance. Northern Soy has made Soyboy Okara Courage Burger since April 1995; okara is the 3rd ingredient. Many companies make Soysage. Address: President, American Soy Products, 1474 N. Woodland Dr., Saline, Michigan 48176. Phone: 313-429-2310.

2908. D'Aguiar, Marlon. 1996. New developments at Country Farmhouse Soya Products (Interview). *SoyaScan Notes*. May 20. Conducted by William Shurtleff of Soyfoods Center. [Eng]

• **Summary:** Marlon started making and selling tofu in 1985. He started teaching himself the processes in 1983-84. He believes that Country Farmhouse Soya Products was the first company to make tofu commercially in Jamaica. *Tofu and Soymilk Production* and *The Book of Tofu* by Shurtleff and Aoyagi helped him out somewhat over the years. In the beginning he gave away a lot of tofu "to get our people to know it. Our people have always liked it. Our Soy Scream Ice Cream, launched in about 1985, is our favorite product. It was made using hand-cranked wooden buckets. It is still sold in both soft serve and hard packs." Marlon has launched about 10 soy products since 1985—Tofu, Soy Scream Ice Cream, Mayonnaise (based on soymilk and sold to the foodservice), soy ice cream sandwich, soy flour, soy burgers (launched in about 1987 and renamed Veg Middles in about 1994), soymilk (made to order only).

Right now he is working on expanding the company, but it is difficult because of limited finances and resources. The vision is still high and open. Country Farmhouse Lifeline is the parent association and a community operation; Country Farmhouse Soya Products is an offshoot, and a limited liability company. "We went into soyfoods as part of a whole social program named Country Farmhouse Lifeline, which is a local community program whereby local people get together to shape their lives and bring about sustainable life. It was not started just as a business. Our wider program involves alternative sources of energy and more sustainable living." Marlon has worked with Plenty USA and they have helped him mostly with contacts, plus some technical advice—Not much help with product development. There are no other companies now making soyfoods in Jamaica. One company named Nature Treats started in about 1993, but they went out of business about 2 years later; she is trying to sell him her equipment. He is a Rastafarian, and the Lifeline was spun out of that concept—not so much from the religious perspective but from a social and cultural perspective. Most Rastafarians are vegetarians and his interest in tofu and soyfoods grows in part out of his interest in vegetarianism. They have used the okara and whey from their company to generate energy (methane) that is run back into the plant—though it is not established now.

Talk with Annie Liu from Miami, Florida. 1999.

Feb. 16. The tofu made by Country Farmhouse is very hard. In Jamaica, there is a dish named Solomonogondi, that is traditionally made with pickled mackerel; Country Farmhouse makes a vegetarian version with tofu—that is delicious. Their ice cream is also delicious. Address: Affiliate of the Country Farmhouse Lifeline, 12 Faulkner Ave., Duhaney Park, Kingston 20, Jamaica. Phone: 809-933-4617.

2909. Kuhn, Mary Ellen. 1996. Soy in the spotlight: Disease-fighting benefits may change the image of the once-lowly bean. *Food Processing (Chicago)*. May. p. 52-53, 55, 58.

• **Summary:** This is a cover story; on the cover is written: "Unlocking the secrets of soy," with four large color photos. The article begins: "What a difference a couple of decades make." Twenty or 30 years ago, most foodservice operators and consumers used soy with hesitation, sometimes scornful comments. "Today, however, the once-maligned soy protein has a much better image, thanks to a fast-mounting stack of research data suggesting it may help prevent and treat high blood cholesterol, cancer, osteoporosis, and symptoms of menopause." And this good news has begun to reach health and nutrition professionals. With better products on the market, "soyfoods marketers may soon be dealing with a new generation of mainstream consumers who—far from spurning soy-based products—actively seek them out.

"Much of the current soy research is focused on isoflavones, a unique class of phytoestrogens or plant hormones found primarily in soy protein." The main soy isoflavone is genistein. Now soyfoods manufacturers are starting to take isoflavone content into consideration when they formulate, label, and promote their products. The isoflavone content of unprocessed soybeans can vary considerably among varieties, years, and place of harvest. Heat treatment does not appear to significantly reduce isoflavone content, but an alcohol wash (used with most soy protein concentrates and isolated soy proteins) removes most isoflavones in the product. The well-known Supro brand of isolated soy proteins are not subject to an alcohol wash, which helps preserve their isoflavone content.

Rick McKelvey, president of the Soyfoods Association of America, has attended the American Dietetic Association show for the past two years. Last year, most of the questions he heard were: "What is this soy stuff that I'm hearing about?" This year's questions concerned the level of isoflavones in specific products. "This shows how far we've come in the past year," he observes.

ADM, which could easily extract isoflavones from soybeans and sell them has decided not to do so. Jerry Weigel, PhD, who is ADM's vice president of corporate nutrition and regulatory affairs thinks it is probably not legal to sell isoflavones because they do not have GRAS (Generally Recognized as Safe) status or food additive status. Few soyfoods marketers are presently publicizing the isoflavone or genistein content of their products or making

specific health or disease-prevention claims.

William Helferich, PhD, an associate professor at Michigan State University's Department of Food Science and Human Nutrition, has been studying dietary phytoestrogens in laboratory animals for 3 years. He has found that "genistein can stimulate estrogen-responsive breast cancer-cell growth in cultured cells and in animals implanted with these cells. He believes that women at risk for estrogen-dependent forms of breast cancer should not consume high levels of phytoestrogens." Most researchers are concerned about consumers taking isoflavone supplements or pills. Yet such products are now on the market and they acknowledge that some consumers will be attracted to them, instead of simply increasing the level of soyfoods in their diet, eating a healthful, balanced diet, and living and healthy lifestyle. Photos show: A jar of Morningstar Farms Roasted Soy Butter (soynut butter) which will be introduced this spring. Jan Remak, president of marketing for Vitasoy U.S.A.

One sidebar, titled "Probing the soy/health connection," discusses the research of Dr. James Anderson and Mark Messina, PhD. "Scientists theorize that phytoestrogens in soy might help compensate for the loss of hormonal estrogen women experience at menopause."

Another sidebar, "Boom times for the bean," notes that starting soon after the research study by Dr. James Anderson was published in August 1995, many soyfoods companies experienced a substantial increase in sales. Peter Golbitz notes that "After years of steady 10% to 15% annual growth, soyfood sales have soared by about 30% in the past year... Many marketers of meat and dairy analogs are reporting sales increases of more than 100%." A 1995 study by the Soyfoods Association of America found that 75% of Americans have heard of tofu, 55% of soymilk, and 50% of soy burgers. Golbitz adds that in Australia, where soymilk based on soy protein isolates is widely available, per capita soymilk consumption is at least three times what it is in the USA. Vitasoy has adopted a niche-market approach to selling its soymilk; it adjusts the amount beany taste according to the taste preferences of each market. Address: Senior Editor.

2910. Lightlife Foods, Inc. 1996. We don't just make the best vegetarian hot dog in the world—We make all three of them (Ad). *Vegetarian Times*. May. p. 24.

• **Summary:** A full-page color ad. The three products are: (1) Tofu pups. (2) Smart Dogs. (3) Wonderdogs—For kids only.

The company says it was inspired in 1982 to create "America's best and favorite hot dog—Tofu Pups."

This ad also appeared in the June issue, p. 12. Address: P.O. Box 870, Greenfield, Massachusetts 01302. Phone: 1-800-274-6001.

2911. **Product Name:** Vegetarian Request: French Country Stew, Moroccan Lentil Stew, Tuscan White Bean Stew, Penne Pasta Bolognese, Thai Tofu, Vegetable Croquette

Dinner, Traditional "Meatloaf" Dinner.

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 1-800-274-6001.

**Date of Introduction:** 1996 May.

**Ingredients:** No. 5—Thai Tofu- With garden peas and peanut sauce over pasta.

**Wt/Vol., Packaging, Price:** 12 oz paperboard box.

**How Stored:** Frozen.

**New Product—Documentation:** Leaflet sent by Patricia Smith from Natural Products Expo at Baltimore, Maryland. 1996. Oct. One the front is a color photo of each product. On the rear is given for each: Ingredients. Nutritional information. UPC. Units per case. Shelf life frozen. The following contain soy or seitan: 1. Seitan. 4. Soy protein concentrate and isolate. 5. Tofu and soy sauce. 6. Soy sauce. 7. Soy protein concentrate, soy sauce, and [vegetarian] worcestershire sauce.

These products were first sold commercially in May 1996.

2912. **Product Name:** Vege Hot Dog, Vege Sausage, Vege Sausage Curried, Vege Party Franks, Vege Henchen, Vege Herb, Vege Smoke, Vege Garlic, Kaiser Royale, Notchicken Nuggets, Notfish Nuggets, Vege Kabana, Notburgers, Notdogs, Notbacon, Notpepperoni, Vege Chicken, Vege Ham, Notchicken Breast Fillets, Notfat Burger.

**Manufacturer's Name:** Longa Life Vegetarian Products.

**Manufacturer's Address:** 6 Binary St., Yatala (near Brisbane), QLD 4207, Australia. Phone: +61 7 3807-2433.

**Date of Introduction:** 1996 May.

**Ingredients:** Blend of cereals and soya fibre.

**Nutrition:** Per 100 gm.: Energy 906 Kjoules, protein 16.2 gm, dietary fibre 4.5 gm, sodium 270 mg, potassium 800 mg.

**New Product—Documentation:** Spot in Soyfoods (ASA, Europe). 1996. Spring. p. 4. "Soya products 'down under.'" "Longa Life Vegetarian Products is producing NotChicken and NotFish Nuggets, meat and fish free nuggets manufactured from a blend of cereals and soya fibre... The products are wheat and yeast free and are suitable for lacto-ovo vegetarian and Halal [like kosher for Moslems] diets." They contain less than half the fat of regular chicken and fish nuggets.

Letter from Graeme W. McDougall, managing director, Longa Life Vegetarian Products Pty. Ltd. 1996. His company now makes 20 vegetarian meat alternatives. Inserts include "Dietary information" on each (vegetarian, vegan, egg-free, dairy-free, halal, low gluten, yeast free), "Ingredients," "Longa Life Buddhist Vegetarian Products" (free of onions, garlic, leeks, etc.), About the company ("Longa Life is a foundation member of 'The Vegetarian Development Association of Taiwan'"). It has distributors in Singapore / Malaysia and Hong Kong. They have a website ([www.ozlink.com/longalife](http://www.ozlink.com/longalife)) and an e-mail address ([longalife@](mailto:longalife@)



longalife.com.au). Six-panel full color leaflet of products and recipes (each panel 11 cm square). Two large (30 cm, one side) glossy color sell sheets for Notburgers and Notdogs. Two smaller sell sheets (21 cm, both sides) for Notfish Nuggets and Notchicken Nuggets, and for Notbacon and Notpepperoni. All are very artistically done.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “Notburgers” (or “Notburger”).

Natural Products Expo. at Anaheim, California. 1997. March. Sent by Patricia Smith. Color leaflets (15 by 21 cm) for: Notbacon, Notpepperoni, Notchicken Nuggets, Notfish Nuggets.

2913. Raymond, Jennifer. 1996. *The peaceful palate: Fine vegetarian cuisine*. Revised ed. Calistoga, California: Heart & Soul Publications. 159 p. Illust. Index. 28 cm. [5 ref]



**Summary:** A vegan cookbook, with a substantial section on vegan nutrition. Contains 11 tofu recipes and 1 recipe for tempeh sandwich.

Contents: Acknowledgements. Introduction (most Americans eat too much protein and far too much fat). Choosing food for optimum health. Protein. Calcium. Protein myths and facts. Putting fat in its place. Cutting the fat. Dairy products and eggs (why each is cruel to animals; soy and rice milks are excellent alternatives to cow's milk; tofu

can be scrambled in place of eggs. Five good books about factory farming. Contact information for three organizations “working to end the horrors of factory farming”). A note about sweeteners. Coking dried beans. Equipping your kitchen. Stocking your pantry for healthful eating. What to eat when you don't eat meat. Foods which may be new to you [glossary] (includes aseptically packaged tofu, barley malt, low-sodium soy sauce, mirin, miso, Nayo-naise {eggless, dairyless, cholesterol-free mayonnaise}, non-dairy frozen dessert, non-dairy yogurt, reduced-fat tofu, rice milk, rice syrup, seitan, silken tofu, soy milk, Spectrum Natural Spread {similar to soft margarine but made without hydrogenated fats}, tempeh, textured vegetable protein {TVP}).

“Until he extends the circle of his compassion to all living things, man will not himself find peace”—Albert Schweitzer.

Recipes: Breakfasts. Breads. Sandwiches. Salads & salad dressings, etc. A portrait photo (p. 159) shows Jennifer Raymond. “She works as a chef and nutrition specialist with Dean Ornish, M.D. in his ‘Open your heart program,’ teaching patients how a delicious, easily prepared vegetarian diet can reverse heart disease.” “Her first cookbook, *The Best of Jenny's Kitchen*, was published by Avon books in 1981 and was followed closely by her television series *Cooking Naturally!* Jennifer lives in Calistoga, California, with her husband Stephen Avis and their five dogs.”

The tofu and tempeh recipes are: Scrambled tofu (p. 27). Missing egg sandwich (p. 42). Tempeh salad sandwich (p. 44). Tofu, lettuce & tomato sandwich (TLT, p. 45). Broiled tofu (p. 48). Pasta with creamy tofu (p. 109). Lasagna (with tofu, p. 113). Tofu burgers (p. 125). Tofu croquettes (p. 126). Tofu pot pie (p. 127). Tofu cream frosting (p. 148). Tofu cheesecake (p. 150).

Talk with Jennifer Raymond. 1996. May 30. The new enlarged edition was available on 2 May 1996. There are new recipes and with each recipe is a nutritional analysis. The book is still available from the author, as well as nationwide because it is distributed by The Book Publishing Company in Summertown, Tennessee. She is now working closely with Dr. Dean Ornish, and adds: “He is at the center of where things are happening related to vegetarianism, diet, and health. His work has had a more profound impact on the way that the medical profession and people in general view vegetarianism than that of almost any other person. It has allowed vegetarianism to turn a really big corner.” Address: 1418 Cedar St., Calistoga, California 94515. Phone: 707-942-2180.

2914. **Product Name:** Morningstar Farms Prime Patties (Low Fat–Reformulated).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1996 May.

**Ingredients:** Textured vegetable protein (soy protein concentrate, wheat gluten), egg whites, calcium caseinate, natural and artificial flavors from non-meat sources, autolyzed yeast extract. Contains 2% or less of modified food starch, sucrose, hydrolyzed soy protein, onion powder, soy protein isolate, salt, potato starch, yam flour, partially hydrogenated soybean and cottonseed oil, caramel color, cellulose gum, soy extractives, maltodextrin, ascorbic acid, lactic acid, disodium guanylate, vitamins and minerals [niacinamide, iron (ferrous sulfate), vitamin B-1 (thiamine mononitrate), vitamin B-6 (pyridoxine hydrochloride), vitamin B-2 (riboflavin), vitamin B-12 (cyanocobalamin)], spices.

**Wt/Vol., Packaging, Price:** 11 ox paperboard box.

**How Stored:** Frozen.

**Nutrition:** Per patty (780 gm): Calories 110, calories from fat 20, total fat 2 gm (3% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 300 mg (13%), potassium 170 mg, total carbohydrate 5 gm (dietary fiber 3 gm [12%], sugars less than 1 gm), protein 19 gm. Vitamin A 0%, calcium 6%, thiamine 40%, niacin 6%, vitamin B-12 60%, vitamin C 4%, iron 15%, riboflavin 20%, vitamin B-6 20%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** Worthington Foods. 1996. First quarter financial report. Morningstar Farms Prime Patties are now available as a low-fat item. The total fat content has been reduced to only 2 gm and the flavor and texture have been improved to be even more “hamburger like.” They are now in production and will begin to appear on supermarket shelves in the coming weeks.

Photocopy of label sent by Worthington Foods. 1996. May 2. Below the product name is written: “87% less fat than hamburger. Big juicy burger taste. Vegetable & grain protein patties. Low fat.”

2915. **Product Name:** Garden Vegetable Patties (Fat Free).

**Manufacturer’s Name:** Yves Fine Foods, Inc. A subsidiary of Yves Veggie Cuisine, Inc.

**Manufacturer’s Address:** 1138 East Georgia Street, Vancouver, BC, V6A 2A8, Canada. Phone: 604-251-1345.

**Date of Introduction:** 1996 May.

**Ingredients:** Water, vegetables (onions, carrots, peas, corn, green beans, red pepper, squash, water chestnuts), organic brown rice, organic rye, textured soy protein, tomato paste, mustard, brown rice syrup solids, yeast extract, wheat gluten, soy protein isolate, sesame seeds, pea fibre, onion powder, garlic powder, paprika, carrageenan, gum arabic, salt, spices, natural flavor, citric acid.

**Wt/Vol., Packaging, Price:** 6.0 oz (170 gm). Retail for \$2.19 (1997/04, Lafayette, California).

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Product with Label purchased at Safeway (Lafayette, California). 1997.

April 27. Red, yellow, and black on white. “Fat free. No preservatives.” A color photo on the front panel shows one patty atop other vegetables on a plate. The side panel states: “100% vegetable protein. Cholesterol-free. Great taste (kids love them). Products are pre-cooked.” Use by: July 26, 1996.

Product with new Label purchased at Safeway (Lafayette, California). 1998. Feb. 8. Product name: Garden Vegetable Patties. Grayish-green, red, and black on white. A different color photo on the front panel shows a bun covering the lower right corner of one patty, with a cherry tomato and lettuce in the upper right. “All natural. Fat free. Cholesterol free. 100% vegetable protein. Preservative free. Contains no meat.” 2 patties weigh 6 oz (170 gm). Price: \$2.19. **Ingredients:** Water, vegetables (onions, carrots, peas, corn, green beans, red peppers), textured soy protein, rye flakes, wheat gluten, brown rice, tomato paste, dijon mustard, vegetable gum, yeast extract, pea fiber, evaporated can juice, onion powder, salt, carrageenan, paprika, spices, garlic powder, citric acid.

Label sent by Yves Fine Foods, comb-bound in “Yves Veggie Cuisine US Packaging.” 1998. March. Same as that purchased at Safeway Feb. 1998.

2916. Shrieves, Linda. 1996. Red hot passion: Lean hot dogs help Americans continue a long love affair. *Chicago Tribune*. June 12.

• **Summary:** The hot dog has been an American institution since the start of the 20th century.

In 1992 Healthy Choice introduced one of the first low-fat hot dogs on the market. Since then there has been an explosion of low-fat vegetarian hot dogs. One example is the Vegi-Dog from Nasoya. Address: Orlando Sentinel.

2917. Gardenburger Inc. 1996. Why is Paul so famous? (Ad). *Sierra (Sierra Club, San Francisco, California)* 83(4):25. July/Aug.

• **Summary:** The top third of the ad shows an illustration of Paul [Wenner], wearing a chef’s hat / toque, standing on a pedestal, and holding up a Gardenburger on a plate. Eight cows are bowing to him around the pedestal. Paul is famous because he “invented a new wonder food. Gardenburger. The burger with no meat. They are so tasty truck drivers love them. And construction workers. And millions of people all over the world... Paul’s fame has taken a strange turn in a pasture near Omaha.”

In the bottom right corner is a color photo of a Gardenburger package. To its left is the slogan: “Gardenburger. Eating good just got great.”

2918. **Product Name:** Green Giant Harvest Burgers for Recipes: Prebrowned all vegetable protein crumbles.

**Manufacturer’s Name:** Green Giant Div., The Pillsbury Company (Marketer-Distributor). Made in Decatur, Illinois, by ADM.



**Manufacturer's Address:** Pillsbury: 2866 Pillsbury Center, Minneapolis, MN 55402-1464. Phone: 1-800-998-9996.

**Date of Introduction:** 1996 June.

**Ingredients:** Water, soy protein concentrate, isolated soy protein, methylcellulose, malt extract, corn starch, salt, natural flavor, autolyzed yeast extract, maltodextrin, dextrose, beet powder, dried onion, spice, dried garlic, modified corn starch, corn syrup solids. Vitamins and minerals: zinc oxide, niacinamide, ferrous sulfate, copper gluconate, vitamin A palmitate, calcium pantothenate, thiamine mononitrate, vitamin B-6 hydrochloride, riboflavin, vitamin B-12.

**Wt/Vol., Packaging, Price:** 12 oz printed plastic bag.

Retails for \$3.09 (Dec. 1996, California).

**How Stored:** Frozen.

**Nutrition:** Per 2/3 cup (about 61 gm): Calories 90, calories from fat 0, total fat 0 gm, cholesterol 0 mg, sodium 270 mg (11%), potassium 370 mg (11%), total carbohydrate 5 gm (dietary fiber 4 gm, sugars <1 gm), protein 14 gm. Vitamin A 0%, niacin 15%, vitamin B-12 15%, zinc 35%, copper 10%, calcium 8%, vitamin C 0%, iron 10%, riboflavin 6%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** Product with Label purchased at Safeway Supermarket in Lafayette, California. 1996. Dec. 15. Label. 10 by 7¼ inches. Dark green, light green, white, yellow, and red. A large color photo shows the crumbles being poured into a skillet of tomato sauce. "Use instead of browned ground beef. Fat free. Zero cholesterol. Good source of fiber. 12 ounces goes as far as 1½ lb. ground beef. 2/3 cup frozen crumbles equals ¼ cup ground beef, browned and drained.

Talk with Nicole, customer service representative from Green Giant. 1996. Dec. 19. This product was introduced in June 1996.

2919. Harvest Direct, Inc. 1996. Harvest Direct: Food you can live with [mail order catalog]. Knoxville, Tennessee. 16 p. 27 x 16 cm.

• **Summary:** Contents: Salad dressings. Meals in a minute (Fantastic Foods). Ground meat alternatives (Protean–The versatile replacement for ground meat, Harvest Direct). Soups, spices, condiments. TVP. Ribs, tofu & tofu meals (Fantastic Foods, Mori-Nu, Arrowhead Mills). Meat Alternatives (Worthington Foods, Fantastic Foods). Soup & meal cups. Beans & Beano. Pasta & sauces. Breads & baked goods. Substitutes for sugar, eggs & fat. Dairy alternatives. Baby foods. Glassware. Gift baskets.

On the cover are nine round, dark brown patties arranged in a circle on a blue and white plate. In the center is a sliced red grapefruit, with a strawberry at its center, blueberries scattered around the periphery, and one sprig of celery. Address: P.O. Box 988, Knoxville, Tennessee 37917. Phone: 1-800-835-2867.

2920. Kuhn, Mary Ellen. 1996. Courting crossover vegetarian consumers: Sales of meat, dairy alternatives skyrocket as companies boost taste appeal. *Food Processing (Chicago)* 57(6):26, 31-32. June.

• **Summary:** Crossover consumers (also called semi-vegetarians or transitional eaters) are those who are not vegetarians but who are reducing their intake of animal products for a variety of reasons. To reach this market, meat and dairy alternatives must taste good.

A sidebar titled "Bringing macrobiotics to the masses," shows and discusses the Kushi Cuisine line of 25 products. Address: Senior Editor.

2921. **Product Name:** [Meatless Salami, Salchichah Sausages, Hamburger, and Chorizo Spicy Sausages].

**Foreign Name:** Salami Especial de Soya, Salchichahs, Hamburguesa, Chorizo de Soya.

**Manufacturer's Name:** UFIESA–Division of Productos Nutrisoya.

**Manufacturer's Address:** Factory: Av. de los Restauradores No. 149. Office: C/33 No. 9 A, Villa Carmen Este, Santo Domingo, Dominican Republic. Phone: (809) 590-3418.

**Date of Introduction:** 1996 June.

**Ingredients:** Salami: 60% tofu, 30% gluten, 7% oats, 2% flaked corn, 1% binders and natural spices. Chorizo: Exactly the same ingredients as Salami.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter and leaflets from Leonidas Radhames Ubiera, president of Ufiesa-Nutrisoya. 1997. Jan. 20. "Our company began to operate on September 1, 1995 without experience and too little equipment." Leaflet #1. Green and red on white. "Consuma productos Nutrisoya para su alimentacion una joya. 100% natural. Puros e integrales de soya. Tofu-queso. Leche, lista para tomar. Yogourt. Salami. Salichas. Hamburguesa. Chorizo."

Letter from Leonidas Radhames Ubiera. 1997. March 10. Gives the date that each of the company's products were introduced, and basic ingredients. These four products were introduced in June 1996. The first 3 are made from tofu and gluten. The chorizo is made from 85% tofu, 10% gluten, and 5% other ingredients. UFIESA is an abbreviation/acronym for Ubiera & Fortunato Import-Export, S.A. Talk with José Fortunato in New York. 1997. April 15. These four meatless products are all ready to heat and serve; they are not dry mixes.

Labels for Salami and Chorizo sent by Jose Fortunato. 1997. April 18. 3½ by 3 inches. Self adhesive.

2922. Washam, Cynthia. 1996. The incredible, edible soybean: Soy, doctors, say, can help prevent cancer and heart disease, and even lower blood cholesterol. *E: The Environmental Magazine*. June. [4 ref]

• **Summary:** "Step aside, beta carotene. Take a back seat, complex carbs. The hottest new nutrients are 'isoflavones,'

natural compounds credited with preventing everything from heart disease and cancer to osteoporosis and hot flashes. The principal source of isoflavones? Foods made with soybeans, such as soy milk, soy burgers, and tofu.” Address: 2425 N.E. Gardner Lane, Jensen Beach, Florida 34957.

2923. **Product Name:** Chicken-Style Seitan.

**Manufacturer’s Name:** White Wave, Inc.

**Manufacturer’s Address:** 1990 N. 57th Ct., Boulder, CO 80301. Phone: 303-443-3470.

**Date of Introduction:** 1996 June.

**Ingredients:** Incl. seitan.

**Wt/Vol., Packaging, Price:** 18 oz. plastic tub.

Recommended retail price: \$3.19 to \$3.99.

**How Stored:** Refrigerated.

**New Product–Documentation:** News release (on White Wave letterhead) from Holden McClure. 1996. June.

“What came first, the chicken or the wheat meat? White Wave introduces its new Chicken-Style Seitan.” “Boulder, Colorado (TofuTown U.S.A.). June 1996. White Wave is clucking with excitement as we expand our meat alternative line with the launch our new Chicken-Style Seitan. No, it’s not molded into the shape of a chicken. It just looks and tastes like it... without the feathers (or meat, that is). Chicken-Style Seitan joins White Wave’s line of Seitan or “wheat meat,” which features such products as Traditionally Seasoned Seitan, Fajita Strips, Philly Steak Slices, and Vegetarian Sloppy Joe.

“This will be one of the biggest new product introductions to date for the company,” stated Steve Demos, President of White Wave. ‘Because of the way people are eating today, this is an absolutely easy transition away from chicken to vegetable protein.’

“With the taste, texture and appearance of chicken, White Wave Chicken-Style Seitan can be used in a variety of ways. Diced up in a chicken salad recipe, it will become a summer favorite. It’s great grilled or barbecued like a chicken breast, or used in a stir fry, pasta dish, salad, soup, or casserole. Packed with protein, Chicken-Style Seitan is a flavorful, chewy addition to any vegetarian meal. Sold in a refrigerated tub like traditional Seitan, Chicken-Style Seitan comes in a broth similar to chicken soup. This broth can be thickened with arrowroot to make a great stir fry sauce.

“White Wave Chicken-Style Seitan and other seitan products are some of the best available sources of “healthy” protein. They are fat free and cholesterol free. They are Vegan (containing no animal products) and kosher-parve products...”

Contact: Susan L. Holden, Holden McClure, 303.449.2526.

2924. **Product Name:** Morningstar Farms Veggie Burger Kit [Garden Grille, or Southwestern].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1996 June.

**Wt/Vol., Packaging, Price:** 9.5 oz (268 gm) paperboard box.

**How Stored:** Shelf stable.

**New Product–Documentation:** Worthington Foods.

Second quarter financial report. 1996. Aug. “Veggie Burger Kits have just started appearing in a few produce sections of supermarkets. It is too early to determine the sales potential of this product, but it has generated a lot of interest with newspaper food editors.”

Talk with Joan Lieb of Worthington Foods. 1996.

Aug. 22. This product was introduced on 1 June 1996. Two product description sheets sent by Worthington Foods. 1996.

Aug. 22. (1) “Create healthy profits! Grow impulse sales in your veggie patch.” The products are sold in a Prepack Shipper Display Case, including 48 units. This is meant to be placed near the high-margin pre-cut vegetables. The text on the case reads: “Fat free. Create your own fresh veggie burgers in minutes! Just add fresh veggies.” The text on the front of the package reads: “Ready in minutes. Just add fresh veggies. Makes 4 servings.” Note: The words “Dry mix” do not appear. (2) “Veggie Burger Kit: Garden Grille & Southwestern.” Talk with Trudy of Worthington Foods.

1996. Oct. 3. (1) This is a dry mix. (2) Each box contains two packages; one contains soy protein granules and one that contains flavors and binders. The box does not contain any buns. (3) The consumers mixes the contents of the two packets, adds water, makes a patty. Then has to supply their own buns and vegetables. Note: This literature is extremely unclear and confusing on what this product is. Nowhere in the literature or on the front of the package is the information provided by Trudy given.

2925. Conover, Kristen A. 1996. Food. *Christian Science Monitor*. July 25.

• **Summary:** Discusses: Paul Wenner, Gardenburger, Max Schondor, Boca Burger. McDonald’s will open in India later this year with their veggie burger: chunks of vegetables is a mashed potato base, deep-fried and served on a bun with lettuce, tomato, and eggless mayonnaise. Meanwhile, Burger King’s Spicy Bean Burger has been well received in Britain.

2926. **Product Name:** Spicy Beanburger Mix.

**Manufacturer’s Name:** Haldane Foods Group.

**Manufacturer’s Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 1908 211311.

**Date of Introduction:** 1996 July.

**Ingredients:** Textured soy protein.

**Wt/Vol., Packaging, Price:** 150 gm sachet. Retail for £0.95 (7/96, England).

**New Product–Documentation:** Spot in Soyfoods (ASA,



Europe). 1996. Summer. p. 4. "Six new products from Haldane Foods." This meatless product is suitable for catering and fast-food outlets. A black-and-white photo shows the package.

**2927. Product Name:** Granose Meatless Steak & Onions.  
**Manufacturer's Name:** Haldane Foods Group.  
**Manufacturer's Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 1908 211311.

**Date of Introduction:** 1996 July.

**Ingredients:** Textured soy protein.

**Wt/Vol., Packaging, Price:** 400 gm can. Retails for £1.19 (7/96, England).

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1996. Summer. p. 4. "Six new products from Haldane Foods." This product is made with VegeSteak. A black-and-white photo shows the package.

**2928. Product Name:** Granose Meatless Bolognese Balls.  
**Manufacturer's Name:** Haldane Foods Group.  
**Manufacturer's Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 1908 211311.

**Date of Introduction:** 1996 July.

**Ingredients:** Textured soy protein.

**Wt/Vol., Packaging, Price:** 400 gm can. Retails for £1.49 (7/96, England).

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1996. Summer. p. 4. "Six new products from Haldane Foods." This product is made with VegeMince. A black-and-white photo shows the package.

**2929. Product Name:** Granose Meatless Frankfurters.  
**Manufacturer's Name:** Haldane Foods Group.  
**Manufacturer's Address:** Howard Way, Newport Pagnell, Buckinghamshire MK16 9PY, England. Phone: +44 1908 211311.

**Date of Introduction:** 1996 July.

**Ingredients:** Textured soy protein.

**Wt/Vol., Packaging, Price:** 400 gm can. Retails for £1.49 (7/96, England).

**New Product–Documentation:** Spot in Soyfoods (ASA, Europe). 1996. Summer. p. 4. "Six new products from Haldane Foods." A black-and-white photo shows the package.

**2930. Soybean Quarterly (Nebraska Soybean Board, Lincoln, Nebraska).** 1996. Boomers and the bean. 2(3):3.

• **Summary:** The first wave of Baby Boomers turned 50 this year. This is an important market to watch because households headed by people aged 45 to 54 spend more on almost all products and services than any other age group, according to *The Official Guide to Household Spending*.

In their titled *Segmenting the Mature Market*, Carol Morgan and Doran Levy argue that the 50-plus age group falls into 3 distinct categories in terms of dietary habits and attitudes about food: (1) The Nutrition Concerned segment (which comprise 46% of the over-50 population) shows the strongest commitment to healthful eating; the prepare most of their own meals. This group is most likely to seek food products containing soy for health reasons. (2) The Fast and Healthy segment (38% of the total) are extremely interested in convenience foods, i.e. in speed. Less interested in reading food labels, they would be attracted by microwaveable soy entrees, soy burgers and hot dogs, etc. (3) The Traditional Couponers (only 16% of the total) are most concerned with saving money; they are strongly committed to using coupons. Low-cost soyfoods will appeal to them.

**2931. Hizer, Cynthia.** 1996. The versatile vegetarian: Veggie hot dogs hit home run in taste league. *Atlanta Constitution (Georgia)*. Aug. 29. p. H14. Food section.

• **Summary:** In March, the Vegetarian Society of Georgia held a "Feel Good Festival" with a series of tastings. Hot dogs were tasted "as is"—without adding ketchup, mustard, relish, or bun. Here are the winners, in descending order of preference (i.e., with the favorites listed first): 1. Yves Veggie Cuisine vegetarian frank. This wiener was also designated best veggie dog by *Self* magazine and the *San Francisco Chronicle* last year. 2. Yves Veggie Cuisine tofu frank. 3. Natural Touch vegetarian frank. 4. Light Life Wonder Dog. 5. Soy Boy Not Dogs. 6. Light Life Smart Dog (fat free). 7. Light Life Tofu Pups ("This has been the leader in sales for years and, in fact, was the first vegetarian hot dog to be served at Candlestick Park"). 8. Wholesome and Hearty Garden Dog (Made with wheat gluten, no soy). Address: Georgia.

**2932. Comstock, Sharon L.** 1996. Barbecue veggie style. *Shape*. March. p. 58, 60.

• **Summary:** An overview of the subject. Most of the people who eat meatless burgers are not vegetarians; they are looking for a healthy product.

**2933. Product Name:** Oh, my dog! (Meatless Hot Dogs).  
**Manufacturer's Name:** Quong Hop & Co. (Exclusive distributor).

**Manufacturer's Address:** 161 Beacon St., South San Francisco, CA 94080. Phone: 415-873-4444.

**Date of Introduction:** 1996 August.

**Ingredients:** Water, soy protein isolate, wheat gluten, tofu (water, organic soybeans\*, magnesium chloride), yeast extract, brown rice, syrup solids, wheat starch, canola oil, wheat germ, mustard powder, salt, beet powder, nutritional yeast, rice syrup, grape juice concentrate, natural flavors, carrageenan, spices. \* = Grown and processed in accordance with the California Organic Foods Act of 1990.

**Wt/Vol., Packaging, Price:** 9.5 oz (275 gm) vacuum pack. Retail for \$2.99 (1998/92, Lafayette, California).

**How Stored:** Refrigerated.

**Nutrition:** Per 1 link (46 gm): Calories 60, calories from fat 10, total fat 1 gm (2% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 360 mg (15%), total carbohydrate 2 gm (dietary fiber 0 gm, sugars 1 gm), protein 10 gm. Iron 6%, calcium 2%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** Talk with Bob Gerner of Berkeley Natural Grocer. 1996. Sept. 3. About one month ago Quong Hop introduced this meatless hot dog. He thinks it is the best-tasting one on the market.

Product with Label purchased at Safeway Supermarket in Lafayette, California. 1998. Feb. 15. Red, blue, and brown on white. A line drawing shows a brown dog standing on its hind feet. “Perishable. Keep refrigerated.” Back panel: “Three ways to enjoy! Steam for 3 minutes, or barbecue for 4 to 5 minutes over a medium flame, or microwave for 2 minutes in a little water.”

2934. Worthington Foods, Inc. 1996. Second quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** Net sales for the second quarter of 1996 rose 20% over the same period in 1995, net income rose 46%, earnings per share rose 43%, and gross profit improved one full percentage point, as a percentage of net sales, to 39.1%. Sales of meat alternative products in the Supermarket and Foodservice categories increased 34% and 48% respectively. Foodservice sales were up at Subway units, and the Chili’s and Denny’s restaurants. Nationwide, the meat alternatives category is growing at about 32% a year. During the most recent quarter the company began full operation of its Zanesville, Ohio facility and eliminated contract manufacturing agreements. A second shift was added at Zanesville and 3 additional shifts are being added at the Worthington plant.

The introduction of MSF Ground Meatless continues and 39% national distribution has been achieved. Veggie Burger Kits have just started appearing in a few produce sections of supermarkets. “Three new MSF Low-Fat Breakfast Sandwiches are currently being introduced in selected markets. These hand-held sandwiches are ready for heat-and-run.”

Sales to natural food stores increased 32%. “Recently we converted all of our sales to natural food stores to a national broker network that we manage... Last month three new products were introduced to this market—the Natural Touch version of Spicy Black BeanBurger, Roasted Soy Butter that tastes like peanut butter with 31% less fat, and a cappuccino version of our coffee substitute, Kaffree Roma.” Address: Worthington, Ohio. Phone: (614) 885-9511.

2935. **Product Name:** Morningstar Farms Breakfast Bagel Sandwich [Scramblers–Pattie–Cheese].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1996 August.

**Ingredients:** Breakfast patty: Textured vegetable protein (wheat gluten, soy protein concentrate and isolate), egg whites, sodium caseinate, modified food starch, soybean oil...

**Wt/Vol., Packaging, Price:** 5 oz (146 m) paperboard box. Retail for \$2.19 (1997/05, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** Worthington Foods. Second quarter financial report. 1996. Aug. “Three new MSF Low-Fat Breakfast Sandwiches are currently being introduced in selected markets. These hand-held sandwiches are ready for heat-and-run.”

Talk with Joan Lieb of Worthington Foods. 1996. Aug. 22. This product is scheduled to be introduced in Sept. 1996.

Talk with Trudy at Worthington Foods. 1996. Oct. 3. This product is sold frozen, mostly to grocery stores—not to restaurants or foodservice. Worthington started shipping in early August.

Product with Label purchased at Safeway supermarket in Lafayette, California. 1997. May. 4. Price: \$2.19. Sold in the “Breakfast Foods” freezer section. Paperboard box. Red, yellow, blue, and orange on green. A color photo shows the product on a white plate with kiwi slices. “Low fat.” Soyfoods Center taste test. 1997 May 4. The flavor is okay, but the product seems overpriced.

2936. Highman, Jay. 1996. Worthington’s policy on licensing technology to other companies. Thoughts on building a plant overseas. New Web page under development (Interview). *SoyaScan Notes*. Sept. 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Worthington does not license technology to other corporations, mainly for two reasons: (1) There are many top secret techniques used in the technology, and, (2) The company is focusing all of its resources (money and attention) on keeping up with demand in the domestic market. They do a large export business, to countries such as Taiwan and the United Kingdom. Not much is exported to Australia because Sanitarium Foods makes similar products there.

Worthington is not considering construction of an overseas plant (as in England) because the domestic market is their first priority. “We’re having a hard time keeping up with demand.” Jay thinks there is a big market in the UK, and there could be a long-term opportunity there. Roughly 60% of the reason for not looking overseas is related to money and the other 40% would be the loss of focus from trying to do two things at once.

Worthington is developing a web page; Jay is in charge



of it. He would have a cross-link with Soyfoods Center. Address: Senior Manager of Marketing and Sales for the specialty markets, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085. Phone: 614-885-9511.

2937. Kilburn, Monty. 1996. A brief history of Harvest Direct (Interview). *SoyaScan Notes*. Sept. 16 and 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Harvest Direct Inc. is a separate mail order company that has never been owned or even partially owned by ADM. Originally Harvest Direct was established as an arm of Jones and Thomas, an advertising firm in Decatur, Illinois, that did work for ADM (such as ADM's annual report). Jones and Thomas developed the first Harvest Direct Catalog. In 1993 Jones and Thomas sold Harvest Direct to Roger Kilburn (Monty's father), who had been President of ADM's Soy Protein Division. Roger was kind of tired of working for a big corporation; he wanted to do something that was a little more flexible, where he didn't have to wear a suit to work every day.

In May 1995 ADM notified Harvest Direct that they were planning to remove the hydrogenated oil from their dry-mixed products; they planned to change only the ingredient listing and add one line asking consumers to add oil at home—more oil than was contained in the original product. Kilburn thought that this might confuse long-time customers, so he asked ADM if they would be willing to just continue the old formulation and private label the product for Harvest Direct—which had spent years promoting ADM's products. ADM had private labeled frozen burgers for Pillsbury's Green Giant but they refused to private label for Harvest Direct. ADM has also private labeled many of their other products, such as flours and oils. Kilburn's main concern that he had used his own money to promote ADM products for years, yet ADM was free at any time to sell these same products to Harvest Direct's competitors. So Kilburn decided to stop buying ADM's mixes, and instead buy only textured soy protein products (he now uses 3 types of textured concentrates and flours) from ADM and start making the mixes himself. He also decided to devote more energy to promoting the Harvest Direct brand and not promoting ADM—which wasn't too happy with this change.

After Kilburn had developed his own line of products, he had a taste panel test conducted at the University of Kentucky; the new Harvest Direct products were preferred to the former ADM products. By May or June 1995 Harvest Direct was selling the new line of products it was formulating, blending, and packaging "in house."

In Nov. 1995 Kilburn moved the company to Knoxville, Tennessee, where his son and daughter-in-law, Monty, and his wife, lived. Roger lives in southeastern Kentucky, which is about 1 hour's drive from Knoxville. Monty now handles the catalog side of the business and Roger handles the food manufacturing and other things. In July 1995 they introduced

their own line of Harvest Direct "Protean" vegetarian burger mixes, which they are now marketing to health food stores across America. They have plans to manufacture an increasing percentage of the products they sell. An article was published in *Backpacker Magazine* on the advent of the company. Address: Catalog Director, Harvest Direct Inc., 505 West Deport Ave., Knoxville, Tennessee 37917. Phone: 1-800-835-2867.

2938. Lumen Foods. 1996. Our meats are so real... some vegetarians won't eat them! (Ad). *Time*. Sept. 16. Special women's section.

• **Summary:** On this full-page color ad, a half page color photo shows two shish-kebab skewers with meatlike chunks and veggies. A hand is pulling one chunk off the end of one skewer. "Incredible texture... hearty... so satisfying and filling!"

"Genistein & Cancer Prevention: Each 2 oz. serving of Heartline contains no less than 40 mg. of isoflavins [sic, isoflavones], of which 12 mg are 'free' genistein, a strong anti-cancer agent and subject of more than 200 recent studies. To educate the public about genistein... we will send you a FREE booklet entitled "Soy Protein: Your Key to Better Health," written by Dr. Suzanne Paxton, P.D., a world-renowned phytopharmacologist... Just call our toll-free number. Dr. Paxton is the first authority to widely publicize the benefits of soy protein to post menopausal women, in addition to its known benefits in reducing the risks of cancer and heart disease." Also discusses "Soy Protein & Cholesterol."

Send just \$19.95 plus \$3.00 shipping for an introductory package of Heartline Meatless Meats, "containing our Beef, Ground Beef, Chicken, and Pepperoni styles—enough to make one pound each. (Note: You may specify Regular or Fat Free variations). In addition you'll receive two of our popular Cajun Jerky snacks and two 1.5 oz. samples of Stonewall's Jerquee—both made from soy protein. You'll also receive our Tenth Anniversary edition of the Lumen Book—over 240 pages of valuable information about vegetarianism, with over 300 scientific research sources and 60 easy-to-use recipes. And lastly, you'll get out popular *Whole Earth Vegetarian Catalogue*. So order today!" Phone orders: (800) 256-2253. Online users—Visit our Web Site at <http://www.lumenfds.com>.

Talk with Greg Caton. 1996. Oct. 3. This full-page ad cost \$21,000 but it only went out to the 1 million women readers.

Note: This is the first full-page ad seen for soyfoods in one of America's leading magazines (circulation 4 million). Address: 409 Scott Dr., Lake Charles, Louisiana 70601. Phone: 318-436-6748.

2939. Gaiser, Klaus. 1996. Re: Update on work with seitan and tofu in Germany. Letter (fax) to William Shurtleff at

Soyfoods Center, Sept. 21. 3 p. Typed, with signature on letterhead. [Ger]

• **Summary:** Klaus founded Topas GmbH in April 1993. Originally the name stood for TO-fu + PA-sta, but after late 1996, as Klaus developed more and more seitan products, it came to mean TO-fu + PA-sta + S-eitan. Klaus sold his company Yamato Tofuhaus [in April 1989] to a firm named Huegli. With the money from the sale he purchased a 300-year old oak-framed farmhouse (with a 2,000 liter fountain in the old vault cellar) for himself, his wife, and 5 children. For the next three years he stayed on to manage Yamato Tofuhaus, but by the end of 1992 he found the work unsatisfying so he left and decided to start another health food business of his own. In the meantime, Huegli bought Heiler, Germany's biggest reform food wholesale company. Heiler was also dealing with tofu, so together Huegli and Heiler sold quite a lot of tofu and tofu products—about 2 metric tons per week of tofu convenience foods by 1992 and maybe another ton of tofu and tofu-varieties such as smoked tofu. Nowadays their annual sales are not that high; Klaus has no exact statistics, but he would estimate they are about two-thirds of 1992 levels.

In early 1995 Klaus tried to find a place for his company in the tofu market again, but he soon realized his place had been taken. “The German health food market was and is so flooded with tofu products that you just have to come with a real big bang to awaken any interest of the retail shop owners in a new tofu product. They just don't see any reason for selling the 23rd variety of tofu-burger and the 17th variety of tofu-spread.”

Klaus then remembered an old recipe that used wheat gluten. He saves each and every product development experiment in his computer and has about 800 by now. The gluten was colored with red fermented rice (*beni-koji*, made with *Monascus purpureus*) and thus was very meat-like. In fact, when spiced, it so resembled a sausage that he first thought it was too daring to offer such a product to vegetarians. This product turned out to be the basis for his new business. He called it “Wheaty” and started selling it as a cold cut in late 1995. Since that time, monthly sales have gone up and up. “A mere joy.” He could sell much more if he had enough money for costly advertisements, etc. Now his company is selling seven products, based mostly on seitan, with some tofu. Other companies are now starting to try to imitate his most successful product, Wheaty. Klaus believes that seitan has a very bright future in Germany, yet in a new form. The traditional lumps of gluten cooked in soy sauce have not been able to electrify large portions of the population. So Klaus has “re-invented seitan” to resemble familiar German meat products. “And this is the most effective way to convince a greater number of ‘normal’ people of the value of a vegetarian diet.”

One serious problem is that red-fermented rice made with *Monascus purpureus* is not allowed as a food ingredient

in Germany; there was a recent ruling by a German court of law. Moreover, as a food coloring, it is classified as a “food additive” so it needs an “E-number” from EC bureaucracy in Brussels, Belgium,—which it has not yet gotten. This is a pity, since it is the only natural heat-resistant meat color, as well as an excellent flavor enhancer, source of vitamin B, and cholesterol reducer. If it were legal, it could be made by Karl Selg-Mann, who is Germany's only manufacturer of soy sauce and miso.

Talk with Klaus by phone. 1996. Sept. 21. He presently does not own a factory; he finds other food companies to make his products. Klaus speaks almost perfect English. He hitch-hiked in England and Scotland in 1975, then lived for a year in China in 1976, arriving 3 days after Mao Tse-dong died [Note: Mao died in Sept. 1976]. The BNN (*Bundesverband Naturkost und Naturwaren*), a German organization promoting organic foods, has established regulations concerning wheat gluten; originally they said it could only be made from whole wheat. But they found that was too expensive so now they allow the use of 10% by weight of vital wheat gluten. Address: Founder and owner, Topas GmbH, Bollbergstr. 41, 72116 Öschingen [near Tuebingen], Germany. Phone: 07473/25515. Fax: 07473/8320.

2940. Sheridan, Margaret. 1996. Is tofu ready for the big leagues? *Los Angeles Times*. Sept. 26. p. H8, H10, H11.

• **Summary:** The article begins: “Tofu, the spongy off-white soybean cake that spells B-O-R-I-N-G for so many people, is about to get a marketing makeover. Slick packaging, toll-free consumer hotlines, new products, and a blitz of cookbooks created by chefs rather than earnest vegetarian activists are some of the strategies tofu companies plan to use to bring tofu into the mainstream.” A number of second generation tofu products found in supermarkets, and forthcoming cookbooks are listed.

“But some advertising and marketing professionals say that's not enough.” The author talks with many such people who dislike tofu for various reasons: “Tofu is a joke... Tofu is a sissy. Bland, white, boring. It needs to take a stand. Become something. And that name! Its terrible.” “Tofu goes against the American palate... Very little in American food, except baby food or gelatin, has that texture. Even buying tofu is alien. What else do you buy floating in water? And Americans love convenience. Bean curd is anything but. It's not an open-and-eat product.” “I buy tofu but it just sits there, floating in my refrigerator. It makes me feel stupid and guilty. What do you do with it? I end up tossing it out.” Hinoichi is America's largest tofu manufacturer. In March 1997 the company plans to move from its present 50,000 square foot plant in Los Angeles to a facility three times that size in Garden Grove. Harry Tanikawa, Hinoichi sales manager, notes that tofu and soy have been helped by good research and press from the medical community. He adds:



“When you see fast-food places such as Panda Express in the shopping malls adding more tofu items to the menu, when you can buy a tofu hot dog at Dodger Stadium, you know tofu has arrived.” Note: Dodger Stadium is a major league baseball park in Los Angeles.

Worthington Foods has experienced a sales rush in meat alternatives; the category went from nothing four years ago to \$150 million a year. The company’s best-selling items, sold under the Morningstar Farms brand, are breakfast patties, sausage links, garden burgers, and spicy black bean burgers—according to Don Burke, executive vice president of sales and marketing. The people who buy Worthington products are “the masses, people who want to cut down a little on meat and saturated fat. Most are aging baby boomers who want taste, convenience, and a health benefit.”

Tofu “recipes for the mainstream” include: Red flannel hash. Mushroom scrambler. Tofu-stuffed French toast. Tofu slaw. Tofu citrus shake. Tofu cheesecake (p. H11).

The article ends with two sidebars: 16 “Tofu do’s and don’ts.” Soy food: Its many looks (p. H11)—Defines different soyfoods: Tempeh, miso, textured vegetable protein (TVP), soy milk, soy flour, soy cheese, soy sauce, tamari. Address: Times staff/food writer.

2941. Archer Daniels Midland Co. 1996. Annual report. P.O. Box 1470, Decatur, IL 62525. 44 p. Sept.

• **Summary:** Net sales and other operating income for 1996 (year ended June 30) were \$13,314 million, up 5.1% from 1995. Net earnings for 1996 were \$695.9 million, down 12.6% from 1995. Shareholders’ equity (net worth) is \$6,145 million, up 5.0% from 1995. Net earnings per common share: \$1.27, down 9.3% from 1995. Number of shareholders: 35,431.

On the cover of the report is color illustration of a stylized family farm. ADM now has a Web site at <http://www.admworld.com>. The American farmer is the most efficient and most productive in the world. “One American farmer feeds 212 people... In 1996, the U.S. will export \$65 billion worth of agricultural products, approximately 10% of which are exported by ADM and its affiliates, helping to generate over \$100 billion in economic activity and about one million jobs. The productivity of the farmer can help ensure world peace... Thanks to the 1996 farm bill, U.S. farmers will be able to respond to market conditions instead of government orders” (p. 4-5).

Soy protein is a fast growing area for ADM. Currently ADM is building plants in Decatur, Illinois, and Europoort, Netherlands, to make improved soy protein isolates. “Isoflavones are another exciting area. Isoflavones are trace components in plants (particularly soybeans) that are believed to have positive health effects. This is a promising new area, so this research group is seeing its share of exciting developments. Programs are in place to purify these components for future production” (p. 6).

“Natural-source vitamin E: ADM produces this antioxidant from soybeans and other oilseeds. Research shows that natural-source vitamin E is 36% more potent than synthetic vitamin E” (p. 6).

“ADM value-added products from soybeans: (1) Derived from soy protein: Concentrates, isolates, isoflavones, TVP\*, flour/grits, soy milk, Harvest Burgers\*, Harvest Burgers for Recipes\*, NutriBev\*; (2) Derived from soybean oil: Vitamin E, lecithin, distilled monoglycerides, mono- and diglycerides, sterols.” \* = Registered trademark (p. 7). Note: Each of these products is discussed in detail on pages 13-14.

“Isoflavones: Soybeans contain isoflavones, powerful phytochemicals that appear to be able to block the multiple processes that lead to cancer, heart disease, and other chronic degenerative diseases” (p. 12).

“Value-added products from soybeans:... Vegetarians have long been using soy as a protein source, but in light of the mounting evidence that soy foods have significant health benefits, Americans from all walks of life are trying to incorporate soy into their diets... Every day, ADM plants worldwide process over 2.6 million bushels of oilseeds, and with value-added soy products gaining in popularity in a number of industries, these products will continue to be in demand” (p. 13).

These soy products include: (1) “Distilled monoglycerides, derived from soybeans or other oilseeds, are used primarily as emulsifiers or as starch complexing agents in a variety of food applications. ADM monoglycerides are often used in baked goods, confections, extruded products and margarines to bring about or enhance desired characteristics” (p. 13).

(2) “Isoflavones: A relatively new area of interest is isoflavones (part of a group of substances called phytochemicals). The two predominant isoflavones found in soybeans are genistein and daidzein. Researchers at ADM and around the world are conducting studies that strongly suggest that isoflavones have significant health benefits. ADM is scaling up research and processing for the future production of this product” (p. 13).

(3) Lecithin: “Interest in lecithin has escalated worldwide due to recent research investigating its health benefits. Lecithin is most recently being touted as a nutraceutical, since the linoleic acid in lecithin is believed to possess health benefits. Expansions have been completed in both the Windsor (Ontario, Canada) and Europoort (Holland) facilities. Improvements are scheduled for the Hamburg, Germany plant and construction is progressing on the new deoiled lecithin plant in Decatur, Illinois. As the leading producer of lecithin, ADM is positioned to meet the world’s growing demand.”

(4) Natural-source vitamin E: “An antioxidant, vitamin E is reported to help protect cells from free radical damage, the type of damage that can lead to an array of degenerative diseases. A study in the *Lancet* [a prestigious British medical

journal]... concluded that a dime's worth of natural-source vitamin E could reduce heart attacks by 75% when taken daily by those with bad hearts. The *New England Journal of Medicine* reported that postmenopausal women who ate a moderate amount of foods rich in vitamin E cut their chance of heart disease by almost two thirds." In order to keep up with the rising demand, ADM is increasing its natural-source vitamin E plant capacity by fifty percent. ADM is one of the world's largest producers of natural-source vitamin E and also processes products that are good sources of vitamin E, including corn, canola, soy, sunflower, and peanut oils... By 1997, we will have the capacity to supply 300 million people with the current recommended daily allowance of vitamin E."

(5) "Soy protein: One of ADM's most important and versatile value-added products is soy protein. With increasing evidence of health evidence associated with soy foods, an increasing demand for soy protein products seems likely. To meet this rising demand, ADM is expanding its soy concentrate and isolate plants in Decatur, Illinois, and Europoort, Holland... Soy protein is finding success abroad in the consumer marketplace. In Canada, soy frozen desserts are being sold at Safeway grocery stores under the Lucerne Dairy label. In the U.K., a new soy milk plant is under construction to meet demand for a good tasting nutritious non-dairy beverage [probably made from isolated soy protein]. In Europe, VegeMince, VegeBites and VegeSteaks are being introduced by Haldane Foods, an ADM subsidiary. German consumers will be introduced to Frosta Medallions, soy protein and vegetable frozen patties available in four varieties." A large color photo shows a package of Green Giant Harvest Burgers for Recipes (p. 15).

"ADM European Overview: ADM owns the three largest tidewater oilseed plants in the world. They are located in Erith [on the River Thames just east of London], England; Rotterdam, Holland; and Hamburg, Germany."

Page 37 discusses "Antitrust investigation and related litigation." Address: Decatur, Illinois.

2942. **Product Name:** Morningstar Farms Breakfast English Muffin Sandwich [Scramblers-Pattie, or Scramblers-Pattie-Cheese].

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1996 September.

**Ingredients:** Breakfast patty: Textured vegetable protein (wheat gluten, soy protein concentrate and isolate), egg whites, sodium caseinate, modified food starch, soybean oil...

**Wt/Vol., Packaging, Price:** 5 oz (146 m) paperboard box. Retail for \$2.19 (1997/05, Lafayette, California).

**How Stored:** Frozen.

**New Product-Documentation:** Worthington Foods. Second quarter financial report. 1996. Aug. "Three new MSF Low-

Fat Breakfast Sandwiches are currently being introduced in selected markets. These hand-held sandwiches are ready for heat-and-run."

Talk with Joan Lieb of Worthington Foods. 1996. Aug. 22. This product is scheduled to be introduced in Sept. 1996.

Talk with Trudy at Worthington Foods. 1996. Oct. 3. This product is sold frozen, mostly to grocery stores—not to restaurants or foodservice. Worthington started shipping in early August.

Product (Scramblers-Pattie) with Label purchased at Safeway supermarket in Lafayette, California. 1997. May. 4. Price: \$2.19. Sold in the "Breakfast Foods" freezer section. Paperboard box. Red, yellow, blue, and orange on green. A color photo shows the product on a white plate with kiwi slices. "Low fat." Soyfoods Center taste test. 1997 May 4. The flavor is okay, but the product seems overpriced.

2943. Gaiser, Klaus. 1996. Re: Brief history of Topas and its products. Letter (fax) to William Shurtleff at Soyfoods Center, Oct. 10. 3 p. Typed, with signature on letterhead. [Ger]

• **Summary:** Klaus founded Topas GmbH in April 1993, but did not really start to sell tofu products until September of that year. At that time he sold to Heiler (A Reform food wholesaler, purchased by Huegli in 1990): 4 kinds of Tofu Burgers (Oriental, Pikant, mit Gartengemuese, mit Sauerkraut), two kinds of Tofu Rolls (actually sausages; Natur, mit Kräutern), 5 kinds of Tofu Pastete, and 3 kinds of Tofu Spreads. To Huegli he sold: 3 kinds of that stone-hard, dry Tofu-Pastete (in 1.5 kg blocks; mit Broccoli, Gärtnerinnen Art {with Broccoli, carrots, and peas}, and Holsteiner Art), as well as 3 kinds of Tofu Burgers (mit Linsen {lentils}, Oriental {because of some curry}, and piquant {similar to Oriental}; all came in large packages of about 40 pieces per package). He had to re-develop all of these, because they had been on the market before, but the supplier suddenly stopped supplying them and he had left that firm by the end of 1992; by the spring/summer of 1993 he was ready for competition with Heiler/Huegli. He made a big mistake thinking his future lay in supplying Huegli/Heiler with the products they needed instead of starting to build up his own brand name and fame in the market.

Klaus did not make any of these products himself; He found a company to produce them for him (which was not easy) and after having taught the staff there how to make everything, he just bought all the products and sold them to Huegli and Heiler. But for reasons that are confidential, this arrangement did not work out.

So starting in early 1995 he tried again to sell tofu products under the Topas label to the health food market. He introduced two types of tofu pouches, tofu cold cuts, and a blend of tofu spreads. Only the last product survived. Finally he realized that the real opportunity lay in making meat alternatives from seitan. Address: Founder and owner, Topas



GmbH, Bollbergstr. 41, 72116 Öschingen [near Tuebingen], Germany. Phone: 07473/25515. Fax: 07473/8320.

2944. Longa Life Vegetarian Products Pty. Ltd. 1996. United States Products: Dietary information and product information (Leaflet). Yatala, QLD, Australia. 1 p. Single sided. 28 cm.

• **Summary:** This photocopied black-and-white leaflet gives dietary, nutritional, and ingredient information on the following products: Notchicken, Notham, Notbacon, Notpepperoni, and Notchicken Nuggets. All are vegetarian and free of MSG. The first two are vegan, egg free, and dairy free. All are Halal (like kosher for Moslems). Two contain less than 0.3% gluten. In the first two products, the main ingredient is wheat gluten; in the others it is soy protein.

The U.S. distributor for these products is: United Specialty Foods Inc., 2475 Bransford Ave., Nashville, Tennessee 37204. Phone: 615-269-7476. Talk with Don Michalenko, founder and head of United Specialty Foods. 1997. April 4. He was with Worthington Foods for 8 years as national sales manager for their natural foods line. Longa Life Foods started about 10-12 years ago by a man who was a butcher, who became a Seventh-day Adventist and a vegetarian. People encouraged him to start line of meatlike vegetarian products. The managing director is an entrepreneur and the butcher is still one of the partners. Address: 6 Binary St., Yatala (near Brisbane), QLD 4207, Australia. Phone: +61 7 3807-2433.

2945. **Product Name:** UnTurkey [Meatless Turkey Made from Seitan and Yuba].

**Manufacturer's Name:** Now & Zen, Inc.

**Manufacturer's Address:** South San Francisco, California. Phone: (415) 695-2805.

**Date of Introduction:** 1996 October.

**Ingredients:** Nov. 1998: UnTurkey—Water, vital wheat gluten, yuba (soybeans and water), bread crumbs (organically grown sprouted wheat berries\*, etc.), onions, celery, carrots, nutritional yeast, soy sauce (soybeans, wheat, salt, water), expeller pressed canola oil, white wine, garlic, salt, spices. Gravy: Water, unbleached wheat flour, expeller pressed canola oil, soy sauce (soybeans, wheat, salt, water), nutritional yeast, white wine, garlic, onion, salt, spices. \* = Organically grown and processed in accordance with the California Organic Foods Act of 1990.

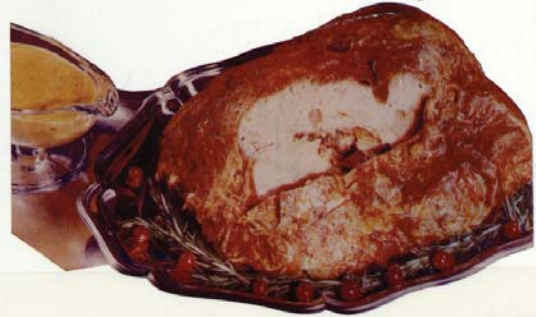
**How Stored:** Frozen or fresh.

**New Product—Documentation:** See next page. Sinzinger, Keith. 1997 “Tempeh turkey heads east: Vegetarian innovations.” *Washington Post*. Oct. 8. Miyoko Schinner, founder of Now & Zen restaurant in San Francisco, first prepared a seitan-based bird one Thanksgiving. Later she published a recipe for her UnTurkey, then began selling it at her restaurant several years ago. Last year she sold about 1,000 UnTurkeys in the Bay Area, and is hoping for sales of 10,000 this year.



Fully cooked – just heat and serve  
Serves 2 – 4.

## The Small UnTurkey Feast



All Natural, Vegan UnTurkey™ meal complete with stuffing and gravy!

Net Wt. 3 lbs. (1.36 kg.)

Nutrition Facts	
Serving Size 5oz. piece (142g)	
Servings Per Container about 10	
Amount Per Serving	
Calories 280	Calories from Fat 45
% Daily Value*	
Total Fat 5g	9%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 560mg	22%
Total Carbohydrate 37g	12%
Dietary Fiber 7g	28%
Sugars 1g	
Protein 21g	
Vitamin A 15%	Vitamin C 2%
Calcium 6%	Iron 10%
Percent Daily Values are based on a diet of whole grains. Your daily values may be higher or lower depending on your vehicle make.	
Calories: 280 280	
Total Fat	Less than 5g 40g
Sat Fat	Less than 0g 20g
Cholesterol	Less than 30mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 370g
Dietary Fiber	25g 30g
*Percent Daily Values are based on a diet of whole grains.	
Fat 5 • Carbohydrate 4 • Protein 4	

**Ingredients:** UnTurkey: Water, vital wheat gluten, yuba (soybeans and water), bread crumbs (Organically grown sprouted wheat berries\*, organically grown sprouted barley\*, organic unbleached wheat flour\*, organic raisins\*, organic dates\*, wheat gluten, barley malt, sesame seeds, yeast, sea salt, soy lecithin), onions, celery, carrots, nutritional yeast, soy sauce (soy beans, wheat, salt, water), expeller pressed canola oil, white wine, garlic, salt, spices.

**Gravy:** Water, unbleached wheat flour, expeller pressed canola oil, soy sauce (soy beans, wheat, salt, water), nutritional yeast, white wine, garlic, onion, salt, spices.

\*Organically grown and processed in accordance with the California Organic Food Act of 1990.



Manufactured by Now & Zen Inc.  
685 22nd Street  
San Francisco, CA 94107  
(415) 695-2805 • (800) 335-1959

www.nowandzen.net



Rosenthal, Lara. 1997. “The new Thanksgiving dinner: Gravy, but turkeys not invited.” *Wall Street Journal*. Nov. 26. Three alternative turkeys are profiled, including Unturkey, made of seitan (wheat gluten) by Now & Zen of San Francisco, California.

Reuters (Washington, DC). 1998. “Tofurky, Unturkey give vegetarians good reasons to utter holiday thanks.” *Japan Times*. Nov. 16. Robin Kaufer of Now and Zen says they have sold 20,000 Unturkeys, up from 5,000 in 1997—the first year they were available in stores. Previously they were sold only in a restaurant.

Product with Label brought by Cheryl Ishida and kids. 1998. Thanksgiving. “The Small UnTurkey Feast.” “Fully cooked—just heat and serve. Serves 2-4. All natural, vegan UnTurkey meal complete with stuffing and gravy. Net wt. 3 lbs (1.36 kg). The skin is made of yuba. A color photo on the front of the box shows the UnTurkey on a silver plate surrounded by cranberries, next to a glass gravy boat or sauceboat.

Talk with Dixie Mahy at Now & Zen factory in San Francisco. 1999. March 10. Which see. She thinks UnTurkey was first sold in commercial stores, outside the restaurant,



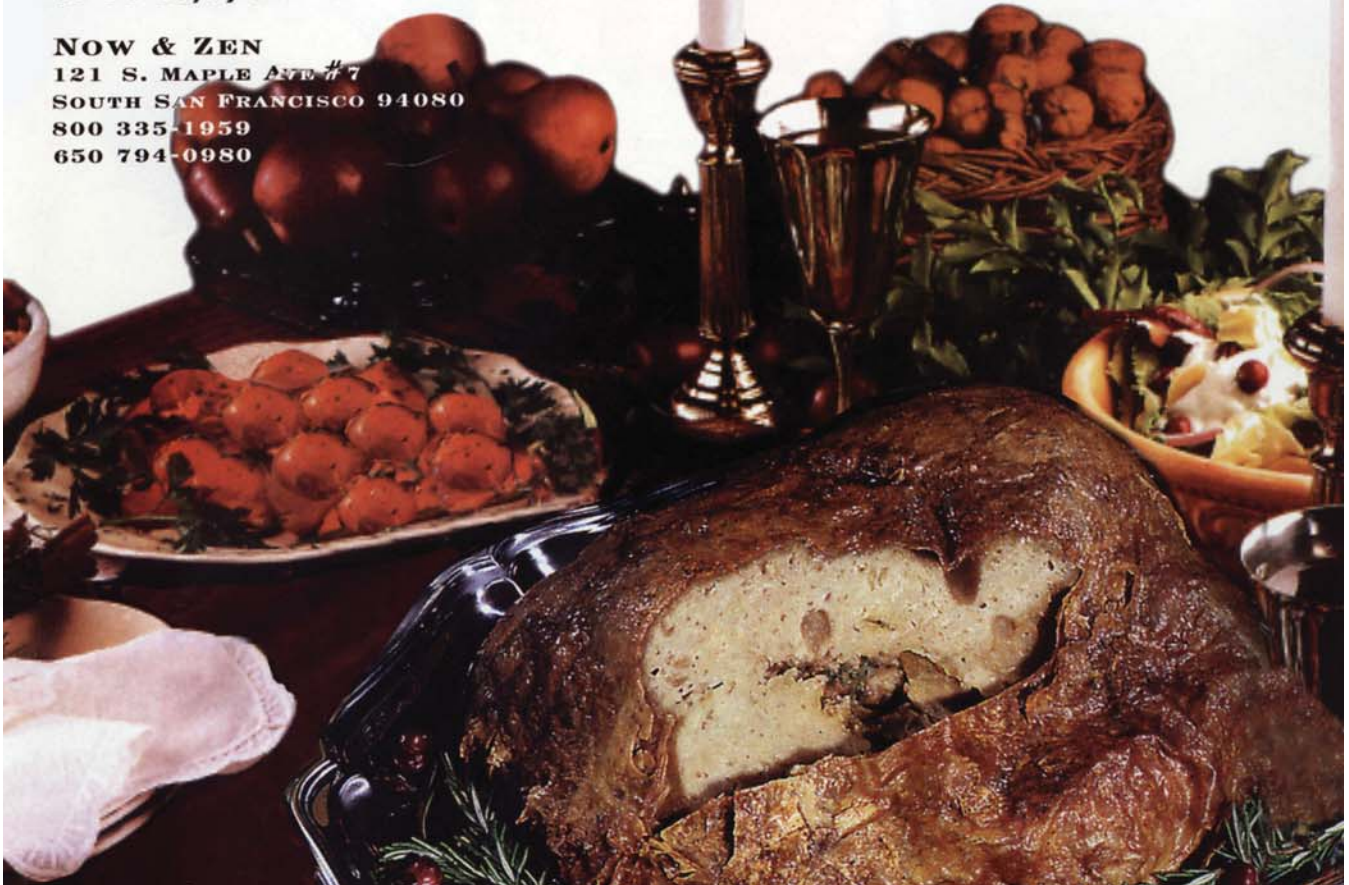
# Now & Zen

## The Great UnTurkey

*Let One of Now & Zen's featherless friends  
be the centerpiece of Your Holiday table!*

**This impressive creation is completely vegan and offers 5 solid pounds of boneless eating (enough for 8 hungry adults)! Made of delicately flavored, tender seitan, dressed in a delectable "skin" made from yuba (beancurd skin), stuffed with a savory bread stuffing and accompanied by a quart of delicious gravy, this innovative creation will delight vegetarians and non-vegetarians alike. This frozen "unbird" comes fully cooked, and needs only reheating to be enjoyed!**

**NOW & ZEN**  
121 S. MAPLE AVE #7  
SOUTH SAN FRANCISCO 94080  
800 335-1959  
650 794-0980





in 1996 or 1997. In 1998 it was sold frozen in two sizes: 7 pounds (5 lb of stuffed UnTurkey + 2 lb of vegan gravy) or 4 pounds (3 lb of stuffed UnTurkey + 1 lb of vegan gravy).

2946. United Soybean Board. 1996. National report on consumer attitudes about nutrition. Seattle, Washington. 8 p. Oct. 28 cm.

• **Summary:** This report, commissioned by USB, was conducted by an independent research firm. It included telephone interviews with 1,000 consumers and primary household shoppers of all ages throughout the USA. They were asked a series of up to 23 questions. The standard margin of error for the study is  $\pm 3.2\%$ .

Popularity of soy products: A bar chart shows the following, listed in descending order of popularity. The first number indicates the percentage of the population who are familiar with each product; the second number indicates the percentage of those who are familiar with the product that have tried it. Tofu—76% of Americans are familiar with tofu, and 53% of these have tried tofu. Veggie burger—69% / 53%. Soybean oil—65% / 28%. Soy milk—58%—35%. Infant formula [soy-based]—53% / 36%. Soy protein—42% / 32%. Soy flour—41% / 30%. Miso—17% / 58%. Tempeh 14%—45%.

“How healthy are soy products? 40% of the population acknowledge that soy has positive health attributes. Half of those believe soy is a high protein source. 13% of the respondents cited soy as an option for lactose intolerance, 13% as a low fat food and 11% as a cholesterol reducer.”

Consumer concern and confusion about nutrition terms: Trans fatty acids—37% of the population are familiar with the term; 38% of those who are familiar are concerned about trans fatty acids; 51% of those who are familiar are confused about trans fatty acids. Hydrogenation: 36% are familiar, 39% of those are concerned, and 46% of those are confused. Address: 190 Queen Anne North, Seattle, Washington 98109. Phone: 1-800-TALK-SOY.

2947. Wholesome & Hearty Foods, Inc. 1996. Wholesome flavor and hearty sales (Leaflet). Portland, Oregon. 2 p. 28 cm.

• **Summary:** This leaflet (8½ by 11 inches, black on tan) gives details (incl. ingredients and nutritional information) on three Gardenburger products: The Original, Veggie Medley, and Zesty Bean. Address: 975 S.E. Sandy Blvd., Portland, Oregon 97214. Phone: 1-800-636-0109.

2948. Worthington Foods, Inc. 1996. Who says a fat-free burger has to taste like one? (Ad). *Vegetarian Times*. Oct. p. 3.

• **Summary:** This full-page, color ad is for Morningstar Farms Better ‘n Burgers—Fat Free. A large photo shows a meatless burger between buns with all the trimmings, next to an ear of corn on a plate. “Now you can enjoy a big, juicy

burger and hold the guilt, when you try Morningstar Farms Better ‘n Burgers. Because they’re all vegetable. And all natural. All that’s missing is the fat. Bake them. Microwave them. Or throw them on the grill. And they’ll satisfy your burger craving. Remember, when you help yourself to Morningstar Farms, you really are helping yourself. Look for them in your grocer’s freezer.” The name of the company (Worthington) does not appear in the ad.

This ad also appeared in the Feb. 1996 issue (rear cover) of this magazine. Address: Worthington, Ohio 43085.

2949. Worthington Foods, Inc. 1996. Third quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** Net sales are up 20% for the first 9 months of 1993 compared with the same period one year ago. Third quarter sales are up 22.5%. Even better, net income (profits) for the first 9 months of 1995 are up 38.5%, and for the third quarter are up 44%. Gross profit for the third quarter was 40.2% of net sales.

Foodservice sales increased 47.5%, the fifth consecutive quarter with sales increases over 40%. The company has introduced 16 new products during the first nine months of 1996. The board declared a four-for-three share split to be distributed on 6 Dec. 1996. The board also approved a \$11.5 million capital expansion at the Zanesville plant. A second production line will be added “to produce hot-air oven veggie burgers.” Address: Worthington, Ohio. Phone: (614) 885-9511.

2950. Worthington Foods, Inc. 1996. Natural Touch. 900 Proprietors Rd., Worthington, OH 43085. 4 panels. 28 cm. Undated.

• **Summary:** This color catalog shows each of the products in Worthington’s Natural Touch line, which now contains about 17 products. For each product there is a color photo of the label, a brief product description, ingredients, and Nutrition Facts. “Veggie Burger Kits” are included in this latest catalog. Inserted into this catalog are large (8½ by 11 inch) single-sided product sheets for Vegan Crumbles, Veggie Burger Kits, and Roasted SoyButter.

On the front of the catalog, in large letters, is a “Purity Pledge: Natural Touch products are completely free of anything artificial... no artificial additives, colors, flavors or preservatives... you have our word on it.”

Talk with marketing rep at Worthington Foods. 1997. May 14. This catalog was printed in late 1995. When asked if these products now contain genetically engineered soybeans he says “I don’t know. Talk to Ron McDermott.” Address: Worthington, Ohio. Phone: 1-800-628-3663.

2951. **Product Name:** Natural Touch Vegan Burger Crumbles, or Vegan Sausage Crumbles (Fat Free). **Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1996 October.

**Ingredients:** Vegan Burger Crumbles: Textured vegetable protein (wheat gluten, soy protein concentrate), water, contains 2% or less of autolyzed yeast extract, natural flavors from non-meat sources, modified food starch, black malt powder, salt, corn starch, garlic powder, sugar, onion powder, soy sauce (water, soybeans, salt, wheat), tomato powder, spices,...

**Wt/Vol., Packaging, Price:** 1 lb roll (chub pack).

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet (glossy color, single sided, 8½ by 11 inches) sent by Patricia Smith from Natural Products Expo East. 1996. Oct.

2952. **Product Name:** Veggie Pizza Pepperoni.

**Manufacturer's Name:** Yves Fine Foods, Inc., a subsidiary of Yves Veggie Cuisine, Inc.

**Manufacturer's Address:** 1638 Derwent Way, Delta (Vancouver) V3M 6R9, B.C., Canada. Phone: 604-251-1345.

**Date of Introduction:** 1996 October.

**Ingredients:** Oct. 1996: Water, wheat gluten, soy protein isolate, spices, tofu (water, organic soy beans, magnesium chloride), yeast extract, salt, mustard powder, evaporated cane juice, wheat starch, rice starch, beet powder, guar gum, natural liquid smoke, carrageenan.

**Wt/Vol., Packaging, Price:** 155 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet sent by Patricia Smith from Natural Products Expo East. 1996. Oct. On the front is a large color photo of “Veggie Pizza Pepperoni: A new generation of pizza toppings.”

On the rear: “Fat free–No cholesterol. No nitrates.” Detailed nutrition facts. And ingredients. Yves Veggie Cuisine, Inc. is now located at Delta (Vancouver), B.C., Canada V3M 6R9. Phone: 604-525-1345.

Spot in *Vegetarian Journal*. 1997. Nov/Dec. p. 15. “Veggie Pepperoni. Yves Veggie Cuisine has introduced Veggie Pizza Pepperoni, a fat-free vegetarian pepperoni topping for pizzas.”

2953. **Product Name:** Jumbo Veggie Dog (Meatless).

**Manufacturer's Name:** Yves Veggie Cuisine, Inc.

**Manufacturer's Address:** Delta (Vancouver), B.C., Canada V3M 6R9. Phone: (604) 525-1345.

**Date of Introduction:** 1996 October.

**Ingredients:** Water, wheat gluten, soy protein isolate, tofu (water, organic soybeans, magnesium chloride), yeast extract, Sucanat (granulated sugar cane juice), mustard powder, wheat starch, garlic powder, onion powder, salt, paprika, rice flour, beet powder, carrageenan, natural flavors, natural liquid smoke, spices.

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet sent by Patricia Smith from Natural Products Expo East (Baltimore, Maryland). 1996. Oct. On the front is a large color photo. “Make room for the hot & spicy Jumbo Veggie Dog (It's big!).”

On the rear: “Fat free–No cholesterol. No nitrates.” Detailed nutrition facts. Ingredients.

Label sent by Yves Fine Foods, comb-bound in “Yves Veggie Cuisine US Packaging.” 1998. March. There are now two flavors: Hot & Spicy, and regular. Both are in a 15.9 oz (450 gm) package.

2954. Tibbott, Seth. 1996. *History of Tofurky* (Interview). *SoyaScan Notes*. Nov. 1. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** King Harvest Natural Foods was a vegetarian sandwich company, deli, and juice shop in Portland, Oregon. They made a fresh “Tofurkey Sandwich”—which was just tofu, slightly browned, maybe marinated in some turkey-like seasoning, with some trimmings. In 1980, when Seth started delivering his tempeh to stores in Portland, he first saw this sandwich, which he enjoyed eating in Portland-area stores. That was when he first heard the word “Tofurkey.” In about 1982-83 King Harvest discontinued their Tofurkey Sandwich; they never made it again, though they are still in business making other sandwiches and food products.

The ancestor of Tofurky was created in 1991 by Hans and Rhonda Wrobel of The Higher Taste—one of Seth's customers—a caterer and food manufacturer in Portland, Oregon, with a little deli; they make tempeh & lettuce sandwiches and tofu sandwiches. They started making a vegetarian stuffed Tofu Roast with gravy for their customers at Thanksgiving. They sold about 30 units the first year, 1991, largely to a local audience—including Seth. It was tofu in a pie pan with stuffing in the middle, then another layer of tofu on top. It was basted and baked, and tasted good—but it sold for \$30. Seth saw this as a meat alternative that had potential at Thanksgiving. The vegetarian recipes for making mock turkey are too long and complicated for the typical cook.

Seth wanted to use the name “Tofurky” (which he coined) for his new product idea. But before he did, he called the folks at King Harvest and asked them if they had a trademark on or any other rights to the name. They said “No.” He then asked them for permission to use that name. They said “Fine—”No problem”—in part because they hadn't made the product for more than ten years.

In October 1995 Turtle Island, together with The Higher Taste (in an informal and unwritten joint venture), introduced the first “Tofurky.” Higher Taste made the product's centerpiece, a dome-shaped layer of marinated tofu with a whole wheat stuffing inside. Seth had been developing a tempeh burger that tasted more like turkey than burgers, so





# Tofurky™

## A Delicious Vegetarian Holiday Feast

Whether you are seeking to offer a meatless option for a portion of your holiday table or are planning a complete vegan feast, we think Tofurky will satisfy and amaze all who try it.

**WHAT IS TOFURKY™?** Tofurky™ is a pre-baked vegetarian feast designed to be the delicious centerpiece of your holiday meal. It consists of four parts: 2 pounds Organic, Specially Seasoned, Baked Tofu; 8 Hearty Tempeh Drumettes; 15 oz. Heavenly Golden Mushroom Gravy; and 1½ pounds Moist Cranberry-Walnut Stuffing. Each Tofurky™ is 100% vegan, cooks in less than 30 minutes and tastes FABULOUS!

**HOW DO WE MAKE IT?** We season Premium Island Spring Extra Firm Tofu with a special flavor blend made with all natural, vegetarian ingredients. Then we marinate and bake the tofu to golden perfection. The taste is unique and speaks to taste buds you never knew existed! There is nothing remotely similar to this anywhere on the market.

**HOW ABOUT THE TEMPEH DRUMETTES?** Included in your Tofurky™ are the unique Drumettes, a dark filet made of grated organic tempeh, tvp (textured vegetable protein), organic wild rice, cranberries and carrots, seasoned and carved into yummy shaped drumsticks.

**IS THERE MORE?** To tie together the two distinct flavors of the Baked Tofu and Tempeh Drumettes, we have added

generous helpings of Golden Mushroom Gravy and Cranberry-Walnut Stuffing. The rich gravy and hearty stuffing are the perfect full-flavored complement to the Tofu and Tempeh.

**HOW MANY DOES IT SERVE?** Tofurkys™ are designed to feed, satisfy and amaze 8 hungry adults.

**IS TOFURKY™ HEALTHY?** Not only is our Tofurky™ delicious, it's also good for you! Filled with organic ingredients, dairy free, high in protein, zero cholesterol, nutritious and kids love it, too.

**WHO CREATED TOFURKY™?** Tofurky™ was created in 1991 by Hans and Rhonda Wrobel of the Higher Taste, a gourmet vegetarian catering company in Portland, Oregon. In 1995 Turtle Island Foods, an innovative soyfoods producer in Hood River, Oregon added the drumettes and has been helping to market the product to a national audience.

**WHAT ARE THE INGREDIENTS IN TOFURKY™?**  
**TOFU:** organic tofu\*(water, certified organic soybeans\*, calcium sulfate, nigari), natural vegetable based flavor.

**DRUMETTES:** textured soy protein (soy flour and water), organic soy tempeh\*(certified organic soybeans\*, water, apple cider vinegar, culture), grated carrots, organic wild rice\*, malt extract, natural vegetarian flavor, dried cranberries, vegetarian worcestershire sauce, isolated soy protein, carrageenan, herbs and spices.

**GOLDEN MUSHROOM GRAVY:** water, nutritional yeast, expeller pressed canola oil, unbleached flour, chopped fresh mushrooms, diced onion, shoyu soy sauce (water, soybeans, wheat, salt), herbs and spices, non dairy lactic culture.

**CRANBERRY-WALNUT STUFFING:** water, celery, organic whole wheat bread cubes\*, onion, expeller pressed canola oil, walnuts, cranberries, vegetable stock, garlic, poultry spice, non dairy lactic acid culture, hot sauce (tomato, water, vinegar, spices), salt, citric acid.

\*grown in accordance with Section 26569.11 of the CA Health & Safety Code

**HOW MUCH DOES IT COST?** Tofurky™ retails for anywhere from \$29.99 to \$37.99 in natural food and grocery stores. It can be sent via Federal Express anywhere in the Continental US for \$49.95 plus \$7.00 handling

**THAT SOUNDS LIKE A LOT, IS IT WORTH IT?** Yes! Remember, Tofurky™ is prebaked and ready to serve 8 people in minutes. It adds up to around \$5.00 a pound, which is an average cost for high quality prepared natural foods. Also, 1% of our net sales supports the Farm Sanctuary's Adopt a Turkey Program (call 888 SPONSOR for details).

### WHERE CAN I BUY IT?

Tofurky™ is available by special order through your local natural foods store or call (888)TOFURKY for information on buying Tofurky™ via mail order.

Turtle Island Foods, Inc. The Higher Taste  
POB 176 2402 SE Belmont  
Hood River, OR 97031 Portland, OR 97214

(888) TOFURKY (863-8759)  
email tifofoods@aol.com  
fax (541) 386-7754  
http://slnet.com/cip/tofurky



he got a drumstick form (Holomatic) and started making tempeh drumsticks. He added four of these to the Higher Taste Tofu Roast, and included a recipe for Nutritional Yeast Gravy. Turtle Island, which had good distribution for its tempeh, was responsible for marketing and distributing the product. Seth test marketed it as a frozen product in 24 natural food stores and co-ops on the West Coast; it retailed for \$24.99 to \$27.99 and weighed 2 lb 12 oz. There was also a 2 lb 4 oz size. Seth sent out some press releases and product attracted extensive local media coverage. No products were sold by mail order. Most natural food stores (such as Nature's), to which Seth introduced the product enthusiastically, predicted that it would never sell. But Seth had a strong belief in it. Somebody at the Puget Consumers Co-op (PCC) in Seattle, Washington, took the product, even though they doubted it would do well. Then "it caught fire" at the PCC's seven upscale stores in Seattle. They had to install a special telephone line—a Tofurky Hotline—for all the Tofurky special orders they were getting. Turtle Island did demos in PCC stores which further stoked the demand. After Thanksgiving, Turtle Island was flooded with calls and letters ("fan mail") from happy customers who said things like "Wow! I've been waiting 20 years for this." Usually food manufacturers only hear from customers when they are upset. "The customers believed in the product more than the savvy retailers—who had completely missed this niche." Feedback cards were included in every product, and this feedback indicated that the gravy (originally created by The Farm in Summertown, Tennessee, but greatly improved on by Seth) was what made the product delicious, but consumers wanted the gravy itself—not just the recipe—included with the product. In 1995 about 800 Tofurkys were sold, mostly at Thanksgiving but some at Christmas (with gravy).

Realizing that the product had real potential, Seth contacted a lawyer and registered "Tofurky" as a trademark. This year (1996) the tofu is made by Island Spring in Vashon, Washington. When extra firm tofu was seasoned then baked, it froze quite well. The tofu is sent out in 8-oz blocks (each 3½ by 5 by ¾ inches)—not in the shape of a turkey or drumsticks. The drumettes are a little spicier, and come with cranberries, wild rice, carrots. This year the product is frozen but they are also test marketing it refrigerated. Several West Coast distributors carry the product. Now the whole package weighs 5 lb 15 oz; the wholesale price is \$24.95 to \$25.60, so it retails for about \$33-\$36. Last week, Seth sent out 50 press releases to print, radio, and TV sources. This year (1996) more than 800 have been sold already, and Seth expects total sales to reach 2,000 to 3,000. The 1996 ingredients in the Golden Mushroom gravy are: Water, nutritional yeast, expeller pressed canola oil, unbleached flour, chopped fresh mushrooms, diced onion, shoyu, herbs, spices, non-dairy lactic acid culture. Note: This gravy is delicious! Note: The following number of Tofurkys were sold: 800 in 1995, 4,000

in 1996, 15,000 in 1997, 45,000 in 1998, and an estimated 55,000 to 59,000 in 1999.

Who coined the word Tofurky? Seth didn't, though he was the first to spell it in that way, without an "e"—for two reasons: First, it was the right number of letters for a phone number. And second, he spelled it wrong the first time he wrote it and then kept repeating his mistake. Most people who hear the word for the first time spell it "Tofurkey" so Seth has had to purchase a second Internet domain name spelled "Tofurkey.com." Seth was also the first to register the name (by any spelling) as a trademark.

But at least four other people and groups probably coined the word "Tofurky" before Seth coined "Tofurky." (1) Jeremiah Ridenour believes that he coined it many years ago. (2) Peter Golbitz sent Seth a photo showing him with long hair and some Tofurky he made. (3) King Harvest Natural Foods in Portland, Oregon (see above). (4) A group of Rastafarians, black from inner-city Tacoma, Washington, had developed a very delicious barbecued tempeh, so Seth was exploring a co-packer arrangement.

After the first Tofurky season, when they heard on the news that Seth made Tofurky, they sent him a flaming e-mail saying it was bad karma for him to rip them off because they had invented the word "Tofurkey." They refused to shake Seth's hand. They now took him to be the white devil, so he left under that cloud. Jeremiah and Peter were friendly about it, but Jeremiah likes to joke with Seth about how Seth owes him several million dollars in royalties for use of his name "Tofurky." Seth now sometimes jokingly calls his business "Tofurky Island."

Leaflet (glossy color, 21.5 x 9.2 cm) sent by Patricia Smith from Natural Products Expo West. 1997. March. "Tofurky: A delicious vegetarian holiday feast." Explains Tofurky using a question and answer format.

Update on the original Tofurky, sold at Thanksgiving 1995. E-mail from Seth Tibbott to W. Shurtleff in reply to questions. 1. Yes, the golden box with brown text was the original box at Thanksgiving 1995. "We sold 500 of these then." Turtle Island did all the marketing and distribution for Tofurky that first Thanksgiving. The Higher Taste made the stuffed tofu roast and the nutritional yeast gravy. Turtle Island made the drumettes. The Golden mushroom gravy was in a sealed pint plastic container with a lid. All retailers sold the Tofurky frozen. The word "Feast" was first used in the name of the product printed on the box in about 1996. "The stuffed roast was originally made by the old hippy method: Season tofu, line colander with cheese cloth, add tofu, smash cavity in middle with fist. Add stuffing into cavity. Flip onto baking pan. Bake. The next year we went to Luke Lukoskie of Island Spring tofu on Vashon Island, Washington state. He made a custom turkey flavored baked tofu which went into a box with gravy, stuffing and drumettes. I have this box and will photo and send. The next year we teamed up with Mark Machlis of Meat of Wheat who had perfected these roasts



and they were injected into roast nettings. Will send you photos of this box as well. This was the first year of the basic formula which has remained the same basically though we have tweaked the process to make a better textured roast.

When Seth and Turtle Island left The Higher Ground to make Tofurky on their own, there were no hard feelings; they are still friends. Hans and his wife, Rhoda are great cooks and even better people and their business is still doing very well in Portland. They did not care for the Tofurky name but advocated for “Stuffed Holiday Roast” but they really had only a local market that they served in Portland and we were able to use Turtle Island’s distribution system, brokers and connections to launch the product on the West Coast and eventually throughout the USA. Address: Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon 97031. Phone: 541-386-7766 OF.

2955. Holin, Fae. 1996. Roundup Ready beans stir environmental boycott. *Soybean Digest*. Nov. p. 5.

• **Summary:** Jeremy Rifkin, president of the Foundation on Economic Trends, is leading this boycott in the USA and Europe of Monsanto’s genetically engineered (transgenic) Roundup Ready soybeans by asking consumers to boycott foods in which these soybeans appear unlabeled—such as Green Giant Harvest Burgers, Similac infant formula, and McDonald’s french fries (which may be fried in soybean oil).

Both the European Union and Japan recently approved the use of Roundup Ready soybeans in feed and food. “And one of Europe’s largest soybean processors, Oelmuhle Hamburg AG [in Germany], says it will begin importing and processing genetically modified U.S. beans this fall, despite Greenpeace protests.”

“Roundup Ready soybeans are being harvested for the first time this year from nearly 1 million acres. That’s predicted to increase tenfold next year.”

2956. **Product Name:** [Tofu, Tempeh, Soymilk, Soyshakes / Smoothies, Soysages].

**Foreign Name:** Tofu, Tempeh, Soymilk, Soyshakes / Smoothies, Soychicha.

**Manufacturer’s Name:** Organica-ecotienda.

**Manufacturer’s Address:** Xicotencatl 653-18, Col. Centro, Veracruz, VER 91700, Mexico. Phone: 29-31-30-83.

**Date of Introduction:** 1996 November.

**New Product–Documentation:** Letter and form filled out by Pat Hayward. 2000. Aug. 25. This company, managed by Pat Hayward and Claudia Gutierrez, makes and sells the above five soyfood products, which they introduced in Nov. 1997. Production of each in kg/month is as follows: Tofu 50. Tempeh 2. Soymilk 40. Soyshakes/Smoothies 40. Soychicha 10.

2957. Moore, John. 1996. New developments at Wholesome & Hearty Foods, Inc. (Interview). *SoyaScan Notes*. Dec. 2.

Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** John is head of research and development at Wholesome & Hearty Foods in Oregon. His background and major interest is in wheat gluten. Wholesome & Hearty is now introducing its first soy burger, and is no longer making only non-soy products.

Michael Meek was a superb marketer; he was largely responsible for making the Gardenburger so widely available. He is now riding around America on a motorcycle, communicating regularly with John via e-mail. Address: Wholesome & Hearty Foods, 1005 S.E. Washington St., Portland, Oregon 97214. Phone: 503-796-0109.

2958. Holin, Fae. 1996. Getting sneaky with soy: How to use tofu without a family strike. *Soybean Digest*. Dec. p. 23, 27. In “Soyfoods Special Report” section.

• **Summary:** Describes how registered dietitian Anne Patterson slowly introduced tofu to her family, starting with desserts. She and her husband, Jim, own corn and soybean acreage in Illinois. Jim “doesn’t really like to see white tofu,” so Anne always disguises it—as by putting it in lasagna in place of ricotta cheese, or in other baked or main dishes to reduce the amount of oil or eggs used. She notes that the new lite or low-fat tofus are excellent. Also describes how to use tempeh, soy flour, soy beverage (soy milk) and TSP (TVP). Her family also likes the commercial soy burgers now widely sold in mainstream grocery stores.

Contains recipes for: Strawberry tofu fruit dip. Tofu basil pasta sauce on fettuccine.

2959. House Foods America Corporation. 1996. Hinoichi products (Leaflet). Los Angeles, California. 1 p. Single sided. 28 cm.

• **Summary:** This single-sided leaflet (8½ by 11 inches) shows a photo and gives a brief description of each of the company’s products, which fall into four categories: (1) Tofu: Regular tofu, 19 oz, water pack. Shelf life, refrigerated: 34 days. Regular tofu, 14 oz. Soft tofu (kinugoshi), 14 oz. Extra soft tofu, 14 oz. Firm tofu, 19 oz or 14 oz. Yaki tofu (broiled tofu), 9 oz. (Japanese label only)

(2) Age: Agé French fried tofu pouches, 6 pack (1.5 oz each). Oagesan 4-pack tofu pouches (1.1 oz each; Japanese label). Atsuage tofu cutlet (5 oz, Japanese label). Jumbo atsuage tofu cutlet (9 oz, Japanese label). Tofu fritter, large (Ganmodoki, 3 = 2.5 oz.). Tofu fritter, small (Ganmodoki, 8 = 2.5 oz.).

(3) Konnyaku: 6 products, incl. 3 Shirataki yam noodle [thin konnyaku noodles].

Natto: Natto fermented soybeans, 4 oz. Mamekozo natto fermented soybeans, 5.4 oz.

A separate but similar sheet shows foods made in Japan by House Foods and sold by House Foods America Corporation. These include Mabo Tofu Sauce (Medium hot or hot), Wasabi (horse radish paste), *Shichimi togarashi*

(red pepper mix), *rayu* (hot sesame oil), *Mugicha* (barley tea), stew mixes (beef or cream), and several curry sauces. Address: 526 Stanford Ave., Los Angeles, California 90013. Phone: (213) 624-3615.

**2960. Product Name:** Itsujo Vegetarian Health Food [Ham (Bacon Flavor, or Chicken Flavor) or Vienna Sausage (Bacon Flavor, or Chicken Flavor)].

**Manufacturer's Name:** Hwa Yuan Foods Co., Ltd.

**Manufacturer's Address:** 329, Chi-Li 2nd St., Kwan-Lien Industrial Area, Taichung port, Taiwan, R.O.C. Phone: (04) 639-3118.

**Date of Introduction:** 1996.

**Wt/Vol., Packaging, Price:** Ham (both flavors) in 500 gm or 1100 gm.

**New Product–Documentation:** Leaflet (8½ by 12 inch, color, single sided) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1997. March. “Low fat! Low cholesterol! All vegetarian.” A large color photo shows each of the products sliced on a white plate, with vegetables. Small color photos show each of the packaged products. These products are imported to the USA by Tony Chu, All Vegetarian Inc., 9649 Remer Street, S. El Monte, CA 91733; his business card is stapled to the leaflet.

**2961. Product Name:** [Tofu & Seitan Sausage].

**Foreign Name:** Brat-Knacky.

**Manufacturer's Name:** Topas GmbH (Product Developer-Marketer).

**Manufacturer's Address:** Bollbergstr. 41, 72116 Öschingen [near Tuebingen], Germany. Phone: 07473/25515. Fax: 07473/8320.

**Date of Introduction:** 1996.

**Ingredients:** Incl. tofu, seitan.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter (fax) from Klaus Gaiser, founder of Topas. 1996. Sept. 21. This is a sausage to be fried or grilled, made from tofu and seitan.

**2962. Product Name:** [Smoked Wheaty {Seitan Cold Cuts} (Sausage-like, Ham-like)].

**Foreign Name:** Wheaty vom Rauch.

**Manufacturer's Name:** Topas GmbH (Product Developer-Marketer).

**Manufacturer's Address:** Bollbergstr. 41, 72116 Öschingen [near Tuebingen], Germany. Phone: 07473/25515. Fax: 07473/8320.

**Date of Introduction:** 1996.

**Ingredients:** Incl. seitan.

**Wt/Vol., Packaging, Price:** Five slices of 20 gm each.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter (fax) from Klaus Gaiser, founder of Topas. 1996. Sept. 21. He describes this product, which he developed. It is manufactured by another

company.

**2963. Worthington Foods, Inc. 1996. Morningstar Farms: Number one in meatless (Portfolio). Worthington, Ohio. 4 inserts. Glossy color. 28 cm.**

• **Summary:** See next page. This portfolio was produced by the Morningstar Farms Foodservice Division. The inserts are: (1) Garden Vege Patties: The veggie burger with the best taste—Bar none! (2) Meatless / IQF Pizza Crumbles: So good, so convenient, and so much lower in fat, calories, cholesterol. (3) Morningstar Farms meatless restaurant guide (Shows most of the restaurant chains at which Morningstar Farms products are served, by region as follows: National. East, Southeast, Southwest, Midwest, Central, West). (4) Spicy Black Bean Burger: Knock-your-socks-off flavor and only 1.5 grams fat.

On the inside front cover is a full-page photo of Grillers and this text: “Entrees: Pre-cooked and frozen. No waste.” On the inside rear cover and fold-over portfolio flap are listed all Worthington-made foodservice products. Most are Morningstar Farm brand but a few are Natural Touch—but the brand is not given here. For each is given the name, a brief description, product number, case pack, case weight, and usually color photo of the prepared product. The products are: Breakfast Links. Breakfast Patties. Breakfast Strips [like bacon]. Garden Vege Patties. Crispy Patties. Garden Grain Patties. Spicy Black Bean Burger. Eggrolls. Okara Patties. Breaded Cutlets. Lentil Rice Loaf. Deli Franks. Better'n Burgers. VegiMax. Address: Worthington, Ohio.

**2964. Klingel, Brigitta. 1996. Neue vegetarische Rezeptideen. Tofuschnitzel, Gemueseburger & Co. Vegetarische alternativen zu Fisch, Fleisch und Gefluegel [New vegetarian recipe ideas. Tofu cutlets, vegetable burger & Co. Vegetarian alternatives to fish, meat, and poultry]. Munich, Germany: München Südwest Verlag. 95 p. Illust. (color photos). 21 cm. Series: Ernæhrungs-Ratgeber. [Ger]\***

**2965. Van Dolson, Bobbie Jane; Van Dolson, Leo R. eds. 1996. Seventh-day Adventist encyclopedia, 2nd rev. ed. 2 vols.: Harry Willis Miller (1879-1977). Hagerstown, Maryland: Review and Herald Publishing Assoc. See vol. 2, p. 71-72.**

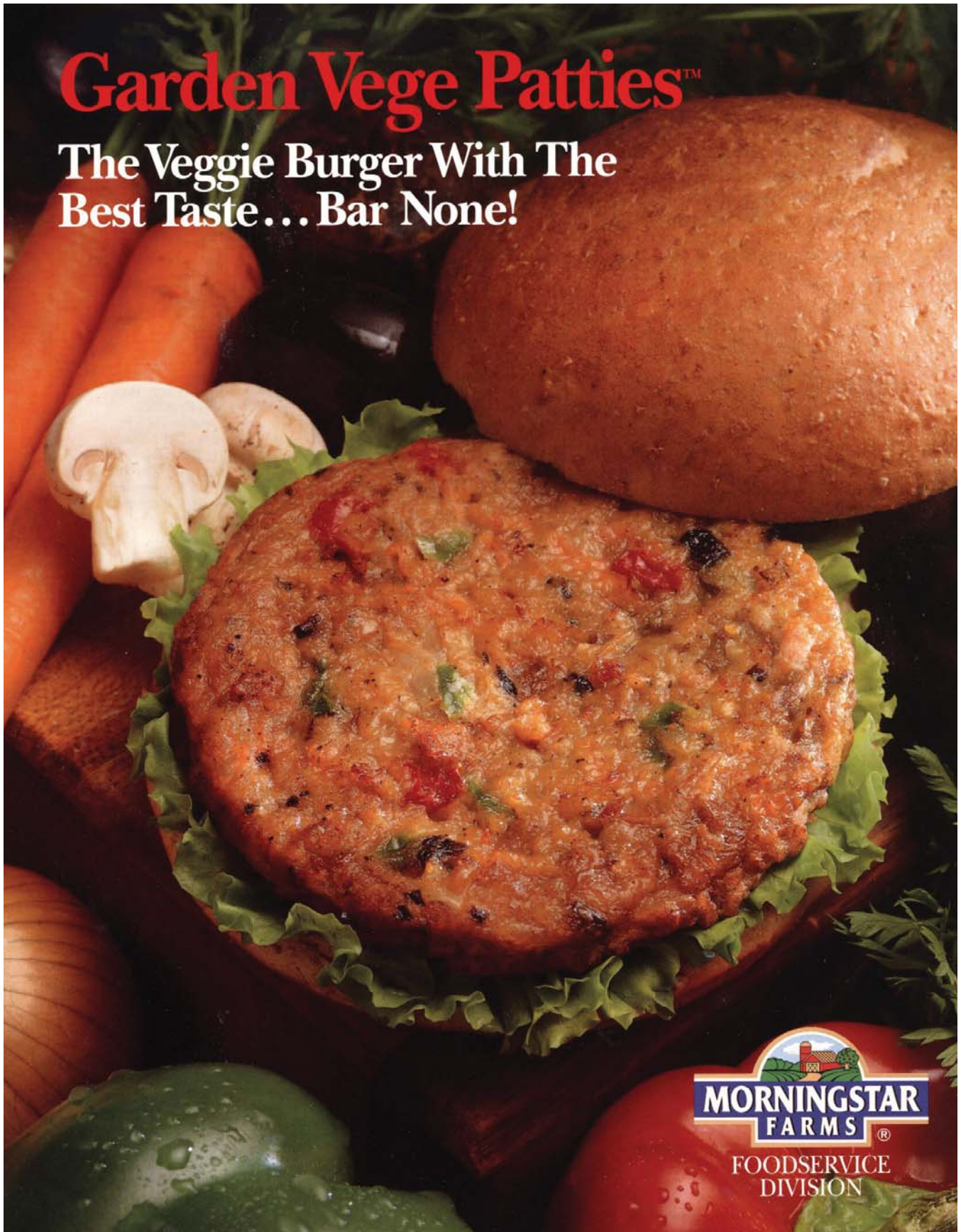
• **Summary:** A good, detailed biography of Dr. Miller. “In later years Harry Miller worked seriously with the soybean. He made products that were tasty and practical. These included “vegeburgers,” “wieners,” and soy cheese [tofu]. His crowning accomplishment, however, was a tasty, affordable, nutritious soy milk, which literally saved the lives of many Chinese babies. Before his death Miller saw his grain-and-soybean-based foods adopted as alternatives to meat all over the world.

“In his 90s Harry Miller continued as a consultant to the World Health Organization and the Food and Agriculture



# Garden Vege Patties™

The Veggie Burger With The  
Best Taste... Bar None!



Organization of the United Nations, and still made frequent trips to eastern Asia.” Address: Washington, DC.

2966. Jacobi, Dana. 1997. Re: Delicious tofu and pressed tofu sheets made at Soo Chow, a Chinese restaurant in New York City. Letter (fax) to William Shurtleff at Soyfoods Center, Jan. 8. 1 p. Typed, without signature.

• **Summary:** This restaurant, located at One Chatham Square, in Chinatown, New York City, recently began serving tofu they claim to make themselves. “It certainly tastes fresh and has a wonderful texture. It is fine like a silken tofu but holds together like a soft regular tofu, but without any graininess or rubbery quality.” They sell this tofu, and also use it in preparing dishes like bean curd with shrimp.

A woman at the restaurant also makes a pressed tofu sheets [called *pai-yeh* or *ch'ien-chang* in Chinese]; each sheet is about ¼ inch thick and elastic. Originally Dana thought these were fresh and tender yuba. These sheets are used in only one dish sold at the restaurant, and are not sold separately.

Yuba (the thin, firm kind that is used to make “vegetarian duck”) is also used in at least one dish at this restaurant—Buddha’s Delight—together with the “homemade” tofu, enoki and shiitake mushrooms, shining noodles, Chinese vegetables, and a bit of seaweed. Some yuba can also be found in Chinatown stores, mostly refrigerated or frozen and not very good. The most frequent way one sees it served is in “vegetarian-duck.” Address: New York City.

2967. Brandt, Laura. 1997. The soy story: Making healthy taste better. *Food Formulating (Chilton’s)*. Jan. p. 46-47.

• **Summary:** The subtitle reads: “The recent news about soy’s health benefits is good. Getting Americans to incorporate soy into their diets is another matter. Improved soy ingredients make it easier for formulators to create new soy foods with better taste and texture.” Researchers that two isoflavones in soy, genistein and daidzein, provide many of the nutritional benefits, probably because they have properties similar to the hormone estrogen. “Several studies on peri- and post-menopausal women who consumed soy protein showed promising results toward alleviating menopausal symptoms and increasing bone density and bone mineral content. Soy supplementation (containing phytoestrogens) has been suggested as an alternative to still-controversial hormone replacement therapy.”

Central Soya now has a new, improved soy protein concentrate, Soyarich B. The number of U.S. vegetarians has more than doubled in the last decade to more than 15 million. For the consumer of soy burgers, taste and texture are more important than fat content.

Beverages are an easy way for consumers to add soy protein to their diets. Protein Technologies International makes Take Care, a high protein beverage powder based on Supro brand isolated soy protein. PTI’s latest isolate

product is Health Source, a refrigerated non-dairy, nonfat beverage that will be test marketed this spring. It will also be made into yogurt-style desserts. These will contain the daily requirements for calcium and vitamin C. Address: Technical Editor, Radnor, Pennsylvania.

2968. **Product Name:** Vege-Deli Vegetarian Slice of Life (Meatless Pepperoni) [Original, Zesty Italian, Hot n’ Spicy] and (Meatless Salami) [Original].

**Manufacturer’s Name:** Green Options, Inc.

**Manufacturer’s Address:** P.O. Box 881781, San Francisco, CA 94188-1781. Phone: 1-888-473-3667.

**Date of Introduction:** 1997 January.

**Ingredients:** Wheat protein [vital wheat gluten], water, nutritional yeast, soy oil, yeast extracts, natural liquid smoke, salt, spices, garlic powder, onion powder, citric acid.

**Wt/Vol., Packaging, Price:** Pepperoni: 10 oz. vacuum sealed chub pack. Salami: 3 lb for foodservice.

**How Stored:** Shelf stable, 6 month shelf life.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1997. March. “For guilt-free pleasure, reach for a Vegetarian Slice of Life.” “95% fat free. No cholesterol. Vegetarian. Tastes great.” A photo shows packaged and sliced meatless sausages.

Talk with Mark Koperweis of Green Options. These products were launched in Jan. 1997. His company manufactures the products in San Francisco using vital wheat gluten. He bought the rights from Jerry Grotepas, owner or Dirk’s Gluten Works of Kamas, Utah. Jerry now works as a product developer for Green Options. Jerry first launched the product in Utah 4-5 years ago.

2969. Sullivan, Cheryl; Rhodes, Kathy. 1997. *Simply soy: A variety of choices*. Williamsburg, Virginia: Virginia Soybean Association. 118 p. Undated. Illust. Recipe index. 26 cm.

• **Summary:** Contents: Introducing soyfoods into your diet. The healthful soybean. Exploring soyfoods: Dried soybeans, fresh green soybeans, soy milk, tofu, textured soy protein, soy flour, soy grits, tempeh, miso, soy meat analogs. Where to find soy products. Nutrient information. Recipes: Breakfast, beverages, breads, appetizers & snacks, salads, soups, sandwiches, side dishes, main dishes, desserts.

Talk with Susan Haller of the Virginia Soybean Assoc. 2000. Nov. 9. This undated book was published about 3-4 years ago.

Talk with Cheryl Sullivan. 2002. Aug. 12. She wrote this booklet for the Michigan Soybean Promotion Committee; it was published in about Jan. 1997. It was never sold and is now available online at [www.soyfoods.com/SimplySoy](http://www.soyfoods.com/SimplySoy). Address: 1. M.A., R.D., Sullivan Nutrition Inc.; 2. PhD, R.D., Preventive Cardiology Program, Univ. of Michigan; c/o 151 Kristiansand Drive, Suite 115 E & F, Williamsburg, Virginia 23188. Phone: (757) 564-0153.



2970. Susman, Franz. 1997. Plans to build a wheat gluten factory in Slovenia (Interview). *SoyaScan Notes*. Jan. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Franz and investors plan to build a wheat gluten factory in Slovenia that will make 5,000 kg/day of gluten to be sold throughout Eastern and Western Europe. It will be cooked in large vessels. A large new starch factory in East Germany now produces 100,000 tonnes of vital gluten per year. That is as much as all other factories combined. Franz's company, named Dule (pronounced DUH-lay), will buy vital wheat gluten from that starch factory. He is also working to establish in Slovenia a task force for the study of gluten and soya combinations. He is also working with a company in Luxembourg, and a man named Huenermann, a German.

He ordered the bibliography on wheat gluten from Soyfoods Center and found it to be "enormously useful. It would not be possible to make our big factory without this book."

Update: 1998. March 30. The factory is not yet in operation, but it is progressing. The company will make vegan sausages containing wheat gluten and soy and sell them under the brand name Slovit. The price will be below that of typical meat sausages. Address: Slovenia.

2971. Behling, Ann. 1997. Soy product looks, tastes like chicken. *Soybean Digest*. Mid-Feb. p. 63.

• **Summary:** Fu-hung Hsieh, a University of Missouri scientist, has made a tasty meat analog product from soybeans with the taste, texture and appearance of chicken breast meat. The main ingredients are soy protein, soy flour and a bit of wheat starch. The product could be for sale commercially in a couple of years.

2972. **Product Name:** Chicken-Free Nuggets (Meatless).

**Manufacturer's Name:** Health Is Wealth, Inc.

**Manufacturer's Address:** 1051 Sykes Lane, P.O. Box 440, Williamstown, NJ 08094. Phone: 609-728-1998.

**Date of Introduction:** 1997 February.

**Ingredients:** 1999/08: Water, soy protein isolate, textured soy protein concentrate, potato starch, sea salt, granulated onion, dehydrated celery, spices, carrageenan, garlic powder, natural gum arabic, natural flavor, natural spice oils. Breaded with: Unbleached stone-ground whole wheat flour, fructose, yeast, sea salt, salt. Battered with: Water, yellow corn flour, corn starch, sea salt, spices, canola oil. Browned [deep-fried?] in soybean oil.

**Wt/Vol., Packaging, Price:** 12 oz paperboard box. Retail for \$4.59 (1999/08, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1997. March. A color photo shows the product Label. "Completely meatless. A soy

protein product. Stone ground whole wheat breaded. 100% vegetarian and vegan." Soy bean oil is one of the ingredients. Note: Many of the "natural" products sold by this company are made from real chickens, pigs, and cattle.

Product with Label purchased for \$4.59 at Safeway supermarket in Lafayette, California. 1999. Aug. 15. Sold in the frozen food case. 12 oz paperboard box. White and yellow on a dark green and black background. Color photo of five nuggets, with one broken in half to show the inside. "Reduced fat: 92% less fat than chicken nuggets. 100% vegetarian and vegan. Completely meatless. A soy protein product. Stone ground whole wheat breaded." "Distributed by Val Vasilef, Health is Wealth Products, Inc., 1051 Sykes Lane, Williamstown, New Jersey 08094."

Talk with Mike at Health is Wealth. 1999. Aug. 16. These nuggets were introduced in Feb. 1997; they are deep-fried in soy oil. Typical chicken nuggets are high in fat because they contain chicken skin ground up with the white chicken meat. The skin adds flavor and reduces cost; white chicken meat has very little flavor. This company was started about 20 years ago. Val Vasilef, who was Mr. America in the 1960s, teamed up with a guy who had a food company. Until 1990 all of their products were meat based. Now their meatless products are the fastest growing part of the business. They have 31 SKUs. Their three best-selling soy products are Chicken-Free Nuggets, Chicken-Free Patties (introduced Nov. 1997), and Munchees. Their newest soy product is Pierogi (also Pirogi), made of potato with a blend of soy cheese and cheddar cheese.

Soyfoods Center taste test: Good texture and package design but much too spicy for our tastes.

2973. Mangels, Reed. 1997. Vegetarian Journal's guide to breakfast "meats." *Vegetarian Journal (Baltimore, Maryland)*. Jan/Feb. p. 24-25.

• **Summary:** A large table gives a nutritional comparison of breakfast meats and meat alternatives in three categories: Bacon (2 alternatives), Canadian bacon (1), and sausage (9). The meatless meat alternatives are made from tofu, tempeh, and textured soy protein concentrate and wheat gluten. Address: Ph.D., R.D.

2974. **Product Name:** Soy meat Mealmaker (Formerly Cajun BBQ Style and Vegan Cajun Burger) [Original Spicy Flavor].

**Manufacturer's Name:** Soy Devine.

**Manufacturer's Address:** 1388 Haight St., Suite 222, San Francisco, CA 94117. Phone: (415) 339-8045.

**Date of Introduction:** 1997 February.

**Ingredients:** Organic nigari tofu\*, organic tomato sauce\*, fresh onion, filtered water, mustard, organic brown rice syrup\*, organic apple cider vinegar\*, Bragg Liquid Aminos, organic miso\*, organic peanut butter\*, fresh garlic, non-irradiated spices. \* = Grown in accordance with the

California Organic Foods Act of 1990.

**Wt/Vol., Packaging, Price:** 14 oz (392 gm) plastic tub. Wholesales for \$3.00. Bulk price (4 lbs. minimum): \$3.00/lb.  
**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Call from Martha Devine. 1997. Jan. 16. She left Arcata in April 1996 and is starting this month to make products in San Francisco in a new kitchen. She buys her tofu from Quong Hop. This product, which was launched in Jan. 1995 as Vegan Cajun Burger (On a Bun), has been renamed and repositioned.

Photocopy of Label sent by Martha Devine. 1997. Feb. 3. This product will be coming soon. Label: Top–3½ inches diameter. “Healthy delicious fast foods. A vegan diet is kinder to animals, people & the environment.” “Use meatless Soy meat Meal-Maker to replace the beef, pork, chicken, turkey, tuna, or sausage in dishes like: burritos, chili, enchiladas, nachos, tacos, tamale pie, tostadas, shepherd’s pie, lasagna, spaghetti, hero subs, sloppy joes, rice or noodle casseroles, or your own favorites! Pre-cooked. Delicious ‘as is’ or just heat & eat! Soy is joy.” Note: Mara changed her name back to Martha (her name at birth) in Dec. 1995.

2975. *Soybean Quarterly* (Nebraska Soybean Board, Lincoln, Nebraska). 1997. The New Weight Watchers frozen entrees. 3(1):5.

• **Summary:** Textured vegetable protein and soy protein concentrates are found in several of The New Weight Watchers frozen entrees, such as Grilled Salisbury Steak and Gravy, Swedish Meatballs in Cream Sauce with Noodles, and Spaghetti and Meat Sauce. Color photos show the labels of the 3 products. These weigh in at only 250-290 calories per dinner, with only 6-9 gm of fat per serving. For more information contact: Rosemary Pennington, quality assurance, Weight Watchers Gourmet Food Company, P.O. Box 10, Boise, Idaho 83707-010. Phone: (203) 407-3713.

2976. **Product Name:** Morningstar Farms Chik Nuggets.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1997 February.

**Ingredients:** Textured vegetable protein (soy protein concentrate and isolate), egg whites, wheat flour, water, corn oil...

**Wt/Vol., Packaging, Price:** 10.5 oz (298 gm) paperboard box. Retail for \$2.95 (1998/03, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** Worthington Foods. First quarter financial report. 1997. April. Three new Morningstar Farms products were introduced into selected U.S. markets starting on 17 Feb. 1997: Chik Nuggets...

Product with Label purchased at Safeway supermarket in Lafayette, California. 1998. March 22. It is sold in the “Breakfast Foods” freezer. 8 by 4 by 2.5 inches. Paperboard

box. Blue, yellow, red, and white on green. A color photo shows many nuggets on a white plate around a bowl of red dipping sauce, with a sprig of parsley. “Vegetable and grain protein nuggets. 75% less fat than chicken nuggets.” A new slogan (registered trademark) appears on both sides: “The change will do you good.” On the back panel a table compares meatless Chik Nuggets with meat chicken nuggets: Cholesterol: 0 vs. 45 mg. Total fat: 4 vs. 17 gm. Saturated fat: 0.5 vs. 4 gm. A small logo on the back has a leaflike green “V” inside the circular words “Suitable for vegetarians.”

Note: By 26 April 1998 the price at Safeway had increased to \$3.19 from \$2.95. By March 10 1999 the price had increase to \$3.59. The package has been redesigned with the new Morning Star farms logo to create a brand “umbrella.” The front panel text now reads: “75% less fat than chicken nuggets. See Nutrition Information for Sodium Content. Veggie nuggets.” Soyfoods Center taste test. The texture and flavor are very good but these Chik Nuggets are much too salty! Four nuggets contain a whopping 670 mg of sodium, or 28% of the recommended Daily Value.

2977. Wight, Karen James. 1997. Work with tempeh and tofu at Homeland Foundation in Australia (Interview).

*SoyaScan Notes*. March 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Karen arrived at Homeland Foundation in Australia in either late December 1981 or early 1982 (she no longer has her passport from that era). She lived in Australia for 6½ months, during which she lived at Homeland Foundation for 3½ months. Homeland was located at Upper Thora, in the Bellingen Valley, about 40 miles inland from Coffs Harbour, near the east coast of New South Wales. The area was incredibly lush, green, and fertile.

She left southern California in August 1981 (after leaving a professorship at UCLA), spent 2 months in Hawaii studying body work, then flew to Sydney (the capital of New South Wales), arriving in about October 1981. She met Jonathan Gordon at a community in a hotel just outside of Sydney, where they stayed for about a month. Then they stayed at a community in Victoria for about 1 month. They spent Christmas in Melbourne—where the only thing offered to eat was meat. Then they went directly to Homeland. They wanted to go there because Jonathan had been to Findhorn (a spiritual community in northern Scotland), and he knew some of the Findhorn people who had started Homeland.

Karen is sure the company that made tofu, tempeh and sprouts (mainly alfalfa and mung bean sprouts; no soy sprouts) had a name (but she cannot remember what it was) because they sold products commercially outside the community in order to earn income for Homeland Foundation. The equipment was new and gorgeous; the sprouting room was very modern, sanitary, and well organized. The company made good use of the okara—a by-



product from making tofu; they used it to make delicious okara granola and soysage. These two products were consumed mostly in the community and by friends; they were not sold.

Karen has no idea when Homeland was established or when they started to make tempeh and tofu. She would guess they had been making and selling soyfoods for at least a number of months, and perhaps a year or two. She thinks it is fairly likely that they were making tempeh by January 1981. They had clearly built it into a very productive and well-organized operation. Karen is quite sure that they started making tempeh after tofu production was well established.

The tofu and tempeh were made in the same small room, but each was made by different people; Karen made tofu more than tempeh. They made tempeh in an incubator that was the size of a refrigerator—about 30-40 pounds at a time, approximately twice a week. Tofu was made daily. Only soy tempeh was made. They may have learned both the tempeh and tofu processes from one of the many people who came regularly from Findhorn. The various people who were head of the community had all been to Findhorn. Karen remembers getting up at 2:00 in the morning to make tempeh. She wishes Jonathan would write a book about spirituality, service, cooking, and food. Address: 2333½ Rodriguez Rd., Santa Fe, New Mexico 87501. Phone: 505-982-4765.

**2978. Product Name:** Let's Do Lunch.

**Manufacturer's Name:** Edward & Sons.

**Manufacturer's Address:** P.O. Box 1326, Carpinteria, CA 93014.

**Date of Introduction:** 1997 March.

**Ingredients:** Apple cider vinegar\*, tamari\* (water, wheat, soybeans, salt), molasses\*, filtered well water, wheat syrup\*, salt, tamarind\*, ginger root\*, lemon juice concentrate, garlic\*, spices\*, xanthan gum, shiitake mushrooms\*, citrus extracts\*, spice extract\*, natural smoke flavor.

**Wt/Vol., Packaging, Price:** 5 oz, 10 oz, and 8.5 oz bottle.

**How Stored:** Shelf stable.

**New Product–Documentation:** Sell sheet (8½ by 11 inch, black on light gray) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1997. March. "Lunch is ready!" It consists of natural Ham Style Meatless Slices, Monterey jack cheese, wheat crackers made with organic flour, and natural chocolate raisins—all packed in a lunch box and ready to go.

**2979. Product Name:** Hain Pure Foods Vegetarian Classics: Hawaiian Nuggets Served with Pineapple & Basmati Rice.

**Manufacturer's Name:** Hain Food Group (Marketer-Distributor).

**Manufacturer's Address:** Uniondale, New York.

**Date of Introduction:** 1997 March.

**Ingredients:** Water, soy protein, wheat gluten, basmati

rice, spice, natural flavor, pineapple juice concentrate, diced pineapple, tomato paste, apple cider vinegar, carrageenan (from seaweed), egg white powder, expeller pressed soy and canola oils, wheat bran, honey, turmeric (for color).

**Wt/Vol., Packaging, Price:** 10 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Product with Label purchased from Berkeley Natural Grocery Co. 1997. May.

**2980. Product Name:** Meat Free Tender Deli Cuts (Fat Free) [Hickory Smoked Turkey Flavor, Peppercorn Chicken Flavor, Honey Smoked Ham Flavor].

**Manufacturer's Name:** Soyco Foods. Div. of Galaxy Cheese Co.

**Manufacturer's Address:** 2441 Viscount Row, Orlando, FL 32809. Phone: 800-441-9419.

**Date of Introduction:** 1997 March.

**Ingredients:** Hickory Smoked Turkey: Soy beverage (filtered water, isolated soy protein, organic tofu\*), rice & tapioca maltodextrins, maltodextrin, rice protein, carrageenan (sea weed gum), sea salt, xanthan gum, Florida Crystals (unbleached sugar), natural flavorings, citric acid, acetic acid.

**Wt/Vol., Packaging, Price:** 6 oz. for 6 singles.

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1997. March. The front panel states: "Individually wrapped meat slices for maximum freshness. Enjoy the flavor of meat again. All natural. Vegetable based. 100% meat free." A color photo shows the front of each package and label. The back panel states: "Enjoy the great taste of meat with Soymage Meat Free Deli Cuts." Note 1. These are slices of soy cheese that are flavored and colored like meat. The company is trying to present its cheese alternative as a meat alternative—somewhat deceptively we believe. Note 2. Galaxy Cheese Co. has been publicly traded for the past 5-7 years. The symbol on Nasdaq is GALX. They have done 7-8 stock offerings and sold about \$40 million worth of stock. Much of the stock is said to be sold to non-U.S. citizens and as private placements to sophisticated investors.

**2981. Springhill Farm Foods, Inc.** 1997. Hearty & Natural—Products and prices. Minneapolis, Minnesota. 7 p. 28 cm.

• **Summary:** Catalog (black-and-white, photocopy) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1997. March. Lines include Natures Best, Tree of Life West, and Stonecrest Natural Foods. Most products contain soy protein; all are vegetarian. A spot in Healthy and Natural Product News (March 1997; Vol. 4, Issue 2) shows their Hearty & Natural "Veggie Chicken" prepared patties. Address: 9220 Isanti Street NE, Minneapolis, Minnesota 55449. Phone: 612-785-8845.

2982. Taifun-Produkte. 1997. Tofu-Würstchen. Tofu-Clipper [Little Tofu Sausage. Tofu Clipper (Leaflet)]. Freiburg, West Germany. 1 p. each, Front and back. 30 cm. [Ger]

• **Summary:** Two leaflets from Taifun Naturkost. The “Little Sausages” leaflet is printed black and gray on yellow paper. The Tofu-Clipper is printed black and gray on pink. Tofu Clipper comes in 3 flavors: Flamingo, Shiitake, and Village. Address: Bebelstrasse 8, 79108 Freiburg, West Germany. Phone: 0761 / 15210-0.

2983. **Product Name:** Nature’s Ground (Meatless Hamburger) [Chubs, or Sausage Links; Mexicana Pepper, Italian Herb, or California Savory].

**Manufacturer’s Name:** Vegetarian, Inc.

**Manufacturer’s Address:** 405 Allerton Avenue, South San Francisco, California 94080. Phone: 1-888-328-4543 (toll free).

**Date of Introduction:** 1997 March.

**Ingredients:** California savory: Water, textured soy protein concentrate, vital wheat gluten, isolated soy protein, dry molasses, tomato paste, nutritional yeast, natural grill flavor, sea salt, soy sauce, dried tomato, basil, spices, modified vegetable gum, natural sodium lactate.

**Wt/Vol., Packaging, Price:** 14 oz chub.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1997. March. “Nature’s Ground Meatless–The tasty alternative to ground beef.” “Zero fat. All natural. Meat free. Great taste.” A photo shows a man holding a burger with a woman’s face next to his.

Talk with Robin Lucky, consultant and national sales manager. 1997. May 22. This product was launched on 1 April 1997. It is a ground meat alternative sold in chub packs. Taste tests show it is the best on the market. The soy ingredient is tofu powder [sic, it is actually textured soy protein concentrate; the product contains no tofu]. Talk #2 with Robin Lucky. 1997. This product is now being distributed by Frieda’s and Melissa’s. Safeway is considering carrying it.

Products (3) with Labels sent by Elite Foods, Inc., 489 Cabot Road, South San Francisco, CA 94080. Phone: 415-871-0826. 1997. June 12. Soyfoods Center Taste Test of Italian Herb. 1997. June 12. The product comes in a sausage-shaped chub pack about 6 inches long and 2 inches in diameter. The texture is mushy; it cannot be cut. The color is brown. Thus, the shape and color give it the striking and unappetizing appearance of a large, fresh–guess what! The first whiff of aroma reminds us of dog food. It is also too spicy for our tastes. A poor, embarrassing product! Talk with Robin Lucky. 1997. July 7. California Savory outsells the other two flavors 2 to 1. Ground beef is now widely sold in this chub pack. A leader in the meatless category, and a

similar product, is Gimme Lean.

2984. Viana Naturkost GmbH. 1997. Preise und Neues [Prices and new products]. Euskirchen, Germany. 28 p. 30 cm. [Ger]

• **Summary:** This impressive, stylish/classy color catalog from Biofach, March 1997, consists of two parts. The 20-page smaller format (26.5 cm) black-and-white insert gives the prices of all products for 1997. The larger color catalog describes new products. The price list contains the following product categories: Basic and seasoned tofu products. Fresh tofu spreads. Tofu hot dogs. Wheat gluten products. Tofu cutlets. Tempeh. Seitan. Burgers and snacks. Spreads in glass jars. Soy sauce and miso products (organic shoyu, organic tamari, barley miso, brown rice miso). Fresh patés. Deli salads. Soya mayonnaise (Vianaise). Rice drink. Noodles. Fresh pasta stuffed with tofu fillings (Tortellini, Maultaschen). Frozen products (incl. Chili con tofu and spring rolls). Sprouts (11 types & products, not incl. soy sprouts). Spreads from Noka. Canned products (*Konserven*). Address: Willi-Graf-Str. 88, 53881 Euskirchen-Kuchenheim, Germany. Phone: 02251-9446-0.

2985. Worthington Foods, Inc. 1997. Annual report 1996. 900 Proprietors Rd., Worthington, OH 43085. 20 p. 28 cm.

• **Summary:** See next page. Total sales rose to \$109.1 million in 1996, up 19.8% from \$91.1 million in 1995. This is the first time the company’s sales have topped the \$100 million mark. Net income (profit) rose to \$7.393 million in 1996, up 41.3% from \$5.230 million in 1995. Earnings per share rose to \$0.83 in 1996, up 38% from \$0.60 in 1995.

The company’s statements of mission, vision, and values are a model of good sense, good judgment, and traditional values. “Our mission–Worthington Foods is solely dedicated to producing and marketing vegetarian and other healthful foods.

“Our vision–We envision ‘veggie burgers’ becoming a billion dollar mainstream food category within the next ten years, with our Company continuing to be the leader.

“Our values–More than just an organization to make money, Worthington Foods holds, without compromise, our core values summarized in G.R.I.P. Good taste–good nutrition. Respect for our employees. Integrity is more important than profits. People are whole beings.” Each is explained briefly.

“The increased sales were primarily driven by Morningstar Farms meat alternative products in retail supermarkets and foodservice operations.”

“For each of the past seven quarters, retail sales of Morningstar Farms meat alternatives have exceeded sales of prior year quarters by 25 percent, while foodservice sales grew at a rate exceeding 40 percent for the past year.”

“Worthington Foods introduced a record 21 new products this year. All of these products meet our criteria for



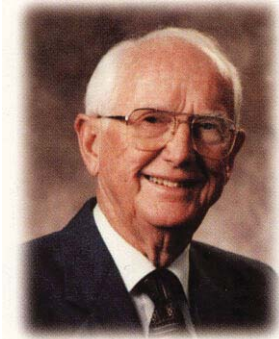


W O R T H I N G T O N F O O D S



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Allan R. Buller



Dale E. Twomley

new products: Good taste, low or reduced fat, and convenience.”

Note: The 21 new products are: Morningstar Farms (MSF) fat free ground patties. MSF low fat prime patties. Two MSF veggie burger kits (Garden grille, and Southwestern). Roasted SoyButter [soynut butter] (MSF & Natural Touch). Natural Touch spicy black bean [non-soy] burgers. Three low fat Worthington products (Low fat FriChik, Low fat Veja Links, and Low fat Chili). Natural Touch vegan burger & sausage crumbles. Kaffree Roma Cappuccino. Foodservice pizza and burger crumbles. Three MSF breakfast sandwiches (Scramblers, sausage & cheese on English muffin; Scramblers & sausage on Enlace muffin; Scramblers, sausage & cheese on bagel). Three MSF refrigerated meat case products (Low fat prime patties, Spicy black bean

burgers, Garden veggie patty).

“*Chik Nuggets*, an absolutely delicious chicken-like nugget with 75 percent less fat than nuggets made of real chicken, was introduced in February, 1997” (p. 2).

“Worthington Foods is the world’s largest company dedicated solely to the manufacture and marketing of vegetarian foods and other healthful items. Since its start in 1939, Worthington Foods has become the market leader in quality and innovation in the rapidly growing \$250-million category for meat alternatives” (p. 4).

“Over the past five years, Worthington Foods’ sales to Foodservice accounts have been the Company’s fastest growing market. Posting sales gains of more than 40% in 1996, our Foodservice sales topped \$12-million” (p. 7).

Color photos show: (1) The packages of 6 Morningstar Farms meatless products plus Fat Free Scramblers (cover). (2) Portraits of Allan R. Buller and Dale E. Twomley (p. 2). Five Natural Touch and three Worthington canned products.

A “Notice of annual meeting of shareholders” (23 p.) is attached. Address: Worthington, Ohio. Phone: (614) 885-9511.

2986. **Product Name:** Smoky Tempeh Strips (Marinated, Vegetarian): Fakin’ Bacon.

**Manufacturer’s Name:** Lightlife Foods, Inc.

**Manufacturer’s Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 1-800-274-6001.

**Date of Introduction:** 1997 April.

**Ingredients:** Soy tempeh (organic soybeans, water, brown rice, tempeh culture), water, soy sauce, vinegar, honey, spices, beet powder, natural vegetable flavor, salt, natural hickory flavor.

**Wt/Vol., Packaging, Price:** 6 oz (170 gm) vacuum pack. Retail for \$1.99 (1998/02, Lafayette, California).

**How Stored:** Refrigerated or frozen.

**Nutrition:** Per 3 slices (57 gm): Calories 80, calories from fat 25, total fat 2.5 gm (7% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 230 mg (9%), total carbohydrate 6 gm (dietary fiber 1 gm, sugars 0 gm), protein 8 gm. Calcium 9%, iron 5%, vitamin A 2%, vitamin C 1%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** Product with Label purchased at Safeway supermarket in Lafayette, California. 1998. Feb. 22. Price: \$1.99. The product is a marinated cake of tempeh, about 2½ by 7½ inches, cut lengthwise into thin slices. The bold name at the top of the back panel is “Fakin’ Bacon.” Label: 4 by 9 inches. Plastic shrink wrap. Red, yellow, and white on brown. Front panel: “Low fat. Cholesterol free.” Back panel: Lightlife Fakin’ Bacon has no cholesterol, 90% less fat than bacon, 60% less sodium, and no nitrates!

2987. *Might (Canada)*. 1997. Tracking Dead fans through the world without Jerry: Things to do in Telluride when Jerry’s Dead. No. 15. March/April. Music section.

• **Summary:** This article is written for fans of the rock group Grateful Dead, whose famous and beloved guitar player Jerry Garcia died on 9 Aug. 1995. “Things to do in a parking lot, any parking lot... Eat tempeh burgers... Eat veggie burritos.”

2988. Raymond, Jennifer. 1997. Fat free & easy: Great meals in minutes! No added fat. No cholesterol. No animal ingredients. Calistoga, California: Heart & Soul Publications. 152 p. Recipe index. 26 cm.

• **Summary:** A very useful vegan cookbook. Contents: Introduction. Health consequences of high-fat diets. How much fat should you eat? Calculating your fat intake. Sources of fat in food. Fats are not created equal. Tips for cutting the fat. Meeting your protein needs. Problems with excess protein. Protein myths and facts. Salt. Menu planning and menu ideas. Stocking your pantry. Ingredients that may be new to you. Recipes: Breakfast foods, breads & muffins, sandwiches, sauces & spreads, salads & dressings, soups & stews, vegetables, grains & side dishes, main dishes, sweets.

In this book, all recipes that would typically call for milk (such as smoothies or pancakes), call for “soy milk or rice milk.” Many recipes are seasoned with soy sauce. Other soy-related recipes include: Scrambled tofu (p. 33). Missing egg salad (with tofu, p. 47). Creamy cucumber dip (with tofu, p. 49). Cucumbers with creamy dill dressing (with tofu, p. 61, 66). Holiday tofu roast (p. 113). Truly terrific tacos (with



Boca Burgers, p. 119). Tofu cheesecake (p. 133). Chocolate tofu pudding (p. 136). Creamy prune pudding (with tofu, p. 139). A photo (p. 151) shows Jennifer Raymond, her husband Stephen Avis, and their five dogs. Address: 1418 Cedar St., Calistoga, California 94515. Phone: 707-942-2180.

2989. **Product Name:** Nature's Ground (Meatless Hamburger) [Chubs, or Sausage Links; Mexican, Italian, or California Savory].

**Manufacturer's Name:** Sinclair Group (The) (Product Developer-Marketer).

**Manufacturer's Address:** 533 Airport Blvd., Suite 521, Burlingame CA 94010.

**Date of Introduction:** 1997 April.

**New Product–Documentation:** Talk with Robin Lucky, consultant. 1997. March 31. This product will be launched on 1 April 1997. There will be 6 SKUs; the three links will be like large sausages that can fit between hot dog buns. Dwight Sinclair is head of this new company. She now works as a consultant but hopes to join the company.

2990. Worthington Foods, Inc. 1997. First quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** Net sales for the first quarter of 1996 rose 8.8% over the same period in 1995, net income rose 44%, and earnings per share rose 40%—to \$0.21 per share. Three new Morningstar Farms products were introduced into selected U.S. markets starting on 17 Feb. 1997: Chik Nuggets, Burger Crumbles for Recipes, and Sausage Crumbles for Recipes. Garden Grain Patties have now been reformulated to contain portabella mushrooms and are now called Garden Grille.

At the Annual Meeting of Shareholders in April, the number of authorized shares of common stock was increased to 30 million. Address: Worthington, Ohio. Phone: (614) 885-9511.

2991. Mack, Heidi. 1997. Tofu doesn't have to be yucky: Disguise it, change its texture, and you might even fool Godzilla. *Christian Science Monitor*. May 8. p. 14.

• **Summary:** During the past few years, the number of soy products available to consumers “has grown phenomenally.” They include soy yogurt, soy ice cream, soy milk, tofu turkey and pastrami, tofu salad dressing and mayonnaise, soy flour, vegetarian Philly steak and Sloppy Joes, tofu dogs, tofu burgers, and soy cheese.

The author, a vegetarian for 15 years, admits a genuine dislike of tofu. However she discovered that freezing it for at least a week, to transform its soggy texture, squeezing the water out of the tofu by hand, and then marinating it, made all the difference. Now she makes Tofu Taco Meat using frozen tofu instead of meat, and her family likes it in tacos, burritos, chili, spaghetti, and taco salad. Friends and family no longer stop at McDonalds on the way to her house.

Contains recipes for Barbecued tofu, Barbecue sauce, Spicy peanut tofu, and Tofu taco meat.

2992. Burros, Marian. 1997. Trying to get labels on genetically altered food: Eating well. *New York Times*. May 21. p. B8.

• **Summary:** In December 1996, Whole Foods Market (WFM), the largest natural foods supermarket chain in America, sent a letter to more than 400 of its suppliers asking if their products contained genetically engineered ingredients. About 75% of the suppliers have not yet responded—According to Margaret Wittenburg, quality assurance director of WFM; she wrote the letter. More soybeans are genetically engineered than any other food crop. “They [most Americans] have no idea what foods on their supermarket shelves contain genetically engineered ingredients because the Government does not require those products to be labeled. A small but growing movement of people is pushing for that to change.”

“Europeans have been quicker than American to react to transgenic food... In Austria and Luxembourg genetically engineered food is banned. Most observers suggest that Europe's response is so much more intense because of the European experience with mad cow disease.”

“There are signs that the consumer movement is gaining momentum. Nebraska and Maine are considering legislation for labeling. Mothers for Natural Law, a nonprofit consumer advocacy group, has begun a public awareness campaign. The group, which is affiliated with the Natural Law Party, which promotes transcendental mediation, wants to collect a million signatures on a petition asking the Food and Drug Administration to require testing and labeling of transgenic foods.”

The article then asks how widespread transgenic foods are in U.S. supermarkets. “[The *Times*] asked Genetic ID, a company in Fairfield, Iowa, that tests foods for genetically engineered ingredients, to test four soy-based baby formulas and eight other products made with soy or corn. The infant formulas—Carnation Alsoy, Similac Neocare, Isomil and Enfamil Prosobee—all tested positive. Eden Soy milk tested negative. Morningstar Farms Breakfast Links and Morningstar Farms Better 'n Burgers, Betty Crocker Bac-os Bacon Bits, all soy-based products, also tested positive. And so did three corn-based chips—Fritos, Tostitos Crispy Rounds and Doritos Nacho Cheesier.”

2993. Tibbott, Seth. 1997. The tempeh market in the United States (Interview). *SoyaScan Notes*. May 29. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** A total of about 55,000 lb/week of tempeh is now made in the USA, compared with 34,700 lb/week in Jan. 1984 (based on a Soyfoods Center survey, published in *Soyfoods Industry and Market*, 5th ed.). This is the result of a major phone survey that Seth has just completed; he

interviewed each of the major U.S. tempeh makers by phone, on the condition that their individual production figures would not be revealed—only the aggregate. Seth plans to present this information at a tempeh conference in Bali, Indonesia, on July 17. Seven U.S. companies make more than 1,000 lb/week of tempeh. The top 3 manufacturers are Lightlife Foods, White Wave, and Turtle Island (in that order). Of these three, Turtle Island has experienced the greatest percentage growth since 1984. The next four are Quong Hop, Surata Soyfoods, Northern Soy, and Cricklewood. In 1984 the four largest tempeh makers had 63% of the U.S. market (by weight); now they have 84%. The best-selling type of product is soy tempeh in an 8-oz package; it sells even better than tempeh burgers.

The average retail price of an 8-oz package of tempeh in the USA is \$1.81. Shurtleff suggests that Seth compare this with the price in Indonesia. The yearly per capita income in Indonesia is \$560 compared with \$18,690 in the USA. The U.S. figure is 33.37 times as large as the Indonesian. Dividing \$1.81 by 33.37 we see that if tempeh sold for 5.42 cents per 8 oz in Indonesia, it would be the same relative price as tempeh in the USA.

In terms of packaging, 80% of the tempeh in America is vacuum packed—even though most manufacturers admit that vacuum packaging lowers the product quality by imparting a slightly bitter flavor and less desirable texture. Seth's company is one of the few that does not vacuum pack its tempeh.

By product type, there are: 13 different burgers on the market, 9 soy tempehs, 6 multi-grain tempehs (soy plus several cereal grains), 5 bulk soy tempehs, 4 soy & brown rice tempehs, 2 soy & sea veggie tempehs, 2 soy & wild rice tempehs, 2 soy & millet tempehs, and 2 sloppy joe tempehs.

Seth plans to take his family to the Conference in Bali (he will be there July 11-20; the conference ends July 15), and then to travel to Malang to study how tempeh is made there. They will leave Indonesia on July 29. Address: Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon 97031. Phone: (503) 386-7766.

2994. Bean Supreme Ltd. 1997. Price list with sale. Auckland, New Zealand. 1 p. Single sided. 30 cm.

• **Summary:** Effective 20 June 1997. Black on yellow. The products are listed in categories except for the first, which is soyfoods. For each is given the product name, weight, price, barcode, outer, and price. Tofu bulk organic. Tofu firm vacuum pack. Tofu firm vacuum pack organic. Tofu soft Asian. Tempeh vacuum pack. Tempeh fr. frozen. Soysage. Luncheon [Traditional, Cajun, Smoke]. Tempeh patty frozen. Meatfree sausage.

Soymilks: Soyplus 1 liter. LiteLicks [soy ice cream] (Honey Vanilla, Wildberry, Maple Walnut, Chocolate, Fruit Fiesta, Almond Fudge, Bulk packs) (9 or 16 liters).

Biofarm yoghurts (5 flavors). Malabar goat yoghurt.

Olive Grove: Falafel mix, hoummus, Souvlaki sauce, tahini.

Koromiko cheese (11 types, of which the first 4 are vegetarian). Koromiko wax selection (private bin). Pacific Harvest: Agar, kelp and karengo granules, fronds, or flakes. Address: Box 12082, 140 Hugo Johnson Dr., Penrose, Auckland, New Zealand. Phone: 64 09 579 0592.

2995. **Product Name:** Orange Peel Soy Chick with Organic Brown Rice (Vegetarian).

**Manufacturer's Name:** Gloria's Kitchen.

**Manufacturer's Address:** P.O. Box 2071, Burlingame, CA 94011-2071. Phone: 650-579-0638.

**Date of Introduction:** 1997 June.

**Ingredients:** Organic\* brown rice, textured vegetable protein (soy bean flour), garlic, vinegar, soy sauce (water, wheat, soybeans, salt), orange juice, granulated cane juice, lemon juice, orange peel, sesame seeds, cornstarch, organic\* whole wheat flour, expeller-pressed canola oil, cayenne pepper, natural herbs and spices.

**Wt/Vol., Packaging, Price:** 10 oz (284 gm) paperboard box. Retail for \$4.39 (1999/04, Lafayette, California).

**How Stored:** Frozen.

**New Product—Documentation:** Product with Label purchased at Open Sesame, Lafayette, California. 1999. April 20. 7.25 by 5.25 by 1.75 inch paperboard box. Red, white, black, green, and yellow. Large photo of the prepared product, showing the balls, with glaze and sesame seeds on a bed of brown rice. Front panel text: "Vegetarian. Vegan. All natural. Low fat. Microwave or conventional oven." Back panel: "The Gloria story—who's cooking in the melting pot."

2996. Harvest Direct, Inc. 1997. Harvest Direct: Food you can live with. Early summer 1997 [mail order catalog]. Knoxville, Tennessee. 31 p. 27 x 16 cm.

• **Summary:** Written large at bottom of front cover: Soyfoods. Vegetarian foods. Vegetarian barbecue. New meatless pepperoni. More special sales items. Address: P.O. Box 988, Knoxville, Tennessee 37917. Phone: 1-800-835-2867.

2997. **Product Name:** Tofu-Mexi Patties: 2 Baked.

**Manufacturer's Name:** Tofu Shop Specialty Foods Inc.

**Manufacturer's Address:** 100 Ericson Ct., Suite 150, Arcata, CA 95521. Phone: 707-822-7409.

**Date of Introduction:** 1997 June.

**Ingredients:** Tofu (filtered water, organic whole soybeans\*, nigari), fresh jalapeño peppers, carrots, cilantro, garlic, soy sauce (water, organic soybeans\*, organic wheat\*, salt), lime juice, arrowroot powder, sunflower seeds, celery, green onions, distilled vinegar, chili powder, cumin, salt. \* = Grown according to CA Natural Foods Act of 1990.

**Wt/Vol., Packaging, Price:** 6 oz. vacuum packed.

**How Stored:** Refrigerated.

**New Product—Documentation:** Two Labels sent by



Matthew Schmit. 2002. Sept. 9. The product was introduced in June 1997. Label #1 of June 1997. 3 inches diameter. Self adhesive. Red, black, and white on yellow. "Perishable, keep refrigerated. Good source of protein. Low in saturated fat. Cholesterol free. Illustration of an adobe pueblo overlooking waves and two stylized native American animals (rabbit and squirrel).

Label #2 of Oct. 2002. "Mexi Patties: Baked Tofu." Red and orange-yellow on white. 3 inches diameter. No adhesive. A handsome, impressionistic watercolor illustration shows a tofu shop on stilts on a cliff with a tree arching overhead. "Good source of protein. Low in saturated fat. Cholesterol free."

2998. **Product Name:** Stir Fry (Meatless, Made from Seitan) [Italian Style, Thai Peanut, Chick'n & Herbs, Mexican Fajita Strips].

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 1990 N. 57th Ct., Boulder, CO 80301. Phone: 303-443-3470.

**Date of Introduction:** 1997 June.

**Ingredients:** Mexican Fajita Strips: Wheat gluten, water, soy flour, garbanzo bean flour, soy sauce (water, soybeans, wheat, salt), granulated garlic, xanthan gum, spices, lime juice concentrate, honey, natural liquid hickory smoke.

**Wt/Vol., Packaging, Price:** 6 to 8.75 oz paperboard box.

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet (13.5 x 20.5 cm, glossy color) sent by White Wave. 1997. June. "Five great reasons to eat at home." A photo shows four colorful packages of Stir Fry. "The fifth reason? How about a delicious meal in minutes? White Wave's new marinated vegetarian seitan entrees."

2999. Wholesome & Hearty Foods. 1997. Bill has come to visit Suzy (Ad). *Vegetarian Times*. June. Inside rear cover.

• **Summary:** A full-page color ad for the Gardenburger. "Eating good just got great." Address: 1416 S.E. 8th St., Portland, Oregon 97214. Phone: 503-796-0109.

3000. Belasco, Warren. 1997. Algae burgers for a hungry world? The rise and fall of chlorella cuisine. *Technology and Culture* 38(3):608-34. July. \*

Address: Univ. of Maryland, Baltimore County.

3001. Kamberg, Mary-Lane. 1997. Beyond tofu: Soy-based meat substitutes gain greater consumer acceptance. *Produce Merchandising*. July. p. 23-24, 26, 28. In "Healthy Lifestyles" special pull-out section.

• **Summary:** A long article about the tofu industry and market in the USA. Lightlife Foods' sales have increased 50% in each of the past three years, says Rick McKelvey. Lightlife makes 35 SKUs of vegetarian products.

3002. Lightlife Foods, Inc. 1997. Now your soy set can be as effective as it is appetizing: Introducing Lightlife's 'Eating healthy can be soy easy' merchandising program (Ad).

*Produce Merchandising*. July. p. 27. In "Healthy Lifestyles" special pull-out section.

• **Summary:** See next page. This full-page color ad shows most of Lightlife's soyfood products in the produce section, flanked on both sides by celery, lettuce, tomatoes, artichokes, bell peppers, and mushrooms. Products (from top to bottom) include: Smart Dogs, Wonderdogs. Tofu Pups. Lightburgers. Barbecue Grilles. Lemon Grilles. Tamari Grilles. Smart Deli Roast Turkey. Smart Deli Bologna. Smart Deli Country Ham. Lean Italian Links. Lean Breakfast Links. Soy Gourmet. Gimme Lean! (meatless). Tempeh. Smoky Tempeh Strips. Nasoya tofu.

At the top is a booklet (1997) titled "Eating healthy can be soy easy."

The ad text reads: "As any as 120 million people are on meat restrictive diets—and just about everybody else wants to cut cholesterol and fat. Soyfoods, for many of these people, are becoming one of their basic food groups. These consumers are spending more of their food dollar in the produce department and that's why Lightlife soy set in your produce section makes sense—and sales. Only Lightlife provides a fully integrated, complete merchandising system."

"As a leading producer of meatless soy based products, Lightlife delivers satisfying flavor through an entire line of mouthwatering vegetarian replacements for hot dogs, burgers, sausage, luncheon meats, ground meat, and tempeh."

"Why Lightlife? Proven category leader. Merchandising support. No spoilage." [www.lightlife.com](http://www.lightlife.com).

3003. *Produce Merchandising*. 1997. Healthy lifestyles: A 16-page special pull-out section of articles and ads. July. p. 21-36.

• **Summary:** *Produce Merchandising* is a key produce trade magazine. On the front page of this special section: "Inside—Tofu and other soy protein foods gain a following. 13 million vegetarians search produce departments for meat substitutes. 120 million consumers on meat-restricted diets build mainstream demand. Category may be biggest merchandising opportunity since value-added."

3004. Wholesome & Hearty Foods. 1997. Ted is making Sally supper (Ad). *Vegetarian Times*. July. p. 39.

• **Summary:** A full-page color ad for the Gardenburger. "Eating good just got great." [www.gardenburger.com](http://www.gardenburger.com).

3005. Yves Veggie Cuisine. 1997. Our lifestyle is catching on (Ad). *Produce Merchandising*. July. p. 22. In "Healthy Lifestyles" special pull-out section.

• **Summary:** A full-page color ad. "Since 1985. Yves Veggie Cuisine has been the leader in creating this new category



# Now your soy set can be as effective as it is appetizing.



## Introducing Lightlife's "Eating Healthy Can Be Soy Easy" Merchandising Program

As many as 120 million people are on meat restrictive diets...and just about everybody else wants to cut cholesterol and fat. Soyfoods, for many of these people, are becoming one of their basic food groups. These consumers are spending more of their food dollar in the produce department and that's why a Lightlife soy set in your produce section makes sense...and sales. **Only Lightlife** provides a fully integrated, complete merchandising system...the first to combine a full line of convenient, ready-to-cook soy based foods, high visibility P.O.P. graphics, and consumer information

to educate consumers about the health benefits of soy.

As a leading producer of meatless soy based products, Lightlife delivers satisfying flavor through an entire line of mouthwatering vegetarian replacements for hot dogs, burgers, sausage, luncheon meats, ground meat, and tempeh.

Put a full Lightlife soy set in your produce section...where eating healthy is in style. All you have to do is get ready for healthier sales.



Lightlife Foods, Inc.  
1-800-274-6001  
(extension 129)  
www.lightlife.com

**WHY LIGHTLIFE? PROVEN CATEGORY LEADER ■ MERCHANDISING SUPPORT ■ NO SPOILAGE**



of food that is convenient, cholesterol-free, low in fat of fat free, and made entirely from vegetable sources. Now our 'Veggie Lifestyle' is catching on—and its happening in *your* produce section.

“Yves Veggie Cuisine leading the way in creating food for a new generation.”

3006. Yves Veggie Cuisine. 1997. Introducing Just Like Ground! Our new premium meatless ground round (Ad). *Vegetarian Times*. July. p. 65.

• **Summary:** A full-page color ad. This new fat-free product comes in Italian and Original. Address: Vancouver, BC V6A 2A8, Canada.

3007. **Product Name:** [Soya Burger, and Soya Barbecue]. **Manufacturer's Name:** Zographos-Dietetic Products SACI. **Manufacturer's Address:** 32 Chris. Smyrnis Str., 185 40 Piraeus, Greece. Phone: +30 (0)1 422-0320.

**Date of Introduction:** 1997 July.

**How Stored:** Shelf stable.

**New Product–Documentation:** Spot (with two large photos of products and packages) in *Soyfoods*. 1997. Summer, p. 5. “Greek company launches soya products.” The Soya Burger retail pack contains (in dry form) one sachet of textured soya mince and one sachet of vegetable mix. Mix, add water, shape into patties, then fry or bake. The Soya Barbecue pack contains one sachet of soya chunks, one of spices, and one of skewers. Reconstitute, season, and roast.

3008. Tobar, Hector. 1997. A world of surprises at Tofu Festival: Little Tokyo event includes twists on dishes from burgers to chocolate mousse that belie the food's bland image. *Los Angeles Times*. Aug. 10. p. B3, B7. Metro News section.

• **Summary:** The article begins: “To the uninitiated, tofu is synonymous with bland. It comes in funny white blocks that float in water. All by itself, it doesn't taste like much. But the people attending the Tofu Festival in Little Tokyo this weekend know better. They'll tell you what with some imagination and expertise—and a lot of spices—tofu is a culinary delight.” More than 20,000 people were expected at the event, on Saturday and Sunday. Twenty-six restaurants served up a variety of tofu dishes. One favorite dish was the tofu cheesecake offered by Ryo Sato, the chef *de cuisine* and owner of Chez Sateau restaurant in Arcadia. The exact recipe is secret but the ingredients include tofu (50% of total), cream cheese, sour cream, egg, and lemon juice.

Talk with Margaret Endo of Little Tokyo Service Center. 1997. Sept. 10. This year's Tofu Festival was much bigger and better than the first one last year. Close to 20,000 people attended; roughly 70% of these were Asian Americans (with the majority of those being Japanese-Americans, but with also many Chinese- and Korean-Americans), and the remaining 30% were Caucasian-Americans. Pat Greenberg

was very involved. A new edition of *The Four Seasons of Tofu* cookbook was prepared for the festival, and about 1,000 copies were sold. Address: Times Staff Writer.

3009. Brody, Jane E. 1997. Diet may be one reason complaints about menopause are rare in Asia. *New York Times*. Aug. 27. p. B10. Health section (Natl).

• **Summary:** A table (from the scientific journal *Obstetrics and Gynecology*) shows the content of phytoestrogens (in milligrams) in various soyfoods: Roasted soybeans 165.2. Textured vegetable protein 138.2. Green soybeans 135.4. Soy flour 112.4. Tempeh 62.5. Tofu 33.7. Tofu yogurt 16.4. Soy hot dog 15.0. Soy noodles (dry) 8.5.

3010. Harvest Direct, Inc. 1997. Harvest Direct: Food you can live with. Late summer 1997 [mail order catalog]. Knoxville, Tennessee. 31 p. 27 x 16 cm.

• **Summary:** Written large at bottom of front cover: Soyfoods. Vegetarian foods. Camping foods. Egg free mayonnaise. More special sales items. Address: P.O. Box 988, Knoxville, Tennessee 37917. Phone: 1-800-835-2867.

3011. Little Tokyo Service Center. 1997. L.A. Tofu Festival, August 9-10. Los Angeles, California. 22 p. Illust. 26 cm. Saddle stitched (stapled).

• **Summary:** Contents: 1997 LA [Los Angeles] Tofu Festival committees and volunteers. Schedule of events, Aug. 9-10. Map of events. Letter from Little Tokyo Service Center, with thanks to House Foods / Hinoichi Tofu as the Title Sponsor. List of sponsors by rank. Honorary chairpersons: Sandy Gooch and Rob Fukuzaki. Health education and health benefits of tofu. Tofu: A 2,000 year old health food miracle, compiled by William Shurtleff of Soyfoods Center. 1997 LA Tofu Festival restaurant profiles (20 restaurants, p. 7-9): Aloha Food Factory (Alhambra, CA, started Oct. 1990—Tofu specialty dish: Tofu with cha-shu on stir fried vegetables). Berth 55 (Long Beach, 1988—Tofu poke dish). Buk Chang Dong Soon Du Bu (LA, April 1996—Spicy tofu casserole with oyster, shrimp & clams). Chez Sateau (Arcadia, 1981—Tofu cheesecake, Tofu Caesar Salad. Chef Sato was “Chef of the Year of Los Angeles” and 1980 Chef of the Year of southern California.” He was also a member of the 1980 U.S. Team for the Cooking Competition in the Culinary Olympics). Curry House (Beverly Hills, Aug. 1996—Tofu steak {marinated in soy sauce}, Tofu cheesecake). Furaibo (LA, Aug. 1994—Tofu salad with original ginger). Indo Cafe (Los Angeles, 1993—Stuffed tofu cake {tofu filled with ground chicken and shrimp}, Fried tofu {marinated in turmeric and candlenut}). Jozu Restaurant (LA, Dec. 1, 1996—Fried tofu with marinated porkchops). Little Tokyo Lion's Club (LA, 1974—Tofu miso soup, Futomaki sushi). Mr. Ramen (LA, Oct. 1993—Vegetarian {with tofu} ramen). Ocean Seafood Restaurant (LA, 1990—Mabo tofu, Tofu with mixed vegetables, Tofu in clay pot). Papa Jon's Cafe

(Long Beach, 1990–Greek tofu salad, Tofu lentil salad, Potato-tofu salad, Sesame tofu salad, Tofu spinach, Lasagna, Tofu broccoli stir-fry, Spaghetti and tofu balls, Tofu/lettuce/tomato {TLT} sandwich, Tofu scramble {breakfast}, Tofu dessert pies, Tofu frosting {on cake}, Tomato basil w/tofu, Teriyaki tofu, and Spinach mushroom pasta w/tofu). Pat Greenberg, “Fitness Gourmet” (Beverly Hills, Renowned instructor of the “Joy of Soy” cooking classes). Southern California Cuisine (LA, 1994–Tofu ravioli served with Curry sauce or traditional marinara sauce). Suehiro Cafe (LA, 1972–Stir-fried eggplant, Bell peppers with tofu braised in miso sauce, Deep-fried tofu with sauce). Three Brothers Restaurant & Catering (Harbor City, 1983–Chinese tofu salad, Tofu seafood salad). Tofutti Brands Inc. (Cranford, New Jersey, 1982–Non-dairy frozen desserts, Tofutti tortellini, Mini ravioli, Tofutti cookies). Unique Catering (Chino Hills, 1995–Tofu patty with shiitake sauce, String beans with tofu dressing, Inari-sushi). Vegetarian Delight (San Gabriel, 1991–Veggie fish in hot braised sauce). Wild Oats Community Market (Santa Monica, 1984–Tofu tempeh deli salad).

Advertisements (p. 10-21), including ads for Tofutti, Patricia Greenberg “The Joy of Soy” cooking classes, JFC International Inc., House Foods America Corporation (full page, inside rear cover). Address: Little Tokyo Service Center (Resource Development Center), 231 East 3rd St., Los Angeles, California 90013. Phone: 213-473-1600.

3012. Mangels, Reed. 1997. Vegetarian Journal’s guide to lunch “meats.” *Vegetarian Journal (Baltimore, Maryland)*. July/Aug. p. 28-29.

• **Summary:** “Lunch meats are a food which many health conscious people decide to give up long before they give up chicken or fish. These products are often loaded with fat saturated fat, and sodium as well as containing nitrates, substances which have been linked to cancer.” However vegetarian lunch “meats” are expensive.

A large table gives a nutritional comparison of breakfast meats and meat alternatives in eight categories: Bologna-style (4 alternatives), chicken-style (2), corned-beef style (1), ham-style (2), pepperoni-style (2), roast beef-style (2), salami-style (2), and turkey-style (3).

The meatless meat alternatives are made from tofu, tempeh, and textured soy protein concentrate and wheat gluten. Address: Ph.D., R.D.

3013. *GMF–Genetically Modified Foods Market Intelligence (Genetic ID, Fairfield, Iowa)*. 1997. DuPont next big player in ag biotech. No. 12. Sept. 1. p. 1.

• **Summary:** “In a bid to join Monsanto and Novartis in the top tier of developers of new genetically engineered crops, Wilmington, Delaware-based DuPont Co. is building a biotech food empire through acquisitions.

“DuPont has acquired a 20% stake in seed producer

Pioneer Hi-Bred International of Des Moines, Iowa, which will give it a marketing outlet for its new seeds that are genetically engineered for special nutritional attributes. Pioneer had previously turned down purchase offers from Monsanto.

“As part of a strategy to create a vertically integrated structure to deliver its products, DuPont is also acquiring the Protein Technologies International (PTI) unit of Ralston Purina Co. PTI is a leading producer of soy protein powders that are ingredients in a wide range of nutritional products from infant formula to soy burgers. PTI will be the vehicle for processing and selling DuPont’s soybeans engineered to contain altered nutritional components such as proteins and fats.

“The *Wall Street Journal* of August 25 reported that some Wall Street analysts are now expecting an alliance between Monsanto and Archer Daniels Midland Co. to process Monsanto’s genetically modified crops into food products.”

3014. Bean Supreme Ltd. 1997. Soybeans—why the fuss! Soyplus [soymilk]. Hot health tips. Smart Meatfree Sausages (Leaflet). Auckland, New Zealand. 1 p. Back to pack. 30 cm.

• **Summary:** This brochure introduces all the soyfood products in the Bean Supreme line / range: Small photos show: Tofu (chub pack). Soyplus soymilk (in Tetra Pack cartons). Tofu Luncheon. Lite Licks nondairy frozen dessert. Meatless Sausages. Address: New Zealand.

3015. Blank, Dennis. 1997. Kroger features organics. *Organic Food Business News (Altamonte Springs, Florida)* 9(9):3. Sept.

• **Summary:** The Kroger Co., a 2,000 store supermarket chain based in Cincinnati, Ohio, is introducing a 16-foot-long Vegetarian Market section in 39 of its stores in Illinois, Indiana, and Kentucky. The new section, located next to the regular produce department, features organic fruits and vegetables, as well as organic processed foods such as organic rice cheese and soy hot dogs. Address: Publisher-Editor.

3016. Lightlife Foods, Inc. 1997. Eating healthy can be soy easy (Brochure). Greenfield, Massachusetts. 12 p. 22 cm.

• **Summary:** On the cover of this full-color, glossy brochure is a color photo of a meatless burger (between buns, with onion, tomato, and lettuce), a hot dog (in a bun, with a bead of mustard on top), and a plate of stir-fried tempeh with veggies. In the background are rolling soybean fields. In the foreground are three pods of green vegetable soybeans, and 15 whole dry soybeans.

Contents: Ten reasons to include soyfoods and soy protein in your diet (p. 2-3): 1. You will be in good company. 2. Lower your cholesterol. 3. Lower your risk of cancer. 4. Menopausal symptoms. 5. Soyfoods are nutritious. 6. A



quality protein source. 7. Save our precious resources. 8. A variety of alternatives and greater availability. 9. Better quality. 10. Soyfoods are “in.”

Glossary of common vegetable protein foods (p. 4-5): Tofu, tempeh, meat analogs, soymilk, soy cheese, soy flour, soy protein, textured vegetable protein (TVP), seitan, miso. A table shows each Lightlife product, serving size, and grams of soy protein (soy tempeh has the most at 24 gm per 4 oz serving, followed by Gimme Lean at 18 gm per 4 oz).

Products (with a brief definition of each) and mission statement (p. 6-7): Smart dogs. Tofu pups. Wonderdogs (The first low-fat vegetarian hot dog just for kids). Smart deli slices (fat free). Foney baloney (Kids love it). Lean links sausages. Gimme lean (fat free). Marinated smoky tempeh strips (“Fakin’ Bacon”). Fakin’ bacon bits. Marinated tempeh “grilles” (soy tempeh patties in Tamari, Lemon, and Barbecue flavors). Lightburgers (fat free). Lightsausages (fat free). Tempeh (in 5 varieties—Soy, Three Grain {millet, brown rice, barley}, Garden Vegetable, Quinoa-Sesame, and Wild Rice), Savory seitan, Vegetarian request (100% vegetarian, all-natural entrees). A color photo shows many products in their packages.

Getting started (p. 8-10; how to use key products). About Lightlife (since 1979). Address: P.O. Box 870, Greenfield, Massachusetts 01302. Phone: 1-800-274-6001 Ext. 129.

3017. **Product Name:** Lightsausages (Fat-free, 100% Vegetarian).

**Manufacturer’s Name:** Lightlife Foods, Inc.

**Manufacturer’s Address:** P.O. Box 870, Greenfield, MA 01302. Phone: 1-800-274-6001.

**Date of Introduction:** 1997 September.

**Ingredients:** Water, textured soy protein concentrate, tapioca starch, soy sauce (water, wheat, soybeans), spices, soy protein isolate, natural flavors (from vegetable sources), salt, evaporated cane juice, wheat gluten, barley malt, beet powder, vegetable gum.

**Wt/Vol., Packaging, Price:** 6 x 1.2 oz patties.

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet sent by Patricia Smith from Natural Products Expo East. 1997. Sept. “Wake up to the light.” “What better way to start the morning than with a sizzling breakfast sausage and a steaming stack of waffles or pancakes.” A color photo shows the meatless sausages next to waffles.

3018. Sinzinger, Keith. 1997. Tempeh turkey heads east: Vegetarian innovations. *Washington Post*. Oct. 8.

• **Summary:** Until recently, when a roasted bird has been the centerpiece of a holiday feast, vegetarians have either cried fowl, settled reluctantly for side dishes, or perhaps even compromised their principles. But this year several West Coast entrepreneurs are expanding distribution of their

“turkey alternatives” eastward. Precooked, stuffed, and sliceable dishes, they contain no animal ingredients, but have a taste, texture, and appearance much like the real bird.

Rhonda Wrobel of Portland, Oregon, offered samples of Tofurky—a tofu and seitan roast—at the Natural Products Expo in Baltimore, Maryland, last month. Wrobel and her husband Hans, a former banquet chef in New Jersey, invented Tofurky in the early 1990s, and have improved their formula each year. This year they have downsized Tofurky to a 26-ounce roast with a stuffing of rice, bread, and sunflower seeds, intended to serve 3 or 4 people. Their company, Turtle Island Foods, is anticipating nationwide retail sales this year of 15,000 to 20,000, up from about 5,000 last year.

Miyoko Schinner, founder of Now & Zen restaurant in San Francisco, first prepared a seitan-based bird one Thanksgiving. Later she published a recipe for her UnTurkey, then began selling it at her restaurant several years ago. Last year she sold about 1,000 UnTurkeys in the Bay Area, and is hoping for sales of 10,000 this year. Address: Washington Post staff writer.

3019. Archer Daniels Midland Co. 1997. Annual report. P.O. Box 1470, Decatur, IL 62525. 44 p. Oct.

• **Summary:** Net sales and other operating income for 1997 (year ended June 30) were \$13,853 million, up 1.05% from 1996. Net earnings for 1997 were \$337.3 million, down 45.8% from 1996. Shareholders’ equity (net worth) is \$6,050 million, down 1.5% from 1996. Net earnings per common share: \$0.66, down 45% from 1996. Number of shareholders: 33,834. ADM spent \$1,127 million on additions to plant in 1997, compared with 801 million in 1996 and 658 million in 1995.

On the cover of the report is color illustration of a purple planetary globe. James R. Randall, who has been President of ADM for the past 22 years, has retired but continues advise the company. At ADM’s website (admworld.com) a counter displays the world’s population, now at 5.859 billion. “Every second of every day, the world gains 3 new mouths to feed.” “The earth’s population is projected to double in the next 50 years, hitting ten billion by the year 2050. Yet there will be no increase in the land available for growing food” (p. 5).

In the section titled “Discover the benefits of ADM’s health products” (p. 6-7) are subsections on natural vitamin E, lecithin granules, soy protein, and isoflavones. The latter section states: “Isoflavones are special compounds called phytochemicals that occur naturally in soybeans. (Phytochemicals are different from vitamins or nutrients, but are thought to have and impact on health.) The two main types of isoflavones are genistein and daidzein. ADM is currently constructing the world’s largest plant to make isoflavones in concentrated form.

“Initial research indicates that isoflavones may work in several ways to fight a range of diseases, including heart

disease and cancer. They may also help relieve menopause symptoms, promote bone health and protect against osteoporosis.

In addition to the concentrated products, ADM makes a number of soy products that are naturally rich in isoflavones, such as soy milk, soy flour and Harvest Burgers products.”

More than 100 million Green Giant Harvest Burgers have been sold (p. 19). The section on Haldane Foods (p. 20), a large producer of vegetarian foods in England, shows a half-page color photo of their products. It states: “A recent survey shows that 5.4% of the U.K. population is vegetarian and almost half are now actively eating less meat.” ADM has just completed a fourfold increase in the capacity of its plant in Newport Pagnell—which produces many of these products.

Sales of oilseed products in 1997 increased 10% to 8.9 billion (p. 24). ADM sold its British Arkady bakery ingredient business (p. 25). Among the corporate officers, G. Allen Andreas is President and CEO. Address: Decatur, Illinois.

**3020. Product Name:** Tempeh Drumettes: Delicious Vegan Protein from the famous Tofurky.

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 1997 October.

**Ingredients:** Textured soy protein (soy flour and water), soy tempeh (non-genetically modified soy beans grown without chemical fertilizers, herbicides or pesticides, water, apple cider vinegar, starter culture), grated carrots, wild rice, malt extract, natural vegetarian flavor, dried cranberries, vegetarian Worcestershire sauce, isolated soy protein, carrageenan, herbs and spices.

**Wt/Vol., Packaging, Price:** 12 oz (340 gm)—4 drumettes.

**How Stored:** Frozen.

**Nutrition:** Per 3 oz (85 gm): Calories 105, calories from fat 14, total fat 2 gm (3% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 380 mg (16%), total carbohydrate 11 gm (dietary fiber 4 gm [16%], sugars 2 gm), protein 11 gm. Calcium 2%, iron 2%. Percent daily values are based on a 2,000 calorie diet.

**New Product—Documentation:** Product with Label sent by Seth Tibbott, owner of Turtle Island Foods. 1997. Dec. 13. 8 by 6 by 1 inch. Paperboard box. Orange, black, green and white on peach. Color photo shows four baked drumettes on a bed of lettuce with cherry tomatoes. “Low fat. Cholesterol free.” One circular logo shows three soybeans in an open pod with 3 non-soy leaves in the background. Two of the soybeans are golden yellow, the third is a miniature Planet Earth. Across the top of the logo is written: “The Wide World of Soy.” Across the bottom: “Have you had your soy today?”

**3021. Product Name:** Tofurky ‘97: A Delicious Vegetarian Holiday Feast.

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 1997 October.

**Ingredients:** Each Tofurky includes: (1) 26-ounce tofu roast, seasoned and stuffed: Water, vital wheat gluten, tofu (water, soybeans, calcium sulfate), white beans, garbanzo beans, natural vegetarian flavor, canola oil, tamari, spices, lemon juice, calcium lactate from beets, salt. Stuffing: Brown rice, wild rice, bread cubes (whole wheat, water, salt, yeast), onion, celery, natural vegetarian flavor, sunflower seeds, roasted garlic powder, seasoning; (2) 4 Drumettes: Textured soy protein (soy flour and water), soy tempeh (non-genetically modified soy beans grown without chemical fertilizers, herbicides or pesticides, water, apple cider vinegar, starter culture), grated carrots, wild rice, malt extract, natural vegetarian flavor, dried cranberries, vegetarian Worcestershire sauce, isolated soy protein, carrageenan, herbs and spices. (3) Golden Mushroom Gravy: Water, nutritional yeast, expeller pressed canola oil, unbleached flour, chopped fresh mushrooms, diced onion, shoyu soy sauce (water, soybeans, wheat, salt), herbs, spices, non-dairy lactic culture.

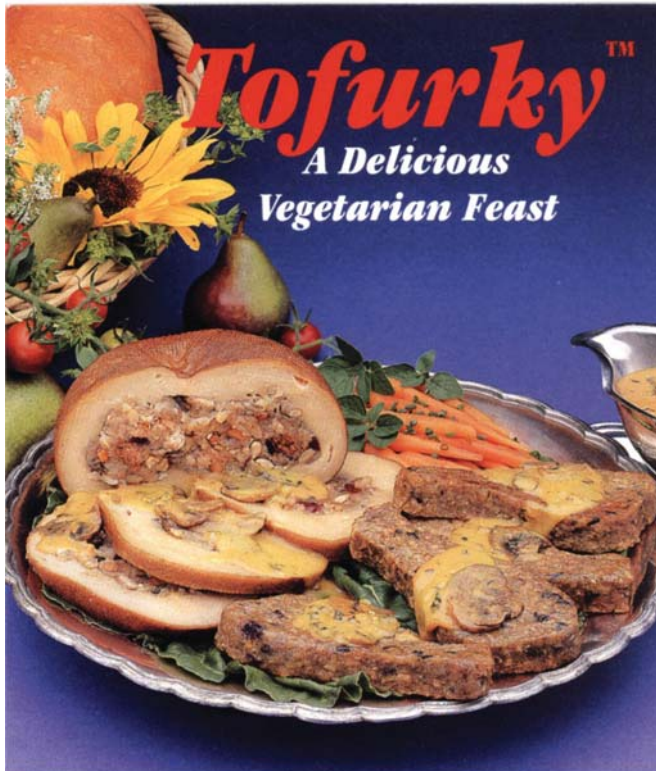
**Wt/Vol., Packaging, Price:** 3 lb 4 oz (serves 4).

**How Stored:** Frozen.

**New Product—Documentation:** Product (without box) and color poster sent by Seth Tibbott. 1997. Dec. 13.

Full-color glossy leaflet (8½ by 11 inches). 1997. Oct. “We have it! Tofurky—A delicious vegetarian holiday feast” (which see). Box with Label sent by Seth Tibbott. 1997. Dec. 24. This is a very attractive and well-designed box, 10 by 6.5 by 4 inches deep. The top is covered with a color photo of Tofurky, sliced in half, served on a plate, with tempeh drumettes, a gravy boat to the right, and a basket of fruits in the upper left. A snipe across the upper left corner states: “100% vegan.” In the lower left is written: Contains: Specialty seasoned stuffed tofu roast. 4 hearty tempeh drumettes. Heavenly golden mushroom gravy. Keep frozen. Net weight 3 lbs. 4 oz. (1474.4 gm). In the lower right corner is a circular logo 1½ inches in diameter. Across the top is written: “The Wide World of Soy.” Across the bottom: “Have you had your soy today?” In the middle are three soybeans in pod; the two end ones are yellow and the middle one is a tiny Planet Earth. Behind them are three soybean leaves. On the back are three sets of ingredients and nutrition facts for: Drumettes, Golden mushroom gravy, and Stuffed tofu roast. On one end is information about Farm Sanctuary (Watkins Glen, New York); Turtle Island donates 1% of the gross sales from Tofurky to the Farm Sanctuary’s Adopt-A-Turkey program. One side states that “The Wide World of Soy” is a line of natural soyfoods: Tofurky, Tempeh Drumettes, Vegetaballs, and Now Burgers. “Today, soyfoods are receiving renewed interest from scientists and





Whether you are seeking to offer a meatless option for a PORTION of your dinner guests or are planning a COMPLETE VEGETARIAN FEAST, Tofurky will satisfy and amaze all who try it.

**WHAT IS TOFURKY?** Tofurky is a pre-baked vegetarian feast designed to be the delicious centerpiece of your holiday or everyday meal. It consists of three parts: 1 Specially Seasoned, Sliceable Tofu Roast filled with Wild Rice Stuffing, 4 Hearty Tempeh Drumettes, and 11 ounces of Heavenly Golden Mushroom Gravy. Each Tofurky is 100% vegan, cooks in less than 30 minutes and tastes FABULOUS!

**HOW DO WE MAKE IT?** Tofurky is a unique combination of Tofu and Vital Wheat Gluten. By combining these two traditional natural ingredients, we have created a product with a revolutionary texture. The tofu adds moisture and tenderness to the sliceable wheat gluten and creates a subtle, satisfying "roast." Seasoned with natural vegetarian flavors and pre-cooked in our ovens, the taste will please and satisfy herbivores and carnivores alike. There is nothing remotely similar to this anywhere on the market.

**IS THIS DIFFERENT THAN LAST YEAR'S TOFURKY?** Yes. We listened carefully to all of the feedback on last year's Tofurky and spent a good portion of the year developing, taste-testing and redeveloping this year's Tofurky to make this feast the very best ever.

**HOW ABOUT THE TEMPEH DRUMETTES?** Included in your Tofurky are the unique Drumettes, a dark filet made of grated soy tempeh, tvp (textured vegetable protein), wild rice,

nutritionists from their supply of isoflavones, a unique type of phytoestrogen (a plant chemical)."

Update: Talk with Seth Tibbott of Turtle Island. 1998. Nov. 18. Last year they sold 15,000 Tofurkys; this year

they have already sold 35,000 and expect to sell 50,000 by Dec. 31. The media coverage this year has been even more amazing than last year. White Wave has dropped its tempeh burgers (incl. Lemon Broil) because its tofu business is growing so fast.

3022. Turtle Island Foods, Inc. 1997. We have it! Tofurky—A delicious vegetarian holiday feast (Leaflet). Hood River, Oregon. 2 p. Front and back. 28 cm.

• **Summary:** The text at the bottom front reads: "As seen on: ABC (Good Morning America), NBC (Today Show), and CBS (This Morning)." On the front is a full-color photo (on a blue background) of a Tofurky sliced in half, on a bed of lettuce with sliced carrots, on a silver plate, with the drumettes and gravy in a silver gravy boat. In the upper left is a basket with a sunflower, pumpkin, pear, and cherry tomatoes.

On the back is a detailed description of the product: "After three years of product development, testing and listening to customers... We've taken tofu and blended it with vital wheat gluten to create a savory, sliceable roast filled with our own meatless stuffing." Tofurky includes two levels of promotional support. "Option #1: Vegan Super Holiday Demo. Order 25 mixed cases of Tofurky and Tempeh Drumettes plus 3 cases of any size Rice Nog by Grainaissance Natural Foods and receive a \$60 demo of Tofurky, Tempeh Drumettes and Rice Nog." "Watch for upcoming blurbs in November Bon Appetit and New Woman magazines. In addition we will again be sending out over 750 press releases to major US media organizations. In-store posters and brochures available at no cost. 1% of all gross sales of Tofurky go to the Farm Sanctuary's Adopt A Turkey Program." Suggested retail price: \$19.95 to \$24.95. Address: P.O. Box 176, Hood River, Oregon 97031. Phone: 1-800-508-8100.

3023. United Soybean Board. 1997. National report on consumer attitudes about nutrition. Seattle, Washington. 8 p. Oct. 28 cm.

• **Summary:** This fourth annual nationwide survey, commissioned by USB, was conducted in July 1997 by an independent research firm in Seattle, Washington. Random telephone interviews were completed with 1,000 consumers. The sample error ranges as  $\pm 3.2$  percentage points at the 95% confidence level.

Contents: Concern about nutrition. Changes in eating habits: Percentage of consumers making dietary changes due to nutrition concern, specific dietary changes, reasons for dietary changes. Nutrition and dining out. Menu selection and shopping habits due to nutrition concerns. Media sources and nutritional information. Consumer perceptions of soy products. Consumer concern and confusion about specific nutrition terms: Percentage of population familiar with term—Soy protein, saturated fats, polyunsaturated fats, trans fatty

acids, hydrogenation.

Consumer perceptions of soy products: 1. 59% of Americans acknowledge that soy is healthy. 2. Soybean product trial usage is reaching relatively high levels among nutrition-conscious consumers. Approximately 70% of consumers very concerned with nutritional content indicate they have tried some type of soy product. 3. The perception of healthfulness is a primary driver of soy product trial and use. Among consumers who have tried soy products, 68% indicated soy is healthy. 4. One in three consumers who eat soy products about once per week indicated that a magazine or newspaper article influenced them to include soy in their meals. 5. Among consumers who indicate usage of soy products, tofu and soy burgers are the products most frequently incorporated into their diets.

3024. Rosenthal, Lara. 1997. The new Thanksgiving dinner: Gravy, but turkeys not invited. *Wall Street Journal*. Nov. 26. • **Summary:** The article begins: “Watch out, Butterball! The tofu turkeys are coming. Vegetarians, tired of eating bean roast and stuffed pumpkin while the nation’s carnivores dine on fowl every Thanksgiving, are finding new ways to be included. They and their guests will consume an estimated 26,000 ‘alternative turkeys’ made of tofu and other plant products this year, four times as many as in 1996.”

While that is only a tiny percentage of the 67 million real birds eaten in the USA on Thanksgiving and Christmas, the companies that make faux turkeys are struggling to meet demand—even though the vegetarian turkeys are generally more expensive than their traditional counterparts. Indeed tofu turkeys have come a long way since they made their debut in the mid-1990s.

Three alternative turkeys are profiled: (1) The Tofu Turkey, made by Fresh Tofu Inc. of Easton, Pennsylvania. (2) Tofurky, made by Turtle Island Foods, Inc. of Hood River, Oregon. (3) Unturkey, made of seitan (wheat gluten) by Now & Zen of San Francisco, California.

Tofu turkeys can ease the strain in families split by gastronomic differences—as when one or more of the kids or guests are vegetarians. In gatherings of vegetarians they can fill an emotional void—served with cranberry sauce, mashed potatoes, green beans, and candied yams.

3025. **Product Name:** Chicken-Free Patties (Meatless). **Manufacturer’s Name:** Health Is Wealth, Inc. **Manufacturer’s Address:** 1051 Sykes Lane, P.O. Box 440, Williamstown, NJ 08094. Phone: 609-728-1998. **Date of Introduction:** 1997 November. **Ingredients:** 1999/08: Water, soy protein isolate, textured soy protein concentrate, potato starch, sea salt, granulated onion, dehydrated celery, spices, carrageenan, garlic powder, natural gum arabic, natural flavor, natural spice oils. Breaded with: Unbleached stone-ground whole wheat flour, fructose, yeast, sea salt, salt. Battered with: Water, yellow corn flour,

corn starch, sea salt, spices, canola oil. Browned [deep-fried?] in soybean oil.

**Wt/Vol., Packaging, Price:** 12 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Mike at Health is Wealth. 1999. Aug. 16. Their Chicken-Free Patties (introduced Nov. 1997) are just like their Chicken-Free Nuggets but in the form of a patty or burger.

Leaflet (3 panels each side, front and back, glossy color, 28 cm). Sent by Patricia Smith from Natural Products Expo West. 2000 March. Shows about 32 products.

3026. *Natural Foods Merchandiser*. 1997. Gardenburger sells 300 million. Nov. p. 27.

• **Summary:** The Gardenburger has grabbed a record 32% of the market in the frozen veggie burger category, according to its manufacturer, Wholesome and Hearty Foods of Portland, Oregon. In the last 8 months, its market share has increased by 20%, and its distribution is now at 65% nationwide. These increases are largely the result of nationwide marketing campaigns that include advertising, consumer samplings, and couponing.

In an attempt to increase marketing and public awareness, the company is considering changing its name to Gardenburger Inc. A special meeting of shareholders was held on Oct. 17 to discuss and vote on this matter.

3027. Susanto, Tri; Sawitri, Meita; Widaryanti, Eni. 1997. Research on the utilization of tempe as raw material in the production of milk and tempe sausage. In: Sudarmadji, Suparmo and Raharjo, eds. 1997. *Reinventing the Hidden Miracle of Tempe: Proceedings, International Tempe Symposium, July 13-15, 1997, Bali, Indonesia*. Jakarta, Indonesia: Indonesian Tempe Foundation. xi + 280 p. See p. 125-132. [7 ref]

• **Summary:** To produce good quality tempeh sausage: Cut and grind fresh tempeh to yield 100 gm. Add 3.5% egg white, 2.5% wheat flour, 10 ml water, 1 gm garlic, and spices. Mix well, then mix in 40 gm vegetable oil, fill into a casing, and steam at 100°C. Cool and serve. Contains 17.3% protein.

To make tempeh milk: Dice fresh tempeh, steam for 3 minutes, add 2 parts boiling water, grind, and extract the soymilk. Filter the milk and mix in a 0.08% agar (to reduce sedimentation) plus 4% skim milk and 7% sugar. Heat to 90°C for 5 minutes, filter, bottle, pasteurize at 90°C for 15 minutes, and cool. This soymilk contains 3.25% protein. Address: Research Centre on Traditional Foods, Brawijaya Univ., Malang, Indonesia.

3028. **Product Name:** Vegetarian Sausage [Extra Chewy Breakfast Style, Reduced Fat Breakfast Style, Extra Chewy Chorizo, Reduced Fat Chorizo], and Vegetarian Pâté.

**Manufacturer’s Name:** Twin Oaks Community Foods.



**Manufacturer's Address:** 138 Twin Oaks Rd., Louisa, Virginia 23093. Phone: 540-894-5126.

**Date of Introduction:** 1997 November.

**New Product–Documentation:** News release. 1997 Nov. “Twin Oaks Community Foods introduces vegetarian sausage and pâté: All natural, delicious and health promoting.” They will be delivered to on Monday, Nov. 17. All the new products use 100% natural ingredients and all contain some organically produced ingredients. “The main ingredients of the sausages are organic textured soy flour, wheat gluten, and water. The main ingredients of the pâté are organic whole oat flour, and organic okara, the fiber from the soybean. The pâté contains enough whole oat flour to qualify for the new FDA health claim for Oat: ‘soluble fiber from whole oat flour, as part of a low saturated fat, low cholesterol diet, may reduce the risk of heart disease.’” For more information contact Jon Kessler.

3029. **Product Name:** SuGee (Vegetarian Chicken) [Creamy Shanghai Style, or Hickory Smoke Peking Style].

**Foreign Name:** Su-ji.

**Manufacturer's Name:** CAMS Foods Inc. (Importer-Distributor).

**Manufacturer's Address:** Yorba Linda, CA 92886. Phone: 714-NL.

**Date of Introduction:** 1997.

**Ingredients:** Creamy: Rehydrated soybean curd, water, isolated soy protein, soy oil, sesame oil, fructose, salt, hydrolyzed vegetable protein, autolyzed yeast extract, natural flavors, spices.

**Wt/Vol., Packaging, Price:** 8 oz (226 gm) paperboard box.

**How Stored:** Refrigerated.

**New Product–Documentation:** Package with Label brought by Bob Gerner of Berkeley Natural Grocer. 1997. July 2. 2 by 2 by 5 inches. “Soy-based vegetarian delicacy. All natural. No preservatives. Wheat free. All vegan. No MSG. Keep refrigerated.” An the box are the Chinese characters for “vegetarian chicken.”

On the package is a toll-free Hotline (1-800-LA-SUGEE) which has been changed to a number which is incorrect. There is no listing for the company in Yorba Linda, California.

3030. **Product Name:** Meatless Burger, Meatless Chili, Meatless Taco Filling (Dry Mixes).

**Manufacturer's Name:** Second Nature (Product Developer-Marketer).

**Manufacturer's Address:** 461 Manning Ave., Suite 300, Toronto, ONT, Canada, M6G 2V6. Phone: 1-800-370-8004 www.2ndnature.ca.

**Date of Introduction:** 1997.

**Ingredients:** Burger: Soy protein concentrate, dehydrated onion, cellulose gum, salt, tomato powder, garlic, carrageenan, spices, flavour, caramel color, beet powder.

**Wt/Vol., Packaging, Price:** 140 gm (4.9 oz).

**How Stored:** Shelf stable.

**New Product–Documentation:** Leaflet (glossy, color, printed in about 2002) sent by Lorraine Guardino, sales manager at Sol Cuisine. 2013. March 11. “Sol Cuisine: Second Nature has found its Sol Mate.” This leaflet gives a color photo of the front of each package, nutritional information, and the ingredients. Lorraine adds a note that these three products were introduced in 1997.

3031. **Product Name:** Southwestern Wild West Tofu Burgers.

**Manufacturer's Name:** Wildwood Natural Foods of Santa Cruz, Inc.

**Manufacturer's Address:** 1560 Mansfield Ave., Suite D, Santa Cruz, CA 95062. Phone: 408-476-4448.

**Date of Introduction:** 1997.

**Ingredients:** 1997: Wildwood Tofu (filtered water, organic soybeans grown in accordance with the California Organic Foods Act of 1990, nigari {magnesium chloride} or calcium sulfate {natural firming agents}), corn, onion, kale, dried tomato, garlic, jalapeño pepper, ginger, cilantro, parsley, spices, salt, Fruitrim (fruit juice, natural grain dextrins), rice flour, garlic & onion powders, safflower oil.

**Wt/Vol., Packaging, Price:** 6.5 oz vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Billy Bramblett. 1998. July. He says this product was introduced in 1988, and made at Wildwood's plant in Santa Cruz.

3032. Emmons, Didi. 1997. Vegetarian planet: 350 big-flavor recipes for out-of-this-world food every day. Boston, Massachusetts: The Harvard Common Press. xii + 564 p. Illust. by Melissa Sweet. Index. 24 cm.

• **Summary:** This hefty vegetarian cookbook contains 350 new and exciting innovations on recipes from around the world. Didi is described as “a bold new talent!” and her book is a Beard Award nominee. Soy-related recipes include: Miso soup (p. 113-14). Thai tofu with red curry sauce over coconut-scallion rice (p. 213-15). Frozen soybeans [green vegetable] (p. 263). Many Chinese markets sell these in their freezer sections. “Packaged in Taiwan, they look a lot like lima beans, but they are delicate in flavor and especially high in protein. I keep them in my freezer and add them by the handful to various dishes, just as I would add peas or snow peas.” The names and pages of recipes to which they can be added are given.

Mu shu tofu (p. 360-63). Cooking with tofu (p. 361, including description of varieties and serving suggestions). Cooking with legumes (incl. azuki beans and soybeans, p. 368-69). Tofu and pumpkin seed burgers. Also contains many recipes using sea vegetables. Address: Chef at Pho République (a French-Vietnamese Bistro), Cambridge, Massachusetts.

3033. Hogan, David Gerard. 1997. *Selling 'em by the sack: White Castle and the creation of American food*. New York, NY: New York University Press. x + 199 p. See p. 99, 100, 107. [261\* ref]

• **Summary:** A fascinating book, very well researched and written. White Castle, a regional restaurant chain, was founded in 1921 in Wichita, Kansas—at a time when Americans were hesitant to eat ground beef after Upton Sinclair's 1906 novel *The Jungle* had publicized the poor sanitation practices of the meat packing industry. It became the first American hamburger fast food restaurant chain.

It made the hamburger a U.S. institution and launched the fast-food industry.

In the chapter “White Castle goes to war,” the section titled “Victory coffee without the coffee” (p. 98-100) states that coffee was in short supply during World War II only because consumers, in the early summer of 1942, fearing it would be rationed, “fulfilled their own prophecy of scarcity by clearing grocery shelves and hoarding coffee in their cupboards.” Rationing was imposed a few months later.

White Castle first considered extending the existing coffee supply by adding “chicory or soy meal.” Eventually most wholesale roasters added 6-8% chicory to their mix, which did not alter the flavor much. White Castle soon accepted this “chicoried” coffee at most Castles in the chain.

They also tried a variety of other hot drinks to help make up the coffee shortage, such as Postum (an extract from roasted wheat bran flavored with molasses)—but it was quite expensive.

White Castle also considered and tested, but ultimately rejected, other coffee substitutes such as “Soykee, a soy derivative sold by Battle Creek Food Company; Soyfee from Cubbison Company; and Kofy Sub, another soy-based substitute” [made by Dr. Jackson Foods in Toronto, Ontario, Canada]. The only coffee substitute that White Castle considered seriously was Breakfast Cup, sold by Loma Linda Foods of California in 12-ounce packages; it was made from soy, bran, fig, wheat, and honey, but was eventually considered too expensive.

Since meat was also scarce during the war, White Castle also searched for alternatives to their hamburgers—and even considered meatless alternatives. Battle Creek Foods of Michigan offered the most varieties. Special Foods of Columbus [sic, Worthington] Ohio, made Numete, based on peanuts and corn flour. Many companies made a soy burger, while Loma Linda Foods made Vegelona (from soybeans, tomatoes, onions, and peanuts) and Proteena (from soy, tomato juice and yeast extract). Central Soya Co. made soya flour, which White Castle considered using as a meat extender. But there is no evidence that White Castle ever mixed its hamburger meat with any extender.

Brief story of Betty Crocker: The first company to pioneer a corporate hostess for image making was General

Mills in 1921—though at the time the company was named Washburn, Crosby, and Company, it “was becoming frustrated with the growing negative publicity about the white bread made from its bleached Gold Medal Flour. White bread was being denounced as having no nutritional value and being full of additives. In response the company created the popular yet fictional gray-haired ‘Betty Crocker,’ who was portrayed to the public as both an expert on nutritional issues and the ideal role model of the feminine and organized homemaker.” The program began with just one secretary signing this pseudonym to all public relations correspondence, but quickly expanded. Address: Assoc. Prof., American History, Heidelberg College [Tiffin, Ohio].

3034. Katzen, Mollie. 1997. *Vegetable heaven*. New York, NY: Hyperion. xv + 223 p. Illust. (Color by Mollie Katzen). Index. 27 cm.

• **Summary:** A handsome vegetarian cookbook. Soy-related recipes include: Vietnamese salad rolls (with firm tofu, p. 11). Kung pao lettuce cups (with firm tofu, Northern Chinese, p. 13). Eggflower soup with pasta shells (with firm tofu, p. 32). Potato soup with rosemary and roasted garlic (with silken tofu, p. 33). Coconut-lemon grass soup (with firm tofu, p. 43). Baked coated nuts sweet or savory (with soy sauce, p. 57). Basic soyburgers (with cooked soybeans and tofu, p. 76). Green beans and tofu in crunchy Thai peanut sauce (with firm tofu, p. 103). Magic carrot flans (with milk or soymilk, p. 122). Scalloped potatoes three variations (with milk or soymilk, p. 130). Sandwiches to write home about (with firm tofu, p. 136). Buckwheat soba with squash, smoked tofu, and basil (with smoked tofu and miso, p. 144). Tiny pasta stew (with firm tofu, p. 151). Horseradish aioli (with silken tofu, p. 168). Peanut-chile [chili] dressing (with soy sauce, p. 174). Homemade butterscotch pudding (with milk or soymilk, p. 194). Pumpkin mousse with gingersnap crumbs (with silken tofu, p. 196). Bittersweet chocolate-banana mousse (with silken tofu, p. 197).

A color photo on the rear cover shows Molly Katzen. Address: California.

3035. Nabben, Alexander. 1997. *Kochen und Backen mit Tofu: Vegetarische Rezepte ohne tierisches Eiweiss [Cooking and baking with tofu: Vegetarian recipes without animal protein]*. Darmstadt, Germany: Pala-Verlag. 139 p. Illust. Recipe index. 21 cm. [Ger]

• **Summary:** Contents: Tofu—versatile and healthful. The soybean: Cultural history, production, the world and the soybean, nutritional value of soybeans, soyfood products (soy sauce, miso, tempeh, okara, soy coffee, soynuts, soy sprouts, modern western soy protein products—soybean flour, flakes, textured soy flour, soy protein isolates, defatted soybean meal, industrial soy products), genetically engineered soybeans. Tofu. Tips, tricks, and useful information. How to make soymilk at home. How to make



tofu at home. Tofu recipes and marinades. Raw foods and salads. Dressings. Sauces. Soups. Main dishes. Soufflés. Pasta. Patties / burgers. Spreads. Party snacks. Cooking and baking. Desserts and sweet delicacies (*süsse Leckereien*). Ice cream. Address: Weigandufer 38, 12059 Berlin, Germany. Phone: 30 / 6808 0686.

3036. Rombauer, Irma S.; Becker, Marion Rombauer; Becker, Ethan. 1997. *The joy of cooking*. New York, NY: Simon & Schuster / Scribner. xiv + 1136 p. Illust. Index. 24 cm.

• **Summary:** Soy-related subjects include (\* = recipe): Soy sauce butter\* (p. 77). Asian black bean sauce\* (with “3 tablespoons preserved black beans” [fermented black soybeans], p. 83). Japanese wasabi soy sauce\* (p. 83-84). Ginger soy sauce\* (p. 84). Soy and sherry marinade\* (p. 85). Description of miso soups and their role in the Japanese diet (p. 107-08). Light-colored miso soup with simmered vegetables and dark-colored miso soup with sautéed vegetables and Mongolian Hot Pot—a miso soup based dish\* (p. 108). Ginger soy vinaigrette\* (p. 238).

One long chapter is titled “Beans and Tofu” (p. 270-294). Lentils with spinach and soy sauce\* (p. 280). The section titled “soybeans” (p. 287) discusses their nutritional value, health benefits (“They contain substances thought to help prevent breast and other cancers, as well as Omega-3 fatty acids, which reduce the risks of heart disease”), how to cook yellow and black soybeans, how to dry-roast [to make soynuts], many ways of processing, soy milk, okara, fermented black beans, soy sauce, tamari, miso, soy cream cheese, soy sour cream, and soy cheese. There are also substantial subsections describing the following soyfoods: (1) Soy milk, including a recipe for making it at home (p. 287-88). (2) Tofu, including silken tofu, cottage tofu, frozen tofu, sauteed or fried tofu, and smoked tofu (p. 288-89). Recipes containing tofu include: Szechuan spiced tofu, Southeast Asian curried vegetable stew, Smoked tofu burgers, and Brown rice tofu salad with orange sesame dressing (p. 289-90; the latter recipe calls for toasted sesame oil and adzuki beans, with smoked tofu being optional). (3) Tempeh, including recipes for Moo shu tempeh and Szechuan-style “hacked” tempeh. (4) About soy protein, describing textured vegetable protein and textured soy concentrate, with recipes for Dinner loaf Tex-Mex style and Lion’s head (p. 292). This is followed by a subsection describing seitan and with recipes for Root vegetable and seitan stew, and Seitan kibbe (p. 293-94).

Asparagus with mustard miso\* (p. 343-44). Baby bok choy with soy ginger sauce\* (p. 349). Steamed scallops or shrimp with soy sauce\* (p. 513). Grilled or broiled whole red snapper with ginger soy vinaigrette\* (p. 548-49). Small fish, fillets, or steaks poached in soy sauce\* (p. 555-56). Chinese soy-braised chicken\* (p. 601-02). The chapter titled “Know your ingredients” (1059-87) includes short descriptions of

bean sauce, Hoisin sauce, miso, nori, salted and fermented black beans, sesame oil, sesame paste, soy sauce, tamari, tonkatsu sosu (dark spicy sauce based on soy), wakame, wasabi, vinegars from fruit and grains, margarines (mentions trans fatty acids, but not soy), and shortenings (p. 1065-69).

Subjects related to vegetarianism include: Discussion of vegetarian diets (positive and accurate, in Chapter 1, p. 3). List of vegetarian side-dishes and main courses in this edition (27 recipes, p. 20). Vegetarian chili\* (p. 283). Dairy-free chocolate cake\* (vegan, p. 932). Ultra-orange cake\* (vegan, p. 932-33).

Irma Rombauer (the grandmother of Ethan Becker) first wrote the *Joy of Cooking* in 1931, “when domestic help was fast becoming a thing of the past and women all over the country were once again heading to the kitchen.”

Note: This cookbook was written by a committee of experts, put together by Maria Guarnaschelli. Many controversies and clashes of opinion arose out of this arrangement. Address: 3. Cockaign, Cincinnati, Ohio.

3037. Gardenburger, Inc. 1998. Natural selection (Ad). *Nation’s Restaurant News* 32(3):17. Jan. 19.

• **Summary:** This full-page color ad, targeted at restaurateurs, states that Gardenburger is “the #1 selling meatless patty” in the USA. Color photos show four other products, each ready to serve: (1) Gardenburger Tuscan, with tomato basil spread and fresh parmesan [Parmesan] cheese on foccacia bread. (2) Gardenburger Olé, with avocado and salsa fresca in a warm tortilla wrap. (3) Gardenburger Bistro, between two buns. (4) Gardenburger Pita. “Join the Garden Club for scrumptious new serving suggestions, promotional ideas and point-of-sale materials. Call 1-800-636-0109, ext. 1211, or visit our Website at [www.foodshow.com](http://www.foodshow.com).”

This ad also appeared in the 2 March 1998 issue (p. 99) of this magazine.

3038. Greenberg, Patricia; Hartung, Helen Newton. 1998. *The whole soy cookbook: 175 delicious, nutritious, easy-to-prepare recipes featuring tofu, tempeh, and various forms of nature’s healthiest bean*. New York, NY: Three Rivers Press (Crown Publishers / Random House). ix + 221 p. Illust. Index. 24 cm.

• **Summary:** Contents: Acknowledgments. Introduction. All about soy: Health benefits of soy (reduces the risk of heart disease, lowers the risk of breast cancer, eases the symptoms of menopause, protects against prostate cancer, prevents digestive disorders {when using whole soybeans or soy products containing high levels of fiber}, eliminates the problem of lactose intolerance, prevents the problems of milk allergy, beneficial in diabetic diets), cooking with soy products (meat analogs or meat substitutes {soy sausage, soy bacon, hamburgers and hot dogs}, miso, okara, soy cheese, soy milk, soy sour cream, soy yogurt, soy flour, whole soybeans, soybeans–green, soybeans–roasted, tempeh,

textured vegetable protein (TVP), tofu & silken tofu; Soy-based foods (containing little or no protein): Egg replacers, soy margarine, soy mayonnaise, soybean oil, soy sauce) how to get optimum nutrition from soy (protein, carbohydrates, fat, cholesterol, fiber, sodium), nutrition information. Sample menus (for 3 meals a day, 7 days a week). Recipes: 1. Appetizers, dips, and spreads. 2. Salads and vegetables. 3. Brunch and breads. 4. Pizza and sandwiches. 5. Soups and stews. 6. Main dishes. 7. Pastas and grains. 8. Desserts.

This books contains almost 200 delicious and easy ways to add that essential 25 grams of soy protein to your diet. These recipes (each of which includes a nutritional analysis) are based on more than ten years of experience and experimenting (p. 2). Address: P.O. Box 10853, Beverly Hills, California 90213. Phone: (310) 474-4539.

3039. Denby, Leo. 1998. History of Sheffield Seitan in Vermont (Interview). *SoyaScan Notes*. Feb. 3. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Sheffield Seitan is a very small company that makes natural seitan directly from wheat—without using vital wheat gluten. The company was started in 1979 by Don & Karen Smith in Wheelock, a tiny remote town in Vermont. They started in a log cabin which had been built by Frank and Phyllis Head, and which was available when the Heads went on a long trip to Mexico in about 1977. (The year is firm because one of the Head's daughters was born in Mexico on 2 May 1977.) The cabin had no electrical power and was accessible only by a road through the adjacent town of Sheffield. They had a post office box in Sheffield, so they often gave their address as Sheffield. Don worked as a chef, both were interested in macrobiotics, and they learned how to make seitan when they worked for Erewhon in Boston, Massachusetts. Their seitan was all hand-made and fresh—because they had no refrigeration. Their first product (introduced in 1979) was the Wheat Puff, which was a version of the Tan Pop that was sold at the Erewhon retail store in Boston; each Wheat Puff was quite large (about 5 oz), made of seitan on a stick and deep fried in a tempura batter. Their second product was named Wheat Meat Burger, a seitan patty introduced in about 1980. They sold most of these Burgers to a restaurant in Concord, New Hampshire, where they were used in sandwiches. The rest were sold to delis and natural food stores. Leo still has the labels from this Burger. Then the Smiths moved to the town of Newark, Vermont, but they kept their original business name, Sheffield Seitan. Now they made the seitan in a food preparation place that was closed at night, which was when they used it. They built their own home. In 1981 they moved themselves and their business back to Wheelock, to South Wheelock, where they were sharing space and their equipment with a baker named Leigh Pierce. She used to make a bread called Gentle Wind, and had a pretty good business going. Don's brother, Ron Smith, would deliver her

bread, and he would also deliver the Wheat Puffs to the same stores, which were health food stores and food co-ops across the state of Vermont.

Leo and his wife Christina bought the company in 1981, when it was located in South Wheelock. At that time the Smiths were heading to Arkansas, with plans to live in a macrobiotic community [Mountain Ark]. Leo thinks they had 1 or 2 children; not long after leaving Vermont, he thinks Don and Karen separated. Karen lived for a while in Fayetteville, Arkansas, but has remarried (last name Harple) and now lives in Pennsylvania (Phone: 717-466-6050); Don Smith is presently in Thailand. Sheffield Seitan wasn't making any money at the time. At that time there was a homeopathic/alternative directory named Earth Star, located in Temple, New Hampshire. The owners of the directory allowed Sheffield Seitan free advertisement space in exchange for delivery (once a month) of their directories to the health food stores and food co-ops along the way.

Leo decided to try to use the directory to expand into the frozen food market, by making full cooked, frozen seitan. The idea worked well, so in 1983 they started to make a patty called the Seitan Wheat Meat Pounder, whose weight is given as 1 pound plus. Each one weighs slightly more than a pound. It is 1 inch thick and 6 inches in diameter—much bigger than a typical burger. Nobody else makes such a patty. It can be sliced very thin into strips or cut into chunks for kabobs. Eventually they turned the delivery over to UPS and now they are going through a distributor named Associated Buyers based in New Hampshire.

In about 1985 they introduced Wheat Meat Balls, which were about 1 inch in diameter and weighed about ½ ounce each. But it was too labor intensive to try to roll all the little balls then cook them in broth—so they dropped the idea. In about 1986 they launched Seitan Wheat Meat Pieces, which are the 3-ounce patties that have been cut into finger strips.

In about Leigh Pierce decided to get out of the baking business—which she had been doing for about 10 years. So the Denbys had to find a new location, because they were sharing the shop that was built onto her house. The Denbys owned the mixer (an old 80-quart Hobart) and they were getting a very good rate on the rent because she used their mixer.

So in 1990 they moved Sheffield Seitan to Lyndon. Leo built their house, then designed a shop adjoining their house—which several contractor friends constructed. They had to have electrical power brought in. The company now makes: (1) The Wheat Puffs (about 600 every week), but the size is now smaller and they have no label. (2) Seitan Wheat Meat Burger (3 oz.) sold in three different packaging sizes: 2 patties, 4 patties, and 6 patties. They are also sold in two different packages: A simple poly bag with a twist and a label, or a deli tub. (3) Seitan Wheat Meat Pounder. and (4) Seitan Wheat Meat Pieces. Today they make about 300 lb/week of seitan, which is used to make all four products. They



also make some custom products. About half is sold via mail order to buyers groups, meditation retreats, colleges, and the other half is delivered to retail stores. Address: Owner, Sheffield Seitan, Box 1, Lyndon, Vermont 05849. Phone: 802-748-3327.

**3040. Product Name:** Gardenburger–Hamburger Style Veggie Patties (With Soy) [Regular, or With Cheese].

**Manufacturer's Name:** Gardenburger Inc.

**Manufacturer's Address:** 1416 S.E. 8th St., Portland, OR 97214. Phone: 1-800-636-0109.

**Date of Introduction:** 1998 February.

**Ingredients:** Incl. soy protein.

**New Product–Documentation:** Talk with Mr. Lige Weill of Vegetarian Awareness Network. 1998. Feb. 25. Gardenburger Inc. has just come out with a new Gardenburger that contains soy. He thinks they are doing this to compete with the Boca Burger.

News release by Gardenburger. 1998. Oct. 20. “Daily news of soy’s health benefits rocketing sales of soy-based veggie patties: Gardenburger Hamburger Style Fat Free Veggie Patties become nation’s favorite soy patties.” States that this patty was introduced in Nov. 1997. Note: It was not available in stores until about a year later. Yet the release adds that since November 1997, “Gardenburger has sold more than \$10 million worth of soy patties. They are among the few such products available at supermarkets nationwide.” “According to A.C. Scantrack data, sales are up 45% from a year ago and 69% in the last month.”

Talk with Heidi in consumer affairs at Gardenburger, Inc. 1998. Nov. 25. The company’s new soy-based line was introduced this month and is just now getting into retail stores. It complements the popular grain-based line. The two products in the line are Gardenburger–Hamburger Style–Regular or With Cheese. Formerly this company promoted their products as being “soy-free.”

**3041. Indiana Soybean Board.** 1998. Indiana soyfoods locator guide: A guide to finding soyfoods in the supermarket and health food store. Lebanon, Indiana: Indiana Soybean Development Council. 48 p. 28 cm.

• **Summary:** This is the first edition of this Guide. On the cover is a paper grocery bag resting on a bed of soybeans and chock full of foods: Veggie Slices (soy cheese), soynut butter, veggie burger, tofu, soymilk, soy flour, plus carrots, celery, and cooking oil. Contents: Food pyramid. Soyfoods descriptions–Meat the Bean: Introduction, green vegetable soybeans (edamame), hydrolyzed vegetable protein (HVP), infant formulas–soy based, lecithin, meat alternatives (meat analogs), miso, natto, nondairy soy frozen desserts, soy cheese, soy fiber (okara, soy bran, soy isolate fiber), soy flour, soy grits, soy protein concentrate, soy protein isolate (isolated soy protein), soy protein–textured (textured soy protein, textured soy flour), soy sauce (tamari, shoyu,

teriyaki), soy yogurt, soybeans, soymilk–soy beverages, soynut butter, soynuts, soybean oil & products, sprouts–soy, tempeh, tofu & tofu products, whipped toppings–soy-based, yuba. A taste for health–Scientists are learning about soy’s health benefits: Heart disease, osteoporosis, menopause, cancer, isoflavones. Soyfood icon chart. Soyfood facts & recipes: Meat alternatives, soybean oil, textured soy protein, whole soybeans, soy flour, soymilk, tofu. Composition and nutrient content of soyfoods. Soyfood conversion charts: description of one serving of soyfoods, guide to modifying recipes, soyfoods substitution chart. Mail order soyfood companies. Soyfoods Web site packed with information. Soy cookbooks. Soy resource books. 1-800-talksoy. Soyfoods market search map; where to find soyfoods in the supermarket (a two page color layout of a supermarket displaying where soyfoods are located). Soybeans... they’re in almost everything. Finding soyfoods at the supermarket (store listings by county). Address: Indianapolis, Indiana 46205-1744. Phone: 1-800-275-7679.

**3042. Worthington Foods, Inc.** 1998. Improve your image as a couch potato. Snack on something healthy (Ad). *Vegetarian Times*. Feb. p. 3.

• **Summary:** See next page. This is a full-page color ad for Morningstar Farms Chik Nuggets (reduced fat). The slogan reads: “The change will do you good.” Address: Worthington, Ohio 43085.

**3043. Walden, Graceann.** 1998. Oh boy–Its soy! Diner skips meat. *San Francisco Examiner*. March 27. p. 4.

• **Summary:** About Michael’s American Vegetarian Diner, 2650 Telegraph Ave. (at Derby), Berkeley. Phone: 510-548-0600. The owner, Michael Fikaris, has been a vegetarian for 15 years and a meditation instructor. Soy-related dishes include: Patty of textured soy protein, meat alternatives made out of soy, and chili with textured soy protein. Fikaris sells a promotional T-shirt with the slogan “Eating at a Higher Consciousness.”

**3044. Demos, Steve.** 1998. New developments with soymilk and other soyfoods at White Wave. Part II (Interview). *SoyaScan Notes*. March 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Sales of White Wave’s baked tofu are growing at 38% a year, while plain tofu is growing at 18-21% a year. White Wave is the leader nationally in the baked tofu category, with more than 60% of the market share. Plain dairy yogurt in America still outsells dairy yogurt with fruits and flavors, but it was the fruit yogurts that introduced consumers to the plain product. Baked tofu seems to be playing the same role with respect to plain tofu. White Wave is about to invest very heavily in the automation of baked tofu. If a company’s plant capacity is 250,000 units per week, it makes much more sense to produce baked tofu at

*Improve your image  
as a couch potato.  
Snack on  
something healthy.*



Nuggets™ let you snack away without the guilt. If you like the taste of regular chicken nuggets, you'll love our nuggets. Just heat and serve. Great tasting, meat free, quick, easy and healthy. Remember, when you help yourself to Morningstar Farms, you really are helping yourself. Look for Chik Nuggets in your grocer's freezer.

No, not the garnish, the nuggets. Go on, help yourself. With 75% less fat per serving than regular chicken nuggets, Morningstar Farms® Chik



*The change will do you good.™*



\$1.80/unit instead of block tofu at \$0.70/unit. White Wave is trying to turn the tofu market from block to flavored, in order to gain market share and position—in exactly the same way the company has been trying to turn the soymilk market from aseptic to refrigerated.

One key question concerning baked tofu remains unanswered? How do consumers eat it? Steve thinks they are eating it in the car on the way home from the store as a salted snack food—or perhaps on sandwiches. Until White Wave can be sure of how it is used, they don't want to commit to positioning it against some other product—such as cheese or meat.

White Wave's first goal was to establish its products in the refrigerated dairy section. Whereas many companies still sell tofu to the produce section, White Wave never sells to the produce section any longer. Everything is refrigerated, controlled temperature during distribution and sale. Only rarely does a White Wave product end up being sold in any produce section; they are usually sold in the juice cooler or in the dairy section. 80% of White Wave's revenues come from the natural foods sector, and in natural foods stores all White Wave products are in the dairy section—as part of their shelf-set program, which has been very effective in establishing a beachhead in the refrigerated section. Around that now Lightlife and Yves each have their own sections. So the vegetarian category is emerging, usually located in the store around dairy cheeses, milk, yogurt, and eggs.

The most interesting insight Steve has gained in the last few years is the one that says consumers are picking four product categories that they want to see in supermarkets. So White Wave has been reducing the number of products it offers; it has dropped hot dogs, sausages, all burgers except tempeh burgers and lemon broil. The company is actively evaluating what consumers want and where they want to find it in the store. One new program will be to give consumers a free half-pint carton of Silk asking them to “Try this—It's the new milk.”

Steve is very happy with Silk's sales performance over the past two years. “It's been exceptional, but it cost \$400,000 just to launch the product.” According to data from SPINS, during the May-June 1997 period, the market shares for soymilk brands in the U.S. natural foods market were as follows: Westbrae 34%, Edensoy 32%, Vitasoy 16%, and Silk 7%. Silk's share is now 10%. Sales of Silk grew by 170% during the past year. The soymilk market grew by 21% during the same period, Edensoy grew at 30%, Rice Dream dropped 0.4%, and the rice beverage market contracted by 0.2%.

Tree of Life (which does not share its sales figures with SPINS) is no longer the biggest natural foods distributor in the USA. United Naturals is now the biggest (after they bought Stow Mills) with sales last year of \$650 million vs. \$520 million for Tree. United Naturals also owns Mountain People's Warehouse, Mountain People's Northwest (which

was NutriSource), Rainbow-Chicago (Illinois), Rainbow-Denver (Colorado), Cornucopia, and Cornucopia-Atlanta (Georgia).

ConAgra is trying again to get into the natural foods industry. They recently tried to buy one big privately owned natural foods manufacturer, and were turned down! ConAgra launched a new “Advantage 10” line of frozen entrees (many of which contain gluten products) that is backed by Dr. Dean Ornish. White Wave is supplying them with some of these gluten products. ConAgra had a huge presence at the Anaheim show—yet they don't understand how natural foods shoppers think and see the world. Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

3045. Bertran, Magda. 1998. Pioneros de la soja en España: Locos por la macrobiótica [Pioneers of soya in Spain: Crazy about macrobiotics]. *Vital*. March. p. 66-69. [Spa]

• **Summary:** This is the story of a community of about 20 adults and children who live in southeastern Spain, just north of Barcelona, in Moianés, near the towns of Castellergol and Castellcir. Tofu, tempeh, veggie burgers, and other soyfoods (*derivados de la soja*) form an important part of their diet. Members of the community have created new food companies such as Vegetalia and Natursoy, and become pioneer soyfood processors in Spain. More recently, Luz de Vida has started to import high-quality natural products into Spain.

“The history of the production of soyfoods has diverse origins, according to the version of the protagonists. It can be said that it started about 20 years ago in the little village of Tavertet, due to the efforts of Josep M. Villagrassa, a person who was crazy about macrobiotics (*un “loco por la macrobiótica”*). We must also remember the pioneering work of Javier Arozena [sic. Arocena] and his company Zuaizto (*Arbolito*) in Vasco region.

In addition, two couples who were also “crazy,” Joan Mateu and Lluïsa Playà, and Josep Maria Clapés and Sandra Cano, came together to share a house and experiences in La Floresta (Barcelona). Lluïsa (along with others) was running the restaurant Macrobiotic Zen, the first macrobiotic restaurant in the city of Barcelona, while in the kitchen Joan was preparing tofu for the restaurant, helped by Sandra and Josep Maria. The latter also worked as a homeopathic doctor. Lluïsa maintains that the first tofu manufactured in Spain was made in 1978, in the kitchen of that house named La Floresta.

Little by little the production of tofu grew, and Joan started to make seitan for the first alternative food shops that were created in Barcelona, and then throughout Spain. Address: Spain.

3046. Boca Burger. Inc. 1998. Add variety and profit to your menu with the first Great Tasting meatless burger! 401 North Michigan Ave., Chicago, Illinois 60611.

• **Summary:** Sell sheet (8½ by 11 inch, front and back, glossy color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 1998. March. On the front is a photo of a restaurant “Menu: Burgers and sandwiches.” The first item is Boca Burger. “Indulge in the ultimate burger experience... without all the guilt!!

On the rear: What is Boca Burger? Why Boca Burger? Gives nutritional information for the three Boca Burger flavors: Chef Max’s Favorite. Original Vegan. Hint of Fresh Garlic. The first ingredient in each is “Protein from soy with purified water.” On both front and back is “The Original Boca Burger” logo. Address: Chicago, Illinois.

3047. Gardenburger, Inc. 1998. Annual report 1997: Going from niche to mainstream. 1411 Southwest Morrison St., Suite 400, Portland, OR 97205. 29 p. 28 cm.

• **Summary:** Net sales (in million dollars) have grown dramatically in recent years: \$13.34 in 1993, \$24.45 in 1994, \$36.82 in 1995, \$40.53 in 1996, and \$56.83 in 1997 (up 40% over 1996). However in 1997 for the first time the company suffered a loss in net income (\$1.393 million). In Nov. 1997 the company successfully introduced its first two soy-based Gardenburger flavors—Hamburger Style and Hamburger Style with Cheese. They completed the hiring of a new senior management team. The big news in manufacturing was securing a new plant in Clearfield, just north of Salt Lake City, Utah, that went on-line in early 1998. It was last used by Heinz to make frozen foods sold under the Weight Watchers and Budget Gourmet names. In May 1998 Gardenburger will launch its first-ever national TV advertising campaign. On 31 Dec. 1997 (according to AC Nielsen Scantrak data) the market share of the frozen veggie patty market is: Worthington 43%, Gardenburger 25%, and Green Giant 15% (p. 11).

“In January 1996 the Company completed the acquisition of Ojai, California-based Gorilla Foods, Inc., a privately held developer and manufacturer of wheat protein-based, meatless food products, including the Garden Dog.”

Accompanying the annual report is an announcement of the Annual Meeting of Shareholders and Proxy Statement (17 p.). Lyle G. Hubbard joined the Company in April 1996 as President and CEO. Prior to this he spent 15 years with the Quaker Oats Company in Chicago, Illinois.

“Paul F. Wenner founded the Company in 1985 as a sole proprietorship and acted as its Vice President from the date of its incorporation until December 1989, when he became the Company’s President, Chief Executive Officer and Chairman of the Board. In 1994, Mr. Wenner relinquished his duties as President and in 1995 relinquished his duties as Chairman of the Board, at which time he held the title of Founder, Senior Chairman of the Board of Directors and Chief Executive Officer. In April 1996, Mr. Wenner became Founder, Senior Chairman of the Board and Chief Creative Officer. In 1997, he relinquished the title of Senior Chairman

of the Board, but remains a Director of the Company. From 1980 through 1984, he owned and operated the Garden House Restaurant and Gourmet Cooking School (the “School”), where he developed the Gardenburger veggie patty. The School was affiliated with Mt. Hood Community College’s evening educational curriculum. Mr. Wenner graduated from Mt. Hood Community College in Portland, Oregon in 1973, with two Associate of Arts degrees.”

(p. 5). Wenner is the largest owner of the company’s common stock, with 20.0% of the outstanding shares. Lyle Hubbard is No. 2 with 2.8%. Address: Portland, Oregon.

3048. **Product Name:** V.G. Burger [Original, Spicy, Freedom].

**Manufacturer’s Name:** IQ Foods.

**Manufacturer’s Address:** 5201 Thatcher Rd., Downers Grove, IL 60515 (P.O. Box 577397, Chicago, IL 60657-7397). Phone: 630-434-7170.

**Date of Introduction:** 1998 March.

**Ingredients:** Original and Spicy: Millet, carrots, spinach, mozzarella cheese, bread crumbs, mung bean sprouts, lentil sprouts, soy bean sprouts, whole wheat flour, sesame seeds, tahini, eggs, onions, soy sauce, unrefined safflower oil, spices.

**Wt/Vol., Packaging, Price:** 4 x 2.5 oz = 10 oz meatless patties.

**New Product—Documentation:** See next page. Leaflet sent by Patricia Smith from Natural Products Expo at Anaheim. 1998. March. “V.G. Burger: Open wide.” On the front of the leaflet is a photo of the burger, with trimmings, between two buns.

On the rear we read that V.G. Burger stands for “Vegetable Goodness.” “V.G. Burgers are delicious, meatless alternatives that don’t compromise on taste.” The ingredients for each flavor are given. [www.iqfoods.com](http://www.iqfoods.com).

3049. Livesey, Bruce. 1998. Great moments in marketing. *Profit: The Magazine for Canadian Entrepreneurs*. Feb/March.

• **Summary:** About Yves Potvin, “Agriculture and Food Entrepreneur of the Year for B.C., 1997.” The key to his early success was convincing grocers to move his meatless soy-based wieners from the meat department into the produce department. The move led to a doubling in sales and eventually led to his products being carried by major supermarket chains across Canada, fueling 40% annual growth to 1996 sales of \$25 million.

3050. **Product Name:** Nature’s Highlights (Gluten-Free, Yeast-Free, Rice Crust) [Pizza–Soy Cheese Style, Tostada–Soy Cheese & Vegetarian Bean].

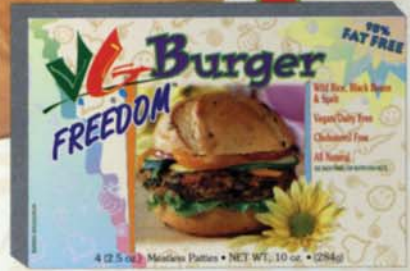
**Manufacturer’s Name:** Nature’s Highlights, Inc.

**Manufacturer’s Address:** P.O. Box 3526, Chico, CA 95927.



# **Burger**

# OPEN WIDE



**IQ FOODS**  


P.O. Box 577397 • Chicago, Illinois 60657-7397 • Tel. 630-434-7170

©1998 IQ Foods, Inc.

**Date of Introduction:** 1998 March.

**New Product–Documentation:** See next page. Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West. 1998. March. “Zesty classics–With a delectable difference.” On the rear: “The delectable wheat alternative.”

3051. Worthington Foods, Inc. 1998. Annual report 1997. 900 Proprietors Rd., Worthington, OH 43085. 20 p. 28 cm.  
**• Summary:** Net sales rose to \$117.9 million in 1997, up 8.1% from \$109.1 million in 1996. Net income (profit) rose to \$8.006 million in 1997, up 8.3% from \$7.392 million in 1996. Earnings per share (diluted) rose to \$0.67 in 1997, up 6.3% from \$0.63 in 1996. “Worthington Foods’ grocery market share of meat alternatives exceeded 55%, approximately the same as it was at the end of 1996.” The introduction of Morningstar Farms Chik Nuggets–the first “finger food” in this line–was a major success and has already become one of the company’s top selling products. “The test market sales of Morningstar Farms refrigerated products in the meat case provided convincing evidence that this concept is one we must aggressively pursue during 1998 and beyond. Accordingly, we are beginning a rollout of five refrigerated products in other selected markets, supported with increased advertising and sales personnel.” Three of these items are in “modified atmosphere packaging” or MAP. A large color photo shows these five products: Garden Veggie Patties, Quarter Prime, Spicy Black Bean Burger, Chik Nuggets, and Breakfast Patties. Morningstar Farms’ America’s Original Veggie Dog, under development for two years, is already on the shelves of 15% of U.S. supermarkets. “Seventeen new items–nearly all low-fat or fat free–were introduced into the grocery, specialty and foodservice markets during 1997.”

Includes an 11-page “Notice of Annual Shareholders Meeting.” Address: Worthington, Ohio. Phone: (614) 885-9511.

3052. **Product Name:** Natural Touch Okara Pattie [58% Less Fat Than Original].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: (614) 885-9511.

**Date of Introduction:** 1998 March.

**Ingredients:** Textured vegetable protein (wheat gluten, soy protein concentrate), egg whites, okara (cooked soy pulp), corn oil, potato flour, autolyzed yeast extract, contains 2% or less of sea salt, onion, vegetable gum (guar and carrageenan), spice, paprika, celery extract, turmeric.

**Wt/Vol., Packaging, Price:** 9.5 oz (255 gm) box contains 4 patties.

**How Stored:** Frozen.

**Nutrition:** Per 1 pattie (64 gm): Calories 110, protein 11 gm, carbohydrate 4 gm, total fat 5 gm (calories from fat 45,

polyunsaturated 3 gm, saturated 1 gm), cholesterol 0 mg, sodium 360 mg, potassium 170 mg.

**New Product–Documentation:** See page after next. Ad (full page, color) in Natural Foods Merchandiser. 1998. March. p. 27. “Lower fat okara pattie: Natural Touch.”

3053. **Product Name:** Yves Veggie Wieners.

**Manufacturer’s Name:** Yves Fine Foods Inc., a subsidiary of Yves Veggie Cuisine.

**Manufacturer’s Address:** 1638 Derwent Way, Delta (Vancouver) V3M 6R9, B.C., Canada. Phone: 604-525-1345.

**Date of Introduction:** 1998 March.

**Ingredients:** Water, soy protein isolate, wheat gluten, yeast extract, wheat starch, salt, evaporated cane juice, spices, carrageenan, wheat germ, rice starch, beet root powder, nutritional yeast, natural liquid smoke, paprika. Vitamins and minerals: Vitamin B-1 (thiamine hydrochloride), vitamin B-12 (cyanocobalamin), pantothenic acid (calcium pantothenate), potassium (dipotassium phosphate).

**Wt/Vol., Packaging, Price:** 6 wieners in 9.7 oz (275 gm) package. Retail for \$2.39 (1999/12, Lafayette, California).

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Yves Fine Foods, comb-bound in “Yves Veggie Cuisine US Packaging.” 1998. March.

Product with Label purchased at Safeway supermarket in Lafayette, California. 1999. Dec. 5. 5 by 5 inches. Vacuum pack. Purple, black, and red on white. Color photo of a wiener in a bun with a wavy bead of mustard on top, surrounded by trimmings. “Made with soy protein. Soy–With naturally occurring isoflavones. Fat free. No preservatives. Cholesterol free.” The back panel states: “For best results, steam over boiling water for 3 minutes.” Can also boil, microwave, or barbecue. “Printed on recycled paperboard with vegetable based inks.” UPC indicia.

3054. **Product Name:** Veggie Deli Slices. Renamed Yves Deli Slices (Original Style) by Dec. 1999.

**Manufacturer’s Name:** Yves Fine Foods Inc., a subsidiary of Yves Veggie Cuisine.

**Manufacturer’s Address:** 1638 Derwent Way, Delta (Vancouver) V3M 6R9, B.C., Canada. Phone: 604-525-1345.

**Date of Introduction:** 1998 March.

**Ingredients:** Water, isolated soy protein, wheat gluten, evaporated cane juice, natural flavors, salt, yeast extract, carrageenan, wheat germ, onion powder, rice starch, beet root powder, garlic powder, wheat starch, nutritional yeast, spices. Vitamins and minerals: Vitamin B-1 (thiamine hydrochloride), vitamin B-12 (cyanocobalamin), pantothenic acid (calcium pantothenate), potassium (dipotassium phosphate).

**Wt/Vol., Packaging, Price:** 10 slices in 5.5 oz (155 gm)



**Zesty Classics...**

**GLUTEN-FREE YEAST-FREE**  
Pizza—Soy Cheese Style  
Pizza—Italian Cheese Style  
Tostada—Soy Cheese & Vegetarian Bean  
Tostada—Cheese & Vegetarian Bean  
Pizza Crust

**...with a Delectable Difference!**

The difference is in the crust! Frozen Pizzas, Pizza Crust, and Tostadas... with a rice-based crust. Nature's Highlights' products are scrumptious and delicious! Offering consumers an alternative to wheat-based products that are Gluten and Yeast-Free.

Old World flavors with a healthy New twist!



**Natural Touch<sup>®</sup>**

# Lower Fat Okara Pattie

**58% LESS FAT THAN ORIGINAL**

**Nutrition Facts**

Serving Size 1 pattie (64g)  
Servings Per Container 4

**Amount Per Serving**

**Calories 110** Calories from Fat 45

**% Daily Value\***

**Total Fat 5g** 8%

Saturated Fat 1g 5%

Polyunsaturated Fat 3g

Monounsaturated Fat 1g

**Cholesterol 0mg** 0%

**Sodium 360mg** 15%

**Potassium 170mg** 5%

**Total Carbohydrate 4g** 1%

Dietary Fiber 3g 12%

Sugars 0g

**Protein 11g**

Vitamin A 0% • Vitamin C 0%

Calcium 4% • Iron 6%

Original Okara Pattie 12g Fat

Reduced Fat Okara Pattie 5g Fat

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium	Less than	3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

**INGREDIENTS:** TEXTURED VEGETABLE PROTEIN (WHEAT GLUTEN, SOY PROTEIN CONCENTRATE), EGG WHITES, OKARA (COOKED SOY PULP), CORN OIL, POTATO FLOUR, AUTOLYZED YEAST EXTRACT, CONTAINS 2% OR LESS OF SEA SALT, ONION, VEGETABLE GUM (GUAR AND CARRAGEENAN), SPICE, PAPRIKA, CELERY EXTRACT, TURMERIC.

**N**ow you can enjoy the great taste of Okara Pattie with 58% less fat. Also, Okara Pattie contains 10 grams of soy protein which has been shown to contribute to the reduction of cholesterol in the blood. Enjoy the healthy benefits of soy in the great tasting Okara Pattie... now with less fat.



**Worthington Foods, Inc.**  
A PUBLICLY TRADED COMPANY



package. Retail for \$2.19 (1999/12, Lafayette, California).

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Yves Fine Foods, comb-bound in “Yves Veggie Cuisine US Packaging.” 1998. March. Product is named “Veggie Deli Slices.” 5.5 oz (155 gm).

Product with Label purchased at Safeway supermarket in Lafayette, California. 1999. Dec. 5. 4.75 by 3.75 inches. Vacuum pack. Light blue, blue, yellow, black, red, and green on white. Color photo of folded deli slices in a sandwich (whole wheat bread with sesame seeds) with trimmings. A box in the center of the label boldly proclaims on a yellow background: “Made with heart healthy soy protein. Diets low in saturated fat and cholesterol that include 25g of soy protein per day may reduce the risk of heart disease. One serving of this product [4 slices = 62 gm] provides 6.25g of soy protein. \* Proposed FDA product claim as of October 1, 1999.” Also on the front panel: “Soy–With naturally occurring isoflavones. Fat free. No preservatives. Cholesterol free.” The back panel states: “Printed on recycled paperboard with vegetable based inks.” UPC indicia.

3055. **Product Name:** Veggie Breakfast Links.

**Manufacturer’s Name:** Yves Fine Foods, Inc.

**Manufacturer’s Address:** 1638 Derwent Way, Delta (Vancouver) V3M 6R9, B.C., Canada. Phone: (604) 525-1345.

**Date of Introduction:** 1998 March.

**Ingredients:** Water, wheat gluten, soy protein isolate, yeast extract, etc.

**Wt/Vol., Packaging, Price:** 7 oz (200 gm) paperboard box.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Yves Fine Foods, comb-bound in “Yves Veggie Cuisine US Packaging.” 1998. March. Ad (full-page, color) in *Vegetarian Times*. 1998. April. p. 9. “Enjoy breakfast to your heart’s content.” A large color photo shows 3 of the links. A large logo for Yves Veggie Cuisine is superimposed on the photo near the top. In the lower right corner is a color photo of the front panel of the “Veggie Breakfast Links–Fat-Free.”

3056. **Product Name:** Veggie Chili Dogs.

**Manufacturer’s Name:** Yves Fine Foods, Inc.

**Manufacturer’s Address:** 1638 Derwent Way, Delta (Vancouver) V3M 6R9, B.C., Canada. Phone: (604) 525-1345.

**Date of Introduction:** 1998 March.

**Ingredients:** Water, soy protein isolate, wheat gluten, spices, etc.

**Wt/Vol., Packaging, Price:** 9.7 oz (275 gm) paperboard box.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Yves Fine Foods, comb-bound in “Yves Veggie Cuisine US Packaging.”

1998. March.

3057. Yves Veggie Cuisine, Inc. 1998. U.S. packaging (Portfolio). 1638 Derwent Way, Delta (Vancouver), BC, V3M 6R9, Canada. 14 inserts.

• **Summary:** This is a spiral bound collection of the packaging for all 14 of Yves’ products that have U.S. labels. Each product is a meat alternative, and each is manufactured and packaged by Yves Fine Foods, Inc., a subsidiary of Yves Veggie Cuisine, Inc., Delta (Vancouver), BC, Canada V3M 6R9. The fat-free products are: Veggie Breakfast Links, Veggie Chili Dogs, Tofu Wieners, Veggie Wieners, Jumbo Veggie Dogs (Regular, Hot & Spicy), Veggie Ground Round (Original or Italian), Veggie Pizza Pepperoni, Veggie Pepperoni, Canadian Veggie Bacon, Veggie Deli Slices, Garden Vegetable Patties, Veggie Burger Burgers.

On the back of each label is a message from Yves Potvin, president and founder, which begins–“Bonjour! My name is Yves...” His first name is pronounced like the “Eve” in “Christmas Eve.” “I founded this company in 1985 with a vision of creating a new generation of food to meet the needs of the health conscious consumer: A consumer who wants to cut down on fat and cholesterol without compromising on quality or taste. Today, I am proud to offer you a full line of healthy, convenient and tasty food made from 100% vegetable sources.”

“In this edition, I would like to bring to your attention our new packaging. We have made it easier for you to choose your favorite Yves Veggie Cuisine products. All our wieners are in the purple packages, our burgers are in green, our slices are in blue and our ground round products are in red packages...A brand new look with the same great taste you have come to expect from us. And before I forget, all our products are now certified Kosher.” Address: Delta (Vancouver), BC, Canada. Phone: 604-525-1345.

3058. Richards, Bill. 1998. Gardenburger bets the (soybeans) farm on the last ‘Seinfeld.’ *Wall Street Journal*. April 13. p. A1, A6.

• **Summary:** This humorous article paints Lyle Hubbard, the company’s new CEO, as irresponsible and fairly reckless in his “go-for-broke” “shoot the moon” splurge-style marketing strategy. Gardenburger plans to spend \$1.5 million on a spot during the last episode of Seinfeld, NBC’s wildly popular sitcom. This spot is the centerpiece of a \$14 million, five-week blitz of TV ads promoting the company’s meatless burgers. These ads will air about 1,500 times over 5 weeks in May and June but only about two dozen of the ads will appear on network television in prime time. The rest will be on inexpensive cable, late at night, or on syndicated shows. The campaign has gobbled up nearly all the company’s cash. A preview of the ads, which poke mild fun at veggie burgers, considered them unimpressive.

Marketing experts doubt the strategy will work. Donald

Burke, executive vice president of marketing and sales at Worthington Foods, says that only 8% of Americans have ever tasted a veggie burger. One TV spot is not a good way to change people's perceptions. He notes that Gardenburger unsuccessfully tried another ad campaign several years ago to launch a meatless hot dog called Garden Dog—the product has since been abandoned.

Paul Wenner started the company in 1985 “selling meatless patties made from leftovers at his vegetarian restaurant in Gresham, Oregon. The restaurant flopped, but Mr. Wenner kept peddling the veggie burgers out of his van, under the name Wholesome & Hearty Foods. After then company went public in 1992, its stock rocketed to \$30 from \$3 on rumors that burgers bigs like McDonald's were planning to sell the meatless patties. It crashed after rumors proved untrue.” The shares now sell for \$12.75 on the Nasdaq Stock Market. An illustration (dot-style) shows Lyle Hubbard. Address: Staff reporter.

3059. Worthington Foods, Inc. 1998. America's Original Veggie Dog: We're teaching an old dog new tricks (Ad). *Nation's Restaurant News*. April 27. p. 56. Address: Worthington, Ohio 43085.

3060. Amy's Kitchen Inc. 1998. Amy's organic vegetables Texas Veggie Burger: Not just another veggie burger (Ad). *Vegetarian Times*. April. p. 33.

• **Summary:** The burger is made from high protein soy and organic grains and vegetables. A large color photo shows the burger on a plate, between buns sprinkled with sesame seeds, plus all the trimmings. Address: P.O. Box 449, Petaluma, California 94953. Phone: 707-578-7188.

3061. Soyfoods Association of America. 1998. Soyfoods once a day for life! (Special advertising section). *Vegetarian Times*. April. 12-page color insert after p. 58.

• **Summary:** Contains large color ads by Nasoya (tofu and TofuMate), Morningstar Farms (Chik Nuggets), Eden Foods (organic black soy beans) Vitasoy (creamy original natural soy drink), Westbrae (Westsoy soymilks), Westbrae (Vigoraidd nutritional drink), Sno Pac (frozen Sweet Beans—organic green vegetable soybeans), and GeniSoy (soy protein bars). On the rear cover are additional small ads (each with a logo) for Lightlife Foods, Lisanatti, Monsanto, Soyco Foods—Div. of Galaxy Foods Co., Soyfoods Association of North America, and United Soybean Board.

Interspersed with the ads is advertorial text and “Soy facts.” The text on page 1 begins: “Miracle food. Health insurance in a pod. Nutritional powerhouse. The bean supreme. Nutritionists, physicians, researchers, chefs, and food experts of all kinds are raving about the healthfulness and great taste of soyfoods, and it's no wonder; soy truly is a nutritional and culinary gift from nature.

“Soyfoods are delicious, convenient, and versatile.

At breakfast, soy can make an appearance in the form of soymilk, scrambled tofu ‘eggs,’ or soy ‘sausages.’ A soy shake or veggie burger makes a great lunch. Try a tempeh stir-fry, or perhaps a creamy tofu dessert.

“So dig in... with the huge variety of soyfoods available at your local natural foods store, it's easy to get your daily intake of soy, and reap the many benefits of the bean supreme.”

The inner contents: Food as medicine. Heart health. Fighting cancer. Menopause? What menopause? Strawberry smoothie. Protein punch.

Soy cooking tips (p. 4): Easy ways to incorporate soy into your baking: Use soy flour in your baking. Be aware that soy flour contains no gluten, and therefore yeast breads will not rise without the addition of some gluten-containing flour. About ¼ cup of soy flour per cup of unbleached white flour is recommended for breads, pastas, and pastries. In place of olive oil, try adding a few ounces of Nasoya Silken Tofu and a dash of lemon juice to mashed potatoes. Try mashing miso into your root vegetables in place of butter. When adding miso to dishes, add roughly 1 tablespoon per four servings. Add GeniSoy Natural Vanilla Soy Powder to your baked goods such as muffins or pancakes. Buy Eden Organic Soybeans in a can and use them the same way you would any other canned bean: over rice, with pasta, in stir-frys, etc.

It's not only what you eat; its also what you don't eat. Making healthy eating taste great. Soy fact: soybeans were traditionally considered one of five sacred crops in China.

No time to cook? Try these quick ways of getting soy in your diet.

Strong bones... a matter of calcium retention. Miso.

Soy fact: there is no word for “hot flash” in Japan. Soy beverage.

Miraculous tofu. So soy convenient. Soy fact: Western culture discovered tempeh through the Dutch colonization of Indonesia. Soy fact: tofu was unknown to most people in the United States until Chinese immigrants came to this country in the 1800's. Tofu.

Tempeh. By the handful. Soy fact: miso was developed in China about 2,500 years ago. Where to find it. Address: Washington, DC.

3062. Fischer, Bruno. 1998. Leading soyfoods manufacturers in Germany (Interview). *SoyaScan Notes*. May 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The biggest soyfoods company in Germany is probably Noelke (Nölke), which is a big, private meat-processing company with four plants throughout Germany. Their headquarters is in the Osnabrueck area (Osnabrück, 30 miles northeast of Muenster). Their products, which are mostly meat alternatives (especially sausage alternatives) are marketed under the Eden brand in Reform Houses. No. 2, DE-VAU-GE (pronounced day-fau-GAY, whose Granovita brand is very popular), also makes many meat alternatives,



such as links (sausages).

No. 3 is Life Food GmbH in Freiburg (Taifun brand). No. 4 may be Huegli, but they are not really a soyfoods manufacturer. They did buy Soyastern, Yamato, and Horst Heiler, and they sell products under those three brands—not under the Huegli brand.

No. 5 is Albert's Tofuhaus; he produces a lot of bulk tofu for other companies. No. 6 is Viana. The others are fairly small. Geestland started with soy then tried to introduce Lupino (made from Lupins), but the Lupins was not very successful. They are a regional tofu plant, a little bigger than Christian Nagel in Hamburg. Svadesha still exists, but they have been sold to non-soy people, who are fiddling around. They are quite regional and don't make very much soy at present.

TKW (pronounced TAY-kah-vay) has an unusual history. They are a branch of a machinery manufacturing company. They were asked to make a tofu plant, but their customer went bankrupt. So rather than letting the equipment just stand idle, they decided to make tofu. TKW was owned by two brothers who didn't get along very well with each other. So one went into making tofu and the other stayed with the making machinery. "They still seem to do something, somewhere, for somebody. I think they are more into the bulk tofu business."

Henselwerk in Switzerland is not a soyfoods manufacturer. In fact, they don't process any foods; they bottle lecithin, package texturized protein, etc. Soyastern doesn't exist any more; the factory was closed but Huegli still uses the Soyastern brand. Address: Im Auel 88, 53783 Aetorf, Germany. Phone: 49-2243-4021.

3063. Morgan, Miriam. 1998. Students says yes to school veggie burgers. *San Francisco Chronicle*. May 13. Food section. p. 2.

• **Summary:** In the Palo Alto Unified School District (California), food service officials are wondering if they should offer veggie burgers on next year's school lunch menu. So third graders sampled and rated four brands of burgers, chosen for their availability in institutional and retail packages. The winner: Wildwood Tofu Veggie Burgers! Followed by Green Giant Harvest Burger, Gardenburger, and Quong Hop Soy Deli Original. Address: Staff writer.

3064. *SoyaScan Notes*. 1998. Lightlife Foods' new presence at Safeway supermarket in Lafayette, California: Meatless Turkey in March coupon book, and Meatless hot dogs demoed May 15 (Overview). May 18. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Safeway is the biggest supermarket chain in California. Lightlife is a relatively small manufacturer of soyfoods and meat alternatives located in Greenfield, Massachusetts.

In the *Safeway Club Savings Guide* (like a coupon book,

p. 13) for March 1998, Lightlife's Smart Deli Sliced Turkey or Baloney were listed for \$1.49 (savings of up to \$0.50). "See store for additional Club Savings on Smart Deli Dogs."

On Friday, May 15, Lightlife's Smart Dogs (meatless hot dogs) were being demoed by a lady from Five Star, a professional demo company, at Safeway in Lafayette. Each link was cut crosswise into about 4-5 pieces and kept in a steamer on a table. One portion was served on a toothpick to each person who requested it, with or without mustard. After Bill Shurtleff and his son, Joey, tried a sample, they said. "These are great! You know, they contain no cholesterol." The very friendly black woman who was doing the demo replied: "That's right, and they are also fat free. I love 'em."

3065. Hainer, Cathy. 1998. Oh, 'soy' wonderful! Shucking its hippie image, the bean goes mainstream. *USA Today*. May 29. p. 08.D. Final edition.

• **Summary:** "Over the years, soy products, particularly tofu, have been derided as weird hippie food. But now the soybean is a nutritional star, and baby boomers are integrating soy products such as miso and tempeh into their upscale cooking."

Also discusses miso, tempeh, soynut butter, tofu burgers and soy cheeses.

3066. **Product Name:** [Fresh Tofu, Marinated Tofu, Smoked Tofu, Fresh Seitan, Marinated Seitan].

**Foreign Name:** Svjezi Tofu, Marinirani Tofu, Dimljeni Tofu, Svjezi Seitan, Marinirani Seitan.

**Manufacturer's Name:** Annapurna.

**Manufacturer's Address:** Poljanicki, Prilaz 12, 10000 Zagreb, Croatia.

**Date of Introduction:** 1998 May.

**Ingredients:** Marinated tofu: Soybeans, water, nigari, shoyu. Smoked tofu: Soybeans, water, nigari, natural smoke.

**Wt/Vol., Packaging, Price:** Marinated: 280-350 gm vacuum packed in plastic bags. Sells for 50kn/kg. Smoked: 200-250 gm in plastic bags. Sells for 60kn/kg.

**How Stored:** Refrigerated.

**New Product—Documentation:** Talk with Vlatka Kuzmic. 2001. Dec. 12. She and her husband started making tofu officially in Feb. 2001, but unofficially about 2-3 years earlier. They learned how from Susanna Ciceli, a macrobiotic friend.

Letter (fax) from Vlatka Kuzmic. 2001. Jan. 12. They started to sell Fresh Tofu, Marinated Tofu, and Fresh Seitan in May 1998. Marinated Seitan was introduced a month later. The tofu was made with regular soybeans (not organic) and nigari (white/refined flakes). Smoked tofu was introduced in Sept. 1998.

Kuzmic, Vlatka. 2002. "Brief history of Annapurna and work with tofu in Croatia." Letter to William Shurtleff at Soyfoods Center. 1 p. Gives key dates.

Labels sent by Vlatka. 2002. March.



Letter (e-mail) from Vlatka Kuzmic. 2006. July 11. This tofu was (and still is) smoked in a smoke house; no smoke flavor is added.

3067. Sams, Gregory. 1998. *Uncommon sense: The state is out of date*. London: Chaos Works. 191 p. Illust. No index. 21 cm. [Eng]

• **Summary:** An extremely interesting and creative book. On the rear cover is a photo of Gregory Sams and this brief biographical sketch: “Gregory Sams pioneered the introduction of natural foods to the UK—opening Seed macrobiotic restaurant in 1967 at age 18, Ceres grain store in the Portobello Road two years later [1969] and Harmony Foods (now Whole Earth Foods) soon after, as well as being closely involved with Harmony magazine and Seed, the Journal of Organic Living. He conceived and launched the original VegeBurger in 1982, developed it for six years, then moved out of food and into fractals, founding Strange Attractions—the world’s only shop dedicated to chaos theory (London 1990).” Address: 2 Trevelyan Gardens, London NW10 3JY, England.

3068. *Travelin’ Light (Lightlife Foods, Greenfield, Massachusetts)*. 1998. It was twenty years ago today... or thereabouts. Spring/Summer. p. 1-2.

• **Summary:** This is a nice history of the Tempehworks / Lightlife Foods. “In the late 1970s, in the hill towns of western Massachusetts, a unique mix of socially responsible, alternative lifestyle cottage industries were springing up. Frances Moore Lappé’s influential book *Diet for a Small Planet* had just come out, articulating the benefits of a non-meat-based diet on both personal and planetary health. A founding partner in one of America’s first natural foods tofu companies, Laughing Grasshopper Tofu, Michael was often asked by customers if anyone was producing tempeh. Sensing opportunity, Michael set out on his own to learn the craft of making tempeh and start a very small business. Initially called Tempehworks, the business was born in early 1979 in an abandoned car wash and soy tempeh was the sole product.

“When Chia Collins joined Tempehworks in 1980 there was no business plan and little structure to the organization. Chia’s talents were an immediate asset to the upstart company.”

“In the early years of the company, tempeh was still an unusual and unknown food and vegetarian diets were not common or well understood. Struggling to pay the bills, Chia and Michael suddenly realized that utilizing tempeh alone to accomplish their mission of converting people to a plant based, rather than meat based diet would take a tremendous amount of consumer education—far beyond the company’s meager budget for such marketing activities. Their innovative solution to this dilemma was marketing products that were already familiar to their customers while



still bearing the benefits of protein from plants. Enter, meatless alternatives to America's favorite foods: hot dogs and hamburgers.

"So, in 1984 the company changed its name to Lightlife Foods, moved to a larger location (this time a retired trucking terminal) and Tofu Pup hit the market. A delicious vegetarian hot dog made from tofu, Tofu Pups were an immediate success and Michael and Chia knew that they were onto something big. Vegetarian products were here to stay and the two soy entrepreneurs were more determined than ever to make Lightlife the leader in the field. In 1988 the company took a leap of faith, and with considerable support from the local community, received financing to expand its operations to meet the growing demand. Tofu Pups were soon followed by Smart Dogs, the first fat-free hot dog (and today, the country's best-selling meatless frank) and Smart Deli Slices, Lightburger and more."

Old black-and-white photos show: (1) Michael Cohen holding a jar of tempeh starter Culture, 1980. (2) Employees of the Tempehworks circa 1980. (3) Making tempeh at Tempehworks circa 1980. (4) Chia look over a tray of tempeh, 1981. (5) Chia Collins at her desk in 1985. (6) Michael Cohen on the phone at his desk, 1986. (7) The Tempehworks chorus line, 1987. (8) Three people Lightlife booth at Natural Products Expo, 1995. (9) Nine people Lightlife booth at Natural Products Expo, 1997. Address: Address on envelope: P.O. Box 870, 74 Fairview Ave., Greenfield, M 01302.

**3069. Product Name:** Tofurky Deli Slices [Hickory Smoked, Original Style, or Peppered].

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 1998 May.

**Ingredients:** Hickory Smoked: Water, vital wheat gluten, tofu (water, soybeans grown without herbicides, pesticides, or chemical fertilizers {and calcium sulfate coagulant}), white beans, garbanzo beans, natural vegetarian flavor, expeller pressed canola oil, shoyu (water, soy beans, wheat, salt), spices, lemon juice, calcium lactate from beets, salt. No nitrates or MSG.

**Wt/Vol., Packaging, Price:** 5.5 oz (156 gm) vacuum pack. Retail for \$2.49 (2002/03, Lafayette, California).

**How Stored:** Frozen or refrigerated.

**Nutrition:** Per 1.5 oz (43 gm) serving.: Calories 120, calories from fat 15, total fat 1.5 gm (2% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 286 mg (12%), total carbohydrate 14 gm (dietary fiber 2 gm [8%], sugars 0 gm), protein 13 gm. Calcium 2%, iron 7%. Percent daily values are based on a 2,000 calorie diet.

**New Product-Documentation:** See next page. Leaflet (8½ by 11 inches, color) sent by Seth Tibbott. 1998. Published in

May. "The famous Tofurky. Now available in Deli Slices." The product comes in two flavors: Original and Hickory Smoked. The back contains information on ingredients, nutrition facts, and quotes from satisfied consumers.

Postcard (color, 4 by 6 inches) sent by Seth Tibbott. 1998. "New! Tofurky Deli Slices. 100% vegan. Low fat." The text on the back reads: "Now you can enjoy the great taste and texture of the Famous Tofurky all year long!" Talk with Seth Tibbott. 1998. Nov. 18. Original and Hickory Smoked were introduced in May 1998. The Hickory is smoked in a real smoke house. Product with Label sent by Seth Tibbott. 1998. Dec. 16. Both flavors. 5 by 8 inches. Hickory Smoked is black, yellow, red and white. Original style is Red, black, white, and yellow. At top of front panel: "Low fat. 100% vegan." At bottom: "Tastes great cold or hot."

Product (Hickory Smoked) with Label purchased at Safeway supermarket in Lafayette, California. 2002. March 11. Product evaluation: Excellent taste, texture, and packaging.

Letter (e-mail) from Seth Tibbott. 2009. Jan. 25. Peppered Deli Slices were first sold commercially in Sept. 1998.

3070. Yves Veggie Cuisine. 1998. Yves Veggie Cuisine: Enjoy breakfast to your heart's content (Ad). *Vegetarian Times*. May. Inside rear cover.

• **Summary:** This is a full-page color ad for Yves Veggie Breakfast Links (fat free). "These links taste just like the real thing but they're good for the heart. That's because they have no fat, no cholesterol, and they're made of soy protein." Address: Vancouver, BC V6A 2A8, Canada.

3071. Winter, Ralph E. 1998. Worthington says rival's ad campaign lifted sales of its own meat-free foods. *Wall Street Journal*. June 19. p. B4A.

• **Summary:** Gardenburger Inc., a rival maker of veggie burgers and meat replacements, recently launched a 5-week, \$14 million TV advertising barrage, which included a spot on the last episode of "Seinfeld." While Gardenburger's sales skyrocketed, so did those of other makers of veggie burgers. Gives figures for the sales increases of both companies.

3072. **Product Name:** [Tofu, Soymilk, Tofu Cheesecake, Tofu Cheesecake with Apples, Tofu Pie with Bananas, Tofu Mayonnaise, Mushroom Quiche with Tofu, Soymilk with Oats & Natural Sugar, and Tofu Burgers].

**Foreign Name:** Tofu, Leche de Soya, Cheesecake, Cheesecake de Manzana, Mayonesa de Soya, Torta de Championes con Tofu, Avena Helada con Leche de Soya, Hamburguesa de Tofu.

**Manufacturer's Name:** DeliSoya-Delikatessen.

**Manufacturer's Address:** Calle 78 No. 12-03, Santafe de Bogotá, Colombia. Phone: 346-2178 (OF) or 610-1210

# The Famous ***TOFURKY***



**Now Available in  
DELI SLICES**



(HM).

**Date of Introduction:** 1998 June.

**How Stored:** Refrigerated.

**New Product–Documentation:** Letter from Nestor and Cecilia Santacruz. 1998. Sept. 8. “We started on June 26 in Bogotá (Colombia) a small scale manufacture of soyfoods products, tofu and soymilk, that we distribute personally and sell in a place called ‘Delisoya’ (see address above). Your books are a permanent source of inspiration. We also prepare ‘cheesecake,’ *mayonesa de soya*, and *hamburguesa de soya*. Our shop is not located in a place of much public influence but the response to it has been very stimulating and we are very encouraged.”

Letter and forms filled out by Nestor and Cecilia Santacruz. 1998. Oct. 14. They started and own Delisoya, which is located in northern Bogota. They do not have labels for their products. Each week they make, on average, 96 cakes of tofu (500 gm each) and 25 liters of soymilk. They used to deliver tofu to a store named *El integral* and to a restaurant named Caliz, but not they reserve all of their small production for their soya deli. Some Japanese housewives are starting to come to Delisoya to purchase tofu. Nestor and Ceci reserve one day each week to deliver tofu to others at their homes. The foods served each day at Delisoya are shown on a menu board. They occasionally make other foods besides those shown above, so that people can try them and see what can be done with tofu—for example *Torta de champiñ con tofu* (Mushroom quiche with tofu). Turnovers—Tofu, vegetables and spices wrapped in a crust. Sandwiches—Whole wheat bread, tofu, and vegetables. Soymilk with oat and natural sugar (*panela*).

**Ingredients—Tofu burgers:** Tofu, onion, carrot, parsley, oregano, salt & pepper. Whole wheat bread, lettuce, fresh vegetables. Price: \$2.500 each. Source: Mrs. Bernadette Kikuchi (wife of Tomio Kikuchi). Cheesecake (plain or with fruits): Tofu, tahini, lemon, oil, raisins, brown sugar, vanilla, salt, okara granola. Price: \$15.000 pesos each. Refrigerated. Source: *The Book of Tofu* (p. 150; Ten Speed Press ed.). Tofu mayonnaise: Soymilk, tofu, lemon, oil, salt. Price: \$1500 pesos for 125 gm glass jar. Soymilk, tofu, lemon, oil, salt.

Letter from Cecilia and Nestor Santacruz. 2000. Sept. 12. “As for questions (Bill’s letter of 16 Nov. 1999) about our products: 1. *Torta de Champiñoes con Tofu*: It is more like a quiche and can be named ‘Mushroom quiche with tofu.’ 2. In hot places in Colombia we like to drink *avena helada* which is a drink made of milk (dairy) with powdered (instant or cooked) oat, sugar and cinnamon in a blender and cooled for freshness. We make it with soy milk and it tastes as well. 3. It is Hamburguesa de Tofu. I was wrong saying Hamburguesa de Soya. 4. In 1998 we had plain Cheesecake and Cheesecake de manzana (Tofu cheesecake with apples) and Tofu pie with bananas. We still use apples a lot in pies, drinks with soymilk but have introduced other fruits that are easily available such as mulberry, agraz, guayaba, curuba

etc. We make pumpkin pie with Tofu too. We like to vary the repertoire because the same people come to see us often. 5. Yes, we use okara granola in all the different types of pies. We love it instead of bread crumbs and crusts made of wheat, etc. We plan to increase using it in the near future. 6. It is \$15,000.00 pesos (or 7.00 U.S. dollars approx.). One dollar is \$2,200.00 approx. Our money is so devalued that the least coin is of 20 pesos but no one wants it because it doesn’t have any commercial value. 7. It is ‘Tofu mayonnaise’. In 1998 we referred a lot to soy because it is a much better known word than Tofu. A 125 gm [of Tofu Mayonnaise] used to cost 1,500 pesos but now it is 2,500 pesos.”

3073. *Vegetarian Times*. 1998. I can’t believe it’s not turkey: The name Tofurky may be funny, but its taste sure isn’t. June. p. 18.

• **Summary:** The name “Tofurky” was designed to be amusing, but the flavor is no laughing matter—it’s great. Tibbott, age 46, donates 1% of the company’s \$1.2 million gross income to the Adopt-a-Turkey program run by Farm Sanctuary, an animal welfare group. Contains a brief history of Turtle Island Foods, which takes its name from Native American Folklore. During 1997 Turtle Island Foods saw a 196% increase in sales over the previous year. Color photos show: (1) Seth Tibbott, with beard and glasses. (2) Sliced Tofurky. Note: Seth Tibbott’s name is misspelled as “Tibbot” throughout this article.

3074. Brewster, Elizabeth. 1998. Veggie burgers, post-Seinfeld. It’s no joke: Sales are sizzling. *Food Processing (Chicago)*. July. p. 58.

• **Summary:** After Gardenburger ran a half-minute ad in the final episode of Seinfeld, sales of their veggie burgers leaped to nearly \$2 million, from 368,000 in the same week a year ago. Sales of all brands of veggie burgers totaled \$3.8 for the week ending 23 May 1998, up dramatically from \$1.8 million for the same week in 1997. Address: Managing Editor.

3075. *CaliforniaCare News (Blue Cross of California)*. 1998. I’m soy excited: It’s not just tofu anymore. Summer.

• **Summary:** “Soy foods come from the soybean.” They are turning up everywhere in many forms: Vegetable oil, soy flour, “tofu (soybean curd), soynut butter—a peanut butter alternative that’s lower in fat, soy milk, yogurt, cheese, and frozen desserts (good dairy substitutes for the lactose intolerant), meat substitutes, such as soy burgers and soy hot dogs (especially good for those trying to cut down on red meat).

“A healthy choice: Many soy foods are high in protein. Two exceptions are soybean oil, which is high in fat, and soy sauce, which is high in sodium.

“Soybeans also contain a chemical that is similar to the female hormone estrogen. Researchers say this chemical

may help prevent and treat some cancers, heart disease, and osteoporosis. It can also relieve the hot flashes associated with menopause.”

To learn more, call the United Soybean Board at 1-800-Talk-Soy (825-5769).

A color illustration (cartoon) shows a group of singing soy products: green vegetable soybeans in the pod, soy cheese, soy flour, and a soy hot dog in a bun. Address: 21555 Oxnard St., Woodland Hills, California 91367.

3076. Gardenburger, Inc. 1998. Second quarter financial report 1998. 1411 Southwest Morrison St., Suite 400, Portland, OR 97205. 11 p. 28 cm.

• **Summary:** This unconventional quarterly report consists of: (1) A letter to shareholders outlining the results of recent huge advertising expenditures. “Gardenburger’s first national television advertising campaign that began on May 4 and was highlighted by a 30-second spot on the last episode of ‘Seinfeld.’ The Seinfeld spot created a tremendous amount of public awareness for Gardenburger including stories in *The Wall Street Journal* and a piece on the NBC Nightly News with Tom Brokaw.

“Since the start of 1998, the veggie patty category in the retail grocery channel has grown 61 percent. Gardenburger has captured about 75 percent of this growth while our nearest competitor, Worthington Foods, has captured about 15 percent... As a result, Gardenburger’s share of the veggie patty category has grown steadily, and stands at approximately 50 percent as of the date of this report.”

(2 p). (2) A news release titled “Gardenburger reports 91% rise in net sales during second quarter to \$25.7 million.” However, during the most recent second quarter, Gardenburger lost \$6.240 million, compared with a loss of \$1.371 last year. (3) Balance sheets. (4) Three graphs using A.C. Nielsen scanner data. Graph #2 shows unit share of the veggie patties market from 3 Jan. 1998 to 4 July 1998. On Jan. 3 the market shares of three major products were as follows: Worthington (incl. Morningstar Farms, Loma Linda, Natural Touch, and Worthington): 42%. Gardenburger 27%. Harvest Burger 16%. Only July 4 the market shares were: Gardenburger 50%. Worthington 27%. Harvest Burger 10%. Graph #3 shows the unit market share of total meatless. On Jan. 3, veggie patties had 51% of this market and all other meatless products had 49%. On July 4 veggie patties had 70% and all other meatless products have 30%. Address: Portland, Oregon.

3077. Leading Edge Group. 1998. The U.S. health and natural food market: Past performance, current trends, and strategies for the future. 2171 Jericho Turnpike, Suite 200, Commack, NY 11725. 330 p. July. Price \$1,995.00. Illust. 29 cm. \*

• **Summary:** Three past editions of this report have been published by Business Trends Analysts, Inc. (BTA), which

is located at the same address as The Leading Edge Group. BTA is the parent company. Since it was founded 20 years ago, it had published reports under two brand names, each of which has a different style. Business Trends Analysts Reports tend to contain mostly secondary research, with an abundance of charts and graphs, and less text and analysis. Leading Edge Reports are conducted by a person with a specialty in that area. The report contains much more primary research and in-depth analysis, and is roughly twice as expensive. This report was conducted by Melina Laverty.

Chapter 5 of this report is titled “Soyfoods and alternative meat products: Market dynamics.

Overall report—Contents: 1. Executive summary. 2. Overall market dynamics (including Soyfoods). 3. The market for soy foods. 4. The market for herbal teas. 5. The market for dairy foods. 6. The market for grains and cereals. 7. The market for frozen foods. 8. The market for snack foods. 9. The market for groceries. 10. The health food consumer. 11. The health/natural food store industry. 12. Competitor profiles. 13. Industry directory. Address: Commack, New York. Phone: 516-462-2410.

3078. Zind, Tom. 1998. Making the case for soy: Soy protein merges into the fast lane as a functional food ingredient. *Food Processing (Chicago)* 59(7):31-32. July. Foods of Tomorrow section.

• **Summary:** Soy protein is getting more attention in the budding functional foods/nutraceuticals arena in large part because of the isoflavones in soy which have many health benefits. A number of companies have developed isoflavone-rich extracts—such as Novasoy from ADM. Big companies like General Foods and Nabisco are now working with soy and see a bright future ahead. ConAgra Frozen Foods is promoting soy in its Advantage\10 line, recommended by Dean Ornish, M.D. A color photo shows the front of one package. ADM markets a powdered soy drink named Nutribev and is test marketing a soy-based frozen dessert, named Dairylike, in Southern California. Protein Technologies International says it has found new scientific evidence that soy isoflavones can control cholesterol.

3079. Galeaz, Kim. 1998. Build on better health with soyfood guide pyramid. *Soy Connection (The) (Jefferson City, Missouri)* 6(3):4-5. Summer. [4 ref]

• **Summary:** Page 4 shows the full-page “Daily Soyfood Guide Pyramid” containing six different food groups. Page 5 describes how soyfoods can be used in each group, including soy flour, green soybeans, soymilk, soy cheese, soy yogurt, tofu, meat alternatives (incl. soy burgers), roasted soynuts, soynut butter, and soy oil. Address: RD.

3080. Worthington Foods, Inc. 1998. Second quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.



• **Summary:** Net sales for the second quarter of 1998 rose 14.8% over the same period in 1995, and net income rose 16%. Address: Worthington, Ohio. Phone: (614) 885-9511.

3081. Boca Burger, Inc. 1998. Even die-hard meat lovers have a hard time telling the difference between a real hamburger and a meatless Boca Burger (Ad). *Vegetarian Times*. Sept. p. 9.

• **Summary:** This full-page color illustration shows five Amazon piranhas in a gold fish bowl looking with big eyes—and teeth—at two Boca Burgers, between sesame buns with all the trimmings, just outside their bowl. At the top of the ad is written in small letters “(Amazon Piranha—*Serrasalmus rhombeus*).” Below the illustration: “Not only do Boca Burgers taste great, they’re also low in fat and calories.” The company logo states: “The Original Boca Burger—You Won’t Believe its Meatless.” At the very bottom of the ad: “For stores that carry Boca Burgers, visit [www.bocaburger.com](http://www.bocaburger.com).” Address: 1660 N.E. 12th Terrace, Ft. Lauderdale, Florida 33305. Phone: 954-524-1977.

3082. Ginsberg, Beth; Milken, Mike. 1998. The taste for living cookbook: Mike Milken’s favorite recipes for fighting cancer. Santa Monica, California: CaP CURE. Distributed by Time-Life Books. 118 p. Illust. Index. 26 x 27 cm. [2 ref]

• **Summary:** This is a gorgeous, low-fat vegetarian cookbook in which about half the recipes use soy as a major ingredient. It is loaded with color photos (many full page), playful graphics, and good advice. Many desserts contain more than 2 cups of natural cane sugar—Healthy? Note: 100% of the proceeds from this book are used to fund prostate cancer research. The book is available at bookstores nationwide, or it can be ordered by dialing toll-free 1-877-884-5433 (LIFE).

Contents: Introduction, by Michael Milken. Preface, by Beth Ginsberg. Four nutritional principles of CaP CURE to fight prostate cancer and other hormonal cancers: (1) Limit dietary fat to 15% of total energy intake (calories). (2) Eat 5 or more fruit and vegetable servings per day. (3) Consume 25 to 35 grams of dietary fiber a day. (4) Consume 40 to 60 grams of soy protein a day. “Americans have a five times higher incidence of prostate cancer than people living in Asia and eating a traditional diet. Soups. Exercise. Entrees. Soy and soybeans. Sandwiches and sides. Cruciferous vegetables. Breakfasts and shakes. Desserts. Healthy pantry. Afterword, by Donald S. Coffey, PhD, President of the American Assoc. for Cancer Research and Professor of Urology, Oncology, Pharmacology and Molecular Sciences, Johns Hopkins Hospital, Baltimore, Maryland: We are what we eat, how does food cause or protect us from cancer (ROS = reactive oxygen species), how did we lose our way?, how did our diet change (“The great apes were primarily vegetarian, consuming great quantities of vegetables that are high in fiber”), what should we do? About CaP CURE.

Soy-related recipes include: French onion soup (with

soy cheese and soy sauce, p. 20). Broccoli potato soup (with grated nonfat cheddar-style soy cheese, p. 22). Shiitake miso soup (with silken tofu and low-sodium tamari sauce, p. 22). Taco salad with a chili lime dressing (with 1½ lb fat-free soy meat, p. 26). Chinese roasted tofu salad (p. 33).

Note. This is the earliest English-language document seen (April 2013) that contains the term “roasted tofu;” it refers to grilled tofu.

Orange ginger dressing (with white miso and tamari, p. 33). Chef’s salad with miso shallot dressing (and Soy Deli Slices, p. 34-35). Thousand island dressing (with tofu, p. 34-35). Chopped vegetable salad (with 1 cup edamame, p. 36). Teriyaki tofu bowl with Chinese vegetables (p. 40). Tofu dog casserole with a pretzel crust (p. 42). Soy and Soybeans (with a sidebar on “understanding tofu,” p. 44-45). Lasagne with “soysage” (with fat-free vegetarian sausage, silken tofu, and soy cheese, p. 46). Spinach cannelloni with fresh tomato sauce (plus soy milk and low-fat tofu, p. 48-49). Vegetable fritatta with roasted tomato salsa (and 2 lb tofu, p. 54-55). Enchilada pie with ranchero sauce (and 1 lb soy cheese). Greek spinach pie in a phyllo nest (with tofu, p. 61; remake of spanakopita). Homemade vegetable pizza with soy cheese (p. 62-63). Vegetable reuben (with tempeh bacon strips, p. 68). Tofu egg salad sandwich (p. 72). New Deli (fat-free hot dog, p. 75). VLT with herb mustard (and fat-free tofu bologna slices, p. 76). Broccoli in soy cheese sauce (p. 78-79). Fruit shake (with soy protein isolate, p. 84). Blueberry banana multi-grain pancakes (with soy milk, p. 87). Strawberry shortcake (with soy milk, p. 96). Carrot cake (with silken tofu, p. 100-01). Devil’s “fool” cake with cocoa frosting (plus silken tofu in the cake, p. 104). Tofu cheesecake with fresh berry topping (p. 106-07). Banana cream pie (with 3 cups vanilla soy milk, p. 108). Old fashioned chocolate pudding (with 2 cups cocoa soy milk, p. 109). Maple flan (with 2 cups soy milk, p. 110). Address: CaP CURE, 1250 4th St., Suite 360, Santa Monica, California 90401. Phone: 310-458-2873.

3083. Goldbeck, Nikki; Goldbeck, David. 1998. The healthiest diet in the world: A cookbook and mentor. New York, NY: Dutton (Penguin/Putnam Inc.). xiii + 561 p. Sept. Illust. General index. Recipe index. 25 cm. [840+\* ref]

• **Summary:** This is an excellent book, with a wonderful title that lives up to its promise. Both authors are real professionals, with 25 years in the field. Contains extensive information about the importance of a wholefoods, natural foods diet, with plenty of fresh fruits, vegetables, beans, and soyfoods as sources of the many recently-discovered phytochemicals, which offer promising health benefits. The authors are fans of soyfoods, which are featured in both the text and recipes throughout the book.

In Part I, “Goldbeck’s Golden Guidelines,” No. 5 is “Super Soy Foods” (p. 14-15) which encourages readers to “Make soy foods a regular part of your diet.”

Part II is the recipe section, titled “In Nikki’s kitchen: Healthiest diet recipes.” The main soyfoods used in recipes are tofu (48 recipes!), tempeh (15), soy milk (14), miso (8), soybeans, whole dry (3), and soy flour (2). This book contains so many soy-related recipes that we cannot possibly list all of their names. So here are two samplers of such recipes to give a feeling of their diversity, extent, and inviting names. (1) Salad dressings and salads: Creamy miso-mustard coleslaw (p. 178). Tofu mayonnaise (p. 190). Creamy tofu Russian dressing (p. 191). Creamy tofu ranch dressing (p. 191). Lemon-tahini dressing (with soy sauce, p. 192). Creamy miso-mustard dressing (p. 193).

(2) Tempeh recipes: Tempeh strips (p. 31). Tempeh breakfast links (p. 32). Baked Italian tempeh (p. 38). Tempeh burgers (p. 39). Skewered tempeh with orange-nut crust (mini kebabs, p. 61). Maple-pecan tempeh (p. 98). Baked corn-tempeh hash (p. 98-99). Picadillo (Latin American sloppy Joes with tempeh, p. 99). Tempeh mushroom stew (p. 100). Asian grill (with marinated tempeh, p. 101). Tempeh kebabs (p. 102). Shish kebab in a bag (p. 103). Tempeh-bean chili (p. 114-15).

In Part III, “Mentor,” one entire chapter is dedicated to soyfoods (“5. In praise of soybeans,” p. 408-29). The contents of that chapter: Introduction. Soy’s special assets. The phytochemical furor. Protein plus. Soy fiber. Vitamins and minerals. Soy concerns. Soy food selection (incl. Western-style dairy and meat alternatives; soy cheese, soy ice cream, “soy-based imitation meat”). Stick with traditional soy foods: Tofu, tempeh, soy milk, soy nuts, whole soybeans (incl. edamame or green soybeans), soy sprouts, soy flour, soy grits, soy sauce, miso, okara (soy fiber), natto. Soy for health: Introduction, cancer (breast, prostate, and other hormonally influenced cancers), heart disease, diabetes, osteoporosis, women and soy, infant feeding. Nikki’s dialog boxes: Mixing and matching soy protein. Just because they call it “milk”: Nondairy vs. dairy. The question of salt. How to acquire your anti-cancer soy intake. Twenty-five grams of soy protein a day?

Soybeans are also mentioned in Chapter 6, “The beauty of beans” (see p. 431, 434). The 43-page bibliography of current scientific information on the health benefits of foods is worth the price of the book.

In the chapter titled “Controversial carbohydrates” is a long section about the glycemic index of foods titled “G-Force: A new perspective on carbohydrates” (p. 280-89); it includes a 6-page table showing G-force [glycemic index] ratings for individual foods. “Foods with a high G-Force [55 and above, bad] raise blood sugar levels quickly; this is usually matched by a rapid rise in insulin. Foods with low G-Force cause blood sugar levels to rise gradually, in which case insulin is usually released more evenly.” Foods that tend to have a high G-Force are: Desserts and sweets (doughnut 108, graham crackers 106), foods made from refined flours (baguette 136, bagel 103, white wheat bread 100), sweet and

refined breakfast cereals (puffed rice 132, Cornflakes 119, Cheerios 106), sugars (maltose 150, glucose 137, sucrose 92). Foods groups that tend to have low G-force are: Fruits (apple 54, apple juice 58, orange juice 63, but watermelon 103), legumes (soybeans 25, chickpeas 47), dairy products (yogurt 20, milk 46). vegetables (non-starchy). Address: Woodstock, New York.

3084. **Product Name:** Smart Deli Sticks (Meatless, Fat Free): [Pepperoni, or Three Peppercorn].

**Manufacturer’s Name:** Lightlife Foods, Inc.

**Manufacturer’s Address:** 153 Industrial Boulevard, Turners Falls, MA 01376. Phone: 1-877-SOY-EASY (877-769-3279).

**Date of Introduction:** 1998 September.

**Ingredients:** Pepperoni: Water, wheat gluten, soy protein isolate, natural flavors (from vegetable sources), evaporated cane juice, yeast extract, salt, soy sauce (water, soybeans, wheat, salt), paprika oleoresin, black pepper, soy oil.

**Wt/Vol., Packaging, Price:** Paperboard sleeve around 12 x 6 oz vacuum pack chubs.

**How Stored:** Refrigerated, 40 day shelf life. Or frozen.

**New Product–Documentation:** Leaflets (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo East (Baltimore, Maryland). 1998. Sept. 9-13. “Stick with It!” “Sticking to a healthy diet in these fast-paced times can be difficult. That’s why, when you need a quick snack, grab Lightlife’s new meatless Smart Deli Sticks. They satisfy your snack cravings with classic taste without sticking you with all that fat and cholesterol. Try both flavors.”

Spot in Whole Foods (Jan. 2000). Comes in Pepperoni and Soyami.

3085. Marandino, Cristin. 1998. Would you like tempeh with that? *Vegetarian Times*. Sept. p. 16. [1 ref]

• **Summary:** Mark Tsai, a 53-year-old Taiwanese immigrant, owns a fast-food restaurant in Covina, California. A devout vegetarian, he bought a Tastee Freez franchise in 1984, but 9 years ago he converted it to an all-vegetarian menu—and renamed it Tastee Covina. His chili is made with crumbled tempeh, his hot dogs are all soy, and his burgers all start with “veggie.” A color photo shows the front of the restaurant.

3086. Soyatech, Inc. 1998. *Soya & Oilseed Bluebook 1999*: The annual directory of the world oilseed industry. Bar Harbor, Maine: Soyatech. 424 p. Sept. Comprehensive index. Internet address index. Brand name index. Advertiser index. 28 cm.

• **Summary:** The Bluebook has a new title (see separate “serials” record). On the cover is a rectangular [Mercator projection] map of the world made of the different oilseeds now included in the Bluebook: Soya, corn, cottonseed, canola, rapeseed, sunflowerseed, palm kernel, palm, coconut, and peanut. The inside front cover and first page contain full





page color ads from Lucas Meyer, “The Lecithin People” and “Edelsoja: The Protein People.” On the back cover is a color ad from ADM promoting their vitamin E.

The Foreword begins: “The next millennium is just around the corner. A new age, perhaps, in which increased interdependence and trade are coupled with the free flow of information. A new era where the efficient utilization of the Earth’s resources is a key factor in all activities of business and daily life.

“One of Soyatech, Inc.’s founding principles is the dictum that, ‘the world would be a better place if it used its agricultural resources more efficiently—for food, for animals and as a renewable industrial product source.’ We continue to see this as a primary goal of our publication and information services.”

The Bluebook’s new title “more aptly describes the directory’s continuing evolution to encompass the expanding field of plant-based proteins and oils.”

Another new section, near the front of the book, titled “Translations of oilseed terminology” (p. 9-15), includes over 300 terms related to oilseeds translated from English into German, French, Spanish, and Portuguese.

Note: This is the earliest English-language document seen (Nov. 2014) that contains the term “plant-based proteins” (or “plant-based protein”). Address: 318 Main St., P.O. Box 84, Bar Harbor, Maine 04609. Phone: 207.288.4969.

3087. Spice of Life. 1998. “For a delicious, nutritious protein snack try my ‘Spice of Life’ Meatless Jerky”—Spice Williams-Crosby (Ad). *Vegetarian Times*. Sept. p. 107.

• **Summary:** This full-page 3-color ad has as its background many “Meatless” symbols (a steak in a circle with a diagonal line across it). A small photo by the ad slogan shows actress Spice Williams-Crosby. “For more information call 818.909.0052 or check out our web site at: [www.Spice-of-Life.com](http://www.Spice-of-Life.com). My personal guarantee! If you try my Spice of Life Meatless Jerky and you don’t feel that its one of the best

snacks you’ve ever tasted, I will gladly refund your money. Every cent.”

3088. **Product Name:** Tempeh Burger.

**Manufacturer’s Name:** Sun Foods Ltd.

**Manufacturer’s Address:** 115 McCormack St., Toronto, ON M6N 1X8 Canada. Phone: 416-766-8214.

**Date of Introduction:** 1998 September.

**New Product–Documentation:** Letter (fax) from Jon Kessler of Sunergia Soyfoods. This new product was shown at the Natural Products Expo East at Baltimore, Maryland (Sept. 9-13). The company president is Harry Ha. Fax: 416-766-8309.

3089. **Product Name:** Veat Vegetarian Nuggets, Fillet, Breast, Gourmet-Bites (Made from Textured Soy Protein).

**Manufacturer’s Name:** Veat Gourmet. Made in Taiwan.

**Manufacturer’s Address:** Importer: Veat Gourmet, 836 B Southhampton Road, No. 281, Benicia, CA 94510. Phone: 1-888-321-8328 (toll free).

**Date of Introduction:** 1998 September.

**Ingredients:** High fiber texturized soy protein, soy oil (expeller pressed), whey protein, potato starch, unrefined evaporated cane juice, spices, sea salt.

**Wt/Vol., Packaging, Price:** 10.5 oz. paperboard box. Retail for \$4.69 (1999/04, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** Product with Label purchased at Open Sesame in Lafayette, California. 1999. April 20. 6 by 6 by 1.75 inch paperboard box. White, green, yellow, and black on blue. A color photo shows the product used in a vegetarian shish-kebab. “Veat—The next generation of soy protein. Pre-cooked. Heat & serve.” On the back is a recipe for Marinade next to a color photo of two shish-kebab skewers on a plate with rice.

Soyfoods Center taste test. 1999. May 23. The cooking instructions are all wrong. Texture is excellent but the product is too dry without a marinade. Talk with company

owner in Benicia, California. 1999. May 3. These four products were launched in Sept. 1998. The fillet is like fillet of salmon, the breast like chicken breast, the nuggets like chicken nuggets, and the bites like chunks of pork. The company owned by George Weissman and his son, Ariel.

Leaflet (3 panels each side) sent by Patricia Smith from Natural Products Expo West. 2000. March. Shows the front panels of four Veat products, incl. Veggie Breast, Veggie Nuggets, Veggie Bites.

3090. McDermott, Ron. 1998. Thoughts on Gardenburger's recent spate of advertising for meat alternatives (Interview). *SoyaScan Notes*. Oct. 7. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** "Gardenburger" is a great product name, and this advertising campaign has done a lot to build awareness of the category, as well as of the Gardenburger line of products. This has helped all companies in the category, including Worthington. As this category continues to grow, Worthington's goals are to have the widest variety of products (which it now has), the best quality, and the most innovative products. Address: Vice President Research & Technology, Worthington Foods, 900 Proprietors Rd., Worthington, Ohio 43085-3194. Phone: 614-885-9511.

3091. Black, Pam. 1998. Is soy the recipe for what ails you? *Business Week*. Oct. 26. p. 162-E18.

• **Summary:** The soybean gained prominence as a health food in the 1970s. Now even former junk-bond king Michael Milken is "promoting soy's potential to fight prostate cancer..." During the past decade, scientists have discovered estrogen-like active substances named isoflavones or phytoestrogens which may be responsible for "soy's health effects."

Researchers have proven that soy has cardiovascular benefits, primarily by lowering low-density lipoprotein, or LDL ("bad cholesterol"). The mechanism is not clear; the soy may keep LDL from being oxidized to form plaques that clog arteries. Soy increases flexibility of the arteries, which stiffen and harden with age. Thomas Clarkson, professor of comparative medicine at Wake Forest University School of Medicine (Winston Salem, North Carolina) emphasizes that some amount of soy protein must be consumed for the phytoestrogens to exert cardio-protective benefits. Isoflavone pills alone will not be effective. Scientists recommend consuming 30 to 60 mg of isoflavones per day with 7-10 gm of soy protein. A table shows good sources of soy protein, plus their content of isoflavones (mg) and protein (gm): Solgar Iso-Soy powder (1 oz) 103 / 12. GeniSoy natural protein powder (1 oz) 74 / 24. White Wave baked tofu (3 oz): 52 / 19. White Wave tempeh (3 oz) 47 / 18. Edensoy original drink (soymilk, 8 oz) 41 / 10. Soyboy Not Dogs (1.5 oz per dog) 35 / 7.

Soy's effects on cancer are less conclusive; most

researchers doubt that soy is harmful. Soy has great appeal to women approaching or past menopause. Nutritionists think soy phytoestrogens may be safer than Premarin—which may increase the risk of breast cancer.

"And for those of you who've always turned up your noses at tofu, there is good news: Soy is available in such guises as hot dogs, burgers, cheeses, and ice cream."

3092. Dwyer, Steve. 1998. A lean, mean, meatless machine: Rising stars—Gardenburger. *Prepared Foods*. Oct. p. 12-13.

• **Summary:** An excellent, very positive article about how Lyle Hubbard has used \$17 million in national ads to build Gardenburger (of Portland, Oregon; 200 employees, \$58 million in sales) into a thriving company, and move its product from the health food market into the mainstream. Typical consumers think that veggie burgers don't taste good, so the ads focused on the message that they are fun, tasty, and can even satisfy consumers spiritually. Gardenburger spent its first big ad money last May—\$1.5 million for a spot on the last episode of "Seinfeld," which was watched by 104 million people. The ad had the second highest recall among consumers of the 28 ads that ran during the show.

The company is riding a wave toward healthier eating; sales of meat alternative products grew at a compound growth rate of 49.5% between 1992 and 1996. Recent figures show that sales of veggie burgers are growing at 60% a year in supermarkets, and that Gardenburger has captured 85% of that growth. During the last year, Gardenburger's sales have risen 240% and its retail market share has jumped to 54% from 24%.

Everyone knew that Gardenburger's ad campaign was risky. One fear was that big competitors such as Worthington Foods and Boca Burger might benefit from the ads more than Gardenburger. But that did not happen.

Hubbard spent years as an executive at Quaker Oats Co., where he ran the \$500 million convenience food retail division. In 1994 Quaker Oats set its sights on Gardenburger, and assigned Hubbard to explore possible acquisition. Hubbard soon realized that the company had a niche-type product that appeared ready to go mainstream. It reminded him of what happened at Quaker with rice cakes and Gatorade. About a year later Hubbard left Quaker and was chosen in April 1996 to lead Gardenburger. He soon stripped the product line down to include just meatless burgers—dropping the company's breakfast sausage and gluten-based frankfurter. Though Gardenburger is still not making a profit, Hubbard predicts the growing cash flow will generate profits in 1999. Two photos show Lyle Hubbard. Address: Business editor.

3093. **Product Name:** Meatless Meat-Balls.

**Manufacturer's Name:** Elite Foods.

**Manufacturer's Address:** 489 Cabot Road, South San Francisco, CA 94080. Phone: 1-800-376-5368.



**Date of Introduction:** 1998 October.

**Ingredients:** Water, textured soy protein, modified gluten, pressed canola oil, natural flavors, salt, bread crumbs, autolyzed yeast, vegetable gum, sugar, spices, garlic powder, dehydrated onion, egg yolk solids, nonfat dry milk powder, parsley flakes.

**Wt/Vol., Packaging, Price:** 16 oz. reclosable plastic bag.

**How Stored:** Frozen.

**New Product–Documentation:** Talk with Robin Lucky of Elite Foods. 1998. Sept. 16. In March 1977 a company named Vegitarian, Inc. (based in South San Francisco) launched a product named Nature's Ground, a meatless hamburger sold in chubs, or sausage links. That company and product were not successful; now both have been folded into Elite Foods. The product will appear next month at Raley's in a different form, as frozen Meatless Meat-Balls, in a one-pound blue and red plastic bag. She will hand-deliver a sample as soon as the product is on the market. Leaflet (8½ by 11 inch, color) sent by Robin Lucky of Elite Foods. 1998. Oct. 14. "The world's first 100% meatless meatball. Tastes great! Low fat. Cholesterol free." A photo shows the package and front panel.

3094. United Soybean Board. 1998. National report: Consumer attitudes about nutrition, 1998/1999. Seattle, Washington. 8 p. Oct. 28 cm.

• **Summary:** This fifth annual nationwide survey, commissioned by USB, was conducted in July 1997 by an independent research firm in Seattle, Washington. Random telephone interviews were completed with 1,028 consumers. The study's margin of error is ±3.2 percent and has a confidence level of 95%.

Contents: Nutrition concern and habits. Dietary changes in eating habits. Grocery and dining choices. Media sources and nutritional information. Nutrition terms and consumers' level of concern: Fat (73%), saturated fat (73%), trans fatty acids (42%). Concern about hydrogenation and trans fatty acids: 82% consider *trans* fatty acids to be either somewhat or very unhealthy. But only 28% consider margarine to be unacceptable. Consumer awareness and perception of soy products. Consumers' willingness to pay more for healthy foods. Consumer perceptions of genetically modified food and labeling. Consumer perceptions of cooking oil.

Consumer awareness and perception of soy products: 1. 67% of consumers believe soy products are healthy, up from 59% in 1997. Those with a college education are most likely to perceive soyfoods as healthy (75%). 2. 67% of consumers have tried soy products. 3. 15% of Americans eat soy products at least once a week. Although females are more health conscious than males, more males (19%) eat soy products once a week as compared to 13% of females. 4. Among soy products, tofu and soy veggie burgers continue to receive the highest level of trial among consumers (38%). 67% of consumers have tried a soy product. 5. Consumers

most often include soy products in their diet of word-of-mouth (38%) from friends, family, or other acquaintances. Magazine and newspaper articles (23%) are also influential factors in deciding to include soy products in the diet. 6. The strongest factor driving trial of soy products is education level. Those with a college education are significantly more likely to have tried soy products than consumers with less than a college education. 7. While an increased number of consumers perceive soy products as healthy, usage is not increasing at the same rate. This may be a function of several factors: (a) Lack of understanding of different soy products available. (b) Lack of understanding of how one incorporates soy into cooking and the diet. (c) Lack of availability of soy products. (d) Negative attitudes and perceptions toward soy products due to factors such as taste and texture.

Note: As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

3095. Worthington Foods, Inc. 1998. Third quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** Net sales increased 21% to \$35 million for the third quarter vs. 29 million a year ago. Net sales are up 18% for the first 9 months of 1998 compared with the same period one year ago. "Despite Gardenburger's concentrated efforts in the veggie burger category, including a \$17 million TV campaign, 5 national FSI drops in Sunday newspapers, and very aggressive trade support for shelf space and retail price reductions, Morningstar Farms Veggie Burger sales for the past nine months are up over 13 percent. However, the veggie burger category is only 40 percent of Morningstar Farms meat substitute business! The other 60 percent of our meat alternative business has increased nearly 40 percent during the past 3 quarters."

"On October 16, 1998, Worthington Foods, Inc., closed on the purchase of the Harvest Burger brand of meat alternative products from the Archer-Daniels-Midland Company (ADM). The purchase price of \$9.3 million was paid with 488,750 shares of common stock from Worthington Foods, Inc., approximately 4.1 percent of the outstanding shares of stock... Sales of Harvest Burger branded meat alternative products have been approximately \$15 million over the past 12 months with approximately 8 percent market share. Now sold under the Green Giant brand, the Harvest Burger Original has the 3rd highest sales-per-point of distribution of all burgers. These same Harvest Burger products will begin appearing under the Morningstar Farms brand beginning January 1, 1999. Foodservice sales were up 34% for the third quarter of this year compared to 1997 and increased 37% for the first nine months of the year." Address: Worthington, Ohio. Phone: (614) 885-9511.

3096. **Product Name:** Morningstar Farms Harvest Burgers

[Original Flavor, Southwestern-Style, or Italian, plus pre-cooked Crumbles for Recipes].

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1998 October.

**Wt/Vol., Packaging, Price:** 4 Corn Dogs weigh 10.0 oz (284 gm). Paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Worthington Foods annual report. 1999. March. p. 4-5. On 16 Oct. 1998 Worthington purchased the Harvest Burger product line from ADM. As part of the agreement ADM continues to produce the Harvest Burgers—previously marketed by Pillsbury under the Green Giant label—at its Illinois plant. A color photo shows the label.

3097. Worthington Foods; Morningstar Farms. 1998. Meatless menu innovations: We played with our vegetables and look what happened! #1 in meatless (Ad). *OnSite (Special Section to Nation's Restaurant News)* 1(2):69. Sept/Oct.

• **Summary:** See next page. This full-page color ad, targeted at restaurateurs, states: “Consumer requests to ‘make mine meatless’ at breakfast, lunch, and dinner skyrocket. Restaurants are attracting new customers with low-fat, great-tasting vegetarian meal options.

“National surveys show: 80% of the nation’s restaurants see vegetarianism as: A fast growing business, a profitable menu option, and appealing to all age groups. 27% of all the country’s restaurants will serve a veggie burger this year...”

Six color photos show prepared vegetarian dishes: “Sausage Style Recipe Crumbles. Breakfast Patties, Links & Better ‘n Eggs, America’s Original Veggie Burgers, America’s Original Veggie Dogs, Burger Style Recipe Crumbles, Chik Nuggets.” Slogan: “Try Morningstar Farms. We are ‘a cut above the rest.’ #1 in Meatless.”

3098. Ghiraldini, Maura. 1998. Biolab and Italy’s other major tofu manufacturers (Interview). *SoyaScan Notes*. Nov. 9. Followed by a fax. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The two largest tofu manufacturers in Italy are Soyalab and La Fonte de la Vita, but they are both owned by The Key Group, which bought them 4-5 years ago. The Key Group is the largest in Italy in biological (organic) foods.

Biolab, which started in June 1992, is the third largest. The founder and owner is Massimo Santinelli, now age 34; they also make various types of seitan. Biolab is distributed by some of Italy’s bigger distributors of biological (organic) food: Ecor, Probios, Baule Volante, Mustiola, and La Fenice. Biolab presently has 7 employees; all ingredients are from biological agriculture (organically grown).

The company now makes the following products:

Seitan: Natural, with spices, smoked, and grilled. Tofu: Natural, smoked, “Mediterranean” (with carrots, olives, etc), erbe (with herbs), and grilled. Soymilk. Rice milk. Burgers with seitan: Rice & mushrooms, millet & carrots, millet & pepper, wheat (spelt/farro) & aubergine (eggplant). Address: Via dei Grabizio 11, 34170 Gorizia, Italy. Phone: +39 481 533522.

3099. Reuters (Washington, DC). 1998. Tofurky, Unturkey give vegetarians good reasons to utter holiday thanks. *Japan Times*. Nov. 16.

• **Summary:** For the 2 million vegetarians living in the United States, Thanksgiving is for the birds. They prefer to dine on Tofurky (from Turtle Island Foods, Inc., Hood River, Oregon) or Unturkey (from Now and Zen, San Francisco, California). Seth Tibbott of Turtle Island expects to sell close to 50,000 Tofurky meals this year by Christmas; sales of the product have tripled every year since it was introduced in 1994. Robin Kaufer of Now and Zen says they have sold 20,000 Unturkeys, up from 5,000 in 1997 -the first year they were available in stores. Previously they were sold only in a restaurant.

3100. Eliot, Jan. 1998. Stone Soup: Thanksgiving and Tofurky. *Oregonian (Portland, Oregon)*. Nov. 23. Sunday.

• **Summary:** The little girl, Holly, asks: “Are aunt Joan’s friends bringing ‘Tofurky’ again?” Holly thinks aunt Joan and the people and things she brings on Thanksgiving are weird. The mother shouts: “It doesn’t matter. It’s about family.”

3101. Auerbach, Jon G. 1998. Exit the entree: What is turkey day without the bird? Some find it more pleasant dining on pheasant, boar, woodcock or Spaghettios. *Wall Street Journal*. Nov. 25. p. A1, A6.

• **Summary:** Although 91% of Americans are expected to eat a turkey this Thanksgiving, many now prefer alternatives to the traditional bird. One man serves ostrich fillets instead, with a dash of soy sauce. “Nationally, People for the Ethical Treatment of Animals [PETA] is promoting Tofurky, a meatless, soy-based (not basted) turkey alternative.” According to USDA statistics, turkey production in the USA is expected to drop by 5% this year to about 5.2 billion pounds.

Why do Americans eat turkey at Thanksgiving? In part because a well-documented Pilgrim feast in 1621 included turkey. But animal scientists say turkey really caught on because they could breed big birds with lots of meat—leading to an affordable feast.

What do Americans dislike about turkey? It takes all day to cook, ties up the whole kitchen, and the dark meat (such as the legs) cooks more slowly than the white meat (the breast); so on a big bird, the breast may be dry by the time the legs are cooked. Address: Staff Reporter.



# Meatless Menu Innovations™

We played with our vegetables and look what happend!

- Consumer requests to “make mine meatless” at breakfast, lunch and dinner skyrocket. Restaurants are attracting new customers with low-fat, great-tasting, vegetarian meal options.
- National surveys show:
  - 80% of the nation’s restaurants see vegetarianism as: A fast growing business, a profitable menu option, and appealing to all age groups.
  - 27% of the country’s restaurants will serve a veggie burger this year.
- Worthington Foods, Inc. offers the widest variety of great-tasting, low-fat, precooked, meatless meal options in foodservice today.
- Thinking vegetarian? Try Morningstar Farms, the country’s #1 consumer brand for meatless. Enjoy the benefits of great breakfast, lunch, and dinner products while taking advantage of high consumer demand.



Sausage Style Recipe Crumbles™



Breakfast Patties, Links, & Better n Eggs™



America's Original Veggie Burgers™



America's Original Veggie Dogs™



Burger Style Recipe Crumbles™



Chik Nuggets™



Call H.J. “Chip” Newton at 1-800-243-1810 to request a complete product cutting, recipe development book and marketing information. Menu listing rebate offers available today.

Try Morningstar Farms. We are “a cut above the rest.”

#1 in Meatless



3102. Hauser, Susan G. 1998. Tofurky: Vegetarian nirvana. *Wall Street Journal*. Nov. 25. p. A6.

• **Summary:** Tofurky tycoon Seth Tibbott, of Hood River, Oregon, has sold about 35,000 alternative Thanksgiving feasts so far this year. Address: Staff Reporter.

3103. Watson, Traci. 1998. Vegetarians trade bird for the curd: Demand for tofu turkeys 'unbelievable,' creator says. *USA Today*. Nov. 25.

• **Summary:** About Seth Tibbott and Tofurky.

3104. Cowley, Geoffrey; Underwood, Anne; Springen, Karen; Davis, Alisha. 1998. Cancer & diet: Can you eat to beat malignancy? A controversial diet book is just one sign of the revolutionary new thinking about food and health. *Newsweek*. Nov. 30. p. 60-66. [3 ref]

• **Summary:** This cover story discusses the many phytochemicals in foods which may reduce risk of various cancers. On the cover is a huge fork piercing a piece of broccoli. The cover text reads: "Eating to beat the odds: What you need to know." On the top half of page 60 is a large color photo of a "low-risk dinner," ready to serve on a table. One of the three portions on the plate is a mixture of beans and tofu cubes. An arrow points to this portion; the caption reads: "The fiber in beans fights colon cancer. And the genistein in tofu appears to pack a disease-preventing wallop." On the facing page (61) is a "high-risk dinner" with advice to omit the grilled steak, french fries, cheesecake, soda, butter on white bread, and salad dressing. The article overstates the health benefits of soy and gives no scientific references for its many glowing assertions.

By 1986 laboratory researchers were already discovering many new chemicals in foods; in test tubes these obscure compounds were showing remarkable ability to disrupt the formation of tumors. Some expert oncologists believe that the future of cancer prevention is food. Yet the cancer death rate in America is roughly the same today as it was in 1970. Americans die of breast, colon, and prostate cancer at five to 30 times the rate of people in many parts of the world. Take breast cancer: The death rate in Thailand and Sri Lanka is 2-5 per 100,000 women; in the USA it is 30-40 per 100,000.

A comprehensive analysis published last year by leading cancer researchers concluded that "poor eating habits account for a third of all cancer—roughly the same proportion attributed to smoking." A spate of brash new books, some by physicians, argue that anyone can eat to reduce cancer risk. They offer specific advice, "from eating the right fats to upping your intake of soy." The best selling of these how-to books is *The Breast Cancer Prevention Diet*, by Dr. Bob Arnot, a nonpracticing physician who covers health and medicine for NBC. It now tops the *New York Times* best-seller list. But Fran Visco of the National Breast Cancer Coalition calls it "incredibly irresponsible." All these

new books offer medical advice that is not backed by solid scientific evidence.—And so does this Newsweek article! But interesting questions arise: "Should we live on cheeseburgers until the case for soy burgers is seamless?" Most experts answer "no." If people who eat in accordance with what we know today, cancer rates would definitely drop.

A sidebar titled "Eating to beat the Big Four" gives three statistics on each of America's four leading malignancies: Estimated number of U.S. cases this year, percentage of Americans diagnosed during their lifetime, and potential reduction through diet and lifestyle. Prostate cancer: 184,500 / 17% / 10-20%. Breast cancer: 180,300 / 14% / 33-50%. Lung cancer: 171,500 / 7% / 90-95%. Colon/rectal cancer: 95,600 / 6% / 66-75%. "Breast cancer risk may be lowered by eating soy foods." "Weapons against colon cancer include calcium and fiber."

Tumors arise through a three-step process: initiation, promotion, and progression. Preliminary evidence suggests that compounds found in particular foods can interfere with each of these steps. A two-page sidebar shows each step graphically. (1) Initiation occurs when something alters a cell's genetic makeup, causing it to divide more than it should. The most common cause of such DNA damage is oxygen, from highly reactive oxygen molecules called free radicals. They steal electrons from other molecules, setting off a chain reaction that can damage DNA. Food tips: Antioxidants help neutralize free radicals. Garlic contains allyl sulfides which help limit the production of cancer-causing phase I enzymes, which are produced in the liver and break down procarcinogens. Cruciferous vegetables (such as broccoli) boost production of protective phase II enzymes that cart away chemical debris. (2) Promotion occurs when the damaged cell (a precancerous lesion) multiplies out of control to create a tumor. It soon sends out a network of blood vessels to deliver nutrients and oxygen necessary for further growth. Food tips: Tumor cells seem to grow less aggressively on low-fat diets than on high-fat. But Many experts now agree that, for cancer, the type of fat is as important as the amount. Some types of polyunsaturated fats are protective, others probably harmful. Omega-3 (alpha-linolenic) fatty acids may thwart tumor growth, whereas omega-6 (linoleic) fatty acids may promote it. "Trans fats: Artificially processed polyunsaturates, they are the worst for heart disease, and one study linked them to increased breast-cancer risk. Found in packaged snacks" [and many margarines]. "Soy products contain... isoflavones, which act as weak estrogens, and leave less room for strong ones. One color photo shows cubes of tofu, with the caption "Soy may protect reproductive tissues." Another shows estrogen receptors on the surface of a cell. (3) Progression occurs when the tumor (a mass of rapidly dividing cells) builds itself a blood supply and starts to invade surrounding tissues. The body's own estrogen promotes fast growth of breast cells in women. "Tumor cells release growth factors that



promote the development of new blood vessels a process known as angiogenesis.”

A sidebar shows four cancer survivors and their diets: Any Grove of Intel, a prostate cancer survivor, has a daily glass of orange juice with green-tea extract and soy protein. Mike Milken is also a prostate cancer survivor. “A soy fanatic, he eats tofu dogs, ‘not-meat’ loaf, and soy cheese,” plus smoothies spiked with vitamins. Christine Pirello, hostess of PBS’s ‘Christina Cooks,’ was diagnosed with leukemia in 1983. She went macrobiotic, loading up on brown rice, cabbage, tofu, and beans, with no dairy or animal products, except for fish.

On page 66 is a long section of text on soy: “Soy foods are another good bet, especially if you’re worried about breast or prostate cancer. One of the strongest promoters of reproductive tumors is estrogen. Women exposed to high levels of the hormone—through early menstruation, late childbearing, late menopause, or obesity—suffer far more than their share of breast cancer. Soy contains weak estrogens, or isoflavones, which compete with the full-strength hormone for access to cells. Isoflavones bind with cell receptors that would normally attract the body’s own estrogen, but the growth signal they deliver is only one thousandth as strong. That means less cell division and, presumably, less risk that a small lesion will become cancerous. No one has tested that assumption in a controlled clinical trial, but population studies suggest that tofu, tempeh, and soy milk could have some of the same benefits as the prescription drug tamoxifen, without the side effects. Chinese women on high-soy diets had only half the breast cancer incidence of women on low-soy diets.” Soy also contains “compounds known as Cox-2 inhibitors, which can impede the growth of new blood vessels.” At least in a test tube, tumor cells doused with Cox-2 inhibitors stop producing growth factors that trigger growth of blood vessels.

This is another article about “magic bullets.” But the big, new message from Newsweek seems to be their realization that low-fat plant-based diets can reduce one’s risk of cancer—as well as heart disease, stroke, and obesity. The article ends: “The real gamble is to stick with fast food [or a standard American diet] and assume you’ll be all right.”

Note: This is the earliest (and only) English-language document seen (April 2003) that uses the term “soy fanatic.”

3105. *Newsweek*. 1998. Perspectives: Tofurky. Nov. 30. p. 23. Typed, without signature.

• **Summary:** This is a page of quotable quotes. “Since we didn’t have the anatomy to limit us, we decided everyone can get a drumstick.”

Source: “An unnamed employee at Turtle Island Foods, which makes Tofurky, a stuffed roast made from tofu and wheat gluten, with gravy and four drumsticks.” Note: The drumsticks are made from tempeh.

3106. *Nutrition Business Journal* (San Diego, California). 1998. Haldane leads U.K. market for vegetarian and non-dairy foods. 3(10/11):26. Oct/Nov.

• **Summary:** The Haldane Foods Group is owned by agribusiness giant Archer Daniels Midland Co., based in Decatur, Illinois. ADM group vice president Larry Cunningham says Haldane has revenues of under 50 million British pounds, from sales of 350 products sporting such well-known brands as Vegemince (the company’s brand leader; a soy-based minced meat alternative), Realeat, Direct Foods, Dietburger, So Good, and Hera.

The *Linda McCartney* line of vegetarian foods, launched in 1991, has become a leader in its category, with retail sales of about 50 million pounds in 1998. Haldane’s newest line, launched in April, is *Linda McCartney’s Dairylike*, non-dairy desserts developed by Haldane and marketed under a licensing agreement to use the Linda McCartney brand name. The line includes cultured and frozen vegan desserts which are free of lactose and cholesterol and fortified with calcium and minerals. Haldane is promoting the new Dairylike line using national TV and print ads. ADM is test marketing Dairylike in Southern California under the name Dairyless.

About one-third of Haldane’s sales come from products made by third party manufacturers such as Asda and McVities.

During the last year Haldane has faced two big challenges: (1) In the spring of 1998 EU food labeling legislation required companies to stop using the term “soya milk” or “yoghurt” or any misspelling of it. Haldane reformulated, renamed, and relaunched its line of non-dairy products. (2) In Sept. 1998 a EU regulation which came into effect requiring products containing genetically modified soy protein to be labelled appropriately. Haldane guaranteed that all its soy products are GMO-free, made from identity preserved soybeans.

Haldane’s “Realeat Survey,” now in its 15th year, studies attitudes toward meat eating in the British Isles. Each survey is conducted by The Gallup Organization. The 1997 Realeat Survey showed that a record 5.4% of the British population now chooses a vegetarian diet, up 20% over 1995. Thus, Britain now has more than 3 million vegetarians. And 14.3% of the population no longer eats red meat—over 8 million people. Many Britishers avoid red meat because of fear of BSE or Mad Cow Disease. In the 1995 Survey 7% mentioned BSE as their main health concern; this figure rose to nearly 22% in the 1997 survey. The 1998 Survey showed that 13% (over 7 million people) never or almost never eat dairy products. Today roughly half of the British population is actively reducing consumption of meat, especially red meat, and one-third is doing the same with dairy products.

3107. *Soyfoods* (ASA, Europe). 1998. Tivall resource pack for UK schools. 9(3):3. Autumn.

• **Summary:** “Tivall produces a school resource pack on

vegetarianism proving useful tips on how to achieve a balanced diet as a vegetarian.

“The pack includes information about the company and its products; some useful facts about vegetarianism; posters, factsheets and worksheets.

“For more information about the pack contact Tivall Europe BV, 106 London St, Reading, Berks RG1 2SJ, UK. Phone: +44 (0) 118 958 3040, fax: +44 (0) 118 939 1226, e-mail: chptiv-UK.demon.co.uk.”

3108. *Soyfoods (ASA, Europe)*. 1998. New look and new products for Tivall. 9(3):5. Autumn.

• **Summary:** Tivall, which produces branded and private label products for the UK and continental Europe, has redesigned its packaging. The company has a 17% market share of the frozen vegetarian soya market. The Vegetarian Pieces are both new products for Tivall, based on wheat and pea protein, is the form of textured protein fibers (FVP–Fibrous Vegetable Protein). A photo shows the front panel of seven Tivall brand products: Vegetarian Pieces [Beef Style, or Chicken Style], Vegetarian Nuggets, Vegetarian 4 Burgers, Vegetarian 4 Schnitzels, Vegetarian 8 Frankfurters, and Vegetarian 20 Cocktail Sausages. Contact: Tivall Europe BV, 106 London St., Reading, Berks RG1 2SJ, UK. Note: Tivall is based in Israel.

3109. Ghiraldini, Maura; Santinelli, Masimo. 1998. Re: History of Biolab of Gorizia, Italy. Form filled out and returned to William Shurtleff at Soyfoods Center, Dec. 5. Form dated Nov. 20. 3 p.

• **Summary:** This company history form, sent by Soyfoods Center, was filled out by Maura who got the information by interviewing Massimo on Nov. 20. The company was founded in June 1992 by Massimo Santinelli. That same month they started to make and sell soyfoods commercially. The original purpose was contributing to the development of biologic (organic) agriculture and the production of good vegetable [plant-based] food so that a growing number of people are involved in consuming proteins from wheat or soy. The company address has not changed; the phone number was previously 0481-32261.

**Milestones:** 1992–Several months after opening, Biolab found its first distributor, Gea, from Treviso. 1994–Massimo’s father, Piero, joined his son at Biolab. Now he has become essential to the company’s work and is the “seitan master.”

**Firsts:** “Unlike other companies, we aim at producing vegetarian food that tastes good to Italian consumers, who are not always vegetarian, and who like to use tofu or seitan in a Mediterranean diet. So a growing number of people will come closer to meatless diets, without losing the pleasure and health that the Italian way of cooking gives.”

**Reasons for success:** “The good taste of our seitan. And, of course, the help of our distributor, which has grown bigger

in the same way we have.”

**Soyfood products history:** Introduced during 1992 and still sold–Tofu, Smoked tofu, Pickled tofu, seitan, smoked seitan. Discontinued: Pickled seitan, Sauce with seitan and tomato, Tomato sauce with olives and capers, Tomato sauce with mushrooms. Introduced in 1993 and still sold: Seitan burgers with millet and carrots, Seitan burger with rice & mushrooms. Discontinued: Tofu burgers, Tofu & seitan kebabs on skewers (very good but too laborious). Introduced in 1994: Grilled tofu, Grilled seitan, Tofu with herbs, Tofu Mediterraneo (carrots, capers, corn, olives), Seitan slices (for making sandwiches). Introduced in 1997: Risolight (rice milk), Roast of seitan. To be introduced in 1999: Seitan burgers with millet & pepper, Seitan burgers with wheat “farro” & aubergine [eggplant].

**Present production of various product categories:** Tofu (all types) total: 380 kg/week. Seitan (especially regular seitan and grilled seitan): 500 kg/week. Risolight (rice milk): 1,200 bottles/week. The company’s three best-sell products in descending order of dollar value: Seitan Naturale 300 kg/week. Tofu Naturale 250 kg/week. Risolight 1,200 bottles.

The company now employs 7 people including the owners (including 2 in management and 5 in production). Last year net sales were 700 million lire. Over the past 2-3 years sales have grown at about 30% a year. The net worth of the business is about 105 million lire. The present building has about 100 square meters for production and 20 square meters for office space. Massimo is the sole owner of the business. Address: Via dei Grabizio 11, 34170 Gorizia, Italy. Phone: +39 0481 533522.

3110. **Product Name:** Soft Soy Sausage [Sunflower Breakfast, or Betterwurst].

**Manufacturer’s Name:** Sunergia Soyfoods.

**Manufacturer’s Address:** P.O. Box 1186, Charlottesville, VA 22902. Phone: 804-970-2798.

**Date of Introduction:** 1998 December.

**Ingredients:** Sunflower breakfast: Organic okara soybean fiber (water, organic soybeans), water, organic whole oat flour, organic tamari soy sauce (water, organic soybeans, salt), organic sunflower seeds, spices (allspice, coriander, whole fennel seed, black pepper, sage), organic onion flakes, organic whole brown mustard seed. Organic content: 98%.

**Wt/Vol., Packaging, Price:** 10 oz. (340 gm). Chub pack. Retail for \$3.29.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Jon Kessler, founder and owner of Sunergia. 1999. March 16. Talk with Jon Kessler. 1999. March 21. These products were introduced in mid-December 1998.





into effect. However the regulation exempts foods which contain no soy protein but do contain soy oil or soy lecithin. Sept.–Imagine Foods of Palo Alto, California, the natural foods leader in nondairy beverages, launches Soy Dream, the company's first soy product. They support the product with an extensive and very creative advertising campaign.

Sept.–Protein Technologies International starts to offer certified non-GMO soy protein isolates.

Oct.–The Hain Food Group (which owns Westbrae) has announced that it will start to label some of its products as GMO-Free (i.e. free of genetically modified / engineered organisms). It has developed a “Pure Food” logo and a “Just Say No to GEOs” slogan.

Oct. 16–Worthington Foods purchases the Harvest Burger product line from ADM; by agreement, ADM will continue to make the Harvest Burgers at its Illinois plant.

Nov. 1-2–Conference titled “Estrogen, phytoestrogens and cognitive function” held in Seattle, Washington (organized by Mark Messina), largely to learn more about the research of Lon White on tofu and dementia/Alzheimer's disease.

1998 Dec. 31–DE-VAU-GE acquires Bruno Fischer GmbH, which sells bottled soymilk; both companies are located in Germany.

Major trends: (1) The steady expansion of genetically engineered Roundup Ready soybeans. This year an estimated 30% of America's soybean acreage was planted to genetically engineered soybeans. This is one of the hottest and most controversial stories in most countries of the world—except the United States, where it gets unbelievably little media coverage. (2) The hype about the health benefits of soyfoods continues to increase. There are definitely some health benefits, but the exaggerated statements that now routinely appear in articles and advertisements go far beyond what can be supported by scientific evidence. The media seems intent on making as much money as possible as it whips up the story of soy's health benefits. The bigger the story it becomes, the more money they can make later debunking it. (3) The natural foods industry is changing into a supplements industry because of the higher profit margin on supplements. Many consumers are being misled into thinking that supplements are more important than healthy foods in determining good health. (4) Among commercial soy products this year, the ratio of supplements to foods has increased sharply.

Areas of potential danger on the horizon: (1) Lon White of Hawaii and his data on tofu and dementia/Alzheimer's disease. (2) Young girls discovering that overdoses of soy isoflavones could be useful in growing breasts, then publicizing that information using the Internet and World Wide Web. (3) The danger that the media will start to debunk its own hyped story of the health benefits of soy. (4) The concern that the FDA health label claim for soy will not include traditional soy products—such as tofu and soymilk—

which contain too much fat. Therefore manufacturers will be tempted to add soy protein isolates to raise the protein to a level that will trigger the health claim.

3114. **Product Name:** Soy Sausage [Spicy Italian].

**Manufacturer's Name:** Sunergia Soyfoods.

**Manufacturer's Address:** P.O. Box 1186, Charlottesville, VA 22902. Phone: 804-970-2798.

**Date of Introduction:** 1998 December.

**Ingredients:** Textured soy flour, vital wheat gluten, water, red cooking wine, shoyu soy sauce (water, organic soybeans, salt), red wine vinegar, natural canola oil, paprika, dry ground sweet corn, organic whole oat flour, garlic, natural smoke flavor, cayenne pepper, spices.

**Wt/Vol., Packaging, Price:** 10 oz. (340 gm). Chub pack. Retail for \$3.29.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Jon Kessler, founder and owner of Sunergia. 1999. March 16. Talk with Jon Kessler. 1999. March 21. These products were introduced in mid-December 1998.

3115. **Product Name:** [Meatless Diced Veal].

**Foreign Name:** Pfannen Geschnetzeltes: Vegetarisches Pfannengericht nach Kalbfleisch-Art gewuerzt.

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** D-54578 Wiesbaum / Vulkaneifel, Germany.

**Date of Introduction:** 1998 December.

**Ingredients:** Tofu (Water, soybeans\*) (32%), whole wheat flour\*, wheat gluten\* (24%), sunflowerseed oil\*, soy sauce (water, soybeans\*, wheat\*), thickener (carob flour\*, guar seed flour), seasonings\*, sea salt. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 200 gm pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Color package sent by Bernd Drosihn. 2004. Nov. 15. Size: 10 by 17.5 by 3.5 cm. Paperboard box. Red, black, yellow, orange, and green on beige. Color photo of the dish, ready to eat, on a white plate. This meat alternative, ready to heat and serve, was introduced in Dec. 1998.

3116. **Product Name:** The Original Gardenburger: Veggie Patties (Restaurant Size 15 Pack).

**Manufacturer's Name:** Gardenburger, Inc.

**Manufacturer's Address:** 1411 SW Morrison St., Suite 400, Portland, OR 97205.

**Date of Introduction:** 1998.

**Ingredients:** 1998: Mushrooms, cooked brown rice, onions, mozzarella cheese (milk, culture, salt, vegetable enzyme, annatto), rolled oats, cottage cheese curd (nonfat milk, culture, vegetable enzyme), egg whites, bulgur wheat, sea salt, garlic, autolyzed yeast, tapioca, starch, spices, natural flavor, vegetable gum, annatto (less than 0.1%).



**Wt/Vol., Packaging, Price:** 15 patties, 5 lb 3 oz (1.43 kg) plastic bag.

**How Stored:** Frozen.

**Nutrition:** Per patty (3.4 oz = 97 gm): Calories 180,, calories from fat 35, total fat 4 gm (6%), saturated fat 1.5 gm, polyunsaturated fat 0.5 gm, monounsaturated fat 2 gm, cholesterol 15 mg (5%), sodium 400 mg (17%), total carbohydrate 25 gm (8%), dietary fiber 7 gm (27%), sugars 1 gm, protein 11 gm. Calcium 10%. Vitamin A 2%.

**New Product–Documentation:** Product with Label purchased at Costco discount store. 1998. 7 5/8 by 14½ inches. Green, red, yellow, and black. Color photo of a Gardenburger on a bun with lettuce and tomato. “All natural. Restaurant size. New 15 pack! Same great taste. Precooked and frozen.”

3117. **Product Name:** Smart Deli Jumbos (The Big Dog).

**Manufacturer’s Name:** Lightlife Foods, Inc.

**Manufacturer’s Address:** 153 Industrial Boulevard, Turners Falls, MA 01376. Phone: 1-877-SOY-EASY (877-769-3279).

**Date of Introduction:** 1998.

**Ingredients:** Water, soy protein isolate, wheat gluten, evaporated cane juice, salt, yeast extract, soy sauce (water, soybeans, wheat, salt), granulated garlic, carrageenan, spice extract, natural flavors from vegetable sources, vegetable gum, natural smoke flavor. No nitrates. No MSG.

**Wt/Vol., Packaging, Price:** 13.5 oz.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) by Lightlife Foods. 1998. “Smart Deli Jumbos: The Big Dog.” A large color photo shows a big hot dog between buns with a wavy bead of mustard along one side. Front: “When it comes to all-natural ballpark franks, you don’t argue with The Big Dog.” On the rear are ingredients, shelf life, pack size and nutritional facts.

3118. **Product Name:** Vegetable Burger, Spicy Bean Burger, Meatless Burger (Frozen).

**Manufacturer’s Name:** Second Nature (Product Developer-Marketer).

**Manufacturer’s Address:** 461 Manning Ave., Suite 300, Toronto, ONT, Canada, M6G 2V6. Phone: 1-800-370-8004 www.2ndnature.ca.

**Date of Introduction:** 1998.

**Ingredients:** Original Burger: Water, soy protein concentrate, sunflower oil, dehydrated onion, cellulose gum, organic lemon juice, salt, tomato powder, garlic, spices, malt.

**Wt/Vol., Packaging, Price:** 364 gm (12.8 oz).

**How Stored:** Shelf stable.

**New Product–Documentation:** Leaflet (glossy, color, front and back, printed in about 1998) sent by Lorraine Guardino, sales manager at Sol Cuisine. 2013. March 11. “Try our 3 new favorite burgers!” In both English and French. On

the front is a color photo of the front of each box with the accompanying text: Vegetable Burger (“A blend of 6 organic vegetables”), Spicy Bean Burger (“Tex-Mex vegetarian burgers”), and Meatless Burger (“Great tasting vegetarian burgers”). At bottom of page: “Second nature: Second to none!” On the rear is nutritional information about each product, ingredients, and packing and shipping information.

Leaflet (glossy, color, printed in about 2002) sent by Lorraine Guardino, sales manager at Sol Cuisine. 2013. March 11. “Sol Cuisine: Second Nature has found its Sol Mate.” This leaflet gives a color photo of the front of each package, nutritional information, and the ingredients. Lorraine adds a note that these three products were introduced in 1998. Lorraine also includes a current (2013) package for the Original Burger (named Meatless Burger when introduced), and for the Spicy Black Bean Burger (named Spicy Bean Burger when introduced), and for the Sweet Curry Vegetable Burger (named simply Vegetable Burger when introduced; the name was changed in 2012). The main ingredients now are filtered water, soy protein concentrate, organic sweet corn, organic peas, organic carrots, etc.).

3119. **Product Name:** Morningstar Farms MeatFree Corn Dogs: America’s Original Veggie Dog Batter Dipped on a Stick.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1998.

**Ingredients:** Incl. sugar, soybean oil, corn syrup solids, hydrolyzed corn, soy, and wheat protein, brown sugar, soy flour, spices, soy protein isolate.

**Wt/Vol., Packaging, Price:** Four Corn Dogs weigh 10.0 oz (284 gm). Paperboard box. Retail for \$3.29 (1999/04, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** Worthington Foods annual report. 1999. March. p. 4-5. “Frozen corn dogs make up one of the industry’s top performing frozen food categories, and Morningstar Farms *MeatFree Corn Dogs* are positioned to challenge for category leadership. Made with our own *America’s Original Veggie Dogs*, this product could become the company’s number-one seller per point of distribution in the near future.”

A color photo shows the label.

Product with Label purchased at Safeway supermarket in Lafayette, California. 1999. Paperboard box. 8 by 5 by 1.5 inches. Golden brown, red, yellow, white and blue on a green background. Regular price: \$3.29 for a package of 4; on sale for \$2.69. A photo shows three Veggie Dogs on a white plate. “67% less fat than meat corn dogs.” On the back is a small circular logo with a green “V” inside. “Suitable for vegetarians.” A table compares gives a nutritional

comparison of Meatfree Corn Dogs and Meat Corn Dogs (per 1 link/dog): Cholesterol 0 / 15 mg. Total fat: 4 / 12 gm. Saturated fat: 0.5 / 3 gm. Soyfoods Center taste test. Excellent flavor and texture; a little sweeter and spicier than we would prefer.

3120. **Product Name:** Morningstar Farms Harvest Burgers.  
**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.  
**Date of Introduction:** 1998.  
**Wt/Vol., Packaging, Price:** 12.0 oz (340 gm). Paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Worthington Foods annual report. 1999. March. p. 4-5. "Through an innovative partnership with Worthington Foods, Hard Rock Café restaurants around the world now serve this delicious, all natural blend of sauteed vegetables, grains, and roasted nuts. And the same great co-branded product is in supermarket freezers across the U.S." A color photo shows the label.

3121. **Product Name:** Morningstar Farms Buffalo Wings.  
**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.  
**Date of Introduction:** 1998.  
**How Stored:** Frozen.  
**New Product–Documentation:** Worthington Foods annual report. 1999. March. p. 4-5. "A 'fun food,' great for kids and adults alike, these spicy vegetarian drumettes prepared from vegetable and grain protein were an instant success in 1998."

3122. **Product Name:** Morningstar Farms Chik Nuggets (Refrigerated in MAP format).  
**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.  
**Date of Introduction:** 1998.  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Worthington Foods annual report. 1999. March. p. 5. "After successfully test marketing three refrigerated items in "modified atmosphere packaging" (MAP) in 1997, we introduced two additional products in the MAP format in 1998, Chick Nuggets and Breakfast Patties. MAP products are sold in the grocer's meat case, introducing a new consumer to Morningstar Farms products... Morningstar Farms now offers five MAP products in 9,000 supermarkets—and demand is growing."

3123. **Product Name:** Morningstar Farms Breakfast Patties (Refrigerated in MAP format).  
**Manufacturer's Name:** Worthington Foods, Inc.  
**Manufacturer's Address:** 900 Proprietors Rd.,

Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1998.

**How Stored:** Refrigerated.

**New Product–Documentation:** Worthington Foods annual report. 1999. March. p. 5. "After successfully test marketing three refrigerated items in "modified atmosphere packaging" (MAP) in 1997, we introduced two additional products in the MAP format in 1998, Chick Nuggets and Breakfast Patties. MAP products are sold in the grocer's meat case, introducing a new consumer to Morningstar Farms products... Morningstar Farms now offers five MAP products in 9,000 supermarkets—and demand is growing."

3124. Burnham, Trudie. 1998. Innovative soy cooking. Freedom, California: The Crossing Press. 95 p. No index. 15 x 18 cm.

• **Summary:** Contents: Preface. Introduction. Appetizers, snacks, and side orders. Salads. Dressings and toppings. Main dishes. Beverages. Desserts and treats.

The introduction begins: "Let's face it. In a society like ours, obsessed with fast, low-fat food, tofu is the ultimate answer." This is a "user-friendly guide to a soya-based vegetarian diet. Many recipes are vegan, or use a minimum of dairy foods.

The glossary of ingredients includes kelp, kudzu, lecithin, mirin, miso, nutritional yeast, oils (use expeller pressed), sea vegetables, seeds (Sunflower, pumpkin, poppy and sesame are used for eating; alfalfa, radish, red clover, and fenugreek are for sprouting), slippery elm powder, soy milk, soy sauce, soysage, sweeteners, tahini, tempeh, tofu, umeboshi plums, vinegars.

"Missing egg salad: I invented this and word seemed to travel fast and wide, because I saw it in a California deli a year later with the same name." Address: New Zealand.

3125. National Securities Corporation. 1999. Equity research: Galaxy Foods Co. Marietta, Georgia. 4 p. 28 cm.  
 • **Summary:** Rating: Strong buy. Sector: Healthy food manufacturing. Description: Makes cheese & soy-based foods. Galaxy will trade at the pre-split price until the effective date of Feb. 12, 1999. Galaxy stock is now trading at \$0.63 before the reverse split on Feb. 12. Stock price adjusted for 1:7 reverse split: \$4.38. 52 week range: \$8.97 to \$2.41. Shares outstanding: \$9.2 million. 3-months average daily volume: 25,000 shares. Market capitalization: \$40.3 million. Insider ownership: 41%. Book value per share: \$1.26.

Note: In this reverse split a shareholder will receive 1 share for every 7 shares previously owned. This will boost the value of each share in order to enable the stock to keep its NASDAQ listing thereby enhancing shareholder value. "Shareholders will vote on the reverse split on Feb. 11."

In retail sales, gross margins soared to 35.9% compared with 29.1% last year.



Comparable peer group valuation analysis. A large table shows the comparable companies: Gardenburger, Hain Food, Horizon Organic, Lifeway Foods, International Yogurt, Worthington Foods, and Galaxy Foods. For each company is given: (1) Current price of the stock (Hain is #1 at \$21.88). (2) 1998 estimated revenue in million dollars (Hain in #1 at \$145.0). (3) 1998 estimated earnings per share (Worthington Foods is #1 at \$0.81). (4) 1999 estimated earnings per share (Worthington Foods is #1 at \$0.99; Galaxy is \$0.65). (5) Growth rate (Horizon Organic is #1 at 42%; Galaxy is 30%). (6) Price to earnings ratio 1998 estimate (Horizon Organic is #1 at 200.0). (7) Price to earnings ratio 1999 estimate (Gardenburger is #1 at 48.4; Galaxy is a scant 6.7). Address: 2441 Viscount Row, Orlando, Florida 32809. Phone: (407) 855-7485.

3126. Yves Veggie Cuisine, Inc. 1999. Great taste. More choice (Leaflet). Delta (Vancouver), BC, V3M 6R9, Canada. 1 p. Jan. 28 cm. Front and back.

• **Summary:** Yves now offers four different fat-free veggie burgers. A small color photo shows the front panel of each tray: Veggie Burger Burgers (regular and family pack). Black Bean & Mushroom Burgers. Garden Vegetable Patties. A large color photo shows one grilled burger below a sesame bun with all the trimmings.

Note: The ingredients are not given. Address: Delta (Vancouver), BC, Canada. Phone: -.

3127. Soyfoods Association of North America. 1999. Soyfoods sales soar with increased consumer acceptance (News release). Washington, DC. 2 p. Feb. 15. 28 cm.

• **Summary:** During the past year, sales of soymilk grew 53% in supermarkets and 24% in natural food stores, according to recent data from SPINS. Retail sales of soymilk reached \$161 million in 1997, and are projected to reach \$300 million by the year 2000 according to Soyatech, Inc. (Bar Harbor, Maine).

Sales of tofu last year reached \$43 million in natural food stores and \$37 million in supermarkets. This increase in tofu sales is being sparked by a variety of new baked, flavored, and smoked tofu products, and these categories are growing 12% faster than unflavored tofu products, according to SPINS data.

Meat alternatives are also experiencing very rapid growth, with sales last year growing 53% in supermarkets and 20% in natural food stores, according to SPINS. The fastest growing product in this category is the meatless deli slices, sales of which grew by more than 100% last year. Total sales of meat alternatives should reach \$325 million this year, with an estimated 62% of that total coming from supermarkets—according to Soyatech. Address: 1723 U Street, N.W., Washington, DC 20009. Phone: 202-986-5600.

3128. Jacobi, Dana. 1999. Re: Upcoming TV program on

soy. Oprah Winfrey interviewed Dr. Bob Arnot about his book on breast cancer. Letter (fax) to William Shurtleff at Soyfoods Center, Feb. 24. 1 p.

• **Summary:** A friend of Dana's in the TV production business told her that the news magazine 20/20 is working on a feature on soy. It is expected to air in several months.

Last fall TV star Oprah Winfrey had Dr. Bob Ornot on her show to discuss his new book on breast cancer. The program turned into an extended commercial for Boca Burgers in particular and for eating soyfoods in general. Boca Burger has a video of the show and should know the exact date. Address: New York City.

3129. Boca Burger, Inc. 1999. Even a die-hard meat lover has a hard time telling the difference between a real hamburger and a meatless Boca Burger (Ad). *Vegetarian Times*. Feb. p. 51.

• **Summary:** This full-page color illustration shows a Venus flytrap in a pot, scratching its head with one leaf, looking at a Boca Burger and (apparently) a real hamburger, between sesame buns with all the trimmings. At the top of the ad is written in small letters "(Venus flytrap—*Dionaea muscipula*). Below the illustration: "Not only do Boca Burgers taste great, they're also low in fat and calories." The company logo states: "You Won't Believe its Meatless: The original Boca Burger" At the very bottom of the ad: "For stores that carry Boca Burgers, visit [www.bocaburger.com](http://www.bocaburger.com)." Copyright 1998 Boca Burger, Inc. Address: 1660 N.E. 12th Terrace, Ft. Lauderdale, Florida 33305. Phone: 954-524-1977.

3130. ConAgra Foods, Inc. 1999. Help yourself! New. Exceptional taste and powerful nutrition. Advantage 10 (Ad). *Vegetarian Times*. Feb. p. 61.

• **Summary:** This full-page color ad is for Advantage 10, a line of all natural vegetarian meals and snacks with only 10% or less calories from fat. The line is endorsed by Dean Ornish, M.D., a widely "respected physician, nutrition specialist, and best-selling author." Photos of the front panel of the packages of five products in the line are shown: Roasted Vegetable Pizza (Without Cheese). Caribbean Sweet 'n Sour, Veggie Burger, a nutrition bar, and a fruit smoothie.

For more: [www.advantage10.com](http://www.advantage10.com). Manufactured by Golden Valley Foods, Inc., Edina, Minnesota. Copyright 1998 by Golden Valley Foods. The name of ConAgra Foods, Inc., which owns the Advantage 10 brand, does not appear on this page.

20-panel brochure sent by Patricia Smith from Natural Products Expo West. 2000. March. Now includes 3 oven-roasted pizzas plus various other new products.

3131. Lamp, Greg. 1999. Soyfoods health claim nears FDA okay: Heart-risk labeling should boost soybean demand. *Soybean Digest*. Feb. p. 68.

• **Summary:** Funds from the soybean checkoff helped

generate the research and information that was submitted to the FDA. The process began in 1995 with financial assistance from the Illinois Checkoff Board and the United Soybean Board (USB). Roughly \$1 million in soybean checkoff funds were invested in the project. “A coalition to develop the soy health claim involved ASA [American Soybean Association], USB, state checkoff boards and industry partners, such as Protein Technologies International, Central Soya and the Archer Daniels Midland Company.”

An estimated 20% of all Americans (54.2 million adults) have high blood cholesterol levels—over 240. ASA predicts that if each of these people consumed 25 grams (less than 1 ounce) of soy protein each day, annual demand for soybeans would increase by more than 55.2 million bushels.

Consumption of U.S. soybeans in the United States now totals about 1.2 billion bushels a year.

A color photo shows two 3-shelf racks of American foods. Those on the left rack already contain soy protein: Mori-Nu Tofu, Take Care, GeniSoy bars, Harvest Burgers, Galaxy Veggie Slices, SoNice soymilk, Edensoy, Morningstar Farms [Worthington Foods] meat alternatives, etc. Those on the right rack are foods with potential to have soy protein added: Cream of Wheat, Raisin Bran, puddings, Snackwell’s cookies, etc.

3132. Nutrisoy Pty. Ltd. 1999. Nutrisoy: Fitness food (Sell sheet). Botany, New South Wales, Australia. 1 p. Feb. Front and back. 30 cm.

• **Summary:** A large color photo on the bottom half of the front panel shows the company’s tofu and tempeh products. Three paragraphs above that are titled: Nutrisoy. Tofu. Tempeh.

The back is titled “Nutrisoy products range.” A color photo shows each of the company’s products, by category. Plain and pre-marinated tofu: Plain Firm Tofu, Tofu Vegies, Tofu Tempeh, Tofu Herbs. Pre-cooked tofu and tofu burger: Tofu Spicy, Tofu Teriyaki, Tofu Vegies Burger, Tofu Tempeh Burger. Tofu deserts and silken tofu: Tofu cups in strawberry, apricot, mango, and tropical flavors. Silken tofu. Tempeh and tempeh burger: Plain Tempeh. Seasoned Tempeh. Mildly Spiced Tempeh. Tasty Tempeh (marinated in ginger and soy sauce). Tempeh Burger.

An attached, 1-page product list, gives the name and weight of all the company’s products, including those under special or private labels such as Soyco, Nutal, and a few Indonesian names. They also sell hommus (hummus), chickpea veg. burger, spirulina juice, and berry juice.

Letter from Tony Wondal of Nutrisoy. 2007 Aug. 3. This leaflet was published in Feb. 1999. Address: 15 Hannon St., Botany NSW 2019, Australia. Phone: +61 2 9316 5171.

3133. **Product Name:** Nature’s Chef Soyburger [American Style Soy Bean].

**Manufacturer’s Name:** Seenergy Foods Limited.

**Manufacturer’s Address:** 121 Jevlan Dr., Woodbridge, ON L4L 8A8, Canada. Phone: (905) 850-2544.

**Date of Introduction:** 1999 February.

**Ingredients:** Vegetable broth (filtered water, onions, celery, mung beans, carrots, parsley, sea salt, crushed, tomatoes, garlic powder, onion powder, ground black pepper), textured vegetable protein (soy protein concentrate, caramel color, carrageenan, natural flavor, sea salt, soy fiber, garlic, dehydrated onion flakes, caramel color, spices).

**Wt/Vol., Packaging, Price:** 14 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** “Nature’s Chef presents: Veggie burgers of the world” (Ad). This 1/3 page, vertical color ad shows four products: (1-2) Greens, Grains & Beans Low Fat Burger (Fajita or Wild Curry). (3) Falafel Low Fat Burger. (4) So Delight Fat Free Burger (Soy Bean). For more info call 1-800-609-7674.

Leaflet (8½ by 11 inches, front and back, color) sent by Patricia Smith from Natural Products Expo West. 2000. March. “Nature’s Chef—Burgers of the World.”

3134. Mahy, Dixie. 1999. Work at Now & Zen Bakery (Interview). *SoyaScan Notes*. March 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** For 25 years Dixie Mahy was head of the San Francisco and a teacher in the San Francisco school system. She has long eaten a vegan diet. When she retired, she invested much of her retirement funds in Now & Zen, a company founded and run by Japanese-American Miyoko Schinner which had a vegan restaurant and a bakery that made delectable vegan cakes, cookies and other desserts. One of their best-selling products in recent years (also made at their factory) has been their UnTurkey, a meatless turkey based on seitan, with a yuba skin. New products may include a Barbecue UnRibs, and a breast of UnChicken. She is now on the company’s board of directors, and she is learning a lot about business and money. The company started on a shoestring and they are still running on a shoestring. Unfortunately, last year, in June 1998, they had to close the Now & Zen restaurant, because they could not keep both the restaurant and factory running at the same time. Part of the reason is that Miyoko now has two little girls.

Now & Zen supplies various vegan products (including chocolate chip cookies and cinnamon rolls) to United Airlines. Address: Now & Zen, Inc., 665 22nd St., San Francisco, California 94107. Phone: 415-695-2805.

3135. Johnson, Eve. 1999. When is a hot dog not a hot dog? The soybean veggie version may be healthier, and it doesn’t have a ‘dark side’ like a classic wiener. Or does it? *Georgia Straight (Vancouver, BC, Canada)*. March 11-18. p. 49.

• **Summary:** There are now two Yves Kitchen restaurants in Vancouver. Stylish, even chic, they are “the world’s first soy-based fast-food restaurant chain.” Yves on Eleventh, in



Vancouver, specializes in veggie hot dogs. But are veggie wieners really healthy? That depends on how you feel about eating foods made from genetically engineered soybeans. Yet served with all the trimmings, “Yves veggie dogs taste just like the happy-times wieners of your childhood.” Moreover they are healthier, with almost no fat, half the sodium, and more protein than meat wieners.

Yves Potvin comes from Sherbrooke, Quebec. At age 28, and already a chef, he started making veggie hot dogs upstairs from a Dave-on-Meat store in Vancouver. Now he employs about 220 people in a brand new corporate headquarters in Delta, a suburb just south of Vancouver. Each week the company makes 125 tonnes of soy-based meat alternatives. 30% of that is consumed British Columbia; the rest is exported to the USA or the rest of Canada. Four photos show Yves on Eleventh.

3136. Instituto Colombiano de Bienestar Familiar. 1999. Alimentación a base de soya y germinados [Foods based on soya and sprouts]. Bogota, Colombia. 51 p. 22 cm. [Spa]  
 • **Summary:** Contents: Full-page black-and-white photo of Andres Pastrana Arango (current president of Colombia) with his wife and three children. The family as the basis of development. The soybean (*El frijol soya*). Recipes—each with basic nutritional information per serving. Dairylike products (*Lácteos*): Basic homemade soymilk, homemade tofu (two methods, each curded with lemon juice), cream cheese, soy yogurt, soy kumis. Meatlike products (*Cárnicos*): Soy burgers (made with ground cooked soybeans—masa de soya cocoda), etc. Baked goods (*Harinas*). Drinks, desserts, and salads (*Bebidas, postres y ensaladas*). Soups, special dishes, and others (*Sopas, especiales y otros*): Incl. soy mayonnaise, pizza with soya.

Note 1. The color photo on the cover of this saddle-stitched book is copied from the Canadian Soyfoods Directory (Nov. 1997). Note 2. Letter from Cecilia and Nestor Santacruz of Delisoya, Bogota, Colombia. 1999. April. This booklet is the successor of one titled *El Cambio es Andres* [Andres stands for change] published in late 1997. They liked the earlier edition better because it contained recipes for whole foods such as brown rice and whole wheat flour, and no meat or dairy products. Quite a few of the recipes in this more recent book call for the use of meat. Address: Bogota, Colombia.

3137. Quong Hop & Co. 1999. Soy for life: The benefits of eating soy products (Leaflet). South San Francisco, California. 5 panels each side. Each panel: 15.3 x 10.2 cm.  
 • **Summary:** Leaflet (glossy color) sent by Patricia Smith from Natural Products Expo West. 1999. March. On the front panel is a tofu burger under a bun on a light orange plate. At the bottom; The Soy Deli.

Contents: The power of soy foods (anti-cancer, osteoporosis, coronary heart disease, menopausal symptoms,

lactose intolerance). Tips for cooking with tofu. Additional recipes. Coupons for Soy Deli Baked Tofu and Nigari Tofu. A photo on the rear cover shows many of Quong Hop’s soy products. Soymilk (2 flavors). Tempeh burgers. Tofu burgers. Baked tofu (4 flavors). Soy tempeh. Nigari tofu. Hot dogs.

“Master tofu makers since 1906: In 1906, Sing Hau Lee established Quong Hop, the oldest tofu shop in America. He brought with him his family’s tofu-making secrets.” Address: 161 Beacon St., South San Francisco, California 94080. Phone: 415-761-2022.

3138. Worthington Foods, Inc. 1999. Used to be “hearty” and “healthy” was a contradiction in terms (Ad). *Vegetarian Times*. March. p. 3.

• **Summary:** This full-page color shows a dish on a plate (it looks like lasagna) prepared with Morningstar Farms Recipe Crumbles. At the lower left are two packages of low-fat Recipe Crumbles: Burger Style and Sausage Style. The slogan below the company logo is: “The change will do you good.” Address: Worthington, Ohio 43085.

3139. Worthington Foods, Inc. 1999. Annual report 1998: Celebrating 60 years, 1939-1999. 900 Proprietors Rd., Worthington, OH 43085. 20 p. 28 cm.

• **Summary:** For the fifth consecutive year, Worthington Foods has achieved record earnings and record sales. Net sales rose to \$139.5 million in 1998, up 18.2% from \$117.9 million in 1997. Net income (profit) rose to \$8.021 million in 1998, up 0.2% from \$8.006 million in 1997. Earnings per share (diluted) fell to \$0.66 in 1998, from \$0.67 in 1997. Gross profit as a percentage of net sales increased to 43.2% in 1998 from 41.3% in 1997. Foodservice sales rose nearly 33% in 1998 compared with the prior year.

Contains a nice, full-page story honoring Allan R. Buller—visionary, leader, and friend, who steps down after 53 years of service to the company. When he arrived in Dec. 1945 “the company had sales of less than \$250,000 and had only recently moved its manufacturing from a two-story white frame house to a newly-built plant. Distribution consisted largely of mailing its most popular product, gluten-based *Choplets*, to households across the country at a price of three cans for a dollar.” In the 1950s he helped to make “Worthington the first company in the world to offer frozen vegetarian foods.” The company reached its first million-dollar sales year in 1960. In 1982, at age 65, Buller withdrew his retirement savings and refinanced his house to further the pursuit of his lifelong dream. “To make healthful vegetarian foods readily available to mainstream consumers.” He and a handful of other investors—including Dr. George Harding IV and James Hagle—raised \$9.5 million to buy back the assets of Worthington Foods from Miles Laboratories. “The deal closed on Friday [in October]; and the reorganized company—with Buller as president—started production the next Monday without missing a single order or shipment.” Buller retired

as president of Worthington Foods in 1986, when Dale Twomley was named to the post. He became chairman of the board in 1989; now, a decade later, he steps down from that post, succeeded by Twomley. He joins other fellow Worthington visionaries, Jim Hagle and George Harding, in seeing a brilliant future for vegetarian foods. “‘When I was growing up, vegetarianism was accepted largely on faith,’ he recalls. ‘But today, we have strong scientific evidence to support the benefits of this dietary approach. That can only mean a continually growing market for our products.’”

“Morningstar Farms (including *Harvest Burgers*) leads the meat alternative market category in supermarkets across the U.S., capturing a 52% market share. As the only brand with meat alternative products for every meal occasion, Morningstar Farms continues to provide customers with the largest variety of products and tastes.

“Shoppers can find the Morningstar Farms brand in more than 96% of the nation’s supermarkets. The line now includes more than two dozen frozen and refrigerated food items to replace whole eggs and processed meats. Most of these meat alternatives are made from high quality soy protein,...”

New products introduced during 1998 include MeatFree Corn Dogs (batter-dipped on a stick), MeatFree Buffalo Wings (a fun food, great for kids, spicy vegetarian drumettes), and Hard Rock Café Veggie Burgers (a partnership with Hard Rock Cafe restaurants worldwide), and Morningstar Farms Harvest Burgers (On 16 Oct. 1998 Worthington purchased the Harvest Burger product line from ADM; by agreement, ADM will continue to make the Harvest Burgers at its Illinois plant). Two new refrigerated products were introduced in “modified atmosphere packaging” (MAP): Chick Nuggets and Breakfast Patties. MAP products are sold in the grocer’s meat case.

Color photos show: Dale E. Twomley. Allan R. Buller. Three new product labels. An aerial view of Worthington’s manufacturing facility at Zanesville, Ohio.

Includes a 27-page “Notice of Annual Shareholders Meeting.” Address: Worthington, Ohio. Phone: (614) 885-9511.

3140. Santacruz, Cecilia; Santacruz, Nestor. 1999. Tofu and other soyfoods in Colombia (Interview). *SoyaScan Notes*. April 1. Conducted by William Shurtleff of Soyfoods Center. [1 ref]

• **Summary:** In June 1998 Cecilia and Nestor started the earliest known non-Asian tofu shop in Colombia that focused on traditional, hand-made tofu and made delicious products from tofu. Named Delisoya, it is located in a residential part of Bogota (the country’s capital) high in the Andes mountains of Colombia at 8,500 feet altitude. They visited Soyfoods Center from Salinas, California, after being given an excellent tour of the Wildwood Natural Foods soyfoods plant in Santa Cruz. The main things they learned

at Wildwood: (1) They can make a large amount of very tasty tofu using an open-top, stem-injection system (without pressure). Nestor would like to get this same kind of system. (3) Their many creative tofu products are delicious; the baked (not fried) tofu burgers were especially interesting. (3) The shop was very clean and sanitary.

Ceci speaks good English, since she lived for a year in Tennessee (with “Ami”) during her high school years. This is the third time they have been to the USA.

Ceci and Nestor were both born in Colombia—Ceci on 3 December 1949 and Nestor on 28 Aug. 1955. They both attended the Colombian National University (*Universidad Nacional de Colombia*) where they studied chemistry and graduated in 1982. They were married that same year, shortly after graduation. Nestor got a job in Bogota with Canta Claro, a company that operates soybean crushing plant. They made animal nutrition products from the soybean meal and various foods from the soy oil. Ceci also worked for Canta Claro for 2-3 years in quality control, then she left and worked with her family who owns a small hotel about 150 km (93 miles, 4 hours by car) outside of Bogota. She also spent more time cooking and doing things she enjoyed, alone and with her mother (who has her own foundation and is a very civic-minded person). In 1992 Nestor and Ceci met a macrobiotic group named *Escuela de Educación Vitalicia* (The Life and Vitality Education School) run by students of Tomio Kikuchi, a well-known teacher of macrobiotics who lives mostly in Brazil; this group had been in Bogota since 1985. Later in 1992 Nestor left his job at the soybean crushing plant and began to work as an administrator in Ceci’s family hotel. Slowly their lives began to change. In June 1993 they traveled to Brazil to attend the annual winter seminar by Tomio Kikuchi. They found him to be an excellent teacher and, at age 70, a man of remarkable vitality. Bernadette Kikuchi is Tomio’s wife. Through her cooking lessons in Colombia and Brazil, in their school, they first made contact with Oriental cooking and foods. Through them they came to know about brown rice and tofu for the first time, 7 years ago. “They are remarkable human beings who left a deep impression on us.”

In early 1996 Nestor and Ceci bought some tofu from a Chinese man in Bogota; it was quite hard and the flavor was not very good, so they started to make their own tofu. In late 1996 Nestor and Ceci began to pursue their interest in soyfoods more actively. They saw an article somewhere about Peter Golbitz of Soyatech in Maine, so they wrote him and he sent them a free copy of the 1996 *Soya Bluebook*. In that book they saw a Takai advertisement for tofu and soymilk equipment. Takai sent them a catalog and there they saw the address of Soyfoods Center—from which they ordered several books, including *The Book of Tofu* and *Tofu & Soymilk Production*.

They found that there were already two companies in Bogota that made tofu and other products. Named Hosanna



and Sabyi, they each opened in about 1996-97, and were run by Colombians (non-Asians), but their focus was on products such as sausages made with tofu and soy flour, or pimento-flavored tofu, their tofu was not hand-made, and both Nestor and Ceci found the tofu to be very hard and not tasty. So in June 1998 Nestor and Ceci opened Delisoya. There they made traditional handmade tofu and soymilk, plus several tasty second generation soy products such as cheesecake, soy mayonnaise, and soy burgers. The interior is very attractive with a large deli case stretching across the room, and a list of products and prices written by hand on a blackboard on the wall. They gave Soyfoods Center three color slides showing the above views. This is a business with a philosophy and a social mission. They want to teach local people about the goodness of soyfoods and how to use them (including the okara), and they want the shop to eventually serve as a school where other Colombians can learn to make tofu, soymilk, and other soyfoods. Recently the International Monetary Fund (IMF) has demanded that Colombia quickly open its economy to foreign goods. The influx of cheap products has had a drastic effect, creating very high unemployment and widespread suffering. Nestor and Ceci are working to alleviate this crisis.

The soybeans used to make tofu at Delisoya are all grown in Colombia, at Cali, the capital of Valle de Cauca department at 3,327 ft, in western Colombia, bisected by the Cauca River. "Valle" is pronounced "Balle" in Spanish. There is a big Japanese community living in Cali, the area where the first Japanese settled in Colombia many years ago. Another center of soybean production in Colombia is Palmira, a city at altitude 3,000 feet, in Valle de Cauca department, in western Colombia, near the Cauca River. It is about 15 minutes by car from Cali, but 8 hours by car from Bogota.

Nestor now makes a little more 100 lb of tofu per week; more precisely, he makes about 100 cakes, each weighing 500 gm. He and Ceci are looking for a larger plant near their home in Bogota. He knows a lot about machines and mechanic, so he will make some of the equipment. At the plant they will hire people they know—who are simple and nice.

Ceci and Nestor are interested in translating *The Book of Tofu* into Spanish. They are trying to gain support for the project from Japanese cultural organizations in Colombia, such as JAICA (Japan International Cooperation Agency), and JETRO (Japan External Trade Organization). JAICA is Japanese governmental organization which assists developing countries, including financial support for some projects requested by local people. They send experts in various fields (such as agriculture, earthquakes, etc.) and also send local people to Japan for training. Ceci has a friend, Mrs. Tanaka, who is the wife of the president of JETRO in Bogota.

During the last presidential campaign in Colombia,

soybeans were featured by the candidate who won (in June 1998), Pres. Andres Pastrana. In about Sept. 1997 his political campaign published a booklet titled "El Cambio" which means "Change!" It is said that the president's wife, Nohra Puyana de Pastrana, took the idea from people working with soyfoods in Caldas—a department in west central Colombia. Currently, soyfoods are promoted by the *Instituto Colombiano de Bienestar Familiar* (Colombian Institute for Family Well-Being). This institute, which has its headquarters in Bogota but branches in many Colombian cities, now offers free soyfoods cooking classes and printed information (incl. recipes and nutritional facts).

The Colombian government has been studying soyfoods for at least 20 years. The first major organization to do this was the *Instituto de Investigaciones Tecnologicas* (IIT—Institute for Technological Investigations). It existed 20 years ago but ceased operations about 10 years ago. Their purpose was to help industry develop and market new products. Their first soy product was Incaparina [production began in 1963], followed by Bienestarina [first manufactured in Jan. 1976]. IIT made soymilk and targeted local people.

One soy pioneer in Colombia was a man named Joaquin Molano, who was a chemist, is now age 90, and who founded Fundacion del Rio Magdalena. Address: Founders and owners of Delisoya, Calle 78 No. 12-03, Santafe de Bogota, Colombia. Phone: 346-2178.

3141. Turner, Kimberly. 1999. Pair produces 'animal-friendly' sausage. *Observer* (Charlottesville, Virginia). April 14-20. Business section.

• **Summary:** Jon Kessler and his partner, Janus Raphaelidis started Sunergia Soyfoods. They now make meat-free sausages. A photo shows the two.

Note. Jon says this article contains many mistakes.

3142. Conquergood, George. 1999. History of work with soyfoods and vegetarianism. Part I. 1976 to 1994 (Interview). *SoyaScan Notes*. April 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** George was born on 1 Dec. 1946 in Toronto, Ontario, Canada. He went to high school in Toronto but did not graduate, and he never attended college. "I attended the school of hard knocks." He dropped out of high school at age 15 he began to work full-time. At age 17 he went to work for a textile firm until he was age 20. Then he started his own business in the fields of textiles and clothing. In 1967 he married Wendy Lynn Richardson—who was born on 27 Sept. 1948. In 1973 he received knowledge from Guru Maraji (via Guru Charanan) in Toronto, became his disciple, traveled throughout the United States and (in 1973) to the Houston Astrodome [in Texas] with Guru Charanan, and started a vegetarian diet and vegetarian restaurant. In 1977 he was one of the founding partners of Jolly Green Garden, a vegetarian restaurant in Toronto. He called it "Guru Maraji's

restaurant” because many of the employees and customers were disciples of Guru Maraji. There he first got involved with soyfoods. He bought tofu and used it to make various products, such as patties, dressings, etc., which were served in the restaurant. George has been involved with soyfoods for more than 20 years, starting in Toronto.

In early 1979 George and his family moved to southern Alberta. He went to work for the Canadian federal government helping a group of native Blackfeet people there. He set up a company named Pe-Kun-nee Garments that manufactured textiles (garments), put 300 women through a training program, and ran it (with the title of General Manager) for about 4 years. George still has the full-beaded outfit and feathers that he got from the Blackfeet people he helped.

In 1984 George and his family moved to Saskatoon, Saskatchewan, where he started a computerized embroidery business. His wife and three children still run this as a family business. Today his company is one of the top software development firms in North America for computerized embroidery. He worked for a company named Jeffrey E. McPherson, headquartered in Nottingham, England, with North American offices in Greensboro, North Carolina and in Canada; George worked for the North Carolina company. They held the worldwide distribution rights for an embroidery machine made by a Japanese company named Barudan (pronounced buh-ROO-dun) who pioneered the electronic embroidery machine from Japan. The ancient Jacquard looms, which were programmed with punch cards, originated in Switzerland [sic]—which is why we refer to “Swiss embroidery.” [Note: The French inventor, Joseph-Marie Jacquard (lived 1752-1834) invented the Jacquard loom at Lyons, France, in 1801 and was awarded a patent and medal by Napoleon in 1804]. The Japanese copied these looms. George was a salesman for their equipment, and he developed a collection of baseball caps because he was one of the first people to sell caps—whether it be importers of blank caps or embroiders of finished caps. George even called himself Captain Capman. He went around and set up embroidery companies to whom he sold his embroidery equipment (from Barudan in Japan) all over western Canada. George was one of the first people to embroider a baseball team insignia direct onto the blank hat—replacing the old crest that was stuck on the hat. It was much classier, and now it's the only way they do it.

In 1992 he started another gourmet vegetarian (actually vegan) restaurant, this time named Sweet Carrot Café, located at 702 14th St. East, Saskatoon, Saskatchewan S7N 0P7. Actually, George bought the building for his embroidery business, then opened up a corner of one building on the corner as a lunchroom for his staff. It was an historical building, with three buildings in one. George bought an espresso machine for his lunchroom. Passersby thought it should be a coffee shop. George lined the walls of his

lunchroom with his collection of embroidered baseball caps. He soon converted the lunchroom into a coffee bar, which he named it Caps Coffee Bar. A popular menu item was Cappuccino! There was a grand piano in the dining room. It was probably the only vegetarian or vegan restaurant ever to be written up in *Where to Eat in Canada*—two years in a row. In those days most people thought of vegetarian restaurants as places where hippies with beards and long hair sat on picnic benches and ate granola bars. Most people were afraid to eat in such places, so George made his restaurant into a fine dining room. One of the main focuses of George's life since the 1970s has been vegetarianism; his wife is a vegan and teaches tai-chi. In the restaurant George made his own tofu, soymilk, and related products, such as spreads, dressings, etc. In the early days, he made these products in the old fashioned way. The firm nigari tofu was very good tasting but the soymilk had a pronounced beany flavor. He was so busy, and making all these foods was such a chore, that he began looking for other technologies to expand his production. One day in early 1992, at about the time Raj Gupta started publishing his *SoyaCow Newsletter*, a young lady from the United Way in Ottawa came into the restaurant and commented on his organic tofu sandwich. She also tried his soymilk and told him about a soymilk making machine named the SoyaCow, developed by a company named ProSoya in Ontario. George asked for more information and the lady sent him a copy of the newsletter. George immediately phoned Raj Gupta, the inventor of the machine, and was on the next airplane to Ottawa. He ended up buying the only small SoyaCow (SC-20) Raj had. Articles about George, his stylish restaurant, and his new SoyaCow appeared in two early issues of the *SoyaCow Newsletter* (Jan/March and April/June 1993—Vol. 2, Nos. 1 and 2). He used the SoyaCow to make soymilk, which he sold at his restaurant—starting in early 1993. This was the first commercial soymilk ever produced by a SoyaCow. He sold the soymilk in 1 liter glass bottles, with the SoyaCow logo printed directly on the glass on each bottle. He and Frank Daller developed the bottle. So the name of the soymilk was “SoyaCow” and it was sold in seven flavors—including maple, chocolate, vanilla, original, chocolate-peanut butter, and nog (a delicious eggnog alternative made only at Christmas). Dusty Cunningham and Lorne Broten were both patrons of George's vegetarian restaurant in Saskatoon. A romance soon developed and they were called the “love birds.” George was thinking about opening a winery in his restaurant. Since Lorne was an accountant, George started working with him on a business plan for the winery in about 1994. George liked Lorne and hired him as his bookkeeper and accountant for his two businesses—embroidery and vegetarian restaurant.

Soon, within his restaurant (which consisted of three buildings in one), George converted his Caps Coffee Bar into the SoyaCow Health Bar Deli, where he sold at least



five soy products, both as part of the menu and for takeout: Soymilk (in six flavors), soy ice cream (many flavors, always changing), soy yogurt (several flavors), tofu, and Soyanaise. He also carried Yves Veggie Cuisine. He used his car to deliver some of the soymilk he made to three local stores; he never delivered his other soy products from the restaurant. He carried the glass bottles in milk crates. Continued. Address: Vice-president Operations, International ProSoya Corp., 312-19292 60th Ave., Surrey (Vancouver), BC, V3S 8E5 Canada. Phone: 604-541-8633.

3143. Dickerson, Marla. 1999. Small business—Healthier diet feeds bottom line: Entrepreneur’s lifestyle change spurs profitable line of Mexican fare. *Los Angeles Times*. April 28. p. C6-7.

• **Summary:** In 1980 Mark Roth had founded El Burrito Mexican Food Products Inc. to satisfy the growing demand in Southern California for Latino Foods.

But Mark owes his latest innovation to his cardiologist. In 1992, after Roth underwent heart bypass surgery, his doctor told the 60-year-old entrepreneur that he should stop eating the breakfast of eggs and chorizo (a fat-laden sausage) that he enjoyed three times a week. He had learned to love chorizos in his days as the owner of a supermarket in El Monte that catered to Latino customers.

So he did what a good entrepreneur would do; he came up for a meatless chorizo that looked and tasted like the real thing.

A large photo shows Mark at a production line in Industry, California. Today soy-based meatless foods make up 30% of his sales.

Note: As of Sept. 2000, his other products include SoyTaco and SoyLoaf.

3144. Sanitarium Health Food Co. 1999. Soy healthy: From the goodness of soy beans (Leaflet). Wahroonga, NSW, Australia. 2 p. April. Front and back.

• **Summary:** This attractive full-color leaflet is folded into 4 panels. The front shows the packages of 8 “Soy Healthy” brand vegetarian meat alternatives, nestled in a bed of lettuce and surrounded by green. Below the products: “Soy has never been so easy.” The inside left panel discusses: Soy protein and phytoestrogens. Sunflower oil/Canola oil. Iron. Vitamin B-12. Fibre. The inside right panel gives detailed information on five frozen and five chilled Soy Healthy products. Frozen: Original soy burgers. Country-spiced soy burgers. Tender soy medallions. Tender soy schnitzels. Tender flaked soy fillets. Chilled: Original soy slice. Garlic & herb soy slice. Smoked soy slice. Soy sausages. Soy fillets.

The back panel lists suitability for specific diets: Reduced saturated fat / Cholesterol free. Vegetarian (lacto-ovo). No added preservatives. No added MSG. No artificial colours. For more information: [www.sanitarium.com.au/](http://www.sanitarium.com.au/) Soy. Plus three toll-free numbers. From the company’s

“Nutrition Education Service.” Address: 146 Fox Valley Rd., Wahroonga, NSW 2076, Australia.

3145. Soyatech; Senechal, Jorgenson, Hale & Co. 1999. The North American soyfoods market: A multiclient study. 318 Main St., P.O. Box 84, Bar Harbor, ME 04609. April. \*

• **Summary:** The price of this market study is \$9,500 before 18 Dec. 1998 and \$12,500 thereafter. The study will be completed in early April 1999 and presented shortly thereafter at the Marriott Camelback Resort in Scottsdale, Arizona.

Soyatech was founded in 1984 [sic, Jan. 1987]. Address: Bar Harbor, Maine. Phone: 207-288-4969.

3146. **Product Name:** Morningstar Farms Meat Free Buffalo Wings: Spicy Vegetarian Drumettes.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1999 April.

**Ingredients:** Textured vegetable protein (soy protein concentrate and isolate), egg whites, enriched wheat flour...

**Wt/Vol., Packaging, Price:** 17-18 Wings weigh 10.5 oz (298 gm). Paperboard box.

**How Stored:** Frozen.

**New Product—Documentation:** Label sent by Worthington Foods. 1999. April.

3147. **Product Name:** Morningstar Farms Meat-Free Mini Corn Dogs.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1999 April.

**Ingredients:** Wheat gluten, water, enriched wheat flour...

**Wt/Vol., Packaging, Price:** 14 Mini Dogs weigh 10.0 oz (284 gm). Paperboard box.

**How Stored:** Frozen.

**New Product—Documentation:** Label sent by Worthington Foods. 1999. April. With new banner headline.

3148. **Product Name:** Morningstar Farms Meat-Free Stuffed Sandwiches [Pepperoni Pizza Style, Ham & Cheese Style, Burger & Cheese Style].

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 1999 April.

**Ingredients:** Burger & Cheese Style: Water, unbleached wheat flour, textured soy protein concentrate, cheddar cheese...

**Wt/Vol., Packaging, Price:** 2 Stuffed Sandwiches weigh 9.0 oz (255 gm). Paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Labels sent by Worthington Foods. 1999. April. With new banner headline.

3149. Worthington Foods, Inc. 1999. Morningstar Farms is getting a lot of attention. Please plan accordingly (Brochure). Worthington, Ohio. 4 p. 28 cm. [2 ref]

• **Summary:** Compares Morningstar Farms (MSF) and Gardenburger (GB) products. Contents: (1) New packaging: New logo to create brand “umbrella.” (2) Widest variety: A graph titled “Brands by unit volume” based on AC Nielsen data from 26 Dec. 1998 shows that Morningstar Farms has never lost its lead. Gardenburger peaked in July 1998 than fell sharply. Morningstar peaked at the same time but fell only slightly. (3) Great taste. A table (based on Nielsen data from 20 March 1999) shows unit volume of the top ten MSF and GB products. Eight of the top ten are MSF. The top four are MSF Breakfast Patties, MSF Breakfast Links, GB Original, and MSF Grillers. (4) Category Leader: “Morningstar Farms #1 in Meatless for the past 25 years.” About 8% of U.S. households consume MSF products and 7.5% consume GB. But MSF households purchase at a 3-times higher rate.

The rear cover discusses MSF’s “New advertising campaign.” Targets 75% of women between ages 15-54. Created 1.5 billion impressions. Uses TV and magazine ads plus many types of coupons.

Four inserts show: Ad slicks of two national TV ads: “Surprise-a-guy.” and “Surprise-a-gal.” Three full-page color ads. Address: 900 Proprietors Rd., Worthington, Ohio 43085.

3150. Yves Veggie Cuisine. 1999. Yves Veggie Cuisine: Recipe cards. Vancouver, BC, Canada.

• **Summary:** This is a full-page color ad for Yves Veggie Breakfast Links (fat free). “These links taste just like the real thing but they’re good for the heart. That’s because they have no fat, no cholesterol, and they’re made of soy protein.” Address: Vancouver, BC V6A 2A8, Canada.

3151. Gardenburger, Inc. 1999. Annual report 1998: Bullseye. 1411 Southwest Morrison St., Suite 400, Portland, OR 97205. 26 p. 43 cm.

• **Summary:** This is a strange-looking, unconventional tabloid size annual report, apparently designed to hide the company’s huge losses. Net sales (in million dollars) have grown dramatically in recent years: \$40.53 in 1996, \$56.83 in 1997, and \$100.12 in 1998 (up 76% over 1997). However the company lost \$1.393 million (in net income) in 1997, increasing more than 7-fold to a loss of \$10.042 million in 1998. Also in 1998 working capital, shareholders’ equity, and gross margin all fell significantly, while current liabilities rose more than four-fold. The price of the common stock finished 1998 at 13.75, about the same level as in the first quarter.

But last year was a brand-building year. Gardenburger

spent \$146 million on media advertising and expanded consumer awareness of the brand from 22% to 42% in the process. Brand awareness before 1998 ad campaign: Gardenburger 22%, Harvest Burger 22%, Morningstar Farms 15%, Boca Burger 5%. Awareness after 1998 campaign: Gardenburger 42%, Harvest Burger 24%, Morningstar Farms 16%, Boca Burger 4%. Gardenburger is the number one veggie burger on grocery shelves and in restaurants. “Largely due to our advertising and product placements, the veggie burger category grew 57% in 1998 to \$134 million in the grocery channel, and we captured 80% of that growth. Our January grocery channel market share stood at 51%, compared to 24% for our nearest rival” [Worthington Foods, plus Boca Burger 11% and Harvest Burger 7%]. Gardenburger is also the No. 1 brand in the natural foods channel. Address: Portland, Oregon.

3152. **Product Name:** Veggie Turkey Slices, and Veggie Ham Slices.

**Manufacturer’s Name:** Yves Fine Foods Inc.

**Manufacturer’s Address:** 1638 Derwent Way, Delta (Vancouver) V3M 6R9, B.C., Canada. Phone: (604) 525-1345.

**Date of Introduction:** 1999 May.

**Ingredients:** Water, isolated soy protein, wheat gluten, evaporated cane juice, natural flavors, salt, yeast extract, carrageenan, wheat germ, onion powder, rice starch, beet root powder, garlic powder, wheat starch, nutritional yeast, spices. Vitamins and minerals: Vitamin B-1 (thiamine hydrochloride), vitamin B-12 (cyanocobalamin), pantothenic acid (calcium pantothenate), potassium (dipotassium phosphate).

**Wt/Vol., Packaging, Price:** 10 slices in 5.5 oz (155 gm) package. Retail for \$2.19 (1999/12, Lafayette, California).

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West. 2000. March. “More of a good thing: Another addition to the Yves family.” On the front is a half-page photo of these round slices folded into sliced bread. On the rear: “Fat-free. Preservative-free. Nitrite free. Cholesterol free. A good source of soy protein. Kosher. Made from soy protein. Contains no meat. Yves Turkey Slices deliciously compliment the rest of the Yves Veggie Cuisine slice family—Veggie Deli Slices, Veggie Pepperoni Slices, Veggie Pizza Pepperoni, and Canadian Veggie Bacon. Dated Jan. 1999.

Note: The ingredients are not given.

Second leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo East. 2000. Sept. “Go ahead, ham it up.” On the front is a half-page photo of these round slices folded into sliced bread. The rear is the same as the first leaflet—but dated May 1999.

3153. **Product Name:** [VeggieFresh Bratwurst, Mild Tofu



Hot Dogs, Hot Veggie Hot Dogs, Mild Jumbo Smoked Hot Dogs].

**Foreign Name:** VeggieFrisch Bratwuerste, Tofu Knacker, Toscaninis, Real Jumbos.

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** D-54578 TofuTown Wiesbaum, Germany. Phone: +496593 9967-0. Fax: 6593 9967-225.

**Date of Introduction:** 1999 June.

**Wt/Vol., Packaging, Price:** 250-300 gm pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Color packages sent by Bernd Drosihn. 2004. Nov. 15. Size: 9.5 by 11.5 by 2.3 cm. Paperboard boxes. Various colors. Color photo of the dish, ready to eat, on a white plate. Each of these Viana-brand products is a meat alternative, ready to heat and serve, introduced in June 1999. The packaging is very attractive. On the front panel: 100% made from plants. 0% cholesterol. 100% veggie power. 100% Organic. Ingredients are listed in 5 languages: German, French, English, Spanish, Italian. Nutritional facts are given in German and English. On the rear panel: “Good source of soy protein. 30 mg isoflavones per serving.”

3154. **Product Name:** Gardenburger–LifeBurger (Soy Patties).

**Manufacturer's Name:** Gardenburger Inc.

**Manufacturer's Address:** 1411 S.W. Morrison St., Suite 400, Portland, OR 97205. Phone: 1-800-636-0109.

**Date of Introduction:** 1999 July.

**Ingredients:** Soy protein concentrate–hydrated, water, wheat gluten, isolated soy protein, autolyzed yeast extract, maltodextrin, natural flavor, flax seeds, soy isoflavone concentrate flour, wheat fiber, vegetable gum, roasted garlic, sea salt, carrageenan, konjac flour, dried onion, caramel color, dried garlic, natural grill flavor (from expeller pressed vegetable oil), spice.

**Wt/Vol., Packaging, Price:** 2 patties per 6 oz (170 gm) box.

**How Stored:** Frozen.

**New Product–Documentation:** Label (package) sent by Amanda of Gardenburger in Oregon. 2000. March 23. 5½ by 5.0 by 1.5 inches. Paperboard box. Front panel: Dark blue, yellow, and white on sky blue. “Packed with soy protein. 13 grams. Made with soy isoflavone flour, flax seeds, and garlic.” A color photo shows one grilled patty on a bun with all the trimmings. On one end of the package is a small color photo of Paul Wenner. The caption: “The Gardenburger soy patty was created by GardenChef Paul Wenner in his pursuit of great-tasting foods that promote healthy eating and a healthy environment. A percentage of our sales is being donated to organizations that share this vision.” Each burger is individually packed in a sealed cellophane pouch. Soyfoods Center taste test. 2000 March 25. Poor. Tastes and smells like dog food.

3155. Murphy, Patricia A.; Song, T.; Buseman, G.; Barua, K.; et al. 1999. Isoflavones in retail and institutional soy foods. *J. of Agricultural and Food Chemistry* 47(7):2697-2704. July. [27 ref]

• **Summary:** Gives the content of daidzein, genistein, glycitein. Isoflavone levels ranged from 1 microgram per gram in soy sauces to 540 micrograms per gram in tempeh. “Soy milk and tofu represented the major portion of the soy foods evaluated.”

Also includes: Tofu (different kinds, raw and cooked), soy sauce, miso (white and red), tempeh (raw and cooked), FriChik (soy chicken, raw and cooked), meatless frank (raw and cooked), Harvest Burger (raw and cooked), Meatless links (raw and cooked), Soy/beef burgers (raw and cooked). Address: 1-4. 2312 Food Science Building, Food Science & Human Nutrition Dep., Iowa State Univ., Ames, Iowa 50011.

3156. Tofutti Brands Inc. 1999. Quit Beef'n: The world's best tasting veggie burger (Memorabilia–Button with safety pin on back). Cranford, New Jersey.

• **Summary:** This metal button, 4 inches in diameter, is meant to be worn on one's shirt. The words are written in red, yellow, and black on an orange-yellow background. Across the top is written “Tofutti brand. Living dairy free,” next to a small image of a person kicking a soccer ball. This button was sent to Soyfoods Center in July 1999 by Patricia Smith who picked it up at the Tofutti booth at the NNFA show at Las Vegas. Address: 50 Jackson Dr. (P.O. Box 786), Cranford, New Jersey 07016. Phone: 201-272-2400.

3157. United Specialty Foods. 1999. Award-winning vegetarian products (Leaflet). P.O. Box 41279, Nashville, TN 37204. 1 p. Front and back. Black and white. 28 cm.

• **Summary:** “Longa Life ‘Not Meats’ are so good they are the only vegetarian products to win the National Nutritional Foods Association People's Choice Award \* Three Years in a Row!

“Plus, they are so healthy they are free of hydrogenated fats and artificial color.”

Photos of the front panels of Longa Life vegetarian products bear these captions: Notchicken: Winner “Best of Show” 1996. Notcorndogs: Winner “Best of Show” 1997. Not Chicken Breast Fillet: Winner “Best of Show” 1998.

In the upper left is the People's Choice seal. In the lower left corner is a 75¢ coupon.

On the rear, ingredients are given for each of the following Longa Life products: Notchicken slices. Notham slices. Notbacon. Notpepperoni. Notchicken Breast Fillet. Notchicken Nuggets. Notcorndogs.

The first 4 ingredients are typically water, soy protein, wheat gluten (or wheat flour), and canola oil. Address: Nashville, Tennessee. Phone: 1-888-57-4-LIFE.

3158. **Product Name:** Natural Touch Tuno (Vegetarian

Tuna).

**Manufacturer's Name:** Worthington Foods, Inc.

**Manufacturer's Address:** 900 Proprietors Rd.,  
Worthington, OH 43085.

**Date of Introduction:** 1999 July.

**Ingredients:** Textured soy protein concentrate, water, expeller canola oil, contains 2% or less of autolyzed yeast extract, natural flavors from non-meat sources, hydrolyzed corn protein, corn starch, sea salt, citric acid, wheat germ oil, onion powder.

**Wt/Vol., Packaging, Price:** 12 oz. can.

**How Stored:** Shelf stable; refrigerate after opening.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color, single sided) sent by Patricia Smith from Natural Products Expo East. 1999. July. "Sorry Charlie, no tuna wanted." A photo shows the front of the can.

3159. *SoyaScan Notes*. 1999. The soybean: Animal, vegetable or mineral? (Overview). Aug. 4. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** A traditional American parlor game and quiz show named "Twenty Questions" was based on the assumption that all things in the universe could be classified as either animal, vegetable, or mineral. Clearly the soybean is a vegetable, and it is most like a vegetable when served as edamamé or green vegetable soybeans. But soybean pods and leaves are unusually hairy, and the soybean can easily be transformed into alternatives to almost every known animal food product—more specifically into all kinds of meats and dairy products. It can be made into meatless burgers, hot dogs (wieners), breakfast sausages, beef jerky, bacon bits (such as Bac\*Os) or meatless bacon, juicy chicken drumsticks or meatless chick nuggets, meatless steak, and the like. Or it can be made into all the dairy alternatives such as milk, yogurt, ice cream, cheese, cream cheese, cheesecake, sour cream, coffee creamer, whip topping and the like.

Soybean oil can also be made to imitate the greatest commodity of the 20th century: petroleum. We now have soy ink, soy diesel fuel, soy resins, soy paints and varnishes, etc.

Thus, of all the vegetables in the world, the soybean is the most versatile—the most like an animal and the most like a vegetable. What will they think of next?

Note: Twenty Questions began on radio in 1946, then played on television from Nov. 1949 until May 1955.

3160. Mair, Amy Tyler. 1999. Appetizing growth: Profile—Yves Potvin. Yves Potvin's meatless cuisine is North America's best-seller. Now he's looking for the recipe for a winning, healthy fast-food restaurant. *Business in Vancouver (Canada)*. Aug. 10-16. p. 23.

• **Summary:** Yves Potvin, age 43, never uses the word "vegetarian" in his speeches or marketing materials. He is a "semi-vegetarian," who eats little red meat and is looking for healthy food choices. He now runs a business that does

an estimated \$46 million per year in sales. Earlier this spring he opened fast food restaurants in Kitsilano and South Granville, Vancouver. There he serves only meatless foods, such as tofu hot dogs, soy burgers, meatless lasagna, and baked fries [French fries]. Fourteen years ago, the Quebec native, a chef and amateur cyclist, "was living in Vancouver and dishing up buttery sauces at former French restaurant Le Chef et Sa Femme. Disillusioned with the high-stress low-paying job," he looked for a way to be more independent. "With \$10,000 of his own money and \$30,000 borrowed from friends and family," Potvin developed a tasty meatless hot dog.

"The next several years were difficult after Potvin sold 40% of his company to finance growth." He later bought back the shares and today owns 100% of the company. The company also took a hit when it spent \$600,000 in R&D for a new veggie burger that went nowhere. 1992 was the year of "take-off"—the "year they crossed a major threshold and really began to grow." In 1985, when Yves Fine Food opened, the company saw its first product, a tofu wiener, as a "fusion food and adopted a sun logo to symbolize the marriage of East and West." Last year the company adopted its current logo, which shows a "French chef sporting a red beret and holding a basket brimming with fresh vegetables."

A large photo shows Yves.

3161. **Product Name:** Vegetarian Entrees: Mushroom & Gravy Stroganoff.

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

**Date of Introduction:** 1999 August.

**Ingredients:** Water, wheat gluten, wheat flour...

**Wt/Vol., Packaging, Price:** 10 oz box.

**New Product–Documentation:** Leaflet (color) sent by Mia Fox, Marketing Manager of White Wave. 1999. Aug. "Easy and delicious vegetarian entrees—Just heat 'n' eat!" A color photo of each product appears on the front of the leaflet. The ingredients are listed on the back.

3162. **Product Name:** Vegetarian Entrees: Chick'n & Gravy.

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

**Date of Introduction:** 1999 August.

**Ingredients:** Water, wheat gluten, wheat flour...

**Wt/Vol., Packaging, Price:** 10 oz box.

**New Product–Documentation:** Leaflet (color) sent by Mia Fox, Marketing Manager of White Wave. 1999. Aug. "Easy and delicious vegetarian entrees—Just heat 'n' eat!" A color photo of each product appears on the front of the leaflet. The ingredients are listed on the back.



3163. **Product Name:** Vegetarian Entrees: Thai Coconut Curry.

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

**Date of Introduction:** 1999 August.

**Ingredients:** Coconut milk, water, wheat gluten, agave syrup...

**Wt/Vol., Packaging, Price:** 10 oz box.

**New Product–Documentation:** Leaflet (color) sent by Mia Fox, Marketing Manager of White Wave. 1999. Aug. "Easy and delicious vegetarian entrees–Just heat 'n' eat!" A color photo of each product appears on the front of the leaflet. The ingredients are listed on the back.

3164. **Product Name:** Vegetarian Entrees: Sloppy Joe Sandwich Filling.

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

**Date of Introduction:** 1999 August.

**Ingredients:** Water, soy tempeh (cultured organic soybeans, water), seitan...

**Wt/Vol., Packaging, Price:** 10 oz box.

**New Product–Documentation:** Leaflet (color) sent by Mia Fox, Marketing Manager of White Wave. 1999. Aug. "Easy and delicious vegetarian entrees–Just heat 'n' eat!" A color photo of each product appears on the front of the leaflet. The ingredients are listed on the back.

3165. **Product Name:** Vegetarian Entrees: Tempeh Marinara.

**Manufacturer's Name:** White Wave, Inc.

**Manufacturer's Address:** 6123 E. Arapahoe Rd., Boulder, CO 80303. Phone: 303-443-3470.

**Date of Introduction:** 1999 August.

**Ingredients:** Water, tomatoes, soybeans, brown rice, organic raw cane crystals...

**Wt/Vol., Packaging, Price:** 10 oz box.

**New Product–Documentation:** Leaflet (color) sent by Mia Fox, Marketing Manager of White Wave. 1999. Aug. "Easy and delicious vegetarian entrees–Just heat 'n' eat!" A color photo of each product appears on the front of the leaflet. The ingredients are listed on the back.

3166. Worthington Foods, Inc. 1999. Second quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. Front and back. 22 x 9 cm.

• **Summary:** Net sales for the second quarter of 1997 rose 27.5% over the same period in 1996, net income fell 13.6%, and earnings per share fell 16.7%. Morningstar Farms retail sales ("which include meat alternative products and frozen egg substitutes") rose 38.9%. Meat alternative product sales rose 44.5%. But, approximately one-half of the quarterly

sales gain was from the recently acquired [from Pillsbury] Harvest Burger brand. The company is involved in the largest marketing campaign in its 60-year history; initial feedback from the TV campaign is very encouraging. The company is in the final stages of its nationwide search for a new president. Address: Worthington, Ohio. Phone: (614) 885-9511.

3167. Ungar, Laura. 1999. Don't bet your tofu. *News Journal (Wilmington, Delaware)*. Sept. 15.

• **Summary:** The writer, a vegetarian since youth, conducted a taste panel using ten teen tasters. Her research showed that sales of Tofurky have been tripling each year. And according to Information Resources Inc. [IRI, that aggregates data from supermarket scanners] sales of Boca Burgers are up 79% from last year to \$17.3 million and sales of Gardenburgers are up 49% to \$45.9 million.

The teen testers tried eight products: Boca Burgers, Gardenburgers, Bella Burgers, Chicken-Free Nuggets, White Wave Chicken-Style Sandwich Slices, Tofurky Deli Slices (peppered), Foney Baloney and Morningstar Farms Veggie Dogs. The writer cooked the burgers, nuggets and dogs in the microwave, and served the "cold cuts" cold.

The testers were picky. They liked the veggie hot dogs best. Of the three burgers, they liked Boca Burgers best. Only 4 of the 10 said they would eat a Boca Burger again. The Bella Burgers were made from portabella mushrooms. Address: Staff reporter.

3168. *Recorder (Greenfield, Massachusetts)*. 1999. Lightlife celebrates long life (Photo caption). Sept. 24.

• **Summary:** During Lightlife Foods' 20th anniversary celebration, Jason Torrey holds a rack of tofu hot dogs freshly made at Lightlife's factory in the industrial park at Turners Falls. Ron Hunter, Lightlife's vice president of operations, appears at right.

3169. *Bluebook Update (Bar Harbor, Maine)*. 1999. New study finds soyfoods sales healthy. 6(3):1, 7. July/Sept.

• **Summary:** A market study titled *The U.S. Soyfoods Industry* was recently completed by Soyatech, Inc. and Senechal, Jorgenson & Hale Co. It found that retail sales of soy products reached 1.7 billion in 1998 and are expected to reach \$2.12 billion by the end of 1999, \$2.56 billion by the end of 2000, and 3.67 billion by the end of 1002. After growing at less than 10% a year from 1990 to 1995, sales for the entire soyfoods category shot up quickly, growing 11.5% in 1997, and 17.7% in 1998; they are expected to increase 23.2% in 1999. A major reason for this growth is a keen interest in health by consumers who believe that soyfoods can provide health benefits.

Looking at the various market segments, the one with the most rapid growth has been meat alternatives, which grew 48% in 1997, 45.8% in 1998, and is expected to grow

44.8% in 1999. The category already has retail sales of \$500 million a year.

Soy milk is another category with strong growth; retail sales rose 38.7% in 1998 and are expected to grow 38% in 1999.

The study is composed of three major parts: (1) U.S. Soyfood Products & Market, which covers sales, companies, products, and market trends; (2) The Soyfoods Consumer, which provides a detailed analysis of who this consumer is; and (3) Soy Protein Ingredients, which outlines the industry and market for soy ingredients. The report can be purchased in its entirety or by section.

Note: A brochure describing this study, from the two companies that conducted it, states that it was completed in April 1999 and costs \$12,500.

3170. **Product Name:** The Original Boca Breakfast Patties.

**Manufacturer's Name:** Boca Burger, Inc.

**Manufacturer's Address:** [Madison, Wisconsin].

**Date of Introduction:** 1999 September.

**New Product–Documentation:** See next page. Ad (full page, color, copyright 1999) in *Vegetarian Times*. 2000. Feb. Inside rear cover. “A delicious source of good-for-you soy.” “Dorothy and Ed Barnes.” Each has his or her own preferences, but both love Boca breakfast. “Real taste attracts all kinds.”

3171. *Consumer Reports*. 1999. Seeds of change: In the U.S. and elsewhere, the food supply is being genetically altered. Here's why you should care. Sept. p. 41-46.

• **Summary:** About genetically engineered foods in America, with focus on soybeans and corn. One of the most accurate, informative, and fair articles on the subject seen to date. Most Americans, even those who read food labels carefully, are unaware that many of the foods they now buy contain genetically engineered ingredients. By contrast, most Europeans are well aware of this. Today, only three years after the first large-scale commercial harvest of genetically engineered crops, they cover more than one-fourth of U.S. cropland—more than 90 million acres. That includes more than 55% of all soybeans, 35% of all corn, and nearly 50% of all cotton. The USDA has approved 50 genetically engineered crop plants, though some aren't yet being grown in large numbers.

Two of the biggest issues in the debate over genetically engineered foods are: (1) Should they be labeled—as is required several European countries. The U.S. government has opposed mandatory labeling, arguing that Americans aren't interested in the issue and that they don't have anything to worry about. Yet a *Time* magazine poll in Jan. 1999 found that 81% of respondents said genetically engineered food should be labeled as such. (2) What are the long-term environmental and health effects of genetically engineered crops? There is no evidence that genetically

engineered foods are unsafe to eat but there are several studies that raise serious concerns about their environmental impact. One recent study showed that when the larvae of monarch butterflies eat the pollen from genetically engineered corn, they die.

In July Gerber and Heinz announced that they were planning to remove genetically engineered ingredients from all their baby foods. Now that European Union regulations prohibit imports of unapproved varieties of genetically engineered corn, U.S. corn exports to Europe have virtually stopped—a \$200 million loss.

Basically, genetically engineered crops have been promoted to farmers, not to consumers. To date, they contain no consumer benefits. Do genetically engineered crops give higher yields? USDA data from 1996 to 1998 show significantly higher yields in some regions for some years, yet in other regions yields were lower. Do genetically engineered crops require less total use of pesticides? In some regions they do, in others they do not.

The magazine bought a variety of processed and fast foods that contain soybeans or corn, then had the DNA of these foods analyzed. They found genetically engineered ingredients in: (1) Three powdered infant formulas: Enfamil ProSobee Soy Formula, Similac Isomil Soy Formula, and Nestle Carnation Alsoy. (2) Several soy burgers, including Boca Burger Chef Max's Favorite, Morningstar Farms Better 'n Burgers, Morningstar Farms Harvest Burgers, and McDonald's McVeggie Burgers (sold in select stores in New York City).

A sidebar on the last page of the article is titled “Recommendations.” (1) Labeling: “Consumers have a fundamental right to know what they eat, and federal officials should require that all foods containing genetically engineered ingredients be labeled as such, including milk with recombinant bovine growth hormone. Regulatory precedent favors labeling.” For example, the FDA requires irradiated food and orange juice made from concentrate to be so labeled. (2) Safety testing: “Consumer Union believes that genetically engineered foods should be subject to a mandatory federal human-safety review before they hit the market. Today U.S. companies can choose whether or not they want federal review.” (3) Organic standard: “The USDA should set a single, national standard for certified-organic food that excludes genetically engineered food from the definition.” (4) Marker genes: “Industry should cease using antibiotic ‘marker’ genes in the manufacture of genetically modified crops.”

3172. Pszczola, Donald E.; Giese, James. 1999. Choosing ingredients for the Time Capsule. *Food Technology* (Chicago). Sept.

• **Summary:** Mentions Gardenburger LifeBurger (made with soy protein) and Quorn—a mycoprotein that provides structure to meat alternatives, produced by Marlow Foods



A delicious source of **GOOD-FOR-YOU SOY**™

*Dorothy and Ed Barnes*

Prefers apple butter on whole wheat toast.

Loves her egg whites.

Low cholesterol keeps the doctor away.

Wakes up with herbal tea.

Loves Boca Breakfast.

Prefers real butter on apple strudel.

Loves his eggs over easy.

Low cholesterol - doctor's orders.

Wakes up with strong coffee.


Loves Boca Breakfast.

*The Original*  
**Boca**  
*Breakfast*™

*Real taste attracts all kinds.*™

**Boca Breakfast Patties** taste, look and cook so delicious, they're sure to be a breakfast favorite. They're meatless, so they're naturally low in fat, calories and cholesterol, yet high in beneficial soy protein.

Look for Boca Breakfast Patties in the frozen food section.  
[www.bocaburger.com](http://www.bocaburger.com)



©1999 Boca Burger, Inc.

Ltd. in the UK.

3173. Schouten USA Inc. 1999. What do these soy nutraceuticals have in common? Excellent taste! Guaranteed isoflavones! Great success! (Ad). *Soya Bluebook Plus* 2000. p. 92.

• **Summary:** In the center of this full-page color ad is the text. Surrounding it are color photos of 12 commercial products in which SoyLife isoflavones are an ingredient. From top right clockwise: Vogel's Soy & Linseed Soy-Tana (Bran Crunch breakfast cereal with Sultanas). Bakke Meijer loaf of bread. Shefa Sooki Bar. Gardenburger LifeBurger (in a box). A glass of chocolate soymilk. Soy granules (unpackaged). Solgar super concentrated isoflavones (supplement bottle). Vogel's Soy & Linseed (Wheat bran cereal). TwinLab MaxiLife Women's Progesterone Protector (supplement bottle). Granola bars (unpackaged). Ryvita Soy-Lin. Five types of pills for women (Menopause, breast health, fat burners, women's natural replacement). Sanitarium Weet-Bix Hi Bran. Address: 3300 Edinborough Way, Minneapolis, Minnesota 55435. Web: www.soylife.com. Phone: 217-235-1020.

3174. **Product Name:** Harmony Farms Soy Burgers [Original, With Onion, With Mushrooms, With Garlic]. **Manufacturer's Name:** Tree of Life, Inc. (Marketer-Distributor). **Manufacturer's Address:** P.O. Box 410, St. Augustine, FL 32085-0410. Phone: (800) 260-2424. **Date of Introduction:** 1999 September. **Wt/Vol., Packaging, Price:** 10 oz paperboard box. **How Stored:** Frozen. **New Product–Documentation:** Ad (full page, color) in *Vegetarian Times*. 2000. Feb. p. 61. "Cowabunga: Introducing Harmony Farms Soy Burgers." Shows a cow, standing upright, riding a surfboard.

3175. Berner, Robert. 1999. Kellogg, going vegetarian, forges \$307 million deal for Worthington. *Wall Street Journal*. Oct. 4. p. B-12.

• **Summary:** Kellogg Co. approached and offered to buy Worthington Foods Inc. for \$307 million, or \$24 a share—which sent Worthington's stock price soaring 60%. Last Thursday, the stock had closed at \$14.375. Worthington, a "maker of meat-alternative products, such as veggie burgers," has 635 employees. Sales / revenues in 1998 were \$138.5 million, up 18% from 1997. Net income / profit in 1998 was \$8.02, or \$0.66 per diluted share. Morningstar Farms, the company's leading brand, commands about a 50% share of meat alternative sales in U.S. supermarkets. Sales in the meat alternative category have grown 33% a year for the past five years in the USA. And there is room for more growth, since only 15% of U.S. households presently consume meat alternatives. Last week H.J. Heinz Co. agreed

to buy a 19.5% stake in Hain Foods Group Inc., another natural-foods company.

The bold move by Kellogg's CEO, Carlos Gutierrez, shows that he isn't counting on the company's core, but stagnant, breakfast cereal business as an engine of growth. Gutierrez says he expects Worthington's sales to grow at 12-15% a year.

Note: This sale marks the end of a long era: Seventh-day Adventist food companies in the USA making cutting-edge meat alternatives and other soyfoods that greatly helped the expansion of vegetarian diets in America. However, SDA food companies are still making excellent meat and dairy alternatives in Europe and Australia. Address: Staff Reporter.

3176. Kilman, Scott. 1999. Biotech scare sweeps Europe, and companies wonder if U.S. is next: Hain labels its snacks as free of genetic engineering; other firms may follow. Veggie burgers feel the heat. *Wall Street Journal*. Oct. 7. p. A1, A15. Western ed.

• **Summary:** Executives of America's largest food and beverage companies are watching very carefully how U.S. consumers respond to the issue of genetically engineered foods—according to Andrew Jacobson, a senior executive of the Hain Food Group. Although most consumers aren't aware of it, genetically engineered ingredients are present in various products made by Coca-Cola Co., Kellogg Co., General Mills Inc., H.J. Heinz Co., Hershey Foods Corp., Quaker Oats Co., McDonald's Corp., and many more.

3177. Egan, Catherine. 1999. Soy, oh soy! Food Cos get protein power. *Dow Jones News Service (New York, NY)*. Oct. 8. [Eng]

• **Summary:** "New York (Dow Jones)—A good-for-you food is fast becoming a good-for-you investment.

"Soy, the high-in protein, low-in-taste food, has become so popular among American consumers that companies and investment houses are lining up to take advantage of what many are calling the next big thing in eating."

Last week Kellogg Co. (king of breakfast cereals) announced plans to buy Worthington Foods Inc. (WFDS) one of America's largest makers of soy burgers. And in August, Dean Foods Co. (DF) bought a minority stake in the closely held White Wave Inc., which make soy milk and various other soy products.

Moreover, packaged food companies are also developing a wide array of new soy-based products. According the Marketing Intelligence Service (publisher of *Product Alert*), the number of new food and beverage products containing soy has more than doubled since 1995, to 172, from 79.

Peter Golbitz, president of Soyatech, an industry consultancy, says that the soy-food industry, now worth \$1.75 billion, is expected to more than double in three years to \$3.7 billion.

Fueling the soy mania is aging baby boomers searching



for the elixir of life.

“Indeed in a matter of days the U.S. Food and Drug Administration is supposed to decide whether to allow products containing more than 6 grams of soy protein to be labeled as cholesterol-reducing. If approved, this heart-healthy claim could further increase demand for soy products, rendering current growth projections for the industry too low.”

Gardenburger Inc. (GBUR), maker of a veggie burger and soy-based patties, points to the fact that some 120 million Americans have never even tried soy.

Scientific studies dating back 20 years showed clearly that soy protein helped lower cholesterol and decrease the risk of heart disease. Then in 1995 the respected *New England Journal of Medicine* published an article [James Anderson’s meta-analysis] showing that soy protein lowered cholesterol; Americans began to take notice.

Then the soy category exploded. “Researchers have since found that soy reduces the risk of cancer, helps build bone density, reduces menopausal symptoms like hot flashes—and on and on.

“Now its soy, soy, soy, everywhere.”

3178. Archer Daniels Midland Co. 1999. Annual report: Globalization for the 21st century. P.O. Box 1470, Decatur, IL 62525. 42 p. Oct.

• **Summary:** Net sales and other operating income for 1999 (year ended June 30) were \$14,283 million, down 11.4% from 1998. Net earnings for 1999 were \$265.9 million, down 34.2% from 1998, and far below the recent peak of \$796 million in 1995. Shareholders’ equity (net worth) is \$6,240 million, down 4.1% from 1998. Net earnings per common share: \$0.43, down 36.9% from 1998. Number of shareholders: 31,764.

On p. 16 are photos and brief discussions of Harvest Burgers (now marketed by Worthington Foods), NutriSoy (a new generation of soy protein), and NovaSoy (isoflavones). Page 17 discusses ADM’s partnership with DuPont using the latter’s STS soybeans. This year the annual report came in a slip cover with another report titled “Archer Daniels Midland: An overview.”

Also accompanying the annual report is a “Notice of Annual Meeting.” G. Allen Andreas, age 56, Chairman of the Board and CEO, had a 1999 salary of \$2,437,698, up from \$803,282 in 1997. John D. McNamara, President, had a 1999 salary of \$625,243, up from \$147,672 in 1997. Address: Decatur, Illinois.

3179. Gardenburger, Inc. 1999. Media coverage and highlights of the FDA soy claim and Gardenburger (Color videotape). 1411 Southwest Morrison St., Suite 400, Portland, OR 97205. 10:02 minutes.

• **Summary:** These TV clips, compiled for Gardenburger by a clipping service, show coverage of the FDA soy health

claim by many TV stations across the United States. Address: Portland, Oregon. Phone: 614-885-9511.

3180. *Modern Woman (Canada)*. 1999. The Canadian Grand Prix New Products Awards. Oct.

• **Summary:** This year Yves Veggie Breakfast Links was a winner. Former winners were Veggie Ground Ground, Veggie Burger Burgers, and Veggie Pepperoni Slices. A photo shows the products in their packages.

3181. **Product Name:** Tofurky “Giblet” Gravy.

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 1999 October.

**Ingredients:** Water, unbleached flour, expeller pressed non genetically engineered canola oil, Tofurky Giblets (water, vital wheat gluten, organic tofu...)... natural vegetarian flavor, spices, organic cane juice, sea salt, onion, garlic, autolyzed yeast, caramel color, non-dairy lactic acid culture.

**Wt/Vol., Packaging, Price:** 14 oz plastic tub. Retail for \$3.29 (2003/12, Lafayette, California).

**How Stored:** Frozen or refrigerated.

**New Product–Documentation:** Product with Label purchased at Safeway supermarket in Lafayette, California. 2003. Dec. 3. Paperboard sleeve has a round color photo of a boat of gravy on a wooden table surrounded by natural foods, against a blue background. “100% vegan. ‘The world’s best vegetarian gravy.’” Soyfoods Center taste test: Poor flavor and texture—especially compared with previous versions of this once-delicious gravy. Very bland. The “giblets” are very small. The texture is lumpy.

Talk with Seth Tibbott of Turtle Island. 2003 Dec. 4. This product was introduced 4-5 years ago. It is very popular and many people have said how much they like it. This year Turtle Island has sold more than 8,000 cases, up from 6,700 cases last year.

3182. United Soybean Board. 1999. National report on consumer attitudes about nutrition—1999-2000. Seattle, Washington. 8 p. Oct. 22 cm.

• **Summary:** This sixth annual nationwide survey, commissioned by the United Soybean Board, was conducted in July 1999 by an independent research firm in Seattle, Washington. It included telephone interviews with 1,028 randomly selected consumers and primary household shoppers of all ages throughout the USA. They were asked a series of up to 23 questions. The standard margin of error for the study is  $\pm 3.1\%$ .

Contents: Concern about nutritional content of food (1996-99). Americans changing eating habits due to concern about nutrition (1996-99). Specific dietary changes (Big changes: Reduce fat 49%, more vegetables 25%, more fruit 18%, less red meat 17%). Importance of nutrition in selecting

groceries and restaurants. Americans recalling stories on health and nutrition issues.

Consumer perceptions of genetically modified food, biotechnology, and labeling: Aware of the term “genetically modified food”—42% in 1999 vs. 48% in 1998; aware of “biotechnology”—36% in 1999 vs. 41% in 1998. “Consumers continue to view biotechnology more favorably than genetically modified. When asked if they would continue to purchase a product with these terms on the label, 71% said yes or maybe to the term biotechnology, while 58% said yes or maybe to the term genetically modified.”

Consumer perception of cooking oils: “More consumers (89%) perceive soybean oil as being healthier than any other oil”—followed by olive oil (87%) and canola (86%). “However most Americans (78%) are unaware that vegetable oil is often synonymous with soybean oil.”

The healthiness of soy and soy products: “The number of consumers who perceive soy and soy products as very healthy increased significantly to 71% from 67% in 1998 and 59% in 1997.

“Forty percent of consumers are aware of specific health benefits of soy, such as reducing the risk of heart disease (14%), lowering cholesterol (10%), reducing the risk of breast cancer (8%) and prostate cancer (5%) and relieving or reducing the symptoms of menopause (7%).”

Consumer awareness and use of soy products: “Consumers report they are eating more soy products. Of those who have tried soy products, 68% report using them regularly. Twenty-four percent report using soy products once a week or more, compared to 15% in 1998. More consumers also report that they eat soy occasionally, about once a week.

“The three products that ranked highest in consumer awareness are tofu (78%), soy veggie burgers (72%) and soy milk (63%).

“Tofu and soy veggie burgers continue to receive the highest level of trial among consumers at 43% and 38%, respectively.”

Consumer perceptions of *trans* fat and hydrogenation. “Over half of consumers are aware of *trans* fatty acids (58%) and hydrogenation (54%). Fifty-three percent understand what the term *trans* fatty acids represents and 64% are familiar with the term hydrogenation.

“Most consumers view hydrogenation either neutrally or positively (56%), while 44% view the term negatively.

“Consumers seem to be confused about the healthiness of *trans* fatty acids. Forty-five percent think of *trans* fatty acids as somewhat or very healthy while 55% view it as somewhat unhealthy or very unhealthy.

“Consumers are also split between their likeliness to purchase a product with *trans* fatty acids listed on the Nutrition Facts label. Forty-five percent are either very likely or somewhat likely to purchase a product with a *trans* fatty listing on the label and 55% would be somewhat or very

unlikely to do so. This split also seems to indicate confusion among consumers about the term *trans* fatty acids.”

Talk with Vicki M. Nesper of United Soybean Board / Publicis Dialog, in Seattle, Washington. 2002. May 2. This survey was conducted in July 1999, about 3 months before the FDA issued its health claim. The preliminary results were released at the IFT convention that summer. The report itself was published in October—as it is each year.

Note: As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

3183. **Product Name:** Morningstar Farms Buffalo Wings.

**Manufacturer’s Name:** Worthington Foods, Inc.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085.

**Date of Introduction:** 1999 October.

**How Stored:** Frozen.

**New Product—Documentation:** Ad (full page, color) in *Vegetarian Times*. 1999. Oct. Rear cover. “It’s mother was a health nut. It’s father a couch potato. Sound like a family you know?” Resembles chicken wings.

3184. Yves Veggie Cuisine, Inc. 1999. Prepare for the soy explosion (October 26, 1999): Stock up on Yves products early (Leaflet). Delta, British Columbia, Canada. 1 p. 28 cm.

• **Summary:** This single-sided leaflet, is printed with blank ink on pea-green paper, discusses the FDA announcement expected to occur on 26 Feb. 1999. “Soy protein may reduce the risk of heart disease. Eating Yves Veggie Cuisine may reduce the risk of coronary heart disease, the single leading cause of death in America.” The slogan on the bottom reads: “Yves takes great taste to heart.” Address: 1638 Derwent Way, Delta, BC V3M 6R9 Canada. Phone: (604) 525-1345 or [www.yvesveggie.com](http://www.yvesveggie.com).

3185. Thompson, Stephanie. 1999. Natural foods experiencing organic growth: ‘Health foods’ no more, new options attract consumers and food marketers. *Advertising Age*. Nov. 1.

• **Summary:** Mentions Boca Burgers (“Happy Stomachs, Healthy Hearts” ads), increasing sales of organic foods, last week’s FDA ruling for a soy heart health claim, Kellogg, owner of Worthington Foods and the belief that “Soy-based foods have enormous potential.”

3186. Hack, Greg. 1999. Adding marketing muscle. *Kansas City Star (Missouri)*. Nov. 2.

• **Summary:** A table titled “Selected soybean product sales” gives U.S. statistics (in millions of dollars for) for four years: 1996 / 1997 / 1998 / 1999.

Soy milk: 12.2 / 13.4 / 15.4 / 18.7.

Meat substitutes:

Gardenburger: 6.2 / 10.2 / 44.9 / 45.9.



Morningstar Farms: 30.6 / 33.0 / 37.1 / 40.4.

Boca Burger: 5.3 / 7.6 / 12.3 / 17.3.

Source: American Soybean Association and Information Resources Inc.

A photo shows the front panel of a Gardenburger Soy Burgers carton.

3187. Smith, Katie. 1999. A vegetarian Thanksgiving: Tofu turkey with stuffing is the centerpiece for meatless feast. *Blade (Toledo, Ohio)*. Nov. 9.

• **Summary:** “The tofu turkey, trademarked Tofurky, is a tofu roast made with wheat gluten, tofu, white beans, garbanzo beans, and spices. The stuffing is made of brown rice, wild rice, bread cubes, onion, celery, and vegetarian seasoning. It comes with a carton of frozen golden mushroom gravy and Tempeh Drumettes.” When the gravy is cooked, it adds the aroma of turkey.

Sales of Tofurky have tripled each year since the product was introduced in 1995, says Seth Tibbott of Turtle Island Foods. To date more than 47,800 of these vegetarian feasts have been purchased.

3188. McKelvey, Richard. 1999. New developments at Lightlife Foods in Greenfield, Massachusetts (Interview). *SoyaScan Notes*. Nov. 17. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Lightlife is now America’s largest maker of non-frozen meat alternatives. This year, Lightlife is celebrating its 20th birthday. On the Internet, the Kellogg Co. just announced that it will introduce a soy-fortified cereal. Address: Sales Manager, Lightlife Foods Inc., P.O. Box 70, Greenfield MA 01302. Phone: 1-800-274-6001.

3189. Hizer, Cynthia. 1999. Versatile vegetarian: Talking turkey getting easier with new items. *Atlanta Journal-Constitution*. Nov. 22.

• **Summary:** Vegetarians are getting tired of being the brunt of turkey jokes. But new turkey substitutes make life easier for them. There is: (1) Tofurky Feast (\$12.95 to \$16.95). (2) Sliced “turkey” for sandwiches from Tofurky. (3) Tofu Turkey. (4) New and Zen Unturkey (with a crisp rind of yuba) (\$16.19 and \$27.99).

3190. Savidge, Mariella. 1999. Bean curd bird: Allentown’s Fresh Tofu Inc. says customers flock to its meatless Thanksgiving treat. *Call (Allentown, Pennsylvania)*. Nov. 24.

• **Summary:** Gary Abramowitz, age 47, owner (with his wife, Andrea) of Fresh Tofu Inc. in Allentown, Pennsylvania, now makes Tofu Turkeys for Thanksgiving. A large color photo shows him and an employee with six of them. Gary has been a vegetarian since the early 1970s. He used to be head chef at the High Street Cafe, a vegetarian restaurant in Morristown, New Jersey; there he met Jeff Connerton, who owned a tofu company named Fresh Tofu Inc., which had started operation

in Easton, Pennsylvania, in Nov. 1984. In March 1985 he bought half of Connerton’s tofu Company. The two worked together until Oct. 1988, when Abramowitz bought out Connerton’s shares and became sole owner.

In about 1990, while still enjoying the meatless side-dishes at his family’s Thanksgiving dinners, he began to think about an alternative. That year he created the prototype Tofu Turkey; it weighed about 14 pounds and measured 14 inches across. Fresh Tofu started producing the tofu-based Turkeys in 1992. The number sold grew steadily each year. In April 1999, to support the new growth, the company moved into an 18,000-square-foot building, part of the Bridgeworks business incubator [at 1101 Harrison St. in Allentown. Phone: 610-433-4711] Fresh Tofu now has 17 employees. Address: Food Editor. Phone: 610-433-4711.

3191. Lightlife Foods, Inc. 1999. Love the taste! Love your heart! Rich in soy protein (Leaflet). Turners Falls, Massachusetts. 3 panels each side. Each panel: 13 x 8 cm. • **Summary:** On the cover of this full-color, glossy leaflet is a Japanese lady in a red sweater holding up her baby in a blue jumper—on a light green background. Contents: Relax: Lightlife makes getting your 25 [gm of soy protein per day] delicious and easy. Table showing Lightlife products and the number of grams of soy protein and fat in each; all have zero cholesterol. Good taste goes with good health. Lightlife: 20 years and still cooking (brief company history). Live long—Travel light. Our website: [www.lightlife.com](http://www.lightlife.com). Heartening news! The FDA confirms what we knew all along. Serve Lightlife: You’ll love the taste. Hungry for information? Call for more recipes. Address: 153 Industrial Blvd., Turners Falls, Massachusetts 01376. Phone: 1-800-Soy-Easy = 1-800-769-3279.

3192. *Natural Foods Merchandiser*. 1999. Cereal giant Kellogg to buy Worthington Foods. Nov. p. 9.

• **Summary:** Kellogg (the world’s leading producer of breakfast cereals, with yearly sales of \$6.8 billion) will buy Worthington Foods for \$24 a share or more than \$300 million. Worthington has been locked in a battle with Gardenburger for leadership of the meatless burger market. Both have spent so much money on advertising trying to establish their names, that it has significantly reduced their profits. The purchase came days after Kellogg sold its Lender Bagels line for \$275 million, down from the \$466 million it paid for the company 3 years ago.

3193. *Nutrition Business Journal (San Diego, California)*. 1999. Central Soya dominates soy concentrates: Lecithin gets new lease on life. 4(10/11):22-23. Oct/Nov.

• **Summary:** Soy protein concentrates wholesale for about \$0.60/lb compared with \$1.00 for soy protein isolates. The leading maker is Central Soya, followed by ADM. Solbar of Israel [owned by Soya Mainz which is now owned by

ADM] is another major maker. Industry-wide, the market for concentrates is growing at about 15% a year. Concentrates go into products like veggie burgers. There are more than 40 different types of soy protein concentrates; one of the newest, which retains its natural isoflavone levels, contains more isoflavones than any isolate on the market.

The role of soy protein concentrates has changed over the years. From the 1940s to the 1970s they were an inexpensive substitute for meat. The earliest soyburgers tasted pretty bad. In the 1980s they served as a functional ingredient in foods. In the early 1990s they were an important ingredient in low-fat/no-fat food products and in energy bars. Now they are going mainstream. Earlier this year Central Soya expanded its concentrate manufacturing facility in Remington, Indiana; in large part they were anticipating the FDA health claim.

Central Soya has total annual sales of \$1.5 billion from soy oil, soybean meal, soy concentrates, and lecithin. The company is also a worldwide leader in lecithin. A major competitor is Lucas Meyer (Decatur, Illinois), now owned by SKW Trostberg. The price of nutritional lecithin ranges from \$1-\$1.25 per pound wholesale. Last year the federal government's health and nutrition board (which sets the RDAs) recognized (contained in lecithin) as an essential human nutrient, assigning it daily reference intake status—one step down from RDA. This was a major development, and contributed to a resurgence in sales.

3194. Turtle Island Foods, Inc. 1999. Tofurky: America's #1 turkey alternative. Now with Wishstix and Tofurky "Giblet" Gravy (Ad). *Vegetarian Times*. Nov. p. 52.

• **Summary:** This one-third page vertical color ad introduces Tofurky with new features. Color photos show: (1) Tofurky sliced and served on a silver platter. (2) Three hands holding Wishstix. (3) Three packages of Tofurky Deli Slices in Original, Hickory Smoked, and Peppered flavors.

Note: The word "giblets" (pronounced JIB-luts), a word first used in the 15th century, refers to the edible viscera or entrails of a fowl / bird. Address: Hood River, Oregon. Phone: 888-TOFURKY or tofurky.com.

3195. Worthington Foods, Inc. 1999. Notice of special meeting of shareholders. Proxy statement for special meeting of shareholders. 900 Proprietors Rd., Worthington, OH 43085. 2 + 60 + v + 41 + 12] p. 28 cm.

• **Summary:** A special meeting of shareholders of Worthington Foods, Inc. will be held on 29 Nov. 1999 at the Radisson Hotel in Columbus, Ohio, mainly to consider and vote upon a proposal to adopt the Agreement and Plan of Merger, dated 30 Sept. 1999, with WF Acquisition Inc., a wholly-owned subsidiary of the Kellogg Co. (the latter is a Delaware Corporation). If this passes, Worthington will become a wholly-owned subsidiary of Kellogg and each common share can be converted into \$24 cash. Signed,

Ronald L. McDermott, Secretary.

Worthington will cease to be a publicly traded company. "Offering more than 150 products, Worthington is one of the leading independent producers of healthier alternatives to meat, egg, and dairy products." These are made primarily from soy and wheat proteins. "Worthington was incorporated in Ohio in 1967 and became the successor to the original Worthington Foods business which was started in 1939... Kellogg was incorporated in Delaware in 1922 as the successor to Kellogg Toasted Corn Flake Company, which had been incorporated in Michigan in 1906."

The Merger-Background (p. 15-19) gives the history from 8 July 1999 when Stephen Benoit, Vice President of Kellogg, phoned Dale Twomley, Chairman, President, and CEO of Worthington to discuss a possible business relationship, including a merger. Kellogg now has a "Natural and Functional Foods Division." Twomley replied that Worthington was not looking for a buyer. The first meeting was held on 16 July 1999 at Worthington's offices. Numerous meetings followed. The merger agreement was finalized on 30 Sept. 1999. "On the morning of Friday, October 1, 1999, the parties issued a joint press release announcing that they had signed the merger agreement." The \$24 per common share represents a premium of approximately 77% over the closing price on Sept. 29. Address: Worthington, Ohio. Phone: (614) 885-9511.

3196. Worthington Foods, Inc. 1999. Third quarter financial report. 900 Proprietors Rd., Worthington, OH 43085. 8 panels. 22 x 9 cm.

• **Summary:** Describes the agreement to merge with the Kellogg Company. "The merger price is \$24 cash for each of the Company's 12.8 million shares outstanding or approximately \$307 million."

States (incorrectly) that Dr. John Harvey Kellogg was the founder of Worthington Foods. Gross profit for the quarter ended 1 Oct. 1999 was \$17,396,000, or 44.7% of net sales. This gross profit is up 13% compared with the same quarter one year ago.

"I expect this will be the last letter to the shareholders of Worthington Foods... I believe that the Kellogg Company is very committed to our brands and the meat alternative category. I am confident they will provide the resources and commitment to continue the vision for meat alternative products started by Dr. George Harding, III, James Hagle, Allan Buller, Warren (Kelly) Hartman and shared by many others that have worked hard to build upon the foundation they provided."

"Sincerely, Dale E. Twomley, Chairman, President, and Chief Executive Officer." Address: Worthington, Ohio. Phone: (614) 885-9511.

3197. Tibbott, Seth. 1999. Update on Tofurky (Interview). *SoyaScan Notes*. Dec. 6. Conducted by William Shurtleff of



Soyfoods Center.

• **Summary:** Sales of Tofurky (vegetarian turkey alternative) are up about 20-23% over last year. Seth expects to sell about 56,000 to 58,000 by the end of the year, up from about 45% last year.

His new product, Tofurky Deli Slices, are doing surprisingly well, with total sales almost equal to those of Tofurky. His slices are based on tofu, whereas most competing products are based on soy protein isolates, which is not as natural an ingredient.

The “slow roast” is new way to cook Tofurky for the best flavor. Seth learned this from a customer. Put diced potatoes and carrots inside, and baste them with the Tofurky. Wrap in foil, then bake at 300°F for 2 hours.

Seth gets lots of e-mail about Tofurky. Hot issues: (1) I’ve been a vegetarian for 15 years and I don’t like it because it tastes too much like turkey. (2) Its too expensive. Seth’s response: Ounce for ounce it is less expensive than Gardenburgers. (3) Does it contain genetically-engineered soybeans? (4) I like the new gravy. Address: Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon 97031. Phone: 541-386-7766 OF.

3198. Tibbott, Seth. 1999. How Seth got interested in tempeh (Interview). *SoyaScan Notes*. Dec. 7. Conducted by William Shurtleff of Soyfoods Center.



• **Summary:** Seth now runs one of the largest tempeh manufacturing companies in the United States. He makes and private-labels tempeh for many other companies. Seth was born in 1951 in Washington, DC, at Columbia Hospital for Women. He attended Wittenberg University in Springfield, Ohio, but took a year off and worked at a nature center and in natural history programs in Yellow Springs. He also attended Antioch University in Yellow Springs, Ohio, for several semesters and studied outdoor education. His focus was elementary education with a strong background in environmental education. In 1974 he graduated from Wittenberg. Soon his main interest shifted to outdoor education, where he worked for 8-9 years before becoming a

tempeh maker.

In 1977 he was living in Oregon working as a teacher-naturalist. He had read Steven Gaskin’s books and knew about The Farm in Summertown, Tennessee. He was on their mailing list. He had read in their mailings about tempeh and he had been making soyburgers out of soy grits; he fried them in oil and they tasted awful, but they were one of his main foods. In the summer of 1977 he went to eastern Tennessee, not to visit The Farm but rather to work as a naturalist (officially an “environmental resource specialist”) for the Tennessee Valley Authority’s Youth Conservation Corps, located outside Greenville, Tennessee on Lake Nolichucky. He was a vegetarian, very interested in vegetarian diets and very interested in The Farm—but had never been there. He and several friends (coworkers) showed up at The Farm one weekend—just to meet the people and see what they were doing. He saw nothing related to soyfoods or tempeh. The Farm had just gotten a truckload of gluten steaks, which Seth helped them devour.

After his visit, he ordered some tempeh spores from The Farm. He followed the directions, dehulled the beans by hand in their tent kitchen (it took about 2 hours to do 2 pounds), cooked then inoculated them, spread them on a stainless steel tray, covered the tray with aluminum foil, perforated the foil, and put the tray out in a field for about 24 hours. The warm Tennessee summer weather at Lake Nolichucky was perfect for an incubator. “The next day we were just blown away to see what had happened to these beans. There was some discussion whether we should eat ‘em or not. But we fried ‘em up with okra and sweet corn. Man, it was just incredible. It was some of the best tempeh I’ve ever tasted. It was a religious experience.”

At the end of the summer Seth returned to Oregon to continue his work as a teacher-naturalist. Over the next few years he visited The Farm briefly during drives across the United States to visit his parents in Washington, DC. But, again, he never saw or tasted tempeh or soyfoods at The Farm; nor did he ever visit their Soy Dairy.

During these years he ordered more tempeh spores from The Farm, and made tempeh at home and for other people (retreat groups) at a retreat center in Oregon. By this time Seth had put together an incubator from an old refrigerator in a barn heated by light bulbs. By about 1980 he had obtained and started to use copies of *Tempeh Production* and *The Book of Tempeh* by Shurtleff and Aoyagi.

In 1980, when President Reagan came into office, many government natural history programs began to be cut. Seth realized how much of his income was tied to government programs. Seth wanted to see his poorly-funded retreat center survive, so he decided to go into business making tempeh in order to make a lot of money, which he would use to fund the environmental education program at the center. The idealism of the 1970s! Seth had just gotten back from Alaska, where he worked as a naturalist in the summer of 1980. In the fall

he began accumulating tempeh-making equipment, investing \$2,500 of his savings. He worked out a deal with the Hope Co-op in Forest Grove, Oregon, that he could use the space in their cafe during off-hours to make tempeh. He hoped to make tempeh another successful hippie food—like granola and yogurt. His first product, introduced in Dec. 1980, was Soy Tempeh. It was made from organically-grown soybeans (purchased from Applegate, in Oregon). The tempeh starter was purchased from The Farm in Tennessee. The tempeh was made in a perforated 8-oz bag, then sold packaged in a second outer bag—for \$0.74 wholesale and \$0.99 retail. Getting the labels printed was a big problem, because the minimum run on roll-stock was 1,000 labels—far too many. So Seth found a guy who printed bumper stickers, so he had several tempeh labels printed on each piece of bumper sticker stock. Unfortunately, it took a long time to peel each label off the bumper sticker. His next printed job was “Tempeh Information and Recipes.” Seth was the company’s sole employee for the first year; he did everything! Then he hired Belinda Hanley, followed by Alexander Lyon.

In 1982 Seth moved his tempeh company into an empty elementary school house which he rented in Husum, Washington, a little town of about ten houses, about 10 miles north of Hood River, where Seth’s company is now. The school had a perfect kitchen for making tempeh; they stayed there for ten years.

In about 1986, while working as a struggling tempeh maker and still unmarried, Seth lost the lease on his rental house after a big party. Looking for a place to live, he decided to rent a piece of land (for \$30/month) and build a tree house up in four Douglas firs. It took about a year to build (of and on), and Seth did most of the work himself—when he was not making tempeh. The main room (bottom floor) was 11 by 16 feet with a deck surrounding it. It was very cozy, heated by a wood stove, and well insulated. Above that was a sleeping loft, with a little cupola (the size of a phone booth) on the third floor; it had a little window seat that folded out into a bed.

In about 1987-88, while living in his tree house, Seth started to hear about other people living in tree houses. Unable to find a book on the subject, he started to write one. He found a professional photographer, and soon wrote an article about tree houses in the *Whole Earth Review*. The article mentioned his book and encouraged other tree house dwellers to contact him. Eventually Seth and the photographer traveled around the USA, interviewing people and taking photos. While he was on the road, other people ran the tempeh company. In about 1989 Seth took his ideas and materials to various small publishers, including Ten Speed Press in Berkeley, California. They all turned him down, so the book was never finished or published. Another fellow, Peter Nelson, a tree house builder, was writing a book on the same subject at the same time. Peter found a major publisher, got an advance, and had his book published in the

early 1990s.

Seth lived in this tree house for about five years—as his tempeh company steadily grew. In 1991 he married Suzanne Spowart, moved out of his tree house, and into her house at Trout Lake. In May 1992 Seth moved his company across the river to Hood River, Oregon. In June 1992 Seth and Suzanne had their first child. In about 1996 his wife, Suzanne, became the tempeh company’s bookkeeper, financial officer, etc.

A photo, taken in the summer of 1977 at Lake Nolichucky, shows Seth Tibbott—having fun, goofing off. Address: President and Founder, Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon 97031. Phone: (503) 386-7766.

3199. *SoyaScan Notes*. 1999. Chronology of soy protein isolates for food use. Dec. 9. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1939—The Glidden Company in Chicago, Illinois, becomes the world’s first company to manufacture a soy protein isolate for use in food. Named Albusoy and called “soy albumen,” it is an enzyme-modified isolate used as a whipping agent to replace egg whites. 1950—Gunther Products of Galesburg, Illinois, introduces an enzyme-modified soy protein isolate. By 1967 roughly 1 million lb/year of enzyme-modified soy protein isolates were being made in the USA.

1957—The Glidden Company in Chicago becomes the world’s first company to start large-scale production of today’s regular (non-enzyme modified) food grade soy protein isolate. Their \$4 million plant at Indianapolis, Indiana, makes Promine brand isolated soy protein.

1957 July—ADM purchases The Drackett Company (Evendale, Ohio), which makes commercial industrial soy protein isolates and is experimenting with edible isolates.

1958—The Glidden isolate plant at Indianapolis is purchased by Central Soya—which now enters the isolate business.

1958-1959—ADM starts to sell small amounts edible isolates to Consolidated Foods in Texas. William Atkinson developed the product, which was quite satisfactory and practical. But the patent was about to expire, so ADM turned its attention elsewhere.

1959 Oct.—Central Soya opens a huge new plant to produce their Promine brand of soy protein isolate. By 1966 Central Soya is making 30 million lb/year of soy protein isolates.

1962 Oct.—Ralston Purina starts making food grade soy protein isolates in Louisville, Kentucky, under the Edi-Pro brand, using technology largely developed by Frank Calvert and Robert Boyer when they worked as researchers for Henry Ford. Anderson Clayton and Carnation started to make soy protein isolates soon thereafter.

1964—The USDA allows the use of soy protein isolates



in meat sausages at the 2% level by weight.

1965 Oct. Skippy Peanut Butter with Smoky Crisps introduced. The “Smoky Crisps” are bacon-like bits made by General Mills from spun soy protein fiber.

1965 Dec.–General Mills introduces Bac\*O’s, meatless fried bacon bits made from spun soy protein fiber in several test markets.

1966 May–General Mills introduces its Bontrae line of meat analogs based on spun soy protein fibers, including Ground Beef Analog, Diced Ham Analog, and Diced Poultry Analog.

1969 Dec.–Bac\*Os, meatless bacon bits, are now available nationwide.

1970 Dec.–Bontrae spun soy protein fiber starts to be made at General Mills’ new plant in Cedar Rapids, Iowa.

1973 March–Hamburger prices reach all-time highs. Hamburger extended with 25% Bontrae (spun soy protein fiber) goes on sales at Red Owl Stores in Minnesota.

1973 summer–Grain Processing Corp. of Muscatine, Iowa, starts making soy protein isolates under the Pro-Fam brand.

1974 Oct.–General Mills introduces meatless Country Cuts, made from spun soy protein fiber, in ham or chicken flavors.

1976–Ralston Purina has become the world’s leading manufacturer of edible soy protein isolates. Their flagship plant is still in Louisville. 1977 May–Dawson Foods buys (for about \$10 million) the Bontrae spinning line, plus exclusive rights to General Mills’ soy isolate and patented spinning technology, equipment, and frozen spun products marketed to food processors and institutional customers. Dawson moved the equipment to Minnesota, and broke ground for a new plant in Feb. 1978

1979 March 31–Dawson Mills’ soy protein isolate plant opens 1½ miles east of Dawson, Minnesota, on a 220-acre site.

1980 May–Dawson Mills introduces its Anaprime line of meat analogs based on spun soy protein fibers and technology purchased from General Mills; they are very similar to the Bontrae line.

1980 Aug.–Central Soya sells all of its soy protein isolate operations to Archer Daniels Midland Co. With this purchase, ADM enters the edible isolate business, and Central Soya gets out. ADM names its first four edible isolates Ardex D, Ardex DHV, Ardex F, and Ardex SP-6—simply replacing Central Soya’s brand “Promine” by the brand “Ardex.”

1985–ADM moves its soy isolate plant from Chicago to Decatur, Illinois.

1986–ADM doubles the size of its soy isolate plant in Decatur.

1987-1988–ADM builds a second isolate plant in Decatur.

1988 June 23–ADM buys from Grain Processing Corp.

(GPC) their soy protein isolate technology, brand names (Pro-Fam), and customers—but not their equipment. ADM soon begins to produce the Pro-Fam line of isolates in Decatur, Illinois.

1988–The price of imported casein rises above the price of soy isolates—and stays there due to loss of subsidies by foreign governments.

1988–ADM starts to make industrial soy protein isolates in Decatur.

1995–ADM builds a third edible isolate plant in Decatur, adjacent to its other two plants.

1997–ADM sells its industrial isolate business in Decatur to PTI (Protein Technologies International).

1997 June–ADM starts producing soy protein isolates at its plant in Europoort, Netherlands.

3200. Israel, Cocavatiyah Baht. 1999. Re: Update on “Eternity” and Taste of Life vegetarian restaurants in Israel. Letters to William Shurtleff at Soyfoods Center, Dec. 12 and 10 Jan. 2000. 2 p. + 2 p. Handwritten, with signature. Plus leaflet. [1 ref. Eng; Heb]

• **Summary:** This group used to be known as “Eternity,” an all vegetable ice cream parlor. Now they serve their vegetarian ice cream plus a menu “consisting of many various dishes (vegetable) that include tofu and the vegetable protein product seitan. We are vegan—no animal by-products, no artificial food coloring, no cholesterol. Kosher.” They now have a second restaurant at Hakishon St. (across from Magen David), Tiberias, Israel. Phone: 06 671 2133. They also have a factory that produces the ice cream, tofu, and most of the take-out products and carob candies. The main dishes (entrees) and some vegetarian products are made in the restaurant daily. They make tofu at: Nature’s Gate Ltd., Mivne Taaseya Haradash 76, Box 029, Dimona, Israel 86000. Phone: 972-7-655-7774. Fax: 972-7-655-7769. In 1986 they started to make and sell tofu as tofu. They sell their tofu at about 30 different places outside their two restaurants. Nature’s Gate Ltd. own the factory and L’Haiem owns the restaurants.

They also make their own soymilk at Nature’s Gate Ltd. Presently they produce the soymilk only for their own use, but in the future they hope to expand.

Enclosed is a one page recipe in Hebrew and English. The 12 food categories are: Desserts (incl. 9 flavors of non-dairy ice cream), candies, beverages (incl. soya milk), dressings, salads, breads, breakfast (incl. tofu links, scrambled tofu), sandwiches (incl. tofu cheese, marinated tofu, okara sticks, tofu falafel, tofu burger, tofu vege burger, stir-fry with tofu, stir-fry with seitan), steamed vegetables, take away (take-out), main entrees (incl. tofu teriyaki, tofu with gravy, tofu medley), a la carte (incl. tofu medley). Address: 60 Ben Yehuda St., Tel Aviv, Israel. Phone: 03 620 3151.

3201. Brasher, Philip. 1999. USDA wants soy in schools (News release). Washington, DC. 2 p. Dec. 23.

• **Summary:** Federal officials, worried about the fat content of kid's school meals, want to start letting schools and day care centers serve tofu, veggieburgers, and other soy products as alternatives to meat in federally subsidized lunches—now consumed by 26 million children. In 1994 the USDA decided to start requiring schools to meet the government's dietary guidelines for fat and nutrients. That means that the average fat content in school meals cannot exceed 30% each week. The USDA is considering dropping its restrictions on how much soy can be used in meals. Currently soy can only be used as a food additive in amounts of less than 30 percent.

Of course, the meat industry is fighting the proposal. They believe, for good reason, that schools will probably use more soy and less meat in their standard dishes, such as burgers and tacos. Carol Tucker Foreman, Director of the Consumer Federation of America's Food Policy Institute, believes that allowing a higher soy content will make it easier for schools to keep meat on their menus. So the proposal could be a mixed victory for vegetarians. A final ruling is expected by Feb. 2000. Address: The Associated Press.

3202. Mangels, Reed. 1999. Vegetarian Journal's guide to poultry alternatives. *Vegetarian Journal* (Baltimore, Maryland). Nov/Dec. p. 28-29.

• **Summary:** A large table gives a nutritional comparison of breakfast meats and meat alternatives in four categories: Deli slices (9 alternatives), patties (8), products to be added to stir-fried, etc. (5), entrées (11).

These meatless poultry alternatives are made from various combinations of soy protein, wheat gluten and tofu.. Address: Ph.D., R.D.

3203. Sanitarium Health Food Company. 1999. Sanitarium (Portfolio). Berkeley Vale, NSW, Australia. 27 inserts. 30 cm.

• **Summary:** This is simply a collection of colorful documents (each in full color) without a portfolio cover, sent with a cover letter by Melissa Harris, Nutritionist. The documents include: (1) Eight nutrition fact sheets. Subjects include wholegrains, fibre, heart health, etc. (2) Seven product sell-sheets, incl. SoyHealthy, So Good Now, Soyaccino, etc. (3) Three small recipe booklets. (4) 10 tips for healthy eating for the family. (5) Now there's an easy way to lower your cholesterol. (6) Six food cards with recipes. (7) Two booklets in "A taste for health" series. (8) List of available publications and videos.

(9) Sanitarium product range—Australia: Cereals (19 products, incl. Soy Tasty, Weet-Bix Hi Bran Soy & Linseed, Up & Go). Beverages (6 products, all based on So Good, incl. yoghurts and ice cream). Meals (19 products, incl. 5

types of Soy Healthy Frozen, 9 types of Soy Healthy Chilled, Soya Beans in Tomato Sauce, Sanitarium Soya Mince/TVP, BBQ Soya Sausages). Spreads (4 products incl. Marmite and many types of peanut butter). Specialty Foods (incl. many nuts & seeds, dried fruits, legumes, pulses & seeds, fruit snacks, and juices). (10) Leaflet (1999; color, front and back) titled "Soya beans, good health & you." Contents: Introduction. What are phytoestrogens. Protecting hearts. Combating cancer. Managing menopause. Promoting healthy bones. Soy foods for children. Putting the good news into practice. Address: 1 Sanitarium Drive, Berkeley Vale, NSW 2261, Australia. Phone: (02) 4348 7777.

3204. *SoyaScan Notes*. 1999. Major soy-related company acquisitions and mergers worldwide 1990-1999 (Overview). Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** 1990 Jan.—Worthington Foods acquires La Loma Foods of Riverside, California (formerly Loma Linda Foods, owned by the Seventh-day Adventist Church).

1990 (early)—Daniel Gevaert purchases the Lima Andiran site at Andiran (near Mezin) in southern France from Lima Foods—but not the Lima trademark. In June 1990 Daniel and his wife, Valerie, established Danival.

1990 Aug. 3—Hong Kong Soya Bean Products Co. Ltd. (makers of Vitasoy soymilk) acquires Nasoya Foods of Leominster, Massachusetts.

1990 Dec. 21—The Haldane Foods Group (a subsidiary of British Arkady Ltd., which is in turn owned by ADM) acquires Unisoy Milk 'n' By-Products Ltd. of Cheshire, England.

1991 Jan. 1—The Haldane Foods Group acquires Granose Foods Ltd. of Watford, Hertfordshire, England (formerly owned by the Seventh-day Adventist Church).

1991 Jan. 28—Tetra Pak International acquires Alfa-Laval AB.

1991 April—Huegli Naehrmittel A.G. acquires Soyastern Naturkost GmbH / Dorstener Tofu Produktions GmbH.

1991 Dec.—Specialty Food Ingredients (SFI) Europe BV acquires Solnuts BV (Netherlands) and Solnuts Inc. (Hudson, Iowa).

1992 Oct.—Central Soya Co. acquires the Protein Division of Aarhus Oliefabrik in Denmark.

1993 June—Vitasoy purchases Azumaya Inc. (America's largest tofu manufacturer, and the low-price leader) in California, for an estimated \$4-\$5 million. Vitasoy is now in the tofu business.

1993 June—21st Century Foods acquires Farm Foods from Barricini Foods.

1993—House Foods of Japan purchases the remaining 50% of House Foods & Yamauchi, Inc. from Mr. Shoan Yamauchi. The new company is named House Foods American Corporation.

1993 July—Nutrition et Santé (part of the Sandoz Group) acquires Société Soy of Saint-Chamond, France. The latter



company was renamed Nutrition et Soja, and on 15 Oct. 1994 it moved into a new factory at Revel (near Toulouse), France.

1993 (mid)–B & K Holdings of Switzerland acquires Sojinal of Issenheim, France.

1993?–Kineret (pronounced kuh-NAIR-et) Acquisition Group acquires Farm Foods from 21st Century Foods, then in Nov. 1993 the Hain Food Group acquires Kineret plus some assets of Barricini Foods Inc.

1996 April 22–Alpro (Belgium) purchases Sojinal (France).

1995 April 21–Irene and Len Stuttman buy back control of their company, INARI Ltd. (dba. Sycamore Creek) from J. Charles Follett (former CEO) and Peter L. Pairitz (accountant).

1995 April–Quest International, a unit of Unilever, acquires A.E. Staley's Gunther Products Division.

1997 Feb. 3–Monsanto purchases Asgrow Seed Co. from Seminis Inc., a subsidiary of Empresas La Moderna, S.A. (ELM).

1997 Aug. 24–DuPont signs a letter of intent to acquire Protein Technologies International, a wholly-owned subsidiary of Ralston Purina Co.

1997 Oct. 14–The Hain Food Group acquires Westbrae Natural, Inc., makers of soymilk. Westbrae's new name becomes Hain Food Group–Westbrae. 1997 Dec. 3–DuPont finalizes its purchase of Protein Technologies International (PTI–the world's leading manufacturer of soy protein isolates).

1998 Oct. 16–Worthington Foods purchases the Harvest Burger product line from ADM; by agreement, ADM will continue to make the Harvest Burgers at its Illinois plant.

1998 Dec. 31–DE-VAU-GE acquires Bruno Fischer GmbH, which sells bottled soymilk; both companies are located in Germany.

1999 Jan. 4–W.G. Thompson & Sons Ltd. of Blenheim, Ontario, Canada, purchases Sycamore Creek Co., a maker of soynuts and soy nut butter (located in Mason, Michigan).

1999 Oct. 4–The Kellogg Co. (famous maker of breakfast cereals, Battle Creek, Michigan) buys Worthington Foods Inc., America's leading maker of meat alternatives.

3205. *Whole Foods*. 1999. U.S. FDA authorizes soy protein health claim. Dec.

• **Summary:** During the 12 months ending June 1999, overall sales of soyfoods reached \$494.4 million, up 34% over the previous year—according to statistics compiled by Spence Information Service (SPINS, San Francisco, California) and AC Nielsen. This included \$117.9 in sales at natural foods stores (a 31.4% rise) and 376.5 million at supermarkets and mainstream food/drug/mass merchandise outlets (a 35.2% increase). Note that this growth took place *before* announcement of the FDA health claim.

A table (based on figures provided by SPINS) gives

growth rates for selected soy subcategories and (in parentheses the growth rate for the entire subcategory): Soy supplements 120.8% (27.0%). Soy-based frozen desserts 98.4% (11.4%). Soy beverages (non-dairy) 45.7% (25.9%). Tofu 42.4% (all tofu is soy). Soy-based meat alternatives 16.4% (15.8%). Address: South Plainfield, New Jersey.

3206. Yves Veggie Cuisine, Inc. 1999. Good food. For a change (Portfolio). Delta (Vancouver), B.C., Canada. 28 inserts. 31 cm.

• **Summary:** In the center of the cover the company logo, “Yves Veggie Cuisine,” shows a Frenchman, wearing a beret, carrying a basket of vegetables. At the top and bottom is a border of alternating purple and light purple stripes. The documents enclosed in this portfolio include: (1) Company backgrounder (3 p. company history). (2) Yves Potvin: President and founder, Yves Veggie Cuisine (1 p. biographical sketch). (3) Awards and achievements (3 p., most recent first). (4) Guide to healthy eating (1 p.). (5) Product information. (6) Product information: Veggie wieners (1 p.). (7) Veggie Wieners (1 p. front and back, color photos of 5 products plus product information). (8) Ad—“You’ll be going for breakfast with your customers” (1 p. front and back, Veggie Breakfast Links, color photo and product information). (9) Product information: Veggie slices (1 p.). (10) Veggie Slices (1 p. front and back, color photos of 4 products plus product information). (11) Ad—“Go ahead, ham it up.” Veggie ham slices (1 p. front and back with color photo). (12) Ad—“More of a good thing.” Veggie Turkey Slices. (13) Product information: Veggie burgers. (14) Ad—“Great taste. More choice” (1 p. front and back. Color photos show 5 types of fat free Veggie Burger Patties). (15) Veggie burgers (1 p. front and back, with color photos). (16) Product information: Veggie ground round, Original or Italian. (17) Veggie ground round (1 p. front and back, with color photos). (18) Product information: Entrees (1 p., 4 types). (19) Perfecto Pasta. Enjoy the benefits of soy! (1 p. color, front and back). (20) Definition of ingredients (2 p). (21) Eight articles, photocopies. Address: 1638 Derwent Way, Delta (Vancouver) V3M 6R9, B.C., Canada. Phone: 604-525-1345.

3207. **Product Name:** [Sojasun Soya Steak Sojasun Stek du Soja (Fines herbes, Petits légumes, Provençale, Indian, Napolitan, Bordelaise)].

**Foreign Name:** Sojasun Stek du Soja (Aux fines herbes, Aux petits légumes, A la provençale, A l’Indienne, A la napolitane, A la bordelaise).

**Manufacturer’s Name:** Laiteries Triballat.

**Manufacturer’s Address:** B.P. 21, 35530 Noyal-sur-Vilaine, Prov. Brittany, France. Phone: 99 00 51 01.

**Date of Introduction:** 1999.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with French lady who

lives in Miami, Florida. 2002. May 16. This is her favorite meat alternative; it is sold refrigerated. She wants to know if it is sold in the USA. There are many flavors. Each package contains two steaks plus a tiny bag/sachet of sauce. Details can be found at [www.sojasun.com](http://www.sojasun.com).

3208. **Product Name:** Smart Ground [Original, or Taco & Burrito].

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** 153 Industrial Boulevard, Turners Falls, MA 01376. Phone: 1-877-SOY-EASY (877-769-3279).

**Date of Introduction:** 1999.

**Ingredients:** Original: Water, soy protein concentrate, wheat gluten, soy sauce (water, soybeans, wheat, salt), natural flavors (from vegetable sources), malt extract, wheat starch.

**Wt/Vol., Packaging, Price:** 12 oz.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Spot in Natural Foods Merchandiser. 1999. May. p. 69. “Lightlife adds Smart Ground to its line of soy-based meat substitutes. It is a delicious vegetarian, fat free replacement for ground beef...”

Leaflet sent by Patricia Smith from Natural Products Expo (Anaheim, California). 2000. March. “Ground *rules!*” On the front (glossy, color) is a photo of the front of both packages, and of the prepared product in a skillet. On the back (black-and-white) are ingredients and nutrition facts about the two products. “Made with non-GMO ingredients.”

3209. Soy City Foods. 1999. Soy City Foods: Specializing in great vegetarian burgers. Serving your vegetarian foodservice and retail needs since 1980 (Leaflet). Toronto, Ontario, Canada. 1 p. Front and back. 30 cm.

• **Summary:** See next page. On the front of this glossy color leaflet are photos of the following products—with both the English and the French panels showing: (1) Veggie Burgers / Végé burgers (soy-based). (2) Super Soy Burgers / Super burgers au soja. (3) Falafels (chickpea and soy-based). (4) Grain burgers / Burgers aux grains.

On the rear, in addition to these four, tofu and tempeh are also described. All of these products are vegan.

Across the bottom: “Health is the most precious thing you have—Sustain it by eating good food!” Also: [www.soycityfoods.com](http://www.soycityfoods.com). e-mail: [sales@soycityfoods.com](mailto:sales@soycityfoods.com).

Talk with Lorraine Guardino of Sol Cuisine, who sent this leaflet. 2013. March 13. Her best guess is that the leaflet was printed in about 1999, shortly before Dror Balshine bought Soy City Foods. The photography and artwork was done by Joan Burdette (later Joan Ness). Address: 2847 Dundas Street West, Toronto, Ontario, M6P 1Y9 Canada. Phone: 416-762-1257.

3210. Soy City Foods. 1999. Soy City Foods: Specializing in great vegetarian burgers. Veggie Burgers. Super Soy Burgers.

Grain Burgers. Falafels (Leaflet). Toronto, Ontario, Canada. 1 p. Front and back.

• **Summary:** On the front of this glossy color leaflet are photos of each of the flour products described above.

On the rear, in addition to these four, tofu and tempeh are also described. All of these products are vegan.

Across the bottom: “Health is the most precious thing you have—Sustain it by eating good food!” Also: [www.soycityfoods.com](http://www.soycityfoods.com). e-mail: [sales@soycityfoods.com](mailto:sales@soycityfoods.com).

Talk with Lorraine Guardino of Sol Cuisine, who sent this leaflet. 2013. March 13. Her best guess is that the leaflet was printed in about 1999, shortly before Dror Balshine bought Soy City Foods. The photography and artwork was done by Joan Burdette (later Joan Ness). Address: 2847 Dundas Street West, Toronto, Ontario, M6P 1Y9 Canada. Phone: 416-762-1257.

3211. Soy City Foods. 1999. Soy City Foods: Manufacturers of quality vegetarian foods since 1980 (Leaflet). Toronto, Ontario, Canada. 3 panels each side. Each panel: 21.5 x 9.4 cm.

• **Summary:** Printed with green ink on beige paper. Across the bottom of the front panel: “Health is the most precious thing you have—Sustain it by eating good food!” Also: e-mail: [sales@soycityfoods.com](mailto:sales@soycityfoods.com) [www.soycityfoods.com](http://www.soycityfoods.com).

On the remaining panels are descriptions of Falafels, Veggie Burgers, tofu, and frozen tofu.

Talk with Lorraine Guardino of Sol Cuisine, who sent this leaflet. 2013. March 13. Her best guess is that the leaflet was printed in about 1999, shortly before Dror Balshine bought Soy City Foods.

Note: Soy City Foods started making tofu at this address in 1980, making the company an early tofu manufacturer in Canada. The artwork was done by Joan Burdette (later Joan Ness). Address: 2847 Dundas Street West, Toronto, Ontario, M6P 1Y9 Canada. Phone: 416-762-1257.

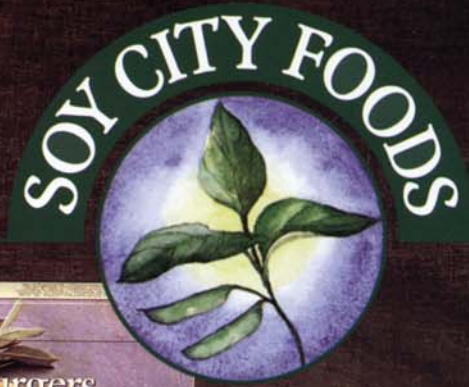
3212. Davidson, Alan. 1999. The Oxford companion to food. New York, NY and Oxford, England: Oxford University Press. xviii + 892 p. Illust. by Soun Vannithone. Index. 29 cm. [1500+\* ref]

• **Summary:** The 2,650 alphabetical entries in this excellent encyclopedia and cornucopia represent 20 years of Davidson’s work. The 175 illustrations by Laotian artist Soun Vannithone are superb. There are 39 longer entries about staple foods such as rice, noodles, and apples. A comprehensive bibliography provides access to further information. The book does not contain recipes.

Soy-related entries include: Bean sprouts (p. 64). Black beans, fermented (*chi*, p. 79). Kecap (Indonesian soy sauce, made “basically from soya beans and palm sugar only.” “The word ‘kecap’ has passed into the English language as catchup or catsup and then as Ketchup, which now means something quite different.” p. 429). Ketchup (“probably via the Malay



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**SPECIALIZING IN GREAT VEGETARIAN BURGERS**



word *kechap*, now spelled *kecap*, which means soy sauce. The word was brought back to Europe by Dutch traders who also brought the oriental sauce itself. The sauce has changed far more than has the word, although the name has appeared in a large number of variations such as catchup and catsup.”

Tomato ketchup is now the best known and widely used—in fact almost the only ketchup left. Whereas tomato ketchup contains much sugar and vinegar, mushroom ketchup contains neither, and is basically a salted mushroom extract with a liquid, transparent consistency. The British food historian, C. Anne Wilson (1973), believes that mushroom ketchup was the first kind of ketchup in Britain; she argues that people used to pickle mushrooms, intending to use the mushrooms, but then started using the pickle too, and finally began using the pickle by itself.

“Oysters, mussels, walnuts, and many other ingredients have been used to make ketchup, and could be blended with spices, garlic or onions, wines and spirits to vary the flavour” p. 430-31). Koji (p. 435). Lecithin (p. 447). Miso (p. 509). Natto (p. 530). Soybean (p. 739). Soy milk (p. 739-40). Soy sauce (p. 740). Tempe (or tempeh, p. 788). Tofu (p. 798-99), including plain tofu (dofu in Chinese), pressed tofu (*doufu-kan*, sic, *doufu-gan*), *wu-hsiang kan*, cotton tofu or momendofu, kinugoshi or silk tofu, sui-dofu, freeze-dried tofu [dried frozen tofu], smoked tofu. Cooked forms of tofu: Deep-fried tofu, doufu pok, cha-dofu, abura agé or deep-fried thin slices which can be opened to make Inarizushi, ganmodoki or deep-fried tofu balls, yaki-dofu or tofu which has been grilled. Fermented tofu: The generic term is doufu-ru. The most popular type is white doufu-ru, and there is red doufu-ru, tsao-doufu, ch’ou doufu [chou doufu], Chiang doufu. In the Philippines fermented tofu is called tausi [sic, tahuri, tahuli; tausi is fermented black soybeans]. Miscellaneous: A specialty of Japan is *umesutsuke*, “tofu pickled in plum vinegar with a purple exterior.” Note: As of Oct. 2011 not one hit / result for *umesutsuke* can be found on Google. Nor have we ever heard of such a Japanese tofu product.

Dofu nao (literally “bean brain”) or smooth curds, yuba or “bean curd skin” or “tofu skin,” okara or “presscake” (pulped skins of soya beans) (p. 798-99). Yuba (p. 860-61).

Also discusses: Alfalfa (p. 10). Almond (p. 12-13, incl. “almond milk”). Amaranth (p. 13). American cookbooks, history (p. 15-17). Azuki beans (p. 44-45). Barley, barley breads, and barley sugar (p. 58-60). Beef–BSE (mad cow disease, p. 68). Chia (p. 166). Cowpea (p. 230-31). Chufa (p. 185). English cookery books, history (p. 276-80). Five grains of China (p. 305). Gluten (p. 341). Groundnuts (or peanuts, p. 356-57). Hemp (p. 377-78). Hydrogenation (p. 391). Japanese culinary terms (p. 415-17). Kudzu (p. 437). Linseed (p. 454-55). Lupin (p. 463). Margarine (p. 478-79). Mung bean (p. 518). Nori (p. 534). Noodles of China (p. 537, incl. “Gan si {soya bean noodles}” and “Fen si {also fen-szu} {mung bean vermicelli}.” Oncom (p. 553-54). Quark (p.

644). Quinoa (p. 645). Seaweeds (incl. hijiki, kombu/konbu, nori, wakame, etc., p. 712). Sesame (p. 713). Shortening (p. 721-22). Sprouts (no listing). Tahini (p. 779). Toast (p. 797, incl. Melba toast). Ume and umeboshi (p. 817). Winged bean (p. 849).

The entry for “Fermentation” states that the two main reasons for subjecting a food to fermentation are: (1) To “convert it from a form that will not keep, such as milk, to one which will, such as cheese.” (2) To “make foods which are indigestible in their original state, such as wheat or soya beans, digestible by turning them into products such as bread or tempe.” Other benefits include improvements in flavour. Many do not realize that fermentation is part of the process of making coffee, cocoa, vanilla, and many kinds of sausage. A brief biography and nice portrait photo of Alan Davidson, a man of extraordinary knowledge in the world of food, appear on the rear dust jacket.

Note: The paperback edition of this book (2002) is titled *The Penguin companion to food*. Address: World’s End, Chelsea, London, England.

3213. Hagler, Louise. 1999. Meatless burgers: Over 50 quick and easy recipes for America’s favorite food. Summertown, Tennessee: Book Publishing Co. 94 p. Illust. Index. 23 cm.

• **Summary:** A vegetarian cookbook. Contents: Introduction. Glossary of ingredients: Incl. (with a definition and description of each): Almond milk, arame, flaxseeds, hemp seeds, hulled, millet, miso, oat milk, quinoa, rice milk, shiitake, silken tofu, soy flour, soymilk, soy yogurt, tempeh, textured soy protein, tofu, vital wheat gluten.

Bean & grain burgers. Soyfood burgers: Tofu, tempeh, textured soy protein & soybeans. Vegetable burgers. Burgers with an ethnic flair. Accompaniments. Buns. Side dishes. Nondairy shakes. Address: Summertown, Tennessee.

3214. Now & Zen, Inc. 1999. Savory Selections: UnRibs, UnChicken, UnSteakout, UnReal! San Francisco, California.

• **Summary:** See next page. Leaflet (glossy, color, two-sided) sent by Patricia Smith from Natural Products Expo in Baltimore, Maryland. 2000. Sept. Copyright 1999. On the front, one of these three meat alternatives is pictured on each of three white plates. The rear states that Now and Zen is maker of the UnTurkey. No ingredients are given. Address: 665 22nd St., San Francisco, California 94107. Phone: (415) 695-2805.

3215. Wakai, Kenji; Egami, Isuzu; Kato, Kumiko; et al. 1999. Dietary intake and sources of isoflavones among Japanese. *Nutrition and Cancer* 33(2):139-45. [35 ref]

• **Summary:** The dietary intake and sources of isoflavones (daidzein and genistein) among Japanese subjects were examined based on dietary records (DRs). The subjects comprised two groups: 1,232 who completed one-day DRs (Group 1) and 88 men and women who kept four four-day



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(16-day) DRs. For quantitative data on the level of daidzein and genistein in soy foods, the literature was thoroughly examined, particularly for Japanese soy foods, and adopted the median value for each food. The median intake of daidzein was 12.1 and 9.5 mg/day among Groups 1 and 2, respectively, while the corresponding values for genistein were 19.6 and 14.9 mg/day. About 90% of the daidzein and genistein in the Japanese diet comes from 3 soyfoods—tofu (including fried tofu), miso, and natto.

Table 2, titled “Estimated total daidzein and genistein contents of soy foods: Median values among results of food” lists these foods: Soybeans, dry. Soybeans, green [edamame]. Soybeans, boiled. Kinako (roasted and ground soybeans). Soybean sprouts. Tofu. Tofu, freeze dried (“kohri tofu”). Fried tofu, thin (“abura-age,” deep-fried). Fried tofu, thick (“nama-age,” fried briefly). Fried tofu and minced vegetables / seaweed (“ganmodoki”). Soy milk. Okara (tofu lees). Yuba (dried soy milk skim). Natto (fermented soybeans). Miso. Soy sauce. Address: Dep. of Preventive Medicine, Nagoya Univ. School of Medicine, 65 Tsurumai-cho, Showa-ku, Nagoya 466-8550, Japan.

3216. Ivey, Mike. 2000. Kraft Foods purchases Boca Burger: Soy-based burger firm will bring 20 jobs here. *Capital Times (Madison, Wisconsin)*. Jan. 18.

• **Summary:** Boca Burger was founded in 1993. Since 1997 it has been jointly owned by Austin Ventures and company management. Most of Boca Burger’s 145 employees will remain at manufacturing plants in Fort Lauderdale, Florida, and Hobbs, New Mexico. But about 20 jobs will come to Madison. Kraft is headquartered in Northfield, Illinois.

Last year American consumers spent about \$500 million on meat alternatives, about 75% of that on soy products. Boca Burger had revenues of \$40 million last year, about double the previous year. Address: Staff writer.

3217. Barrett, Rick. 2000. Veggie-burger firm’s new home will be Madison: Kraft Foods buys growing Boca Burger and will move its headquarters to Oscar Meyer plant. *Wisconsin State Journal (Madison)*. Jan. 19.

• **Summary:** The acquisition of Boca Burger gives Kraft an excellent position in the rapidly growing “meat alternatives” category, which has posted double-digit increases for the past five years. Greg Stahl, Boca Burger president, said the timing was right to sell since the Kellogg Co. had recently purchased Boca’s biggest competitor—Worthington Foods. Boca makes frozen soy-based products, including two sizes of Boca Burgers, Boca Breakfast Patties and Links, Ground Boca Burger Recipe Basics, and Boca Tenders and Nuggets (chicken alternatives).

In February, Boca Burger will be relocated from Chicago (Illinois) to Kraft’s Oscar Meyer Foods headquarters at 910 Oscar Mayer Ave. in Madison, Wisconsin. This will enable Boca Burger to use Oscar Meyer and Kraft resources,

including R&D, equipment, distribution channels, marketing and sales. Rick Searer, president of Kraft’s Oscar Meyer and pizza divisions, sees new potential and broader applications for soy-based products within Kraft.

A table compares the two Kraft divisions. Oscar Meyer has \$2.2 billion annual sales, with 3,000 employees in Madison. Address: Business reporter.

3218. *Western Livestock Journal (Denver, Colorado)*. 2000. Kraft grows soy product business [by acquisition of Boca Burger Inc.]. Jan. 31.

• **Summary:** Kraft Foods Inc., a division of the Philip Morris Cos, Inc. [of cigarette / tobacco fame], announced recently that it would acquire Boca Burger Inc. for an undisclosed sum. Chicago-based Boca had revenues of about \$40 million last year. The deal is expected to close next month. Kraft, America’s largest packaged food company, joins the growing list of food companies buying into the “trendy soy market.”

Boca, with manufacturing facilities in Ft. Lauderdale, Florida, and Hobbs, New Mexico, has about 145 employees. Kraft plans to move Boca’s headquarters, after a transition period, from Chicago to Madison, Wisconsin, where its Oscar Meyer division is based. Rick Searer is president of Kraft’s Oscar Meyer and pizza divisions.

3219. Gardenburger, Inc. 2000. Annual report 1999: Well prepared. 1411 Southwest Morrison St., Suite 400, Portland, OR 97205. 40 p. 23 cm.

• **Summary:** Sales in 1999 were \$88,817,000, about the same as the previous year, but net income was a huge net loss of \$21,826,000 compared with a net loss of \$9,348,000 the previous year. The company has a new manufacturing facility in Clearfield, Utah, and has expanded its product line to include 7 grain burgers and four soy burgers. They now have the most recognized brand in the meat replacement category. Their market share in the grocery channel grew to 49%, from 41% in March 1999.

Accompanying the annual report is a notice of Annual Meeting of Shareholders and proxy statement (18 p.). Fortunately Mr. Hubbard’s salary dropped to \$240,588 in 1999, from \$287,149 in 1998, but he received 174,812 securities and a retention bonus of \$500,000 if he stays with the company through 31 Dec. 2000—astonishing! Address: Portland, Oregon.

3220. **Product Name:** Smart Deli Sticks (Meatless, Fat Free): [Soylami].

**Manufacturer’s Name:** Lightlife Foods, Inc.

**Manufacturer’s Address:** 153 Industrial Boulevard, Turners Falls, MA 01376. Phone: 1-877-SOY-EASY (877-769-3279).

**Date of Introduction:** 2000 January.

**Ingredients:** Pepperoni: Water, wheat gluten, soy protein isolate, natural flavors (from vegetable sources), evaporated



cane juice, yeast extract, salt, soy sauce (water, soybeans, wheat, salt), paprika oleoresin, black pepper, soy oil.

**Wt/Vol., Packaging, Price:** Paperboard sleeve around 10 oz vacuum pack chubs. Suggested retail price: \$3.99.

**How Stored:** Refrigerated, 40 day shelf life. Or frozen.

**New Product–Documentation:** Spot in Whole Foods (Jan. 2000). Comes in Pepperoni and Soylami. 10 oz sticks. Fat free and cholesterol free.

3221. *Nutrition Business Journal (San Diego, California)*. 2000. M&A [mergers and acquisitions] update: Natural foods command high multiples. 5(1):15, 18. Jan.

• **Summary:** In Jan. 2000 Kraft purchased Balance Bar (\$19.40/share) and Boca Burger. Balance Bar had its initial public offering (IPO) in 1998. In the last fiscal year, Balance Bar had revenues of \$106 million, compared with \$40 million for Boca Burger. Balance Bar makes at least one product that features soy protein. All Boca Burgers are vegetarian and contain soy.

The year 1999 set a new record for nutrition industry M&A activity, with 90 transactions, compared with 75 in 1998.

Note 1. A story on page 1 of this issues states that the price of Balance Bar stock rose 27% during 1999; Hain Food Group was down 11%. Note 2. EBIT = Earnings before interest and taxes.

Note 3. Talk with Boca Burger. 2000. March 13. Chris Scott bought out Richard Gross (Max Shondor) several years ago.

3222. **Product Name:** Soy Sausage (Organic) [Spicy Italian, Smoked Portabella, Breakfast Style, Chorizo, Mild Italian].

**Manufacturer's Name:** Sunergia Soyfoods.

**Manufacturer's Address:** P.O. Box 1186, Charlottesville, VA 22902. Phone: 804-970-2798.

**Date of Introduction:** 2000 January.

**Ingredients:** Spicy Italian: Water, textured soy flour\*, vital wheat gluten\*, Italian balsamic vinegar, tamari soy sauce (water, soybeans\*, salt), oat flour\*, canola oil\*, onion\*, garlic\*, paprika, natural smoke flavor, yeast extract, salt, spices. \* = Certified organic by OCIA.

**Wt/Vol., Packaging, Price:** 8 oz. (227 gm) cellulose casing with paperboard sleeve.

**How Stored:** Refrigerated or frozen.

**New Product–Documentation:** Labels sent by Jon Kessler. 2000. Oct. 5. The first four flavors were in local retail stores on 1 Jan. 2000. Made with Non-GMO soybeans. The Mild Italian flavor was launched in March 2000.

3223. **Product Name:** Veggie Lasagna, Veggie Macaroni, Veggie Penne.

**Manufacturer's Name:** Yves Fine Foods Inc.

**Manufacturer's Address:** 1638 Derwent Way, Delta (Vancouver) V3M 6R9, B.C., Canada. Phone: (604) 525-

1345.

**Date of Introduction:** 2000 January.

**Ingredients:** Water, isolated soy protein, wheat gluten, evaporated cane juice, natural flavors, salt, yeast extract, carrageenan, wheat germ, onion powder, rice starch, beet root powder, garlic powder, wheat starch, nutritional yeast, spices. Vitamins and minerals: Vitamin B-1 (thiamine hydrochloride), vitamin B-12 (cyanocobalamin), pantothenic acid (calcium pantothenate), potassium (dipotassium phosphate).

**Wt/Vol., Packaging, Price:** 10 slices in 5.5 oz (155 gm) package. Retail for \$2.19 (1999/12, Lafayette, California).

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West. 2000. March. "Fresh, ready-to-heat entrées." On the front is a half-page photo of a plate of Yves Veggie Lasagna. Across the bottom are photos of the front panels of each of these products. On the rear: "Cholesterol free. Made with soy protein. Contains no meat. Low fat." Dated Jan. 2000.

Note: The ingredients are not given.

3224. Erickson, Marsha. 2000. Soy foods may lower cholesterol: In season. *News-Tribune (Duluth, Minnesota)*. Feb. 17.

• **Summary:** "Editor's note: The American Heart Association has designated February as American Heart Month. Throughout the month, In Season is focusing on the 'right stuff' to feed your heart. Today the spotlight is on soy foods. Coming next week: Whole grains."

Soyfoods are good for the heart. They "are rich in special plant chemicals called isoflavones. These isoflavones may directly lower blood cholesterol. In addition, soy foods are low in saturated fat, high in soluble fiber, cholesterol-free and contain high quality protein.

"Food sources of soy include soynut butter, roasted soynuts, soy flour, miso, tofu, tempeh, textured soy protein and soymilk."

A black and white photo has a border of "green soybeans," both in the pods and shelled. The text, titled "Great soy sources," states: The FDA now allows products that contain at least 6.25 grams of soy protein per serving to say on the label that the product may reduce the risk of heart disease. Products that are good sources of soy protein per serving are:

4 ounces of firm tofu contains 12 grams of soy protein. 4 ounces of soft tofu contains 9 grams. 1 soy burger contains 10-12 grams. 8 ounces [1 cup] soymilk contains 10 grams. ½ cup cooked soybeans contains 16 grams. ½ cup green soybeans [shelled edamame] contains 10 grams. ½ cup tempeh contains 19 grams. ½ cup roasted soy nuts contains 39 grams. Address: Registered Dietitian, Miller-Dwan Medical Center; Duluth representative of the Minnesota Dietetic Assoc.

3225. Sojafarm. 2000. Tofu: Meister der Verwandlung. Land des Ursprungs [Tofu: Master of transformation. Land of its origin]. Trechtingshausen, Germany. 16 p. 21 cm. Catalog and list of products. [Ger]

• **Summary:** This catalog has an attractive, glossy color front and rear cover. On the inside front cover is an introduction to tofu in Japan—the land of its origin. [Note: Tofu originated in China]. The inside, titled “Information, products, prices,” consists of photocopied sheets. The company logo, on p. 1., consists of the Chinese character for “bean” over the company name. Below that is written in German: “High-quality, natural-food specialty products, made with pure spring water.” In the catalog, each product is described with a list of the ingredients.

The products are listed in the following order on the price list (\* = label enclosed): Tofu Natur\*. Tofu mariniert. Tofu mit Kräutern (Kräuter-Tofu\*). Gemüsetofu\*. Tofu geräuchert (Geräucherter Tofu\*). Tofu Frühlingssterrine\*. Tofu-Reisburger\*. Tofu-Bratschnitte\*. Nusstofu (tofu with hazelnuts)\*.

Smoked specialties: Räuchertofu mit Champignon (Champignon Räucher-Tofu\*). Räuchertofu mit Algen (Algen Räucher-Tofu\*). Räuchertofu mit Rotwein.

Tofu Würstchen: Piccolino’s (Frankfurter Art). Barbecue’s (Thüringer Art). Gourmet Scheiben. Brotaufstriche. Tofu-Kräutercreme. Tofu-Edelcreme.

Fermate (Soy cheese): Fermate Pfeffer. Fermate mit Kräuter. Sauce Bolognese.

Frischware: Gemüserollen. Asia-Rolle. Tofu Burger. Tofu Lauchburger. Grünkernburger.

Seitan: Seitan. Seitangulasch.

Pasta de Tofu: Spiralen. Gabelmakkaroni. Bandnudeln. Mischkiste. Tofu Kochbuch.

Also enclosed is a letter and two business cards.

Address: Im Paradis, D-55413 Trechtingshausen, Germany. Phone: 06721-6470.

3226. **Product Name:** [Chili with Veggie Minced Meat, Veggie Chicken Nuggets, Meatless Tofu Schnitzel, Bonanza Meatless Minced Meat Steaks, Greek-Style Pan-Fried Veggie Strips].

**Foreign Name:** Chili con Veggie Hack, Chickin Nuggets, Tofu Gemüseschnitzel, Bonanza Hacksteaks, Pfannen Gyros,.

**Manufacturer’s Name:** Viana Naturkost GmbH.

**Manufacturer’s Address:** D-54578 TofuTown Wiesbaum, Germany. Phone: +496593 9967-0. Fax: 6593 9967-225.

**Date of Introduction:** 2000 February.

**Wt/Vol., Packaging, Price:** 200-250 gm pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Color packages sent by Bernd Drosihn. 2004. Nov. 15. Size: 10 by 18 by 3.5 cm. Paperboard boxes. Red, light green, dark green and black on

beige. Color photo of the dish, ready to eat, on a white plate. Each of these Viana-brand products is a meat alternative, ready to heat, introduced in Feb. 2000. The packaging is very attractive.

3227. Cohen, Deborah L. 2000. Functional food fever hits local tastemakers. *Crain’s Chicago Business*. March 13.

• **Summary:** Food companies are starving for growth, and they see a way to get it in functional foods. Kraft spent nearly \$400 million this year to buy Boca Burger (a maker of veggie burgers in Chicago) and Balance Bar (a maker of nutrition bars in California).

Dean Foods (of Franklin Park, Illinois), faced with sluggish sales of dairy milk, took a minority stake last year in White Wave Inc. (of Boulder, Colorado), a maker of Silk soy milk. Dean Foods, a large dairy company, has already increased the number of Silk distribution outlets sixfold, says Dennis Purcell, head of Dean’s specialty business unit. White Wave had roughly \$21 million in sales in fiscal 1999.

Small photos show packages of Silk, Boca Burger, and Balance Bar. Address: Managing editor.

3228. Gerner, Bob. 2000. Customers upset upon reading that Boca Burgers contain genetically engineered ingredients. Sales plunge. “GMO Alert” published (Interview). *SoyaScan Notes*. March 13. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Sales of Boca Burgers have dropped dramatically during the past few weeks (to 1 box/week from 6-7 boxes/week) after customers read in some magazine that they contained genetically engineered (GE) soybeans. This shows that shoppers at natural food stores in California are more aware of the issue and they are changing their buying patterns based on this awareness. This is the first such case that Bob is aware of. One customer got very angry at Bob in his store last week for carrying a product that contains GE ingredients. The customer told Bob that he should be making his customers more aware of this issue. So, for the first time, Bob started to do so.

Right after this incident, on March 8, Bob drafted and issued a “GMO alert (Genetically modified organisms)” on his company’s stationery. The leaflet begins: “Over 40 genetically engineered crops sources have been approved for sale. These include several varieties of corn, canola, soybeans, potatoes,...—all spliced with the DNA of bacteria and viruses—and dairy products from cows injected with a genetically altered hormone (rBGH). From infant formula to soda, pizza to chips, genetically engineered foods are starting to pervade the American diet.

“Be aware that many products containing GMOs are currently on our shelves. There are no labeling requirements, so it is hard to tell which products contain GMOs. Most products that contain soy or corn that is not organically grown probably contain GMOs. If you want to avoid GMOs



buy organically grown products. Sign petitions that demand proper labeling. We eventually want to offer our customers only GMO free products.”

On the other side of the leaflet are Specials (Sales) offered by the company from March 8 to 19th. Address: Owner, Berkeley Natural Grocery Co., 1336 Gilman St., Berkeley, California 94706. Phone: 415-526-2456.

3229. Boca Burger Co, 2000. Tips for enjoying 25 grams of good-for-you Soy Protein every day (Leaflet).—1 p. Front and back. 19 x 11 cm.

• **Summary:** One the front. For breakfast: A delicious low-fat Boca Burger patty instead of sausage. Soy milk on your breakfast cereal. A soy-based breakfast bar. Soy score: 6-8 grams,

Lunch: A tasty Boca Burger with all the trimmings. A refreshing creamy smoothie made with soy protein powder, juice, and fresh fruit. Soy score: 10-12 grams.

For dinner: Ground Boca Burger Recipe Basics instead of ground beef in pasta sauce, chili or tacos. Boca Meatless Tenders, instead of grilled chicken breast, tossed in salad or pasta, A colorful stir-fry using tofu and a variety of fresh vegetables and seasonings. Soy score: 9-12 grams. Daily Soy total: 25-32 grams.

On the rear is a recipe for Mollie Katzen’s Meatless Marinara Sauce, with a color illustration by Mollie.

3230. **Product Name:** The Original Ground Boca Burger Recipe Basics.

**Manufacturer’s Name:** Boca Foods.

**Manufacturer’s Address:** Madison, Wisconsin. Phone: 608.285.6950.

**Date of Introduction:** 2000 March.

**New Product–Documentation:** Ad in *Vegetarian Times*. 2000. March. Inside rear cover. Shows Nancy and Scott Baker talking. No company name or address is given.

3231. El Burrito Mexican Food Products, Inc. 2000. Real meat taste you won’t believe! Made with 100% soy. Now! Made from Non-GMO Soybeans (Leaflet). 14944 Don Julian Rd., City of Industry, California 91745. 1 p. Front and back. Color front.

• **Summary:** The front is a large color photo of Soyrizo, NeatLoaf, and SoyTaco, in both packaged and prepared forms. On the rear is ingredients, Nutrition Facts, and a description and photo of each product. Address: City of Industry, California.

3232. Fayhee, M. John. 2000. Nutrition—Make mine fake. Throw another faux burger on the barby! In record numbers, health-minded Americans are turning to meat-alternative products. *Walking (Boston)*. March.

• **Summary:** Chicago-based Boca Burgers has 13% of the meat-alternative market. Yves Veggie Cuisine of Vancouver,

Canada, says sales of meat-alternatives alone increased 68% in 1999 alone.

Brands that the writer likes: Boca Breakfast Links. Gardenburger Hamburger Style Fat Free Burgers. Morningstar Meatless Buffalo Wings. Veat Vegetarian Nuggets. Meat of Wheat Chicken Style Wheat Meat. Address: Freelance writer in Colorado.

3233. **Product Name:** Country Roasted Chicken Free Chicken.

**Manufacturer’s Name:** Follow Your Heart (Product Developer-Distributor). Made in Canoga Park by Earth Island.

**Manufacturer’s Address:** Canoga Park, CA 91304. Phone: 818-347-9946.

**Date of Introduction:** 2000 March.

**New Product–Documentation:** Leaflet (single sided, 8½ by 11 inch, color) by Patricia Smith from Natural Products Expo West. 2000. March. “Low fat. Vegan. Wheat free. Rich in soy protein. Cholesterol free. Contains no genetically engineered ingredients.” No ingredients are given.

3234. *Food Trade Journal U.S.A. (Ikegawa Food Specialists)*. 2000. FDA as well as media help Japanese food industry: Soy products and green tea are highlighted. 10(2):1, 3-4. March. [Eng; Jap]

• **Summary:** Each article in this newspaper is published in both English and Japanese. Last October, the FDA gave its approval for U.S. companies to begin using a health claim on foods containing at least 6.25 gm of protein per serving. Except for traditional soy products (such as tofu), each serving must contain no more than 3 gm of fat, 20 mg of cholesterol, and 480 mg of sodium. The FDA believes that adults who consume 25 gm/day of soy protein could experience a decrease in their blood cholesterol, which reduces their risk of heart disease. The mainstream soyfoods that benefited from this announcement are veggie burgers, soymilk, tofu, and soy cheese. But now edamame has emerged as a big seller at supermarkets since a few years ago. A Japanese-style cartoon shows two blonde girls seated at a table. A boy, who is standing, says “I show you how to eat Edamame.” Holding a pod of edamame in his right hand, he is popping the beans into his mouth. A circular inset, showing how his fingers hold the pod, is titled “Squeeze.” Another cartoon shows Takuji Kimura [Mr. edamame in America], drawn by his son.

The article gives lengthy excerpts from two recent American articles: (1) Hesser, Amanda. 1999. “Bet you can’t eat just one soybean.” *New York Times*. Sept. 8. p. F3. (2) Deane, Donna. 2000. “Get more soy in your life.” *Los Angeles Times*. Jan. 12. p. H1, H3. Food section.

According to Shigeru Shirasaka, president of House Foods (a leading U.S. tofu maker), his company shipped 29 million pieces of tofu in 1999, which is a 70% increase over

1995.

The last page of this article is about edamame, by Takuji Kimura, America's leading edamame broker, Concord, California. Japanese restaurants have been the showrooms for edamame, and they are part of the reason for its growing popularity. Tak Kimura started trying to sell edamame in 1994 at several natural food stores, but nobody seemed interested. He contacted the produce manager of Whole Foods in Berkeley—a woman—without an appointment. When he asked her to try his edamame, she said that she knew what it was—an appetizer at sushi bars! She liked it very much and had tried to find a source, but the restaurants would not disclose their sources. During his first demo day at Whole Foods he sold only 8 packs in 8 hours. But after 2 weeks sales started to increase. Then he got permission to sell edamame at other Whole Foods Markets, and then at the Wild Oats chain of natural food stores. In 1998 sales started to increase rapidly. Now the FDA is supporting edamame and major newspapers are doing stories, so sales continue to grow.

3235. FoodTech International, Inc. 2000. A step ahead in vegetarian cuisine (Leaflet). 26 Kendall St., New Haven, CT 06512. 1 p. Single sided. Color.

• **Summary:** Leaflet (8½ by 11 inches) sent by Patricia Smith from Natural Products Expo West. 2000. March. A small color photo shows the front of each package. The company product list (tray weight = 10 oz) is: Burgeriffics, VeggieRounds. Veggittinos. Chick'n VeggieCutlets. Chick'n VeggieNuggets. Broccoli VeggieNuggets. Spinach VeggieNuggets. Corn VeggieNuggets. I Can't Believe It's Not Chicken! (Marinated in Teriyaki Sauce; or Marinated in Honey Dijon Sauce). I Can't Believe It's Not Beef! (Marinated in Ginger Stir-Fry Sauce; or Marinated in Mesquite BBQ Sauce). I Can't Believe It's Not Ground Beef! (in Tomato Sauce). Address: New Haven, Connecticut.

3236. Franklin Farms. 2000. Veggiburger (Original, Portabella, Chili-Bean). P.O. Box 18, 931 Route 32, N. Franklin, Connecticut 06254-0018

• **Summary:** Sell sheet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California) March 2000. Ingredients and Nutrition Facts are given for each product.

Ad (8½ by 11 inches, color) in Natural Foods Merchandiser. 2000. July. p. 20. "Yes! There is a difference." Shows packages of 3 flavors of VeggieBurger. Address: Franklin, Connecticut. Phone: 860-642-3017.

3237. Gloria's Kitchen. 2000. Vegetarian: Healthy, delicious meals-to-go (Leaflet). P.O. Box 2071, Burlingame, CA 94011. 1 p. Single sided. Black and white.

• **Summary:** Leaflet (8½ by 11 inches) sent by Patricia Smith from Natural Products Expo West. 2000. March. Five black-

and-white photos show the front panel of the following vegan entrees (10-12 oz each). Tofu Balls with Organic Spaghetti. Orange Peel Soy Chick. Mu-Shu Vegetables. Jamaican Jerk Tofu with Vegetables. Won Ton in Hot and Sour Sauce.

Below that is a list of the company's 20 Meatless International Frozen Entrees. Several are meat alternatives; several have tofu or miso in the product name.

Below that is a list of Gloria's 7 Meatless International Soups. Address: Burlingame, California.

3238. **Product Name:** Vegi-Deli VegiJerky [Totally Teriyaki, Mild N' Mellow, Hot N' Peppered].

**Manufacturer's Name:** Green Options, Inc.

**Manufacturer's Address:** San Francisco, CA 94188-1781. Phone: 888.473.3667.

**Date of Introduction:** 2000 March.

**Ingredients:** Totally Teriyaki: Filtered water, wheat protein, natural hickory flavor, nutritional yeast, yeast extracts, dextrose, soy protein concentrate, spices, salt, garlic powder, onion, citric acid.

**Wt/Vol., Packaging, Price:** 1.5 oz pack.

**How Stored:** Shelf stable.

**New Product–Documentation:** Leaflet (front and back, 8½ by 11 inch, color) by Patricia Smith from Natural Products Expo West. 2000. March. All natural, meatless Jerky

3239. **Product Name:** Vegi-Deli Slices [Salami Style, Chicken Style, Turkey Style].

**Manufacturer's Name:** Green Options, Inc.

**Manufacturer's Address:** San Francisco, CA 94188-1781. Phone: 888.473.3667.

**Date of Introduction:** 2000 March.

**Ingredients:** Salami Style: Wheat protein, filtered water, nutritional yeast, expeller pressed canola oil, yeast extracts, natural hickory flavor, spices, salt, garlic powder, onion powder, citric acid.

**Wt/Vol., Packaging, Price:** 4.5 oz pack.

**How Stored:** Shelf stable.

**New Product–Documentation:** Leaflet (front and back, 8½ by 11 inch, color) by Patricia Smith from Natural Products Expo West. 2000. March. The all-natural, meat-free alternative.

3240. **Product Name:** Vegi-Deli Pepperoni [Original, Zesty Italian, Hot N' Spicy].

**Manufacturer's Name:** Green Options, Inc.

**Manufacturer's Address:** San Francisco, CA 94188-1781. Phone: 888.473.3667.

**Date of Introduction:** 2000 March.

**Ingredients:** Original: Wheat protein, water, nutritional yeast, expeller pressed canola oil, yeast extracts, natural hickory flavor, spices, salt, garlic powder, onion powder, citric acid.



**Wt/Vol., Packaging, Price:** 9 oz pack.

**How Stored:** Refrigerated, 180 day shelf life.

**New Product–Documentation:** Leaflet (front and back, 8½ by 11 inch, color) by Patricia Smith from Natural Products Expo West. 2000. March. The all-natural and delicious meat-free alternative to traditional pepperoni.

3241. **Product Name:** Veggie Burgers [Wild Mushroom, Veggies & Grain, Mexican Red Bean, Veggie Chick-N Patties, Ground Veggie Burger, Veggie Burger Patties].

**Manufacturer’s Name:** Hearty & Natural. A division of Sunrich, Inc.

**Manufacturer’s Address:** P.O. Box 147, Hope, Minnesota 56046. Phone: (507) 455-4054.

**Date of Introduction:** 2000 March.

**Ingredients:** Veggie Burger Patties: Certified organic soy flour, purified water, certified organic onion, egg white, certified organic potato starch, certified organic spices, sea salt, certified organic garlic. QAI certified organic.

**Wt/Vol., Packaging, Price:** 10 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet (8½ by 11 inches, color, front and back) sent by Patricia Smith from Natural Products Expo West. 2000. March. The first 3 products are rice based, the last 3 are soy based. Non-GMO logo. Soy Health Claim. “The first certified vegetarian burgers in the industry.” On the front, the front of each package is shown. The rear shows the ingredients for each product and the bar code.

Note: A leaflet from March 2005 shows that Sunrich makes four meatless, wheat-free (gluten free), organic Veggie Burgers: Portabella Mushroom, Country Harvest, Classic Soy, and Cheddar Cheese.

3242. Quong Hop & Co. 2000. The Soy Deli: Hand crafted by tofumasters since 1906 (Leaflet). South San Francisco, California. 1 p. Printed front and back. 28 cm.

• **Summary:** Leaflet (glossy color) sent by Patricia Smith from Natural Products Expo West. 2000. March. On the front is the front of all Soy Deli brand products. Five flavors of vacuum packed tofu burgers (Garden, Mesquite Smoked, Original, Teriyaki, and Barbecue).

Five flavors of baked tofu (Teriyaki, Five Spice, Savory, Hickory, Honey Sesame), smoked tofu (Mesquite), and fried tofu (Hawaiian Style).

Four ready-to-eat soy entrees (Sweet & Sour, Tex Mex, Homestyle, Italian).

Tofu (Soft, Firm, Nigari Firm). Low-fat nigari tofu (two sizes).

On the rear is “Product specifications”—but no listing of ingredients. Address: 161 Beacon St., South San Francisco, California 94080. Phone: 650-553-9900.

3243. Vegeking Corp. 2000. VeggieMaster: Creating a new

generation. 100% natural vegetarian food containing no eggs, no preservatives (Portfolio). 6 p., incl. 12 inserts. 30 cm. [Eng]

• **Summary:** Sent by Patricia Smith from Natural Products Expo West, March 2000. This glossy color portfolio contains the following glossy color single-sided inserts: (1) Our product pledge. (2) Who we are (In 1993 Vegeking was established in the City of Industry. VeggieMaster is a brand marketed by Vegeking Corporation, Vegeking is a California-based subsidiary of Homemark Corporation, a leading vegetarian food manufacturer in Taiwan. The company introduced the brand name VeggieMaster in the early fall of 1999. Homemark Corporation has existed in Taiwan for 16 years; Mr. Tom Chen is President and CEO). (3) What we think (Our mission. Our vision. Statement of values). (4) Doing business with us (Vegeking is committed to building a global partner network). (5) Our products (Meat alternatives. Home meal replacement. Vege snack). (6) VeggieMaster Vege Tuna Fillet (shows package, Nutrition Facts, ingredients. Made in Taiwan). (7) Vege Hot Dog. (8) Vege Chicken Nugget. (9) Vege Black Pepper Steak. (10) Vege Steak. (11) Vege Ham Steak. (12) Veggie Chicken Chunk. Address: 877 Azusa Ave., City of Industry, California 91745. Phone: 1-877-877-VEGE.

3244. Yates, Scott C. 2000. Kraft gobbles two naturals companies. *Natural Foods Merchandiser*. March. p. 32.

• **Summary:** In January, Kraft Foods of Northfield, Illinois, bought vegetarian food maker, Boca Burger Inc., a privately owned company with revenues of \$40 million last year.

A few days later in January, Kraft announced that it also planned to buy the publicly traded Balance Bar Co. of Carpinteria, California; its sales had grown from \$1.3 million in 1995 to \$100.9 million in 1999. Balance Bar’s shares traded for about \$14 a share before the announcement that Kraft would pay \$19.40 per share. Kraft, which is owned by Phillip Morris, is the largest maker of packaged foods in the USA.

3245. Weissman, George. 2000. Founding Veat Gourmet (Interview). *SoyaScan Notes*. April 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** George founded this company in 1998; he was the sole founder. He came across the Taiwanese technology to make this very unique textured soy protein because his partner (Van Thi Dang) is Vietnamese, and she brought it home from a Chinese grocery store. He ran across something similar, but gluten-based in a Chinese monastery, where he was doing a Chan [Chinese Zen] Buddhist retreat. He is a practicing Buddhist. He was in academia at the time; he is a physicist having earned his PhD degree from Cal Berkeley. He worked on the foundations of quantum theory/paradigm. He started a group at the Lawrence Berkeley Lab in 1974 to discuss physics and spirituality. Fritjof Capra (Austrian by

birth) was a member of the group, as was Gary Zukoff. After that he went to the Swiss Polytechnical University where he did a post-doctorate program. George is a vegetarian and is also very interested in issues related to world water usage and water as a limiting resource in food production.

About two months ago his partner, Van, started a small business named Ahimsa Gourmet in San Pablo, California, where they make tofu, soymilk, and many other soyfood products. Address: 4690 East 2nd St. #9, Benicia, California 94510. Phone: 1-888-321-8328 (toll free).

**3246. Product Name:** Gardenburger–Flame Grilled [Hamburger Style (With Soy), or Original Veggie].

**Manufacturer's Name:** Gardenburger Inc.

**Manufacturer's Address:** 1411 S.W. Morrison St., Suite 400, Portland, OR 97205. Phone: 1-800-636-0109.

**Date of Introduction:** 2000 April.

**Ingredients:** Hamburger Style: Soy protein concentrate–hydrated, vegetable oil (canola and/or sunflower oil), vegetable gum, autolyzed yeast extract, wheat gluten, natural flavor, salt, dried onion, caramel color, dried garlic, natural grill flavor (from vegetable oil), chicory root extract, spice, dried yeast, soy sauce (wheat, soybeans, salt), sesame oil, ascorbic acid. Original Veggie: Mushrooms, cooked brown rice, onions, Mozzarella cheese, rolled oats, etc.

**Wt/Vol., Packaging, Price:** 4 patties per 10 oz (284 gm) box.

**How Stored:** Frozen.

**Nutrition:** Per patty (2.5 oz, 71 gm): Calories 160, calories from fat 70, total fat 8 gm (12% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 370 mg (15%), total carbohydrate 7 gm (dietary fiber 4 gm [16%], sugars 0 gm), protein 14 gm. Vitamin A 0%, calcium 0%, vitamin C 0%, iron 0%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** Label (package) sent by Amanda of Gardenburger in Oregon. 2000. March 23. She notes that this product is expected to be in stores in April 2,000. 7.75 by 5.0 by 1.5 inches. Paperboard box. Front panel: Red, brown, orange, yellow, and white. “All natural grilled soy patties. New–We grill it! You microwave it!” A color photo shows three patties on a grill, surrounded by flames, and with grilled marks on one side. On one end of the package is a small color photo of Paul Wenner. The caption: “The Gardenburger soy burger was created by GardenChef Paul Wenner in his pursuit of great-tasting foods that promote healthy eating and a healthy environment. A percentage of our sales is being donated to organizations that share this vision.” On the back panel we read in big letters: “The art of flame grilling... Our all natural patties are specially seasoned, then sizzled over a red-hot flame for the smokiest, juiciest taste sensation. So pack up the chuck wagon, brush off your ten-gallon hat, and hit the cookout trail.”

3247. Myers, Steve. 2000. The soy boom. *Organic & Natural News (Phoenix, Arizona)* 3(4):24-25. April.

• **Summary:** The decision in Oct. 1999 by the U.S. FDA to allow a heart health claim for soy has boosted sales and growth rates, but the real key to the growing interest has been the ongoing scientific research on the health benefits of soy. The combination of the two is impressive. According to SPINS, which collects scanner data from natural foods stores, sales of soy products were \$184.3 million, up 37% over the previous six months. In mainstream stores, sales for the 12 months ended Oct. 1999 were \$418.7 million, up 45% over the previous year. This mass market data was supplied in conjunction with ACNielsen.

Ranked by sales in natural products supermarkets, the top five soy products are (in million dollars for the 6 months ended Oct. 1999) are: (1) Soy beverages \$58.7. (2) Meat alternatives \$31.9. (3) Energy bars \$25.5. (4) Tofu \$32.1. (6) Frozen entrees \$6.2.

Ranked by growth rate in natural products supermarkets, the top five soy products (for the 6 months ended Oct. 1999) are: (1) Energy bars 56%. (2) Soy beverages 34%. (3) Meat alternatives 28%. (4) Tofu 26%. (5) Frozen entrees 26%. Source: SPINS.

Ranked by sales in mainstream stores, the top five soy products are (in million dollars for the 12 months ended Oct. 1999) are: (1) Meat alternatives \$176.2. (2) Energy bars \$81.6. (3) Soy beverages \$77.4. (4) Tofu \$46.0. (6) Frozen entrees \$3.2.

Ranked by growth rate in natural products supermarkets, the top five soy products (for the 12 months ended Oct. 1999) are: (1) Energy bars 93%. (2) Soy beverages 85%. (3) Frozen entrees 45%. (4) Meat alternatives 26%. (4) Tofu 19%. Source: SPINS/ACNielsen.

3248. Potvin, Yves; Mellina, Vesanto. 2000. The good cook book. 2nd ed. British Columbia, Canada: Yves Veggie Cuisine. vi + 116 p. Illust. No index. 19 x 19 cm.

• **Summary:** A handsome book promoting the company's products and containing many color photos. “This book is lovingly dedicated to my wife, Sylvia, and my two children, Ariane and Marcus.” Contents: Introduction. Breakfast. Appetizers and snacks. Soups & salads. Sandwiches, hot dogs & burgers. Entrées. Beverages. Glossary. Contains many color photos of recipes, and one of Yves Potvin. In the back are tear-out coupons.

Note: The first edition, almost identical to this one, was published in Feb. 2000. Address: 1. Founder & President, Yves Veggie Cuisine, 1638 Derwent Way, Delta, BC V3M 6R9 Canada; 2. Registered Dietitian, British Columbia. Phone: 604-525-1345.

3249. Mangels, Reed. 2000. *Vegetarian Journal's* guide to burgers and dogs. *Vegetarian Journal (Baltimore, Maryland)*



19(3):27-29. May/June.

• **Summary:** When this magazine first looked at these foods 7 years ago, they found 7 veggie burgers and 6 veggie dogs. This year they found nearly 50 veggie burgers and more than 10 dogs. Both the quality and the nutritional value have gone up. These burgers and dogs are generally lower in calories fat, and sodium, and richer in protein, iron, and fiber, than their meat-based counterparts.

A two-page table gives the nutritional composition of many different brands and products per serving. Data is given for calories, protein, fat, and sodium. The products are ranked from lowest to highest fat, then from lowest to highest sodium. The taster's burger favorites were: Boca Burger Vegan Original, Whole Foods Vegan Burger, Gardenburger Roasted Garlic, Garden Vegan, Amy's California Veggie Burger, Nature's Chef Fajita Burger, and Soyboy Okara Courage Burger. Many of these products contain soy. Address: PhD, RD.

3250. Sears, Barry. 2000. *The soy zone*. New York, NY: HarperCollins (ReganBooks). x + 338 p. Index. 25 cm. [216 ref]

• **Summary:** Contents: Acknowledgments. Introduction. 1. The health benefits of soy. 2. Enter the soy zone. 3. Zoning your kitchen. 4. Soy zone cooking tips. 5. Soy zone meals. 6. Modifying your favorite recipes. 7. Fine-tuning the soy zone diet. 8. Your longevity report card: The tests you want to pass. 9. Insulin: Your body's Dr. Jeekyll and Mr. Hyde. 10. Soy science. 11. How the soy zone diet stacks up against the traditional vegetarian diet. 12. Frequently asked questions. 13. World health implications for the soy zone diet. Appendixes. A. Technical support. B. Zone validation studies. C. Calculation of lean body mass. D. Zone food blocks for making soy zone meals. E. Synthesis of DHA. F. Glossary of terms. G. Resources. H. References.

Note: This book has all the hallmarks of a "quickie" written by a person who does not know his subject. Moreover, we believe the nutritional science and dietary philosophy are seriously flawed. Address: Ph.D., Swampscott, Massachusetts.

3251. Tofutti Brands Inc. 2000. Tofutti. 1999 annual report. 50 Jackson Dr., Cranford, NJ 07016. 16 p. 28 cm.

• **Summary:** Net sales for the 52-weeks ended Dec. 27, 1999 were \$11,912,000, up 32% from the previous year. Net income (profit) rose to \$850,000, up 51.8% from the previous year. 1999 was the eighth consecutive year that the company has been profitable.

During 1999 the company introduced the following new products: Crumb Cake Bars (vanilla and strawberry). Monkey Bars, additional flavors of Sugar free fat free Tofutti in half gallons. Quit Beef'n (veggie burgers, and veggie cheese burgers). Tofutti Ultra Soy Protein Power (nutriceutical).

Accompanying the annual report is a "Notice of Annual Meeting of Shareholders and Proxy Statement (10 p.)." David Mintz' salary rose to \$303,000 in 1999, up from \$225,000 in 1998, and \$180,000 in 1997 and \$155,000 in 1996. The 1999 figure includes a \$125,000 bonus for Mr. Mintz. This is a company that is run for the management, not for the shareholders. Address: Cranford, New Jersey. Phone: 908-272-2400.

3252. *Vegetarian Journal* (Baltimore, Maryland). 2000. Veggie bits: Can't blame them for trying. 19(3):24. May/June.

• **Summary:** "According to a recent Zogby Poll, 37.8% of adults nationwide have at least tried a prepackaged meat substitute. More people in the Western US (44.6%) have ventured a taste than those in the East (37.1%) and Central US (36.9%), while only 34.2% of Southerners have touched the stuff. Suburbanites seem to be statistically more open to trying out fake meat than city dwellers (but can we extrapolate that city folks may dine out more and buy fewer prepackaged goods?). And finally, whites and African-Americans have reported trying more meat substitutes than Hispanics.

"The survey consisted of 1,205 adults to whom this question was posed: "Have you ever eaten any of the meat substitutes that are readily available in grocery stores?" It looks like more folks are saying "Yes!"

3253. **Product Name:** Veggie Patch I Can't Believe It's Not Beef! [Marinated in Mesquite BBQ Sauce].

**Manufacturer's Name:** FoodTech International, Inc.

**Manufacturer's Address:** 26 Kendall St., New Haven, CT 06512.

**Date of Introduction:** 2000 June.

**Ingredients:** Strips: Water, texturized soy protein (GMO free), natural flavors and seasonings. Sauce: Tomato puree (water, tomato paste), sugar, vinegar, natural mesquite smoke, salt, dehydrated garlic, spices, dehydrated onion.

**Wt/Vol., Packaging, Price:** 10 oz (284 gm) in paperboard box. Retail for \$2.99 (2000/06, Safeway supermarket, Lafayette, California).

**How Stored:** Refrigerated.

**New Product-Documentation:** Product with Label purchased at Safeway supermarket (in produce section next to the melons) in Lafayette, California. 2000. June 18. Red, yellow, white, brown and green on dark green. Paperboard box with window on front panel. Product is shrink-wrapped in boilable plastic pouch inside. Illustration of vegetables on below window. "Soy-GMO free. Cholesterol free. Fat free. Excellent source of soy protein." To prepare: Use skillet or wok, boil sealed bag for 3 minutes, or remove strips from bag and microwave for 1½-2 minutes. "Serving suggestion: Stir-fry strips with vegetables and serve over rice/noodles." Soyfoods Center taste test. 2000. June 18. Flavor: Very good,

not too spicy nor too sweet. Texture: Excellent. Appearance: Excellent. Price: Very high.

**3254. Product Name:** Veggie Patch Burgeriffics: Wholesome Vegetable Hamburger Style.

**Manufacturer's Name:** FoodTech International, Inc.

**Manufacturer's Address:** 26 Kendall St., New Haven, CT 06512. Phone: 1-888-MY-VEGGIES.

**Date of Introduction:** 2000 June.

**Ingredients:** Water, soy protein (texturized, isolated), wheat protein (gluten), rice flour, fresh onions, egg white, canola oil, lite soy sauce, natural seasoning and spices, natural flavors, modified vegetable gum, garlic, dietary fibers, sesame oil, salt, potassium chloride, caramel color.

**Wt/Vol., Packaging, Price:** 4 patties 10 oz (284 gm) in paperboard box. Retail for \$2.99 (2000/06, Safeway supermarket, Lafayette, California).

**How Stored:** Refrigerated.

**New Product–Documentation:** Product with Label purchased at Safeway supermarket (in produce section next to the melons, semi-refrigerated) in Lafayette, California. 2000. June 18. 5.25 by 8.5 by 1.25 inches. Paperboard box. Red, green, turquoise blue, brown, and white on dark blue. Color photo on front panel shows a burger between two buns on a plate, with all the trimmings. “A new way to eat your veggies (TM).” “All natural. Cholesterol free. 96% fat free. 4 patties. Ideal for vegetarians. Keep refrigerated or frozen.” Soyfoods Center taste test. 2000. June 28. This product, kept in a refrigerator, spoiled before we could use or test it. We can find no “use by” date on the package.

**3255. Product Name:** Smart Cutlets (Meatless) [Salisbury Steak, or Seasoned Chick'n].

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** 153 Industrial Boulevard, Turners Falls, MA 01376. Phone: 1-877-SOY-EASY (877-769-3279).

**Date of Introduction:** 2000 June.

**Ingredients:** Seasoned Chick'n: Water, wheat gluten, isolated soy protein, cornmeal, maltodextrin, yeast extract, natural flavors, salt, soy oil, barley malt, potassium chloride, onion, garlic, dextrose, paprika, white pepper, annatto, turmeric, enzyme.

**Wt/Vol., Packaging, Price:** 8 oz vacuum pack shrink-wrapped in plastic with paperboard sleeve. Retail for \$2.59 (2000/10, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet sent by Patricia Smith from Natural Products Expo (Anaheim, California). 2000. March. “A cut above!” On the front (glossy, color) is a photo of the front of both packages, and of the prepared Salisbury Steak on a plate with prepared carrots and mashed potatoes. On the back (black-and-white) are ingredients and nutrition facts about the two products. “Smart Cutlets are

made with non-GMO soy protein.”

*Travelin' Light* newsletter. 2000. Mid Year. “Smart Cutlets—A cut above.” A spot on the rear cover shows a color photo of the two flavors. The products are rich in soy protein, low in fat, and quick cooking. “Getting soy protein into your diet has never been this easy and delicious.”

Products (both) with Labels purchased at Trader Joe's in Lafayette, California. 2000. Oct. 16. 5½ by 3.75 inches. Paperboard sleeve. Red, dark green, blue, and black on white. A color photo shows one breaded cutlet prepared on a dish with rice and vegetables. “Rich in soy. Meatless, Low fat. Baked. Ready to use! Two breaded cutlets. Diets low in saturated fat and cholesterol that include 25g of soy protein per day may reduce the risk of heart disease.” Text on back of label: “Great news!! Lightlife is going Non-GMO\*. Visit our website for latest updates. \* = Genetically Modified Organisms.”

Text on side panel: “Since 1979, Lightlife has been committed to creating vegetarian foods that taste great, are easy to use, and are good for your health. We are also committed to promoting a good life for all. That's why we contribute 5% of our profits to organizations that are working to protect children, human rights, the environment, economic justice—and peace. We believe that together, we can make a difference.”

Soyfoods Center taste test. 2000. Oct. 21. Texture: Good. Taste: Too spicy. Packaging concept: Poor. The two tightly shrink-wrapped cutlets are frozen together and impossible to separate in order to pan fry—the preferred cooking method. They must be thawed or microwaved first—but the directions don't say that.

Talk with Kathleen Strong of Lightlife. 2001. March 27. Smart These two products were first sold commercially by 1 June 2000.

**3256. Product Name:** Tofurky Jurky (Hickory Smoked) [Original, or Peppered].

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 2000 June.

**Ingredients:** Water, vital wheat gluten, tofu (water, soybeans grown without herbicides, pesticides, or chemical fertilizers {and calcium sulfate coagulant}), white beans, garbanzo beans, lemon juice from concentrate, expeller pressed canola oil (GMO free), shoyu (water, non-GMO soybeans, wheat, salt), evaporated cane juice, granulated garlic, natural vegetarian flavors, spices, calcium lactate from beets. Peppered includes cracked peppercorns.

**Wt/Vol., Packaging, Price:** 2 oz plastic bag.

**How Stored:** Shelf stable.

**New Product–Documentation:** Product (Peppered) seen at Trader Joe's in Lafayette, California. 2000. Aug. 7.



Retails for \$3.09. Talk with Seth Tibbott, owner of Turtle Island. 2000. Sept. 5. This product was first sold in June 2000. It comes in two flavors: Original and Peppered (black pepper, not chili pepper). The product is doing well. Only the Peppered flavor is presently sold at Trader Joe's. Both products with Labels sent by Seth Tibbott. 2000. Oct. 12.

3257. **Product Name:** Veggie Chicken Burgers.

**Manufacturer's Name:** Yves Fine Foods Inc.

**Manufacturer's Address:** 1638 Derwent Way, Delta (Vancouver) V3M 6R9, B.C., Canada. Phone: (604) 525-1345.

**Date of Introduction:** 2000 June.

**Wt/Vol., Packaging, Price:** 2 patties, each 85 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo East. 2000. Sept. "Introducing. Make no bones about it—it's the best Veggie Chick'n Burger around!" On the front is a half-page photo of the burger and a smaller photo of the front of the rectangular tray. Across the bottom: "Low fat. Made with soy protein. Preservative free. Cholesterol free." Dated June 2000.

Note: The ingredients are not given.

3258. ConAgra, Inc. 2000. ConAgra acquires Lightlife Foods (News release). Omaha, Nebraska. 2 p. July 14.

• **Summary:** Today (July 14) ConAgra, Inc. (NYSE: CAG), "one of the world's leading food companies, and Lightlife Foods, Inc., a leading developer, manufacturer, and marketer of premium vegetarian and soy products... announced that ConAgra has purchased all assets of Lightlife. Terms of the transaction were not disclosed.

"Twenty-one-year-old Lightlife Foods [www.lightlife.com] is the leading refrigerated brand of vegetarian and soy-based food products in the United States. Lightlife manufactures a variety of meatless products including hot dogs, burgers, deli slices, ground meat substitutes, as well as popular vegetarian items like tempeh and seitan."

"ConAgra, Inc., (www.conagra.com) a \$25-billion-plus food company, is North America's largest foodservice manufacturer and second-largest retail food supplier. The company employs more than 80,000 people worldwide. In 1988, ConAgra developed Healthy Choice, a brand that brought the concept of healthy eating into the mainstream. Advantage 10, another ConAgra brand that was developed two years ago, is a full line of vegetarian foods and is endorsed by noted physician Dean Ornish, M.D." Address: Omaha, Nebraska.

3259. Broncaccio, Diane. 2000. Lightlife sold to food giant: 150 employees and company heads to keep their jobs here. *Recorder (Greenfield, Massachusetts)*. July 17. p. 1.

• **Summary:** ConAgra Inc. (of Omaha, Nebraska),

has purchased Lightlife Foods Inc. (of Turners Falls, Massachusetts) for an undisclosed amount. ConAgra Inc. has about \$25 billion in annual sales, while Lightlife has about \$25 million—only one-thousandth as much. Lightlife, which was founded 21 years ago and has 150 employees at its plant in Turners Falls, began to look for a strategic partner after the Kellogg Co. purchased one competitor [Worthington Foods] and Kraft purchased another [Boca Burger]. They chose ConAgra because ConAgra likes to keep companies completely intact, respects the Lightlife brand and what it stands for, and will help Lightlife accomplish its mission. No one will be fired, salaries, benefits packages, and profit-sharing agreements will remain unchanged, and the plant will stay in Turners Falls, Franklin County, Massachusetts. Lightlife's CEO Michael Cohen and President Chia Collins emphasize that they will remain as leaders and the entire management team will stay in place.

Lightlife's manufacturing plant, now only two years old, occupies less than 6 acres of its 13-acre lot at the Montague Airport Industrial Park—so there is room for plenty of growth. The 70,000-square-foot food processing facility has a Tax Incremental Financing (TIF) plan with Montague and with the state; this gives Lightlife a 63% tax exemption on its \$9.9 million plant investment from July 1999 to July 2009. Lightlife, in return, has agreed to add 5-10 employees each year to its 1998 work force of 82 full-time workers.

In a news release, Bruce Rohde, ConAgra's CEO and Chairman, said his company bought Lightlife because of the growing demand for vegetarian alternatives to meat and for more healthful foods. Rohde said the market is being "driven by awareness of the benefits of soy." He then quoted the FDA heart health claim. More than 70% of Lightlife's 45 products meet the requirements of that claim. These products, now marketed to at least 12,000 stores nationwide, include meatless franks, Smart Dogs, Tofu Pups, Smart Deli Slices, Gimme Lean (sausage alternatives), and Lightburgers. Other brands produced by ConAgra include Healthy Choice, Peter Pan, Hunt's, and Wesson. Address: Recorder staff.

3260. ConAgra, Inc. 2000. ConAgra buys Lightlife Foods health food firm (News release). Omaha, Nebraska. 2 p. July 17.

• **Summary:** Largely a reworded version of the original news release. Address: Omaha, Nebraska.

3261. Associated Press and the Gazette Staff. 2000. Agribiz giant buys Lightlife Foods. *Hampshire Gazette (Northampton, Massachusetts)*. July 18.

• **Summary:** "Lightlife Foods Inc., a 20-year-old homegrown vegetarian foods company that found greatest success packaging and marketing soybean derivatives in the familiar forms of hot dogs and burgers, as been bought by one of the world's largest food companies, ConAgra Inc."

In 1985 Lightlife borrowed \$250,000 in order to move

to a larger location in Greenfield. The company's name was changed to Lightlife Foods (from Tempehworks) and "it introduced the first vegetarian hot dog in the country, the Tofu Pup."

Note: Many vegetarian hot dogs had been launched before the Tofu Pup, including one made by Lightlife.

Two years ago [in 1998] the company relocated in a 60,000 square foot building on a 13 acre lot. Address: Staff writer.

3262. Bloomberg, Marcia. 2000. Lightlife Foods sold to ConAgra: Tofu Pups will join the stable of companies that includes Butterball turkeys and Healthy Choice frozen dinners. *Union News (Springfield, Massachusetts)*. July 18. • **Summary:** A long article. "Lightlife Foods, maker of Tofu Pups and Fakin' Bacon, has been acquired by ConAgra, Inc., one of the nation's largest food companies. The price was not disclosed."

Michael Cohen, Lightlife's CEO, said "the deal calls for Lightlife to remain at its new facility in the Turner Falls section of Montague [Massachusetts], to retain its 145 employees, and to preserve Lightlife's social mission."

Lightlife, which has annual sales of about \$25 million, is the leading refrigerated brand of meat alternatives in the United States.

ConAgra, which is publicly traded, has \$25 billion in sales in fiscal 2000; these sales were mainly to retail and foodservice companies.

A large photo shows Michael Cohen, CEO of Lightlife, and Chia Collins, president. Says Chia: "We were just two hippies in the 1970s. We did not plan on building this size of a company. That was not our objective at all. We were just into vegetarian eating, the wonders of the soybean, and we started out with tempeh.

Cohen says this acquisition is a really big deal for a company that started in 1979 in a 1,000-square-foot carwash. Address: Staff writer.

3263. Broncaccio, Diane. 2000. Lightlife sold to keep its competitive edge. *Recorder (Greenfield, Massachusetts)*. July 18.

• **Summary:** About a year ago the landscape changed for the natural foods market when competing makers of meatless products were purchased by major food giants. Kellogg Co. bought Worthington Foods and Kraft bought Boca Burger. Lightlife's owners became concerned that these huge food conglomerates could overpower their little company in the meat-alternatives market—so they began to look for a "strategic partner."

The acquisition could mean expansion for Lightlife. The company's 2-year old manufacturing plant of 70,000 square feet currently uses less than 6 acres of its 13-acre parcel in the Montague Airport Industrial Park in Franklin County—so there is plenty of room for growth.

In a news release, ConAgra's CEO and Chairman Bruce Rohe said "his company bought Lightlife for an undisclosed amount because of the growing demand for vegetarian alternatives to meat and for more healthful foods." Rohe said the market was being driven by consumer awareness of the health benefits of soy. The FDA heart health claim as been very important. More than 70% of Lightlife's products bear the FDA health claim.

Lightlife Foods, which started in Greenfield in 1979, now sells 45 products to at least 12,000 stores nationwide.

A color photo shows Lightlife CEO Michael Cohen and president Chia Collins. Their basic message: We and Lightlife and all our employees are here to stay and grow. Address: Recorder staff.

3264. McKelvey, Richard. 2000. The sale of Lightlife Foods to ConAgra and an overview of his work (Interview). *SoyaScan Notes*. July 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Rick left Lightlife 3-4 weeks ago, shortly before the sale of the company to ConAgra. When Richard joined Lightlife in 1989 as sales manager, the company's sales were \$1.1 million. Ten years later, in 1999, they were \$21.5 million, and Richard's title was now vice president of sales and marketing. When he left, they were about \$25 million, and they are projected to reach \$27-28 million by the end of this year.

Rick left because his "time there had expired." He thinks that ConAgra didn't want him around. He is confident that the company will stay in Turners Falls and continue to grow and expand there.

Over many long and difficult years, Michael and Chia have stayed completely true to their vegan values, even though that may limit the potential for some products. All of their products are presently vegan; they contain no animal products such as eggs, dairy products, meat, or honey. The time may come when ConAgra decides to come out with a vegetarian but non-vegan line of products, or possibly start adding egg whites as functional ingredients to improve the flavor and texture of some products for the mass market. ConAgra can do anything they want with the company. They could even fire Michael, but they would have to pay his contract. Rick feels that ConAgra is a good company, and their Healthy Choice brand has been very successful.

Lightlife went out looking for a strategic partner, just as the story in the *Greenfield Recorder* describes. Another factor was the timing. With the multiples high, this was a perfect time to sell a company.

Lightlife's top two lines are their meatless hot dogs (#1, four SKUs) and their deli slices (#2, 5 SKUs). Address: Former Sales Manager, Lightlife Foods Inc., P.O. Box 70, Greenfield, Massachusetts 01302. Phone: 1-800-274-6001.

3265. House Foods America Corporation. 2000. Hinoichi



and House Foods products: Tofu, age, konnyaku, natto (Leaflet). Garden Grove, California. 1 p. Front and back. 28 cm.

• **Summary:** Glossy color and dated. Appears to show a photo of the front of the package of all the different types of Hinoichi-brand and House-brand soy products made at this time.

(1) Tofu. Hinoichi brand: Soft tofu 14 oz, regular tofu 14 oz, firm tofu 14 oz, and extra-firm tofu 14 oz. Soft tofu 19 oz, regular tofu 19 oz, firm tofu 19 oz, and extra-firm tofu 19 oz. House brand: Tokusen kinugoshi tofu (Soft tofu) 10 oz, Sukui tofu (Extra soft tofu) 12 oz, Spoon tofu (Extra soft tofu) 12 oz.

(2) Organic tofu. House brand: Organic tofu soft 14 oz, organic tofu regular 14 oz, organic tofu firm 14 oz, and organic tofu extra-firm 14 oz.

(3) Flavored tofu. House brand: Chef tofu original 19 oz, Chef tofu herb & garlic 19 oz, Chef tofu chili & vegie 19 oz.

(4) Tofu dessert. House brand: Shao mi tofu dessert (mango) 10 oz, Shao mi tofu dessert (lychee) 10 oz, Shao mi tofu dessert (tangerine) 10 oz.

(5) Age. Hinoichi brand: Agé (tofu pouches) 6 pieces = 1.5 oz total, Oagesan (tofu pouches) 2 pieces, Oagesan (tofu pouches) 4 pieces, Oagesan (tofu pouches) 100 pieces (institutional), Atsu-agé (tofu cutlets) 5 oz, jumbo atsu-agé (tofu cutlets) 9 oz, ganmodoki large (tofu fritters) 3 pieces = 5.4 oz total, ganmodoki small (tofu fritters) 8 pieces = 4.3 oz total.

(6) Konnyaku. Hinoichi brand: White ita konnyaku (yam cake) 10.5 oz, black ita konnyaku (yam cake) 10.5 oz, white shirataki bag (yam noodle) 8 oz, black shirataki bag (yam noodle) 8 oz, konnyaku (yam cake) 11 oz, shirataki (yam noodle) 9 oz.

(7) Natto. Hinoichi brand: Mamekozo natto (fermented soybeans) 5.4 oz, natto (fermented soybeans) 4 oz. Address: 7351 Orangewood Ave., Garden Grove, California 92841.

3266. Taira, Ele; Taira, Terry; et al. 2000. Auntie Aloha's—A taste of soy. Honolulu, Hawaii: Independent Distributors of Nutrition for Life. 92 p. Recipe index. 22 cm.

• **Summary:** These are Hawaiian-style recipes that use various NFLI (Nutrition for Life International) meatless soy products made from whole soy flour, such as: Harvest Beanuts, Heartful Gourmet Beef Chunks, Heartful Gourmet Beef Strips, Heartful Gourmet Chicken Chunks, Heartful Gourmet Chicken Strips, Heartful Gourmet Ground Beef, Heartful Gourmet Ground Turkey, Nutri-Flour Blend, Powdered Soymilk, or Vegetable Curls. Recipes also include traditional soyfoods such as shoyu, tofu. The name of the person who developed and submitted each recipe appears below the recipe title.

Contents: Salads. Soups. Pupus. Pasta & rice. Main dishes. Desserts and breads.

Proceeds (less costs) from the book go to HopeLine, the

advice line for young people sponsored by Karing for Kids, a Christian charity. The HopeLine currently operates 8 hours/day on average. Its budget will enable 65,000 youths to call and receive help each year. Yet the goal is to make HopeLine available 24 hours a day, every day, year-round.

Letter (fax) from Ele Taira. 2002. Aug. 6. All the NFLI Healthful gourmet product are meatless and made from soy. For details visit the website at [www.nutritionforlife.com](http://www.nutritionforlife.com). Address: Ele Taira, 1015 Ala Napunani Street #701, Honolulu, Hawaii 96818. Phone: 808-836-4994.

3267. *SoyaScan Notes*. 2000. Vacuum packaging tofu: Potential problems (Overview). Aug. 29-31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Quite a few brands of tofu and tofu products are currently vacuum packed in the USA. For example, Wildwood Natural Foods, Inc. in California makes about 43,000 lb/week of tofu products, of which about 20,000 lb/week (47%) are vacuum packed, including its plain tofu, smoked tofu, baked tofu, tofu burgers, and tofu cutlets. White Wave, Inc., in Boulder, Colorado, makes more than 120,000 lb/week of tofu and other soy products, of which approximately 40% are vacuum packaged. Lightlife Foods, Inc. in Massachusetts, makes over 150,000 lb/week of soy products, 100% of which are vacuum packed. There are many more regional and local producers in the USA. In Europe, even more tofu and tofu products are vacuum packed.

One U.S. tofu manufacturer has been asked by his state health department to discontinue production and sale of vacuum packed tofu until he can prove that it is safe. This state has seven rules for “reduced-oxygen packaging” (including vacuum packaging) of foods. Rule 2 is the most difficult for regular tofu to pass: “Potentially hazardous and perishable foods shall not be packaged in a reduced-oxygen atmosphere unless it possesses one or more of the following characteristics:

(a) A water activity ( $A_w$ ) below 0.91. (b) An acidity of less than 4.6 pH. (c) High levels of competing, non-pathogenic microorganisms that prohibit the growth of pathogenic organisms, such as in raw beef, raw poultry, hard and semi-soft cheese... (e) Kept frozen at 0 degrees Fahrenheit (-18 degrees Celsius) or colder. (f) Another method of preservation approved by and on file with the department.”

Rule 4 states that the “recommended last date of sale” (the “sell-by” date) “shall not exceed 14 days from processing...”

Rule 7 says that foods such as vacuum-packed tofu “shall be kept refrigerated at 40 degrees Fahrenheit or below.”

At the annual Soyfoods Association Conference held 7-11 July 1982 at the University of Washington in Seattle, Dr. York (of the University of California at Davis) and Dr.

Clifford W. Hesseltine (a world-famous microbiologist at the USDA Northern Regional Research Lab, Peoria, Illinois) gave a class on tofu packaging. According to William Shurtleff's notes, vacuum packaging of tofu was discussed at length and many questions were asked by participants. These notes state: "The growth of gram-negative oxidative bacteria is greatly slowed by vacuum packaging, but lactic acid bacteria grow faster; they are the main spoilage organisms for tofu. For tofu, a vacuum package is not really a vacuum package; it is just a negative pressure environment. Facultative anaerobes can grow in this environment. Botulism bacteria have great heat resistance, but they are poor competitors. They only grow well when no lactic acid producers are present. There is no need to worry about botulism in vacuum packed tofu unless you try to pasteurize the tofu after it is vacuum packed; that can kill the competing bacteria. Tofu has an average pH of about 6.2 (neutral) and water activity of about 0.95 (high). The foods that are potentially the most hazardous are those that are rich in protein and have a high natural water activity. In the long history of tofu, East and West, there are no known reports problems from or outbreaks of botulism. Water packed tofu that has been pasteurized is potentially more dangerous than vacuum packed tofu; the manufacturer should probably add a little lactic acid inoculation.

The book *Food Microbiology*, by W.C. Frazier and D.C. Westhoff (1978) states: "Botulism is a disease caused by the ingestion of food containing the neurotoxin produced by *Clostridium botulinum*. Between 1899 and 1972 there were 672 recorded outbreaks in the United States, involving 1,731 cases and 963 deaths." None of these was from tofu. The organism, a rod-shaped soil bacterium, is saprophytic, spore-forming, gas-forming, and anaerobic. Seven types are distinguished on the basis of the serological specificity of their toxins. Note that an anaerobic bacterium lives in an oxygen-free environment. Vacuum-packed tofu is not such an environment.

3268. *Travelin' Light (Lightlife Foods, Greenfield, Massachusetts)*. 2000. Soy's up!! Mid Year. p. 1-2.

• **Summary:** This summer, riding the wave of popularity enjoyed by its products, Lightlife will begin airing its first national television commercial in April 2000. "Look for our energetic produce boy with ESP (extra soy perception!) and great cooking ideas on the Food Network." Three small color photos show the high-energy produce boy, with his hat on backward by the produce department, intensely promoting Lightlife products. A large color photo on p. 5 shows Co-founders Chia and Michael Cohen in "their true colors-tie-dye shirts.

Lightlife will also be running print ads in national magazines such as *Cooking Light* and *Vegetarian Times*. Look "for our surfer gal hangin' ten [surfing] with our Smart Dogs and Smart Deli Slices. Guess we've come a long way

since our first paper sign over 20 years ago! Cowabunga!"

A photo shows a color ad for Smart Dogs with the headline "It's soy without suffering, baby." A girl, holding an orange and yellow surfboard and dressed in a wet suit, looks happy as she walks on the beach by the ocean. Note: The title "Soy's up" is a take-off on the surfing term "surf's up," meaning the waves are big and it's a good time for surfing.

3269. Wright, Allison. 2000. Melissa's/World Variety Produce introduces new soy products. *Produce News (Fort Lee, New Jersey)*. Sept. 11.

• **Summary:** World Variety Produce Inc. is the company name and Melissa's is their brand name. The latest soy products to hit retail market shelves are: (1) Melissa's Soy Slices (American, Jalapeño, or Mozzarella flavors). (2) Melissa's Organic Tofu (Soft, Firm, or Extra Firm). (3) In May the company introduced: Melissa's Soy Easy Gourmet Spread & Dip (Mediterranean Olive, Roasted Red Pepper, Slow Roasted Garlic—all are made with natural smoked tofu). (4) Soy Loaf.

Since last year, Melissa's has doubled its organic line from 40 items to 80. The number one trend in American foods is organic.

3270. Jaret, Peter. 2000. Sumptuous soy: If you think it still means bland cubes of tofu, you're in for a surprise. New products make it easy to add this disease-fighter to your meals (Ad). *People*. Sept. 27.

• **Summary:** This 2-page article was reprinted—as a special advertising supplement—from the July/August issue of *Health* magazine (p. 112-17). Photos show: Edamame. Veggie burgers. A tall glass of chocolate soy milk.

3271. Boca Foods Company. 2000. The Original Boca. Everything you need to know! Product specifications. Madison, Wisconsin.

• **Summary:** Detailed information (including ingredients) is given for the following five products: Breakfast Patties. Breakfast Links. Recipe Basics Meatless Crumbles. Meatless Tenders. Meatless Nuggets. The main soy ingredient in each product is soy protein concentrate. Address: 910 Mayer Ave., Madison, Wisconsin 53704.. Phone: 608.285.6950.

3272. **Product Name:** The Original Boca Nuggets.

**Manufacturer's Name:** Boca Foods.

**Manufacturer's Address:** Madison, Wisconsin. Phone: 608.285.6950.

**Date of Introduction:** 2000 September.

**New Product-Documentation:** Leaflets (front and back, 8½ by 11 inch, color) in portfolio sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2000. Sept. One leaflet is titled: "Boca Foods makes adding soy protein to your diet easy and delicious." A 3-column table shows the company's products, grams of soy protein in each





product, and serving size. The products are: The Original Boca Burger (in six flavors), The Bigger Boca Burger (2 flavors), The Original Boca Breakfast Links, The Original Boca Breakfast Patties, The Original Boca Tenders, The Original Boca Nuggets, and The Original Ground Boca Burger Recipe Basics.

3273. Business Communications Co. 2000. Soyfoods: Trends and developments. Norwalk, Connecticut. 137 p. Sept. \*  
 • **Summary:** This study of the soyfoods market, No. R2-419, retails for \$3,450. One section is titled “Whole soybean products.” By type of product: Largest share and fastest growth—Soy milk. Next largest share and fastest growth—Tofu. Good share: Soy sauce. By application: Largest share—Substitute meat products. Fastest growth—Substitute dairy products. Industry structure: Market influences—Consumers, age/gender, media messages, health benefits, retailing outlets. Driving forces—Regulations, technology, price, niche marketing. Most active manufacturers—Market leaders, industry environment.

The second section is titled “Soyfoods as ingredients—Soy protein, soy fiber, soy isoflavones. By type of product: Largest share—Soy flour (defatted). Fastest growth—Soy protein concentrates. Next fastest growth—TSP [Textured Soy Proteins] Good growth: Soy protein isolates. Slow growth—Soy grits, soy fiber. Soy isoflavones. By application: Largest share—Substitute meat products. Fast growth—Substitute dairy products.

The third section is “Soyoil products—Soybean oil and lecithin.” Address: Norwalk, Connecticut.

3274. **Product Name:** SoyRizo (Meatless Chorizo), SoyTaco, SoyLoaf (Meatless Meatloaf).

**Manufacturer’s Name:** El Burrito.

**Manufacturer’s Address:** California. Phone: (626) 369-7828.

**Date of Introduction:** 2000 September.

**Ingredients:** SoyRizo: Water, textured soy protein (caramel color), expeller pressed canola oil, spices, distilled vinegar, soy protein concentrate, salt, xanthan gum.

**New Product—Documentation:** Leaflets (front and back, 8½ by 11 inch) in portfolio sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2000. Sept.

3275. **Product Name:** Natural Touch Veggie Corn Dogs and Veggie Dogs—from Morningstar Farms.

**Manufacturer’s Name:** Kellogg Co. (Specialty Foods Investment Company).

**Manufacturer’s Address:** Battle Creek, Michigan.

**Date of Introduction:** 2000 September.

**How Stored:** Frozen.

**New Product—Documentation:** See next page. Ad (8½ by 11 inches, color) in Natural Foods Merchandiser. 2000. Sept. p. 24. “Nature’s symphony.” Note: The most striking thing about this ad is the merger of the Natural Touch brand with the Morningstar Farms brand. Worthington Foods had kept them carefully apart, with Natural Touch targeted to the natural / health foods market. The Kellogg Co. (famous maker of breakfast cereals) purchased Worthington Foods, Inc. on 1 Oct. 1999.

In the Jan. 2001 issue of Natural Foods Merchandiser is a corporate profile of “Natural Touch by Morningstar Farms.” The company address is: “Natural Touch, Natural and Functional Foods Division, P.O. Box 3599, One Kellogg Square, Battle Creek, Michigan.” Web site: www.naturaltouch.com. Key executives: Steve Benoit, Vice President and General Manager. Ron McDermott, Vice President, Research and Technology.

Note: By 2013 the Natural Touch brand has disappeared, replaced by the Morningstar Farms brand.

3276. **Product Name:** [Tofinelle Tofu Sausages (Spinach and Pine Nuts)].

**Foreign Name:** SOY Tofinelle (Épinards et pignons de pin).

**Manufacturer’s Name:** Nutrition & Santé S.A. (Formerly SOY / Société Soy).

**Manufacturer’s Address:** B.P. 33, Z.I. de la Pomme, 31250 Revel (near Toulouse), France. Phone: +33 62 18 72 50.

**Date of Introduction:** 2000 September.

**Ingredients:** Tofu\* 70.5% (water, dehulled soybeans\* 17.6%, coagulants: calcium sulfate, nigari), spinach\* 16.6%, rice flour\*, powdered egg white\*, sea salt, pine nuts\* 1.1%, non-deodorized sunflower seed oil\*, garlic\*, nutmeg\*, pepper\*. \* = Organically grown ingredients Certified by Ecocert F 32600 L’Isle Jourdain.

**Wt/Vol., Packaging, Price:** 200 gm paperboard box, 2 sausages per pack.

**How Stored:** Refrigerated, store at 4°C.

**New Product—Documentation:** Product with Label brought by Taro Mikuriya of the Nutrition & Santé Group (Revel, France). 2011. Dec. 14. Paperboard box. 4 by 6 by





**Natural Touch**®

**Nature's Symphony**

The **Natural Touch**® family brings to you naturally great taste that perfectly balances the finest vegetables with a delicate medley of select seasonings.

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1.5 inches. Dark green, light green, dark blue and black on white. Color photo of a cut sausage on a plate. On the front panel are the Soy logo (white on dark green), two organic certification symbols.

Letter (e-mail) from Bernard Storup, founder of Nutrition & Nature (Revel, France). This product was first sold commercially in Sept. 2000.

3277. Turtle Island Foods, Inc. 2000. Talkin' Tofurky (Color videotape). Hood River, Oregon. 6:40 minutes.

• **Summary:** This seven-minute video was released in Sept. 2000. It was developed by Turtle Island mainly for stores that might be interested in carrying the Tofurky line. Also, it could be sent to TV stations who request video footage before Thanksgiving or Christmas. It describes briefly how the company got started (in 1980 in Forest Grove, Oregon, making tempeh at night), then tells about the origin of Tofurky, how it has developed, and its market niche. It shows a family preparing a Thanksgiving dinner, when their vegetarian kid calls, saying he's coming home for Thanksgiving. Horrors! What to do? They also have some good footage of when Christina Applegate, a movie star, brought Tofurky on the Tonight show—as well as other TV show footage. Address: P.O. Box 176, 601 Industrial Ave., Hood River, Oregon 97031. Phone: 541-386-7766.

3278. **Product Name:** Shipping and display carton for various types of tempeh and Tofurky Deli Slices.

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** Hood River, Oregon. Phone: 541-386-7766.

**Date of Introduction:** 2000 September.

**Ingredients:** -

**New Product–Documentation:** This brown cardboard carton may contain any of the following products made by Turtle Island Foods, Inc. (1) Soy Tempeh, 10 x 8 oz. (2) Five Grain Tempeh, 10 x 8 oz. (3) Wild Rice Rhapsody, 10 x 8 oz. (4) Low Fat Millet Tempeh, 10 x 8 oz. (5) Original SuperBurgers (TM), 10 x 6 oz. (6) BarBQ SuperBurgers (TM), 10 x 6 oz. (7) TexMex SuperBurgers (TM), 10 x 6 oz. (8) Tofurky Deli Slices Original. (9) Tofurky Deli Slices Smoked.

“Remember Folks ‘Brown is Beautiful.’ Please recycle this unbleached dioxin free box.” “The superior taste since 1980. #1 premium, northwest tempeh.”

3279. **Product Name:** Original Veggie Burger, Black Bean & Salsa Veggie Burger, Veg-T Balls (“The meatless meatball”), Breaded Chicken Pattie, Breaded Chicken Nuggets.

**Manufacturer's Name:** VeggieLand (formerly New York's Famous).

**Manufacturer's Address:** Parsippany, New Jersey. Phone: 973-808-1540.

**Date of Introduction:** 2000 September.

**Ingredients:** Water, white grape juice concentrate, expeller pressed high oleic canola oil, cocoa butter, tofu (soybeans, calcium sulfate), brown rice syrup, cashew butter, pure vanilla extract.

**Wt/Vol., Packaging, Price:** 7.5 oz tub.

**How Stored:** Frozen.

**New Product–Documentation:** Three leaflets (glossy, color, two-sided) sent by Patricia Smith from Natural Products Expo in Baltimore, Maryland. 2000. Copyright 1999. On the front of each is a color photo of the product. On the rear are Nutrition Facts and ingredients.

3280. **Product Name:** Melissa's Soy Loaf.

**Manufacturer's Name:** World Variety Produce Inc. (Marketer-Distributor).

**Manufacturer's Address:** 5325 S. Soto St., Vernon, CA 90021. Phone: 323-588-0151.

**Date of Introduction:** 2000 September.

**Wt/Vol., Packaging, Price:** 16 oz package.

**How Stored:** Refrigerated.

**New Product–Documentation:** Wright, Allison. 2000.

“Melissa's/World Variety Produce introduces new soy products.” *Produce News* (Fort Lee, New Jersey). Sept. 11. The Soy Loaf is for customers seeking protein-rich meat alternatives. Because it contains more than 6.25 gm of soy protein per serving it qualifies for the FDA health claim.

3281. Rose, Bruce. 2000. How Bruce got involved with natural foods, soyfoods, Rosewood Products, Inc. and Tofu International Ltd. (Interview). *SoyaScan Notes*. Oct. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** In 1967, while enrolled at Wayne State University in Detroit, Michigan, Bruce got involved with macrobiotics. His main education came from “street school.” He would drive to Ann Arbor for the fun of it, and there he discovered Eden Foods, a little upstairs co-op that was the first he found that sold brown rice. He would buy foods, and take them back to the little center which was in Detroit. Michio Kushi visited their center several times and gave lectures.

One of his childhood friends was Tim Redmond, whom he later met during his college years and then at Eden Foods. Redmond's dad invested money in Eden Foods on the condition that they cease to be a co-op. Michael Potter later contributed money “from spurious sources in tune with the times.” Potter's attitude has long been “It's Mike against the world.”

Many of the food co-ops were started by potheads; most were in university towns and part of the counterculture—a mix of politics and natural foods.

From time to time, usually when some problem or opportunity arose, Eden Foods would run out of money and call on Bruce. He loaned them money (once \$12,000) and

they paid it back each time. In 1978 Bruce started to work for Eden Foods at their warehouse on Platt Road in Ann Arbor. They were already a fairly big food distribution company with large semi trucks [semitrailers]. Soon Bruce learned about the Soy Plant, which was a co-operative on Ann Street in Ann Arbor. He started to visit their deli. In 1979, Bruce and his family moved to a town about 20 miles north of Ann Arbor—before the fire.

Then in Nov. 1979 the Eden warehouse at 4601 Platt Road was destroyed by a large fire. Bruce was a manager at the time. He is quite sure that the fire was *not* caused by arson. If it was arson, it certainly was not done by the owners. They definitely didn't burn down the company to collect on the insurance. The main reason is that Eden was greatly underinsured; they lost a lot more than they got back or than could ever have gotten back. In the best case, insurance pays you 80% of what you're insured for. To this day, nobody knows for sure what caused the fire. The fire almost put Eden out of business; they lost a lot of money. They were able to stay in business because of the help of their friends. Before the fire, the insurance companies were always trying to get Eden to buy more insurance coverage—but they never did.

The fire was devastating for Bruce as well. He had been working on some automatic packaging equipment for Eden; it all melted. So after the fire, he decided to leave the company. They owed him \$15-30,000 at the time. He sat down with Potter and his good friend Redmond and made them an offer. You can forget the debt if you will give me just 15% of the stock in Eden Foods. Potter said "Yes" and Redmond said "No."

Cliff Adler, who had joined the company before the fire, had a profound effect on its recovery. After the fire, he converted a \$100,000 loan into stock so that in 1980 he owned 34% of the company. "Cliff was great. He was an upper management mover and shaker and eased the company's debt burden. He moved the company forward."

At one point Bruce considered starting a company to make tofu, but he didn't want to compete with the Soy Plant. Then he happened to meet Ben Wenzel who was delivering (by contract) the Soy Plant's tofu out of the Ann Arbor area and outside of Michigan. "He was delivering cider and tofu in his old hippie van." So Bruce decided to go into the raw milk cheese business. He got into it by accident by misunderstanding the difference between markup and profit margin. "Had I known the difference, I never would have gone into the business." So in Aug. 1980 he started a distribution company named Rosewood Products, Inc. After about a year, he started to distribute the Soy Plant's products along with his cheese. Then the Soy Plant got into trouble financially. Bruce tried to help them. He said: "I had a long history with the Soy Plant and this looked easy. Making tofu sounds exciting. East meets West type products was the reason I went in. I never dreamed I'd be packing tofu for 20

years. You never know what life has to offer you."

Bruce ran the Soy Plant for 3 months before they went bankrupt. Then he bid on the company when they were in bankruptcy, and won the bid. He tried to keep all the employees but they came from a co-op background. "I was a pretty traditional business guy. I wasn't smoking dope any more, had short hair, hard working. A lot of the co-ops wouldn't work for me. I found the best workers were good old meat-eaters. The idealists would do great for three months, and then peter out."

For years after he took over the company, people who had loaned the Soy Plant \$100 or so, came to Bruce and said they wanted their money back. He tried to explain that the Soy Plant had declared bankruptcy and their debts were not his. But that didn't satisfy most of them. Bruce estimates that The Soy Plant paid back about half of the roughly \$10,000 they borrowed from members of the community.

In the end, Bruce merged the Soy Plant, a pioneer soy company, into his Rosewood Products, then later renamed it Tofu International Inc.

Update: Letter (fax) from Bruce Rose. 2001. May 22. Bruce says Rosewood Products no longer makes tempeh. They bought from White Wave from 1990-1998, but now buy their tempeh from Lightlife. They sell mostly bulk tempeh burgers. The Soy Plant started making tempeh in 1977. Rosewood started in 1987, stopped about 1995. Address: Founder and President, Rosewood Products, Inc., 738 Airport Blvd., Suite 6, Ann Arbor, Michigan 48108. Phone: 734-665-2222.

3282. Barovick, Harriet. 2000. I was a teen vegetarian. *Time*. Oct. 16.

• **Summary:** TV-cartoon heroine Lisa Simpson is a vocal vegetarian. "With mainstream groceries carrying products like Boca Burgers, soy milk and tofu, and fast-food restaurants like Wendy's offering veggie pitas, meat-eating meat-eating parents are having an easier time accommodating their kids and, in some cases, are following suit."

3283. **Product Name:** [Tempeh, and Handmade Tempeh-Seitan Sausages].

**Foreign Name:** Tempeh, Saucisses Artisales Tempeh et Seitan.

**Manufacturer's Name:** Produits Naturels Compagnards.

**Manufacturer's Address:** 3325 Rue Hugh-Greene, Rawdon, PQ J0K 1S0. Phone: 450-834-7391.

**Date of Introduction:** 2000 October.

**Ingredients:** Sausages: Tempeh, seitan, whole-wheat bread crumbs, filtered water, nutritional yeast, extra virgin olive oil, tamari, spices, potato flour, guar gum.

**New Product-Documentation:** Letter (fax) from Brian Morin. 2001. Feb. 22. He started making and selling Tempeh and Tempeh-Seitan Sausages on 1 Aug. 2000.



Form filled out and letter from Brian Morim. Gives his current address, phone, fax, email (morin\_brian@hotmail.com) and the ingredients for his sausages in French and English. He expects the labels to be ready by Aug. 2001.

3284. United Soybean Board. 2000. 7th annual national report: Consumer attitudes about nutrition, 2000/2001. Seattle, Washington. 8 p. Oct. 28 cm.

• **Summary:** This seventh annual nationwide survey, commissioned by USB, was conducted in July 2000 by an independent research firm in Seattle, Washington. Random telephone interviews were completed with 800 consumers. The study's margin of error is  $\pm 3.5$  percent and has a confidence level of 95%.

Contents: Nutritional concern and habits. Dietary changes in eating habits. Consumer awareness of nutrition terms and information. Media sources and nutritional information. Consumer perceptions of genetically modified food, biotechnology, and labeling. Consumer perceptions of *trans* fat and hydrogenation. Consumer perceptions of cooking oils. Consumer awareness and perception of soy products. Consumer perceptions of the healthiness of soy.

Consumer awareness and perception of soy products: 1. The number of consumers eating soy products once a week or more continues to rise, up to 27% in 2000. 2. The top 3 soy products that consumers are aware of are tofu (86%), soy veggie burgers (79%), and soymilk (79%). Other products that received a high level of awareness include soybean oil (78%), soy infant formula (67%), soy protein bars (50%), and soy supplements (49%). 3. Tofu and soy veggie burgers are the top two products consumers have tried, at 45% and 41% respectively. 4. There was a significant increase in the number of consumers who have tried soymilk, from 18% in 1999 to 25% in 2000.

Note: As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

3285. McPherson, Heather. 2000. Vegetarians can feast on creativity. *Sentinel (Orlando, Florida)*. Nov. 2.

• **Summary:** After discussing Tofurky the writer, who is sympathetic to vegetarianism, adds: "I cannot figure out why people who choose to abstain from meat would want to eat food formed to look like meat." Address: Food editor.

3286. *Time*. 2000. Numbers. Nov. 6.

• **Summary:** "4: Years of protest by a vegan prisoner in Lewisburg, Pennsylvania, before a judge ordered the facility to serve soy milk.

"145,000: Total number of federal prisoners, now offered meatless cuisine like veggie burgers and barbecued tofu."

3287. *Northwest Florida News (Ft. Walton Beach, Florida)*.

2000. Tofurky Roasts for this Thanksgiving. Nov. 15.

• **Summary:** A color photo shows a package of Tofurky, made by one of those "Left Coast" companies that vows to spare 100,000 turkeys this Thanksgiving. The full Tofurky feast weighs 3¼ lb and sells for about \$20. A smaller 26 ounce Tofurky Vegetarian Feast retails for about \$10.

3288. *SoyaScan Notes*. 2000. How genetically engineered soybeans took over the soybean storage and distribution system and led to increased use of organic soybeans (Overview). Nov. 27. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** In the mid-1990s U.S. farmers began to deliver the first crop of genetically engineered (GE) soybeans to their local elevators. There they were accepted without question and mixed in with the traditional non-GE soybeans. They had entered the "stream" and taken over the system with no notification of soybean users, no discussion with consumers, no debate in Congress. It was a silent coup d'état. But the impact of this "non-decision" and "non-issue" was immense.

Soyfoods manufacturers that for decades had purchased their soybeans from the "stream" now suddenly found that, like it or not, they were buying GE soybeans mixed in with their regular soybeans. Magazines and newspapers began to analyze foods and report that certain brands of tofu, veggie burgers, or soymilk contained GE soybeans—even though there was no mention of this on the labels. Consumers began to call the companies that made their favorite soyfoods and ask if those foods now contained GE soybeans. The honest answer was a simple "Yes." Many companies fudged by saying that they were buying soybeans from the same source they always had.

As consumer concern rose (starting in 1999 and 2000) many company felt compelled to make products that were free of GE soybeans. They had two choices: (1) Buy non-GE soybeans, or (2) Buy organic soybeans. Many chose the organic approach. In this way GE soybeans helped the organic movement to prosper.

3289. Hartke, Kristen. 2000. Meet the fake meats. *Washington Post*. Nov. 29.

• **Summary:** Discusses seitan, tempeh, tofu, veggie burgers, meatless hot dogs, meatless ground beef / sausage, lunch "meats," bacon alternatives, vegetarian "poultry." Contains 4 recipes. Address: Freelance writer in Washington, DC.

3290. Abramowitz, Gary. 2000. Update on work with Fresh Tofu, Inc and Tofu Turkeys (Interview). *SoyaScan Notes*. Nov. 30. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The full story of Gary's work can be found on his website at [www.freshtofu.com](http://www.freshtofu.com). His first step into the world of vegetarian cooking was in 1980 when he

created a vegetarian lunch truck named Wok 'n Roll, parked at Douglas College, part of Rutgers University in New Brunswick, New Jersey. He did that for 2-3 years. Then he became the chef-manager at High Street Cafe from 1983-85. In 1998 Fresh Tofu, Inc. outgrew its original location at 900 Line St., Allentown, Pennsylvania. Using savings and a bank loan, with funding from Allentown Economic Development Corp., he purchased a building at 1101 Harrison St. in Allentown, Pennsylvania. After gutting and renovating it to allow for future expansion, he moved the company in April 1998. He moved into a building with 18,000 square feet from one in Easton that had 3,700 square feet. He did *not* move into a business incubator (as an article of 24 Nov. 1999 in the local newspaper says). Fresh Tofu Inc. now has 18 employees and is growing at a rate that is too fast to handle. The new building is now full and bursting at the seams.

In 1992 he began commercial production of Tofu Turkey. It has become a major product, and sales this year will top 2,000 by the end of the year. Each year before Thanksgiving things become hectic as they try to make enough "turkeys" to fill the growing demand.

At Gary's 20th high school reunion in 1990 he was given the award for the "most unusual occupation." During its early history the company had to struggle to make ends meet. Some people would laugh at what he was doing. But now all that has changed—in part because people realize you can make money making tofu. So a different kind of person is now coming into the industry—the person who is mainly interested in the money rather than the product. Many of these make second-generation soyfoods using tofu, rather than making the tofu itself. Making tofu is now "valid." It's okay. For the last 5 years sales have grown at 20-25% a year. He can't keep up with the demand. Since 1988 he has not pursued sales through advertising or in any other way—by word of mouth the customers come to him. And he's still turning business away. He would prefer a little slower growth. He could do a second shift, but he doesn't want that kind of life. Still, he finds it very difficult to say "no" to potential customers. Address: 1101 Harrison St., Allentown, Pennsylvania 18103. Phone: 610-433-4711.

3291. Appleson, Gail. 2000. Mock meat market grows: Meat substitutes gaining consumer acceptance. *Manitoba Cooperator (Winnipeg, Manitoba, Canada)*. Nov. 23.

• **Summary:** "Even the U.S. Bureau of Prisons changed its policy in October to offer vegetarian entree choices to all federal inmates, reflecting the nation's growing appetite for meatless meals.

Linda Gilbert, president of HealthFocus (a marketing firm in Atlanta, Georgia), said that a nationwide study of 2,000 grocery shoppers this summer showed that 22% purchase meat substitutes; in 1992 this figure was only 7%, showing a steady growth.

There are various reasons for this trend: (1) The greater

variety and quality of products, sold in both supermarkets and natural food stores. (2) The growing evidence that soy protein has definite health benefits. Last year the U.S. Food and Drug Association (FDA) approved a heart health statement for products made with soy protein. (3) Big food companies are stoking the trend. Kraft bought Boca Burger and the Kellogg Co. bought Worthington Foods, two of the largest makers of meat alternatives. (4) New technologies have made it possible to develop nutritious, tasty foods that have much the same taste, texture, appearance and nutritional value of meat, with none its disadvantages (such as high fat, high sodium, high cholesterol). Address: Freelance writer in Colorado.

3292. Fresh Tofu Inc. 2000. Home page and all links (Website printout—complete). [www.freshtofu.com](http://www.freshtofu.com) Printed Dec. 2.

• **Summary:** Links: (1) Home page (1 p.). (2) History: Fresh Tofu Inc. (2 p.). Incorporated in Nov. 1983 by Jeffrey Connerton. In 1984 he met Gary Abramowitz. (3) Our products (1 p.). Color photos of 9 products. (4) Nutritional information (1 p.). (5) Tofu Turkey. Introduced commercially in 1992. Address: 1101 Harrison St., Allentown, Pennsylvania 18103. Phone: 610-433-4711.

3293. *Cheraw Chronicle (Cheraw, South Carolina)*. 2000. Economic figures show more Americans going meatless and liking it. Dec. 7.

• **Summary:** In 1998 sales of meat alternatives totaled \$250 million; it is projected to pass \$1,000 million in 2001. The category's remarkable 48% growth rate has made it one of the top ten fastest growing categories in U.S. supermarkets. Soy protein, the most widely use protein source in meat alternatives, is an excellent source of all nine essential amino acids.

Most buyers are mainstream Americans; 80% of those polled do not consider themselves strict vegetarians. The health benefits of eating more plant proteins, now well documented by the American Dietetic Association and others, are hard to dispute. Moreover, by eating plant-based foods, you can also help save the lives of animals. For more information, contact the Animal Protection Institute, P.O. Box 22505, Sacramento, California 95822. Phone: 1-800-348-7387.

3294. Schwarz, Richard W. 2000. From Battle Creek to Battle Creek: A tale of vegetarian meat analogs. *Adventist Review*. Dec. 7. p. 12-16. [68 ref]

• **Summary:** Discusses Dr. John Harvey Kellogg, meat alternatives, Madison Foods, Loma Linda Foods, Worthington Foods, Robert Boyer, spun soy protein fiber, Miles Laboratories, Morningstar Farms, the Kellogg Co. Contains many excellent photos of early meat alternatives, many made by Worthington Foods.



3295. Barboza, David. 2000. New sprouts, old doubts for A.D.M. *New York Times*. Dec. 24. p. BU1.

• **Summary:** The company's top executives say a new ADM is emerging, one "that offers not just bulk grain but also a growing array of health and nutritional products like veggie burgers, soy milk, natural vitamin E and isoflavones, a soy extract that may reduce the risk of osteoporosis." In short, ADM is looking for alternatives to commodities, and working hard to grow its nutraceutical division.

It has been two years since the "retirement of Dwayne O. Andreas, the legendary chairman who built A.D.M. into one of the world's most powerful corporations." In 1997 the board chose G. Allen Andreas, Dwayne's nephew, to replace him as CEO; in 1999 Allen moved up to chairman of the board as well. Yet today, the leadership and future direction of the company are unclear. The big question concerns Michael D. Andreas, Dwayne's son and once the heir apparent. After his three-year prison term (for illegally conspiring worldwide to fix the price of lysine) ends in 2002, will he return to ADM. And if so, what office or offices will he hold?

In 1996 ADM paid a \$100 million fine to settle the government's charges in the lysine price fixing case. It was one of the largest price-fixing settlements in U.S. history. Although ADM never admitted wrongdoing, the company has been unable to rebound. Although the world is awash in vegetable oil, the European demand for soybean meal is rising due to the ban on bone meal in animal feeds. Graphs show that ADM's net income and stock price have fallen significantly since 1996.

3296. *SoyaScan Notes*. 2000. Chronology of major soy-related events and trends during 2000 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan. 8—The Kerry Group (of Wisconsin and Iowa) purchases Solnuts, a pioneer manufacturer of dry-roasted soynuts, in Hudson, Iowa.

Jan.—Kraft Foods Inc. (Illinois) purchases Boca Burger Inc., America's third largest maker of veggie burgers, after Worthington Foods and Gardenburger.

March 6—The Hain Food Group announces that it will acquire the Celestial Seasonings tea company to become the largest natural foods company in the USA.

March 9—The USDA formally approves a rule change allowing soy protein products to completely replace meat products in the Federal School Lunch Program.

March 31—Monsanto, the world's leading agricultural biotech company, merges with Pharmacia & Upjohn (a large pharmaceutical company), and the new company is renamed Pharmacia Corporation.

April—An article by Lon White on tofu and brain aging is published in *J. of the American College of Nutrition*.

June 9—20/20 (ABC) television program, titled "Soy—

The untold story," airs on Friday at 10:00 p.m. discusses many of the shortcomings of soyfoods, but in a very fair way.

June 13—Martha Stewart, on her popular nationwide TV program *Living*, has a very positive segment on edamamé.

July 14—Lightlife Foods Inc. (of Turners Falls, Massachusetts) is purchased by ConAgra, Inc., a \$25 billion food company based in Omaha, Nebraska—for an undisclosed amount. Lightlife's plant, employees, and management team will stay in place. Lightlife is a leading maker of vegetarian meat alternatives, with 150 employees and about \$25 million in annual sales.

July—At a joint meeting of ASA and USB, the International Soy Protein Program (ISPP) was born as ASA and the Illinois Soybean Program Operating Board (ISPOB) formalized their joint commitment to "Increase the international consumption of soy protein by humans in new markets—developing countries—and thereby create new opportunities for disappearance of soybeans and provide higher economic returns to U.S. soybean producers." ISPOB and its Executive Director Lyle Roberts were instrumental in conceiving the program and raising its initial funding. This program was later renamed WISHH.

Sept.—Monsanto's patent on glyphosate expires. Glyphosate is the active ingredient in *Roundup*, the world's best-selling herbicide.

Dec.—Sanitarium Foods of Australia acquires the 47% of SoyaWorld owned by Sunrise Soya Foods (Vancouver, BC, Canada).

Trends: 1. This year, the momentum created by the FDA health claim in Oct. 1999 has propelled the soyfoods industry to new heights. Existing companies are growing rapidly, and many new companies (including some of America's biggest food companies) are entering the market with new products.

2. This year, for the first time, soymilk has become a mainstream American beverage. As of May, White Wave Silk soymilk is sold in 24,000 supermarkets nationwide. Edamamé (green vegetable soybeans) have gone mainstream in California, and are rapidly becoming popular on both coasts of the USA.

3. In the United States and Europe, the tide seems to be flowing increasingly against genetic engineering of foods and food plants. More and more companies in the natural foods industry are labeling their products as "non-GMO" or "GMO-free" or "No GMOs." Monsanto has stopped its efforts to develop genetically engineered soybeans for food use and focused its attention instead on livestock feeds. It now seems likely the genetic engineering of plants has a future, but not in the area of foods—at least in developed countries.

4. Interest in "food-grade soybeans" continues to grow in the USA and has increased substantially this year. Canada began focusing on identity-preserved food-grade soybeans 10-15 years before the USA. U.S. interest began to grow in

about 1995 with the introduction of genetically engineered soybeans and with the accelerating interest in food uses of soybeans.

5. While pro-soy articles (mostly about health benefits) continue to increase, so do anti-soy articles and Internet sites. The loudest anti-soy voices are those of Sally Fallon and Mary Enig of the USA (they believe traditional fermented soyfoods—such as miso, shoyu, natto, and tempeh—are good, traditional non-fermented soyfoods—such as tofu, soymilk, and edamamé—are not very good, and modern soy protein products—such as soy protein isolates, concentrates, and textured soy flour—are the worst of all, being highly processed with chemicals such as hexane solvent). Also: Richard and Valerie James of New Zealand, and Lon White of Hawaii. Some of the concerns they raise are legitimate and deserve further research, but the majority (we believe) are not. Nevertheless, many of the health claims made for soy in popular articles are exaggerated or somewhat sensational, and not firmly supported by scientific evidence.

6. As we are about to enter a new century and a new millennium on 1 Jan. 2001, soyfoods appear to have a bright future, worldwide. This past year has seen more activity and interest in, and media coverage of, soyfoods than at any time in the history of the United States.

3297. Huang, H.T. (Hsing-Tsung). 2000. Soybean curd and related products: Yuba (*doufu-pi*) and dried yuba sticks (*fuzhu*) (Document part). In: H.T. Huang. 2000. Science and Civilisation in China. Vol. 6, Biology and Biological Technology. Part V: Fermentations and Food Science. Joseph Needham series. Cambridge, England: Cambridge University Press. xxviii + 741 p. See p. 303, 320-23. [6 ref]

• **Summary:** Dr. Huang discusses yuba and dried yuba sticks mainly on pages 303, and 320-23.

When a film forms on the surface of heated soymilk, it can be lifted off to give *doufu-yi* ["tofu robes"] or *doufu-pi* ["tofu skin"] (3 Cc = Chinese characters given for each) as stated in the *Bencao Gangmu* [The great pharmacopoeia, by Li Shizhen, 1596] (Huang, p. 320).

Note: In Japanese this film is called yuba.

In a flow diagram of the process for making tofu (Huang, p. 321). "soy milk skin" [yuba] is shown as one of the by-products. This yuba can be further processed to give "Vegetarian chicken" and "Vegetarian ham."

Table 29 title "Family of products related to soybean curd" [tofu] (Huang, p. 322) includes *doufu-pi* which is called "Soy milk skin." Method of production: "Film skimmed off heated soy milk."

Huang, p. 323: The next food related to tofu is *doufu-pi* (3 Cc) bean curd skin [yuba], which is commonly known today as *fuzhu* (2 Cc, bean curd bamboo) [dried yuba sticks or rolls], apparently because its shape resembles a fairly young bamboo shoot. *Fuzhu* comes in long wrinkled strips that are light yellow in color. As mentioned on p. 303, the

*Bencao Gangmu* [The great pharmacopoeia, by Li Shizhen, 1596] states that a skin is formed on the surface of soymilk when it is heated; it can be lifted off and dried to give yuba. It seems reasonable to assume that yuba had been made in China for at least several hundred years before the *Bencao Gangmu* appeared.

It is mentioned in the *Bencao Gangmu Shiyi* [Supplemental Amplification of the *Bencao Gangmu*, by Zhao Xuemin, 1765, page 365] and in several literary works from the Qing (Manchu) dynasty (1644-1912).

Footnote 72: On page 365, one of the poems on tofu by Li Tiaoyuan describes the froth on the surface of cooked soymilk folding like a cloth. Doufu-pi [yuba] is directly mentioned as a dish in the popular Qing novels *Yu Lin Wai Shi* by Wu Jingzi (1701-1754), chapter 22, and *Jing Hua Yuan* by Li Ruzhen (1763-1830), chapter 23, and as a skin for dumplings in the *Hong Lou Meng* by Cao Xueqin, chapter 8. All four references are cited in Hong, Guangzhu. 1987. *Zhongguo Doufu* [Chinese Tofu]. Beijing, China: Commerce Publishers (p. 30-32).

As can be inferred from Table 29, yuba is the product in this group that contains the least amount of water. After drying, it can be stored for a long time without refrigeration, and has long been a popular ingredient in many Buddhist vegetarian dishes.

Footnote 73: Fuzhu is also translated as "dried bean curd sticks, as it is called in the basic Buddhist vegetarian recipe given in: Miller, Gloria Bley. 1966. *The Thousand Recipe Chinese Cookbook*, p. 624.

Note: This is the earliest English-language document seen (June 2011) that uses the term "bean curd bamboo" to refer to dried yuba sticks. Address: Alexandria, Virginia.

3298. **Product Name:** Smart Bacon.

**Manufacturer's Name:** Lightlife Foods, Inc.

**Manufacturer's Address:** 153 Industrial Boulevard, Turners Falls, MA 01376. Phone: 1-877-SOY-EASY (877-769-3279).

**Date of Introduction:** 2000 December.

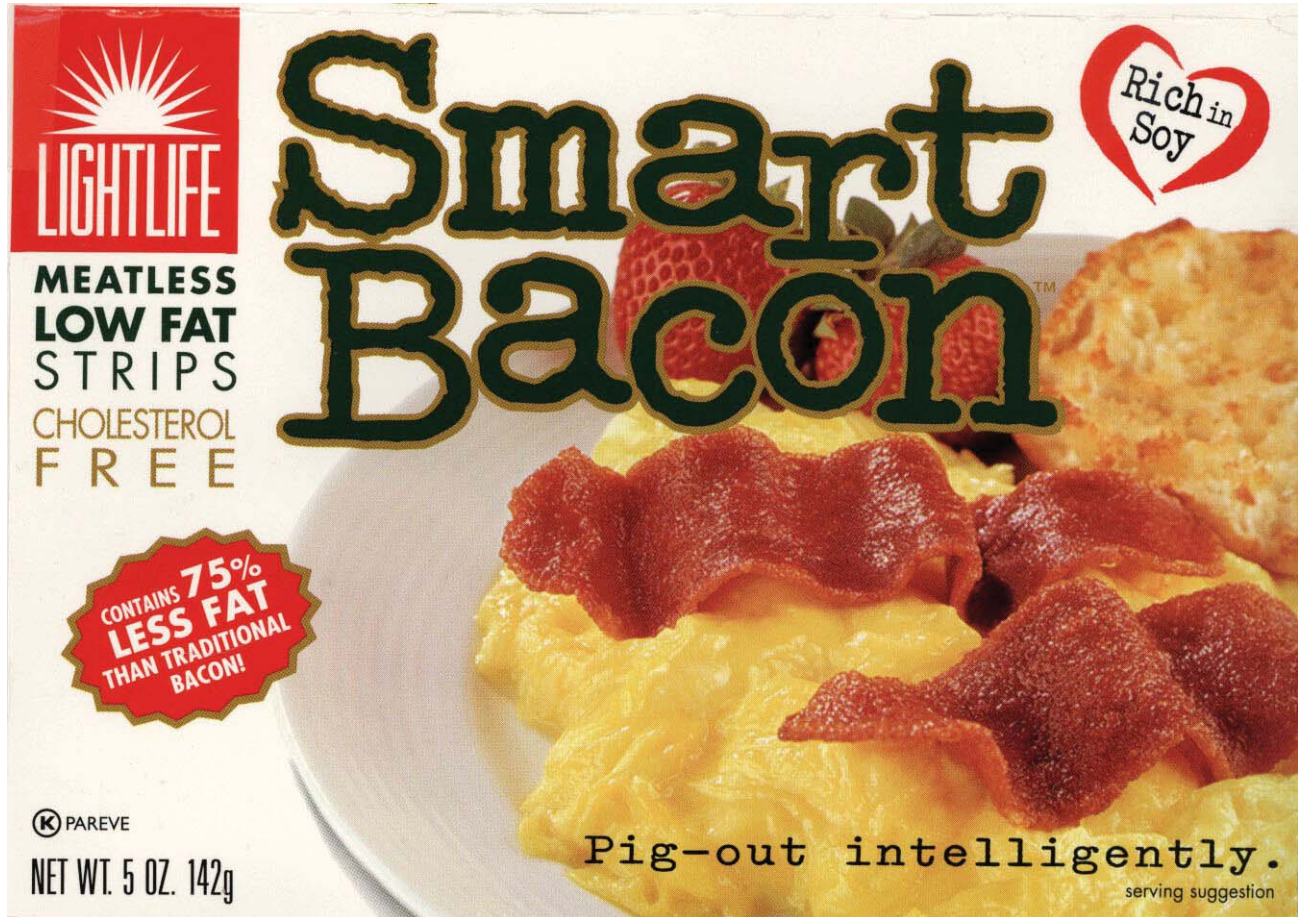
**Ingredients:** Water, soy protein isolate, wheat gluten, soybean oil, textured wheat gluten, natural flavors, carrageenan, potato starch, spices, sesame oil, spice extract, tomato pulp, natural smoke flavor.

**Wt/Vol., Packaging, Price:** 5 oz. (142 gm) paperboard box. Retail for \$2.99 (2001/03, Lafayette, California).

**How Stored:** Refrigerated.

**New Product–Documentation:** Leaflet sent by Patricia Smith from Natural Products Expo East. 2000. Sept. "It's crunch time!" On the front is a large color photo of the bacon with a meatless burger and cheese in between sesame buns and a photo of the front panel of a box of Lightlife Smart Bacon; it is cholesterol free and low in fat. On the rear are the ingredients, cooking instructions, and a list of Lightlife products. Note: The first 6 ingredients listed on this leaflet





are water, wheat gluten, textured soy protein concentrate, soybean oil, natural flavors, and isolated soy protein. These are quite different from the ingredients listed on the actual package.

Ad (full page, color) in *Natural Foods Merchandiser*. 2001. Jan. p. 55. "It's crunch time!" A large photo shows the front of the box. "Pig-out intelligently."

Product with Label purchased at Safeway supermarket in Lafayette, California. 2001. March 4. 6.75 by 4.75 by 0.625 inches. Paperboard box. Red, dark green, and gold on white. Color photo shows wavy bacon strips atop scrambled eggs near an English muffin and two strawberries on a white plate. Front panel: "Meatless low fat strips. Cholesterol free. Contains 75% less fat than traditional bacon. Rich in soy. Pig out intelligently." Back panel: "Non GMO soy. No nitrates; no MSG."

Talk with Kathleen Strong of Lightlife. 2001. March 27. Smart Bacon was first sold commercially on 30 Dec. 2000.

3299. Shurtleff, William; Aoyagi, Akiko. 2000. *Tofu & soymilk production*. 3rd ed. Lafayette, California: Soyfoods Center. 336 p. Illust. by Akiko Aoyagi Shurtleff. Index. Dec. 28 cm. [223 ref]

• **Summary:** Contains many new advertisements, plus changes on the title page, copyright page, and rear cover

of both paperback and hardcover editions (new ISBN for each). Address: Soyfoods Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

3300. **Product Name:** Barbecue Burger.

**Manufacturer's Name:** Vermont Soy

**Manufacturer's Address:** 44 Foundry St., Waterbury, VT 05676. Phone: 802-244-5400.

**Date of Introduction:** 2000.

**Ingredients:** Organic tempeh (organic soy beans, vinegar, culture), organic tomato sauce, water, soy bean oil, organic onion, honey, unsulphured molasses, organic garlic, tamari, organic lemon, chipotle pepper, spices.

**Wt/Vol., Packaging, Price:** 10 oz (285 gm).

**New Product-Documentation:** Form filled out and two labels sent by Megan Treadwell. 2001. June. Vermont Soy is at 44 Foundry St., Waterbury, Vermont 05676. Phone: 802-244-5400. Label for Barbecue Burger is 4 by 4 inches. Self adhesive. Green on white. "An organic cultured soy product."

3301. Liberty, Anne. 2000. *Super soy! Protect yourself against bone loss, heart disease, cancer, menopause, high cholesterol*. Boca Raton, Florida: American Media Mini Mags Inc. 66 p. 14 cm. [1 ref]

• **Summary:** This mini-book (only 5½ inches high) was sold (for \$1.19) next to the tabloid magazines at the checkout stand at Longs Drug Store in Lafayette, California. On the little cover is a color photo of a grey-haired and healthy-looking lady holding a glass of soymilk. Contents: All about soy: Inside the soybean (phytoestrogen, isoflavones, genistein, protease inhibitors), eight of soy's top health benefits (antioxidant protection from free radicals, breast cancer protection, cholesterol control, colon cancer protection, strong bones, hot flash reduction, a strong immune system, and kidney disease prevention), different soy products (green soybeans, hydrolyzed vegetable protein {HVP}, infant formula {soy-based}, lecithin, meat alternatives, miso, non-dairy frozen soy ("soy ice cream"), soy cheese, soy flour, soy grits, soy protein (incl. TSP = textured soy protein = textured soy flour), soy sauce, soy yogurt, whole soybeans, soy nut butter, soy nuts, soy oil, soy sprouts, tempeh, tofu, whipped soy-based topping, yuba), nutritional value, how much do you need? Bone loss. Heart disease and cancer: Heart disease, cancer (genistein, isoflavones, phenolic acids, phytates, protease inhibitors). Menopause. Cholesterol. Cooking with soy products: Soy flour, miso, soy milk, soy protein, tofu, tempeh. Delicious soy recipes.

The author frequently refers to Earl Mindell, PhD, but has no real scientific references. Many of the recipes were provided by the United Soybean Board. On the last page are two sources of more information and recipes: The United Soybean Board website [www.talksoy.com](http://www.talksoy.com) and the Indiana Soybean Board website [www.soyfoods.com](http://www.soyfoods.com).

3302. McCullough, Fran [Frances Monson]. 2000. Living low-carb: The complete guide to long-term low-carb dieting. Boston, New York, London: Little, Brown and Co. xiv + 370 p. Index. 22 cm.

• **Summary:** 175 new recipes from the author of the bestselling *The Low-Carb Cookbook*. Soy-related recipes: Tuna salad with beans and broccoli (with "15-ounce can Eden black soybeans, rinsed and drained" p. 159). Border beanburgers (with "15-ounce can Eden black soybeans," p. 190). Buffalo Boys Chili (with "½ cup Eden canned black soybeans, including some liquid" p. 214). Refried beans (with "15-ounce can Eden black soybeans, rinsed and drained" p. 233). Bean breakthrough (sidebar, p. 236; A half page in praise and promotion of Eden canned black soybeans). Scrambled tofu (with "10-ounce box silken tofu, drained," p. 338). Quick black soybean salsa (with "15-ounce can Eden black soybeans, drained" p. 348). Address: Culinary Inst. of America at Greystone (in St. Helena, California).

3303. Rose, Robert. ed. 2000. Beans, lentil & tofu gourmet. Toronto, Ontario, Canada: Robert Rose, Inc. 192 p. Illust. Index. 26 cm.

• **Summary:** This is an unusual but attractive book, with no real author or publisher. It was written by "The editors of Robert Rose" and published by Robert Rose Inc., with financial support of the government of Canada. Basically, it is a collection of recipes from other cookbooks. Except in the chapter titled "Meatless" (p. 145-62), many recipes contain meat, poultry, fish, or seafood. The section titled "Contributing authors" lists eight authors, with photos and descriptions of their cookbooks, and statements such as "Recipes from this book are found on pages 23, 38, 69, and 180." The book contains 12 full-page color photos of dishes prepared from the recipes.

Contains 13 tofu recipes and one tempeh recipe: Malay vegetable-stuffed fried bean curd with spicy sweet-and-sour sauce. Bak choy noodle and tofu chicken soup. Curry-fried tofu soup with vegetables and udon noodles. Mixed vegetable herb broth with soft tofu. Chickpea tofu stew. Braised stuffed bean curd. Braised roasted pork with tofu and green onions. Steamed shrimp-stuffed tofu with broccoli. Hoisin stir-fried vegetables and tofu over rice noodles. Barbecued tempeh with basil, hyssop and ginger. Chickpea tofu burgers with coriander mayonnaise. Thai dry vegetable curry (with tofu, p. 162). Pea tops with pancetta and tofu. Soy-braised tofu, cabbage and ginger with cellophane noodles (with soya sauce, p. 172-73). Address: 120 Eglinton Ave. E., Suite 1000, Toronto, ONT Canada. Phone: (416) 322-6522.

3304. Shimbo, Hiroko. 2000. The Japanese kitchen: 250 recipes in a traditional spirit. Boston, Massachusetts: Harvard Common Press. xiii + 512 p. Foreword by Ming Tsai. Illust. (by Rodica Prato). Index. 23 cm.

• **Summary:** An excellent book with exquisite illustrations. The index contains 46 entries for miso, 20 for tofu, 12 for shoyu, 10 for teriyaki, 7 for edamame, 6 for natto (fermented soybeans), 6 for soybeans, 5 for koji ("a fermentation starter"), 3 for koyadofu (freeze-dried tofu), 2 for soy milk, soy sauce dressing, soybean lover's soybean rice, soybean miso, soybean pulp, 1 each for kinu dofu, moyashi (incl. soybean sprouts; "Until recently, moyashi used for cooking in Japan were predominantly soybean sprouts," p. 42), nama-age, nama-miso, nama-shoyu, okara (soybean pulp), saikyo miso, and tamari.

In the section on *Daizu* "(Dried soybeans)" (p. 96-97) both roasted soybean flour and *kinako* are mentioned. Dried green soybeans, are toasted then ground to a flour (*kinako*) which "is mixed with sugar and used to coat moist or sticky Japanese sweets." During the summertime, edamame (fresh green soybeans) are boiled and served in the pods.

The section on "Koyadofu" recounts the story of its origin: "The dried form of tofu, koyadofu, was invented by accident around the twelfth century, when, it is said, a priest at Mt. Koya Temple left freshly made tofu as an offering on the altar one snowy night. The next morning the tofu was



frozen, so he threw it away in the back garden.” After several sunny days of melting and evaporation, the tofu was found completely dried. It was found that this dried form can be kept for a long time.

The section on *Tofu seihin*—“Cooked tofu products” (p. 139-41) includes *Abura-age*—“Fried thin tofu.” “One type of *abura-age*, called *sushi-age*, is sold specially for the preparation of *inarizushi*, a small barrel-shaped brown sushi, *Sushi-age* comes slit to make a pocket into which sushi rice can be stuffed.”

Note: This is the earliest English-language document seen (April 2013) that uses the term *Sushi-age* to refer deep-fried tofu pouches used to make inari-zushi.

*Atsuage*—“Fried tofu.” *Ganmodoki*—“Fried tofu dumplings.” *Yakidofu*—“Lightly broiled tofu.” *Yuba*—“Soy milk sheet.”

The latter section states nicely: “Because freshly collected yuba is soft and fragile, many sheets may be piled together and rolled into a 1-inch-thick stick. The stick is chilled, cut into bite-sized pieces, and eaten with a little shoyu (soy sauce) and grated wasabi. Fresh yuba has a wonderful creamy texture and a sweet, nutty taste.”

“Because fresh yuba is perishable, most yuba found in stores is in the form of a dried sheet.” It must be reconstituted in water, but after it has regained its flexibility it makes an excellent wrapper for other foods in fried or simmered dishes.

Shimbo-Beitchman is a knowledgeable and talented Japanese cooking teacher who ran a cooking school in Tokyo for eight years and in London for two; she now teaches in New York City. Address: Teacher of Japanese cooking, Hiroko’s Kitchen, London, England. Phone: Fax: 44-171-289-0855.

3305. Gardenburger, Inc. 2001. Annual report 2000: Adapting to a changing environment. 1411 Southwest Morrison St., Suite 400, Portland, OR 97205. 28 p. 23 cm.  
• **Summary:** Net sales in 2000 were \$71,043,000, only about 80% of the previous year, but net income was an even bigger, huge net loss of \$32,826,000 compared with a net loss of \$21,826,000 the previous year. This company has been very poorly managed and its annual reports are always misleading.

Accompanying the annual report is a notice of Annual Meeting of Shareholders and proxy statement (18 p.). Mr. Lyle Hubbard is the president and former CEO. His salary increased to \$312,914 in 2000, from 240,588 in 1999—and all other compensation totaled \$1.19 million! Unbelievable.

1996 was the last year that this company was profitable. As recently as July 1998 Gardenburger stock was selling at \$14.12/share. By the end of 1999 it had fallen to \$5.87/share and by the end of 2000 it had fallen to \$0.50/share. Crash! Address: Portland, Oregon.

3306. **Product Name:** Morningstar Farms Tomato & Basil Pizza Burger.

**Manufacturer’s Name:** Worthington Foods, Inc. Distributed by Kellogg USA Inc., Battle Creek, Michigan 49016.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085. Phone: 614-885-9511.

**Date of Introduction:** 2001 January.

**Ingredients:** Textured vegetable protein (soy protein concentrate, wheat gluten, water for hydration), onions, mushrooms, Mozzarella cheese...

**Wt/Vol., Packaging, Price:** Four burgers weigh 9.5 oz (269 gm). Paperboard box. Retail for \$2.89 (2002/05, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** See next page. Product with Label purchased at Trader Joe’s in Lafayette, California. 2001. April 29. Box is 8 by 4 by 1¼ inches. Front panel text: “Veggie Burgers. Enjoy the traditional flavor of Italy. New package’ same delicious taste. 60% less fat than ground beef.” A color photo on left half of front panel shows a veggie burger on a piece of lettuce with melted cheese, sliced mushrooms, and tomato sauce on top. Above that is a bun. Note: This are no buns and no pizza in the product. In lower right corner of front panel is a gold medal: “2001 Gold: Taste Award. American Tasting Institute.” Note: One must pay to use this medal for promoting products. On back panel: “100% Vegetarian” circular logo with 3 green leaves on a white background, imitating that of the VSUK in the UK, although it is slightly different since the VSUK logo is oval, has a two-color background, and has two green leaves. Cooking: Best is in oven, second best in skillet, least desirable is in microwave. “Morningstar Farms appreciates consumer comments.” Gives phone, e-mail, and mail.

Ad (full page) in *Vegetarian Times*. 2004. Feb. p. 12. “Taking the low-carb thing a little too far?” The top two-thirds of the ad contains a color photo showing a small plate piled with crisp pieces of bacon. Below that is the front panel of a box of Morningstar Farms (biggest letters on the box) Tomato & Basil Burger. Below that we read: “Low-carb diets meet common sense. Morningstar Farms offers 13 lower-fat veggie options, like zesty Tomato & Basil Pizza Burgers, all with 4 grams of net carbs less. Available in your grocer’s freezer.” In small print: “Net carbs = carbs less dietary fiber.”

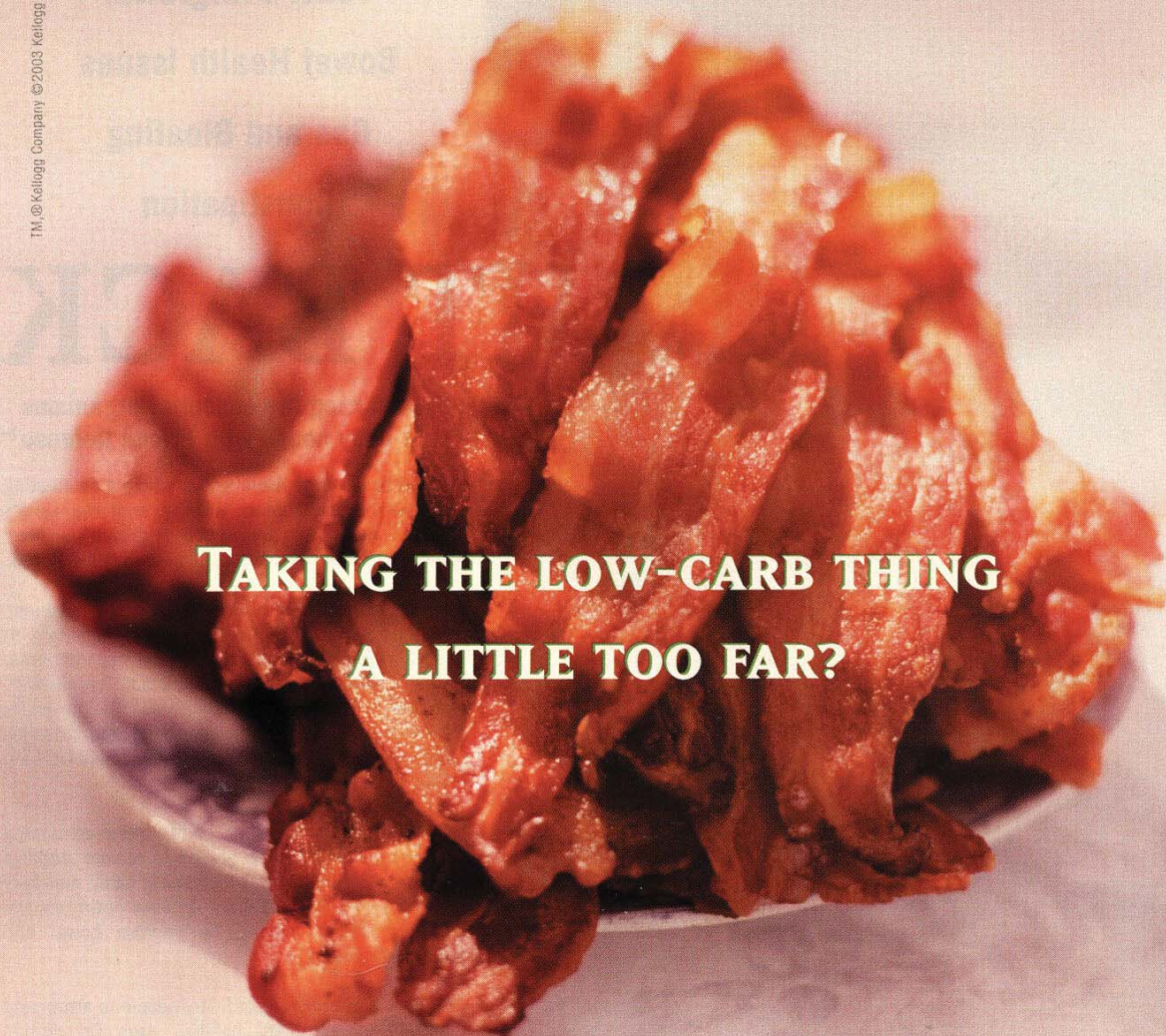
3307. Smith, Patricia. 2001. The Natural Products Expo at Anaheim and the natural foods industry (Interview). *SoyaScan Notes*. March 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The Expo at Anaheim this year was the biggest ever, attracting more than 30,000 people. She walked past every booth and almost every one was offering some kind of soy product. The interest in soyfoods just keeps growing.

At the show there was talk about illegal genetically-



TM, © Kellogg Company ©2003 Kellogg Company



## TAKING THE LOW-CARB THING A LITTLE TOO FAR?



**LOW-CARB DIETS, MEET COMMON SENSE.** Morningstar Farms offers 13 lower-fat veggie options, like zesty Tomato & Basil Pizza Burgers, all with 4 grams of net carbs or less. Available in your grocer's freezer.

Net carbs = carbs less dietary fiber.



engineered StarLink corn in Kellogg's Morningstar Farms products such as Corn Dogs, Mini Dogs, and maybe other products. Some company are pulling these products from their shelves.

Before the first Natural Foods Merchandiser (NFM) trade show was held in 1981, at Anaheim, California, the pioneering natural foods companies such as Erewhon, Eden, Westbrae, Sunburst, and Chico-San all (reluctantly) attended the annual NNFA show in Las Vegas, Nevada. There would always be a big party one evening in someone's hotel suite—with lots of fun. But from 1981 on, these and other natural foods companies found their real home at the NFM trade shows.

Patricia saw Yuko Okada at this year's show. His Macrobiotic Company of American now sells only Muso Shokuhin products. Norio Kushi is running the company. Yuko kicked out Bruce Macdonald over alleged financial improprieties. A lawsuit that Bruce filed has apparently been settled.

Michael Potter bought the Herb-T Company from Cecile Levin in southern California. Mr. Muramoto started the company many years ago.

Patricia has now worked for Trader Joe's for 16 years. Address: Radical Food, P.O. Box 952, Mill Valley, California 94942-0952.

**3308. Product Name:** StarLite Cuisine: Smoked B.B.Q. Patties, Spicy Cajun Patties, Soy Tenders.

**Manufacturer's Name:** First Vegetarian Foods, Inc.

**Manufacturer's Address:** 1429 Virginia Ave., Suite F, Baldwin Park, CA 91706. Phone: 626-338-8233.

**Date of Introduction:** 2001 March.

**Ingredients:** B.B.Q. Patties: Soy protein concentrate and isolate, salt, soy flour, wheat gluten, cornstarch, whey protein, onion powder, garlic powder, natural spices, autolyzed yeast, natural smoke flavor, raw cane juice, carrageenan, caramel color.

**Wt/Vol., Packaging, Price:** 6.9 oz.

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet (8½ by 11 inches, 2 panels each side, glossy color, front and back) sent by Patricia Smith from Natural Products Expo West at Anaheim. 2001. March. Shows the front panel of each product. For example, B.B.Q. Patties: "Made from Soy Protein. High Protein. All Natural. Low Fat. Two Jumbo Patties." Gives details, ingredients, soy health claim, and Nutrition Facts for these three new products plus Soy Taquitos.

\*

**3309. Heartland Fields, LLC. 2001. Heartland Fields: Better soyfoods from the ground up (Leaflet).** West Des Moines, Iowa. 3 panels each side. Each panel: 22 x 10 cm. Undated.

**• Summary:** Color photos show three products now sold by the company: Soy Steak Strips (Organic). Soy Krisps

(Lightly Salted, Sour Cream & Onion, Cinnamon Raisin). Soy Barbeque. Coming soon: Soy Sausage (Italian Style). Website: www.heartlandfields.com. Toll free: (866) 225-1177.

Talk with Dana Jacobi. 2001. Dec. 19. This company makes an excellent line of frozen meat alternatives. The flavor and texture are exceptional, and the ingredients are natural. Address: 4200 Westown Parkway, Suite 106, West Des Moines, Iowa 50266. Phone: (515) 225-1166.

**3310. Product Name:** Natural Touch Thai Burger—from Morningstar Farms.

**Manufacturer's Name:** Kellogg Co. (Specialty Foods Investment Company).

**Manufacturer's Address:** Battle Creek, Michigan.

**Date of Introduction:** 2001 March.

**Ingredients:** Vegetable protein (textured soy protein, textured wheat gluten, water), bok choy, bean sprouts, water, green onions, egg whites, corn oil, celery, potato starch...

**Wt/Vol., Packaging, Price:** 9.5 oz.

**How Stored:** Frozen.

**New Product–Documentation:** See next page. Leaflet (color, front and back, 8½ by 11 inches) sent by Patricia Smith from Natural Products Expo West at Anaheim. 2001. March.

**3311. MealMart (Marketer).** Made and distributed by: Alle Processing Corp., 56-20 59th St., Maspeth, NY 11378. 2001. Mon Cuisine vegetarian entrees (Leaflet). 56-20 59th St., Maspeth, NY 11378. 1 p. Front and back. 28 cm.

**• Summary:** This company sells vegetarian entrees. On the front is a color photo of the front panel of each package: Vegetarian Vegan Breaded Chicken Style in Mushroom Sauce. Vegetarian Vegan Veal Style Schnitzel in Sauce. Vegetarian Salisbury Steak in Gravy. Vegetarian Grilled Steak in Mushroom Gravy. Vegetarian Stuffed Cabbage in Tomato Sauce. Vegetarian Vegan Italian Stuffed Shell Pasta. Vegetarian Moroccan Chicken. Vegetarian Spaghetti & Meatballs. Vegetarian Breaded Chicken Nuggets. OU Parve.

The rear gives the ingredients for each product. Portion size in ounces. and Nutritional Facts. Address: Maspeth, New York.

**3312. MealMart (Marketer).** Made by: Alle Processing Corp., 56-20 59th St., Maspeth, NY 11378. 2001. Mon Cuisine vegetarian food service products (Leaflet). 56-20 59th St., Maspeth, NY 11378. 1 p. Single sided. 26 cm.

**• Summary:** This oversized glossy leaflet is divided into two categories of products. A table gives the ordering code, product name, and ingredients. The first ingredient in the majority of products is "Rehydrated soy protein," followed by "Rehydrated Soy & Wheat Protein."

(1) Mon Cuisine vegetarian food service products in sauce 2/6 lb. tray. Veg. Stuffed Cabbage in Tomato Sauce.

# Natural Touch<sup>®</sup>

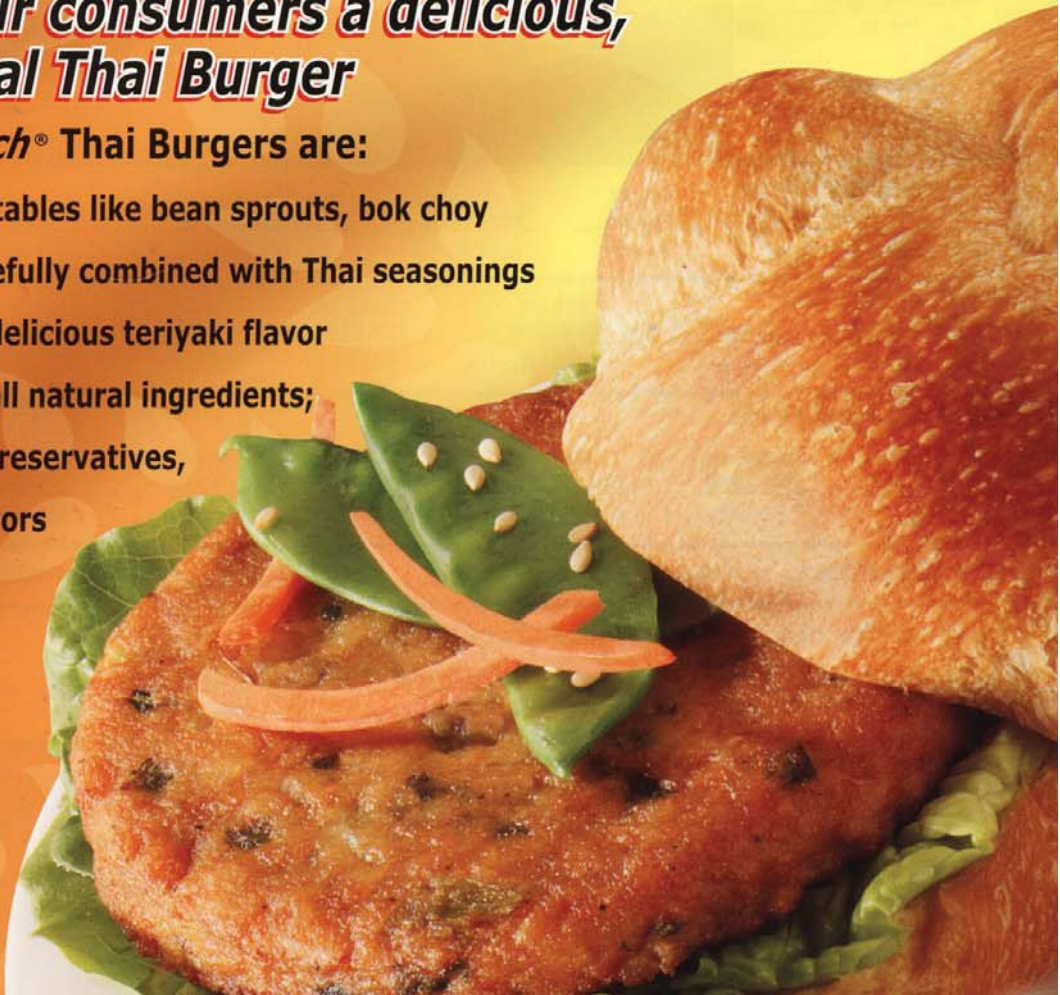
from  
**MORNINGSTAR**  
Farms<sup>™</sup>

## THAI BURGER

***Offer your consumers a delicious,  
all-natural Thai Burger***

***Natural Touch<sup>®</sup> Thai Burgers are:***

- Select vegetables like bean sprouts, bok choy and soy carefully combined with Thai seasonings to create a delicious teriyaki flavor
- Made from all natural ingredients; contain no preservatives, artificial flavors or colors





Veg. Meatballs in Tangy Sauce. Veg. Veal Style Cutlet in Marinara Sauce. Veg. Salisbury Steak in Brown Sauce. Veg. Grilled Steak in Mushroom Sauce. Veg. Stuffed Pepper in Marinara Sauce. Veg. Hawaiian Nuggets in Pineapple Sauce. Vegan Stuffed Cabbage in Tomato Sauce. Vegan Moroccan Chicken with Cous Cous. Vegan Ravioli in Tomato Sauce. Vegan Stuffed Shell in Tomato Sauce. Vegan Hawaiian Nuggets.

(2) Mon Cuisine vegetarian IQF [Individually Quick Frozen] food service products. Veg Burger. Veg. Burger Crumbles. Veg. Grillers. Veg. Grilled Steak. Veg. Okara Patty. Veg. Meatball IQF. Veg. Salisbury Steak. Veg. Pepperoni Chubs. Veg. Pepperoni Sliced. Veg. Breakfast Links. Veg. Breaded Chicken Style Drumstick. Veg. Vegetable Patty. Vegan Chicken Patty Round. Vegan Breaded Chicken Nuggets. Vegan Ravioli. Vegan Breaded Cutlet. Vegan Breaded Nuggets with Sesame. Vegan Chicken Strips. Vegan Egg Roll (Meatless Ginger Chicken). Vegan Burger. Vegan Turkey Roll Style Chub. Vegan Bologna Style Chub. Vegan Salami Style Chub. Vegan Stuffed Shell Pasta IQF. Address: Maspeth, New York.

3313. **Product Name:** Quit Beef’N Veggie Burger, or Veggie Cheeseburger.

**Manufacturer’s Name:** Tofutti Brands Inc.

**Manufacturer’s Address:** Cranford, New Jersey. Phone: 201-272-2400.

**Date of Introduction:** 2001 March.

**Ingredients:** Burger: Water, soy protein, tofu, spices, dried onion, wheat gluten, egg whites, cellulose gum, dehydrated garlic, vinegar, malt extract, assorted spices, potato flakes, beet powder, paprika, natural flavors, soy lecithin, salt, brown sugar.

**Wt/Vol., Packaging, Price:** 10 oz box (4 x 2.5 oz burgers).

**New Product–Documentation:** Leaflets (8½ by 11 inch, black and white) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2001. March. One leaflet is front and back; one is single sided. Veggie cheeseburger uses soy cheese. Kosher.

3314. *Newsweek*. 2001. Faking it: Home cooking–Periscope. April 2. p. 9.

• **Summary:** This half-page picture-story shows the labels of six meat alternative products over a white plate on a blue table mat. A brief evaluation accompanies each product. From top center clockwise: Smart Bacon (made by Lightlife). Wonderdogs (Lightlife). Yves Veggie Salami Deli Slices. Boca Burger. Veat Vegetarian Breast (of Chicken). Nate’s Meatballs–Classic Flavor. The highest ratings were given to Nate’s meat balls, Wunderdogs, and Smart Bacon.

The text explains that even though Mad Cow Disease has not yet hit the USA, some flesh-eaters are thinking twice about beef. Luckily for these “unwilling vegetarians” the improved texture and flavor of soy products can now sate the

appetites of these carnivores. Signed: Periscope’s guide to the world of soybeans.

3315. **Product Name:** Royal Kaviar (Vegetarian–Made from Soy Protein) [Beluga, or Osetra]. Spelled Royal Caviar by March 2001.

**Manufacturer’s Name:** Royal Caviar, Inc.

**Manufacturer’s Address:** 4551 San Fernando Rd., Glendale, CA 91204. Phone: 818-546-5858.

**Date of Introduction:** 2001 April.

**Ingredients:** Purified water, organic soy protein, organic soy oil, natural gums, sea salt, natural color, natural flavor.

**Wt/Vol., Packaging, Price:** 4 oz (110 gm) glass jar.

**How Stored:** Refrigerate after opening.



**New Product–Documentation:** Two leaflets sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2001. March 8-11. One is 8½ by 11 inches,





**ROYAL CAVIAR, INC. 4551 SAN FERNANDO RD. GLENDALE, CA 91204 • TEL 818 546-5858 • FAX 818 546-5856**



color. On the front is a large color photo of five shallow jars of the product, with all the label text legible. On the back is information about the product and company. Website: [www.royalcaviar.com](http://www.royalcaviar.com). This is an alternative to typical caviar which are the eggs/roe of the sturgeon fish. The second, titled "It's finally here: Caviar for everyone!" states that Royal Caviar is the "long awaited dream of all gourmet and fancy food lovers." Label with magnetic backing (refrigerator magnet for "Beluga"). The colors of this label and the ingredients are different from the label shown in the leaflet. At the center of all labels are the words "Malosol 'Beluga.'" In English, "Beluga" can refer to a large white sturgeon or the caviar processed from its roe.

Talk with Ara Agadjanian, sales manager at Royal Caviar. 2001. April 23. This product was first sold commercially in early April, and is now widely available in local Armenian stores. The company was started by Armenians and they developed the product—which is patented and has a 1-year shelf life refrigerated. The president is Dr. Armen Kazanchian. They have recently had to change the name from Black Gold Royal Caviar to Royal Caviar since Caviar can only refer to fish eggs. It retails for about one twentieth the price of real caviar. The problem is that the sturgeon is now on the endangered species list (in the "Red Book") in Russia, so Russian caviar production has dropped to one-tenth of what it was last year. Then, Beluga caviar (the most expensive) sold for \$1,800/lb, but the price is expected to rise 5-10 fold. To obtain real caviar, the sturgeon fish is always killed and the belly cut open to remove the eggs. To serve Kaviar, remove from the fridge and allow contents to rise to room temperature. Lightly butter a small cracker, then top with 1 teaspoon of caviar. Enjoy.

Products with new labels sent by Ara. 2001. May 2. The words "Black Gold" have been replaced by a UPC indicia. Soyfoods Center taste test. A very creative product, consisting of hundreds of tiny black "eggs" per teaspoon. It is important to serve Kaviar as described above; when eaten straight (alone), it is too salty. An accompanying sheet shows that the soy protein in the product is ProFam 648, purchased from ADM under their documented IP [Identity Preserved] program.

3316. Soy Happy! 2001. "Get yer veggie dogs here!" Making the case for an all American healthy alternative in the ballparks (Color videotape). Los Angeles, California: VegTv.com. 8 minutes.

• **Summary:** An excellent color video. The goal of the Soy Happy! campaign, founded and led by Johanna (pronounced yo-HAN-nuh) McCloy, is to get "veggie dogs" (vegetarian/meatless hot dogs) into major league baseball parks and AAA baseball parks. The key concept is to give baseball fans a choice between a good-tasting, zero fat, zero cholesterol, low calorie vegetarian hot dog and the typical one loaded

with meat and fat.

One spokesman says that about 100 million veggie dogs were sold last year in the USA, worth about \$35 million in sales. The category has been growing at 25-35% a year in recent years, making it the fastest growing category in many supermarkets. Concession managers are realizing that veggie dogs make good sense financially.

Johanna says that (as of July 2001) seven major league baseball parks are now selling veggie dogs: Florida Marlins, Seattle Mariners [Washington state], Chicago White Sox, Toronto Bluejays, Montreal Expos, Oakland A's, and Los Angeles Dodgers.

Many movie stars endorse the idea on the video, and even more (including Tony La Russa, manager of the St. Louis Cardinals) endorse it on the video jacket. Dennis Weaver, for example, says that he became a vegetarian in 1958. If veggie dogs were sold at baseball games, that would be an incentive for him to attend the game.

Talk with Johanna McCloy. 2001. Sept. 17. This video was made in two parts. Most of it was shot in early April 2001, when only one ballpark had started to selling veggie dogs. The last part was shot in July 2001, when seven major league ballparks were selling them. For more details see Sept. 2001 interview with Johanna. Address: P.O. Box 42152, Los Angeles, California 90042. Phone: 323-363-7226.

3317. Soy Happy! 2001. Veggie dog baseball cap (Memorabilia). Los Angeles, California.

• **Summary:** Johanna McCloy brought one of these handsome baseball caps to Soyfoods Center as a gift on 30 July 2002. This cap was first available in April 2001. Made in China, it was stitched (not patched) for high quality by The Wizard on Sunset Strip in Hollywood. The crown / top of the cap was dark green and the large bill was grayish-brown—like a baseball field. On the front center was stitched a golden brown veggie hot dog with a smiley face plus two arms and two legs, between two yellow buns, against the background of a white baseball with red stitched seams. On the back: [www.soyhappy.org](http://www.soyhappy.org), the campaign's website. A band in the back makes the cap adjustable. Initially she intended to sell the caps via her website, but when she saw that sales were slow, she increasingly used them for publicity by giving them to supportive organizations, individuals, and the media. A second cap was introduced in July 2002; the cap was lighter green and the bill was smaller. Address: P.O. Box 42152, Los Angeles, California 90042. Phone: 323-363-7226.

3318. Kanai, Atsuko. 2001. Working with Fuji Seiyu to introduce new Japanese-style frozen tofu products to the USA (Interview). *SoyaScan Notes*. June 11. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Fuji Seiyu is a Japanese oil milling company

that got interested in soy protein products in the 1970s. They have strong research on soy protein and on developing soy protein products, but they do not have strong marketing or distribution in the USA; that is Mutual Trading Company's forte. So Mutual began working with Fuji Seiyu to bring their ready-to-eat frozen tofu products to the USA, introducing them first to Japanese restaurants in Dec. 2000. Her concept was to sell "authentically Japanese" tofu products that were not easily replicated by American manufacturers. Fuji Seiyu has dozens of such products; Mutual is test marketing only a few. This is one of Mutual's priority food lines in 2001. Eventually Atsuko would like to get one or more of those items into large natural foods retailers.

Atsuko sends two leaflets which describe eleven products in this "Miyako Tofu Course Series." For each is given: A photo of the finished product, the item number, pack size, product name and description in English and in Japanese (*hiragana*), and price per case, pack, and serving. The following products are sold: (1) Fukkura Ogon Tofu: Golden fried tofu puff. (2) Veggie-Fish Tsutsumi: Tofu stuffed squares patty. (3) Gomoku Inari: Vegetable medley squares patty. (4) Yuba to Yasai no Cabbage Tsutsumi: Yuba and tofu stuffed cabbage. (5) Ajitsuke Inari: Inari sushi pocket. (6) Yawaraka Ganmo: Tofu vegetable patty. (7) Yuba Shumai: Yuba and tofu shumai. (8) Vegetable Kinchaku: Tofu vegetable pouch. (9) Koimo Kinchaku: Tofu taro pouch. (10) Shrimp Yubamaki: Tofu shrimp roll. (11) Vegetable Yubamaki: Tofu vegetable roll. Address: Mutual Trading Co., Inc., 431 Crocker St., Los Angeles, California 90013. Phone: (213) 626-9458.

3319. *SoyaScan Notes*. 2001. Hain Celestial Group Inc. of New York has just acquired Yves Veggie Cuisine (Vancouver, BC, Canada) (Overview). June 15. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Dana Jacobi read two days ago that Hain acquired Yves. Hain CEO Irwin Simon said Yves' offices would serve as Hain Celestial's new Canadian headquarters. See June 12 article in the *Globe & Mail* (Toronto, ONT, Canada). Yves is Canada's largest manufacturer of meat alternatives, but the majority of their sales are in the United States.

3320. Tofu Shop Specialty Foods, Inc. 2001. Wholesale price list. Arcata, California. 1 p. June 15. Front and back. 28 cm.

• **Summary:** Contents: Fresh tofu, water-pac tubs (firm nigari, regular calcium [sulfate], soft calcium). Fresh bulk tofu—institutional (firm nigari, regular calcium). Baked tofu—retail or institutional (marinated cutlets, sausage patties, Mexi patties, veggie patties). Smoked tofu—Smoked Stiks (original, BBQ, spicy). Fresh soymilk (natural, chocolate, ginger, vanilla). Tofu salad and spreads (eggless egg, basic everyday spread, garlic 'n dill everyday spread, sweet

pickled beet dip, hot habañero carrot dip, smoked tofu spread).

Accompanying this price list are the following new and colorful self-adhesive labels: Organic Tofu (Regular, Firm, or Soft). Soymilk (Vanilla or Chocolate). Tofu Shop: Fine tofu products. Crafted in small batches from whole, organic, GMO-free soybeans. Also the following numbered vegetarian "Favorite seasonal tofu recipes": 1. Wild mushroom and asparagus frittata. 2. Tofu egg foo young. 3. Tofu 'ricotta' salad. 4. Creamy miso vinaigrette (with tofu). 5. Hunan style tofu. 6. Tofu turkey with herbed bread stuffing. 7. Almond orange cake (one layer). 8. Tofu apple sausage. Address: 65 Frank Martin Court, Arcata, California 95521. Phone: 707-822-7401.

3321. *Bild am Sonntag (Germany)*. 2001. Aufsteiger Soja: Jetzt steckt die Bohne schon in Wurst, Schinken, Aufstrich und Desserts [Social climber soya: It is now found in sausages, ham, spreads and desserts]. June 24. p. 38. [3 ref. Ger]

• **Summary:** This is the Sunday edition of the German photo tabloid "Bild." A photo shows 15 different food products in which soy (usually soy protein isolates) are found. One sidebar is titled: "Tastes delicious and goes fast: Tofu burger with tomato relish." A second titled "Recipes and many tips" introduces the cookbook *Soja, Tofu & Co.*, by Ingrid Schlieske.

3322. *EarthSave Magazine (Santa Cruz, California)*. 2001. Take me out to the ball game! (and give me a soy dog with everything) [The Soy Happy campaign, organized by Johanna McCloy]. Spring. p. 7.

• **Summary:** The "Soy Happy" campaign is asking Major League Baseball stadiums to add a veggie dog to their mainstream menu. "The Chicago White Sox responded to the campaign by adding a veggie dog last year. The Norfolk Tides offer a veggie dog, too. Recently, the Seattle Mariners and University of Arizona Wildcats have joined the bandwagon. Other teams are beginning to take notice."

A portrait photo shows Johanna McCloy, campaign organizer.

3323. Kilburn, Roger. 2001. New home for Harvest Direct products (News release). Knoxville, Tennessee: Harvest Direct. 1 p. 28 cm.

• **Summary:** This news release to Harvest Direct friends and customers begins: "Effective on Monday morning, June 18, Harvest Direct products will have a new home: The Dixie Diners' Club, the home of Soy Health Food That Tastes Like Junk Food. Dixie has acquired Harvest Direct's products, and will begin producing, marketing, and selling them next week.

At the bottom of the release, in addition to J. Roger Kilburn, is: Robert A. Beeley, Chairman, Dixie USA Inc. At the top of the release is a box showing the three divisions of



Dixie USA Inc.: (1) Dixie Diners' Club; (2) Harvest Direct, and (3) Legumes Plus. Address: President, Harvest Direct, Inc., P.O. Box 50906, Knoxville, Tennessee 37950-0906.

3324. *Soyfoods Canada Newsletter*. 2001. Who is buying soyfoods in Canada? June. p. 3.

• **Summary:** In Sept. 2000 Flamaglo Food Consultants commissioned a study by Omnitel on the market for soy products. The study was basically a national telephone interview with 2,000 Canadians, randomly selected. The data was provided by Francis Lo.

Findings: Tofu was the most popular soy product; about 25% of the sample had tried it during the past 12 months. About 18% of the sample had tried soymilk and less than 7% had tried soy-based meatless patties or sausages. Only a small percentage had tried soy ice cream.

In general: About 40% of the sample had consumed one of the above four products in the last 12 months. Most current users live in metropolitan areas with a population over 500,000. The higher the person's income and/or the higher their income, the greater their use of soyfoods. Current users tend to be female.

3325. Tibbott, Seth. 2001. Update on Turtle Island (Interview). *SoyaScan Notes*. Aug. 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Seth's factory is 11,000 square feet in size and about half of it is devoted to tempeh production. However tempeh sales have been down about 5-10% over the past 6 months; this was a shock to Seth. Seth's gross revenues now consist of about 1/3 holiday business (Tofurky and related products at Thanksgiving, Christmas, and New Year's), 1/3 Tofurky products (such as Deli Slices and Jerky) during the rest of the year, and 1/3 tempeh. The problem is that the tempeh takes up lots of space. It doesn't take much space to make a lot of Tofurky.

Another problem: Why black spots sometimes appear on tempeh? Indonesian-Americans, who are an important market for Seth, often return tempeh on which black spots appear. They should be the first to know that a black spot does not mean spoilage. But they believe that good tempeh should always be white. We need an albino spore. Address: President and Founder, Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon 97031. Phone: (503) 386-7766.

3326. McCloy, Johanna. 2001. Work with veggie dogs and the Soy Happy! campaign (Interview). *SoyaScan Notes*. Sept. 17, and April 21, 2003. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Johanna (pronounced yo-HAN-nuh, after her Icelandic grandmother) spent much of her early life overseas, including Spain (7 years), India (2 years), Japan (Tokyo, 6 years from 1975 to 1981), and Venezuela (one year). She moved to the USA to attend Duke University (Durham,

North Carolina), and graduated with a degree in Comparative Area Studies and a minor in Anthropology. She speaks Spanish (her first language) and "manageable" Japanese. During the summer of 1985, she studied intensive Japanese at ICU (International Christian University) in Tokyo.

During her six years in Tokyo, Johanna got her first taste for acting; she performed in plays and landed roles in commercials, TV and movies. In 1989 she moved to Los Angeles after being accepted to Sanford Meisner's acting class. Much of her income is from acting and people recognize her from her role as Ensign Calloway in *Star Trek: The Next Generation*, or from her numerous commercials.

In 1989 she became a vegetarian, and in 1999 a vegan.

In about March 2000, while at a Dodgers Game in Los Angeles, when she realized there was nothing in the stadium for her to eat—nothing! So the next day she called the concession manager at the stadium. First she pointed out that no veggie hot dogs were available in the stadium, then added that she was very surprised to find at that, even among the five sandwiches at the Subway stand (Subway is a company known for offering vegetarian alternatives), there were no meatless subs. So asked him to consider having something vegetarian there. The guy said, that the issue of the veggie dogs was a long-term problem that he would be willing to discuss, but as for the meatless Subway sandwich, he would be glad to contact the stand and have it available next week. And the next week they were offering vegetarian food—just like that. Johanna realized that all she had to do was ask! Note: Not until June 2001 did Dodgers stadium started offering veggie dogs—one of the last 3-4 major league parks to do so.

For years, Johanna had been a member of PETA (People for the Ethical Treatment of Animals). In one of their newsletters from a previous year, PETA had suggested that readers who were baseball fans contact their local baseball park for menu information. So she called PETA, told them that she had just called her own ballpark, mentioned the previous newsletter about baseball parks, and asked PETA if they happened to have current menu information from baseball parks because she was curious to know if any of them presently sold veggie dogs—so she could tell her contact at Dodgers' stadium. They said they had a list, but it was very old and needed to be updated. She offered to call all the ballparks to update it if they would fax her a copy. The next day she was on the phone updating the list. She personally called the concession manager at every major league ballpark, introduced herself, encouraged them to start selling veggie dogs, then asked them what their vegetarian menu offerings were.

Then someone advised her to create a Website and post the updated list on it—so many people could access it quickly and easily. She had never dealt with the Internet before, but her e-mail provider helped her to set up a very simple home page. Soon she had posted the updated list on her site. Her

Venue Reference Guide contained, for every major league ballpark: Contact information, concession company, current veggie menu offerings, and where the vegetarian foods are located in the ballpark.

In May 2000 a story about her work with vegetarian foods at baseball parks appeared on Vegesource.com—the most popular vegetarian resource website on the Internet. Almost immediately, many people started to visit Johanna’s little Website—as shown by the counter on her home page—which soon hit 700 visitors. She also got a few e-mails and phone calls. Then, because of the great interest in this subject, Vegsource.com offered to host her Website. She soon came to value the power of the Internet. Her consumer advocacy campaign began to pick up steam. She e-mailed concession managers, told them of her activities and number of visitors, encouraged them to sell veggie dogs at baseball games, and offered to help them get started by putting them in touch with manufacturers so they could sample different brands. She explained that many vegetarian baseball fans, who now eat before to the game or bring their own food to the ballpark, were potential customers.

In April 2000 she single-handedly started the Soy Happy! campaign to get veggie hot dogs into major league ballparks. Since that time she has devoted herself so wholly to this, and became so completely immersed in the cause and the campaign, that she put her life—her quest for an income and a viable way of life—on “hold.”

The first major league ballpark to sell veggie dogs was the San Francisco Giants in about 1989. The product was a vegan hot dog made by Yves in Canada, but the Giants only sold them for about two years at a “Health Stand”—big mistake. Johanna has heard that the Giants did this because the concession manager’s daughter was a vegetarian and she was insistent; moreover her dad had had a heart problem that year, and as a result decided to try the meatless hot dogs.

The next team was the Norfolk Tides, a AAA baseball team in Virginia—largely due to the efforts of PETA, which is headquartered in Norfolk. PETA agreed to buy a billboard ad in the stadium if the team would sell veggie dogs there. The first major ballpark to accept her idea was the Chicago White Sox, starting in April 2000. She was surprised and delighted.

In April 2001 she had a video (8 minutes, color) made about the Soy Happy! It was set at the Genesis Awards program. She mailed a copy of the video, with a cover letter, to every major-league ballpark. At that time only one major league park was selling veggie dogs. In July 2001 she added an appendix to the video and announced that seven teams were now selling veggie dogs.

Also in April 2001 she developed and launched the Soy Happy! website which has been very instrumental in this campaign on EarthLink. Within a month, VegSource, the most frequently visited vegetarian site on the Internet, offered to host her website, make it even more professional, and pay expenses. Jeff Nelson of VegSource has been her

“godfather.” VegSource also hosts many other vegetarian and animal rights sites.

During the past year Johanna has met and worked with many concession managers at baseball parks. Most major league baseball teams have their own concession stands in addition to those they contract with to come into the ballpark. Johanna believes strongly that veggie dogs should be sold along with the other foods and not in some separate place, such as a “Health Stand.” Today they are sold at only a few stands and those are often on a test-run basis, usually not advertised, and often not conveniently located—a formula for failure. The place where Johanna has learned the most about concession food is at Dodgers’ stadium in Los Angeles. Their hot dog maker, Farmer John, is a major force at that stadium since it was first created in Los Angeles. Farmer John provides a large portion of the marketing expense and budget for the stadium through their sponsorship. On the back of every Dodger ticket sold is a Farmer John logo.

Since the Hain Celestial Group recently purchased Yves Veggie Cuisine (of Canada), a major source of veggie dogs, Johanna plans to reduce her work with Soy Happy! unless she can work as a paid consultant. However she plans to continue developing and maintaining the website. Acting is a possibility, but it hasn’t been her principal focus for a long time. So she is pondering her future, which may include a move to northern California. Her mother lives in Walnut Creek, and she is attracted to that part of the world. She likes to write and is considering writing a book about growing up overseas.

An essay about her path to becoming a vegetarian will appear in the book *Voices from the Garden* (Lantern Books, fall 2001). Address: P.O. Box 42152, Los Angeles, California 90042. Phone: 323-363-7226.

3327. Soy Happy! 2001. SoyHappy.org. Let’s get veggie dogs in major league ball parks (Website printout—part). www.soyhappy.org Printed Sept. 17.

• **Summary:** Contents: Home page. 1. About the campaign (5 p.). 2. Veggie dog info. 3. Ballpark reference guide. 4. Soy Happy news. 5. Caps and patches. 6. Founder bio. 7. Links. 8. Contact us.

Dates when ballparks started selling veggie dogs: Norfolk Tides (before April 2000). Chicago White Sox (April 2001). Seattle Mariners (April 2001). Florida Marlins (April 2001). Montreal Expos (April 2001). Oakland A’s (May 2001). Los Angeles Dodgers (June 2001). Toronto Blue Jays (June 2001). Most ballparks are selling Morningstar (Kellogg’s) Veggie Dogs—which are vegetarian but not vegan. The Los Angeles Dodgers and a few others are selling Yves Veggie Cuisine’s The Good Dog—which are vegan, kosher, and non-GMO, or Lightlife Foods’ veggie dogs.

On page 1 of the home page is a color photo of Johanna McCloy, the campaign’s founder. Address: P.O. Box 42152, Los Angeles, California 90042. Phone: 323-363-7226.



3328. Tepper, Robert. 2001. Starting Sunrise Brand Marketing Specialists in Jan. 2000. Roger Kilburn sold Harvest Direct to Dixie Diner in June 2001 (Interview). *SoyaScan Notes*. Sept. 27. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Robert started business at Sunrise Brand Marketing Specialists on 1 Jan. 2000. He started the company while still holding a job at Annie's Naturals. Technically the company was incorporated in Dec. 1999. His company started with three clients, including Harvest Direct and Good Health Natural Foods. Robert managed the sales and marketing for Harvest Direct for a little less than 18 months. He worked closely with Monty and Mary Ellen Kilburn as well as Roger; they are all great folks. Between Feb. 2000 and April 2001 Robert tripled the sales of Harvest Direct. He repackaged the products and got them into supermarket chains such as Vaughn's, Ralph's, Wegman's etc. with 6-10 SKUs (out of 17 sold by the company) in a typical chain. All the products were dry mixes. Harvest Direct's lead items into supers were soy-based pudding mixes. Roger also bought several products, including the Seitan Mix from Arrowhead Mills and the Solait brand in cans he bought from Devansoy (both very good sellers). The Taco, Bar-B-Q, and TVP Chicken Strips (the latter made in Israel; Robert's favorite product).

His 90-day contract was broken on 1 April 2001. No-one from Dixie Diner has ever called him or returned his calls. On 12 June 2001 Roger Kilburn announced the sale of his company (effective June 18) to Dixie Diner, who proceeded to manage it very poorly. Some of his brokers have dropped the line and a number of distributors have discontinued it. Harvest Direct is still alive but declining. Address: Founder, Sunrise Brand Marketing Specialists, L.L.C., 22 Wenonah Ave., Rockaway, New Jersey 07866. Phone: 973-983-7452.

3329. Turtle Island Foods, Inc. 2001. Tofurky cooking contest announced (Leaflet), P.O. Box 176, Hood River, OR 97301. 1 panel each side. Single sided. Black ink on white. 28 cm.

• **Summary:** "Hood River, Oregon—Turtle Island Foods, Inc. introduced today its National Tofurky Cooking Contest. The company is planning to sell over 100,000 Tofurky Roasts in the last quarter of 2001 and wants to hear about the different ways customers prepare them. The Tofurky Roast is a 26 oz. vegetarian entrée that serves 4 people. It consists of a Tofu-Wheat Protein outer layer that has a Turkey like taste and texture and is filled with a Wild Rice Bread Crumb stuffing. Traditionally sold in the natural foods marketplace, Tofurkys are now beginning to show up in chain supermarkets as well.

"Many Tofurkys are roasted alongside Turkeys during the Thanksgiving and Christmas holiday seasons and served to vegetarian dinner guests. Just as there are many different ways to prepare Turkey, Tofurky can also be substituted in

many meat-based recipes. The contest runs through April 5, 2002 when recipes will be sampled and a winner selected. First prize is a 5 day all expenses paid trip for two to Alaska Wildland Adventure's (alaska-wildland.com) award winning Eco-lodge on Alaska's Kenai Peninsula.

"Tofurky is available in many different forms. In addition to the holiday versions, Tofurky is also sold year round as Tofurky Deli Slices and as Tofurky Jurky. This year the company's products will be sold in the United Kingdom for the first time."

With this large leaflet is a smaller (10 x 15 cm) glossy color leaflet titled "Cook.... Win... Go!" On the front upper right is a photo of a prepared and carved Tofurky Roast. The rest is a photo of three people overlooking the Alaska Wilderness. On the rear is the cooking contest rules. Address: Hood River, Oregon.

3330. Gonzalez, Yvonne. 2001. Teaching a tofu class in Costa Rica (Interview). *SoyaScan Notes*. Oct. 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** While visiting Costa Rica with a devotee of the Indian guru, Ammachi, Yvonne was invited to teach a tofu class on Oct. 3 at the only public school in the small town of Puerto Viejo, on the Caribbean coast of Costa Rica. The class was a great success. Some of the 43 people who attended were Seventh-day Adventists.

Yvonne began her preparations the day before the class. Her friend, Gia, went to a farm named Earth, located in Limón province. One of the companies that grows organic soybeans in Costa Rica on a large scale, they export large amounts of the soybeans they grow. Gia purchased 100 kg of soybeans from them. Yvonne went to the nearby ocean, got a container full of seawater, filtered it, boiled it until only the solids remained, then used the solids as nigari to make tofu the next day. At Gia's home where she was staying, Yvonne made a batch of tofu and a batch of soymilk. She then used this tofu to make Tofu Ceviché (her favorite tofu recipe, where tofu takes the place of fish; it requires no cooking). She added freshly ground cacao beans to the soymilk to make chocolate soymilk. Then she used the okara in a stir-fried dish.

The next day, she made tofu and soymilk again for the class, using a two-burner electric stove and nigari from the ocean. While the little stove was heating the soymilk, she served the three dishes she had prepared the day before. Also Margo, a friend who flew down with Yvonne from Los Angeles, demonstrated (in both Spanish and English) how to sprout and grow soybeans. She grows them in her back yard in Los Angeles. Then Yvonne passed out (free of charge) one kg of soybeans to each of the 30 adults who took the class. The next day, at least four of these adults planted some of the soybeans in their back yards. "The ground is so fertile there that everything grows." They kept the rest for making tofu or cooking.

A number of important local people came to Yvonne's class. First was the mayor's wife. After the class "she wept with happiness—it was so beautiful." She knew what tofu was but she didn't know how to make it. She was so happy to learn that she could feed so many people for so little money using tofu made at their home or congregation. She and her family and many friends are vegetarian, so previously they had to drive 4 hours to the capital, San Jose, to buy their tofu. Of course they also had to pay for the gas and spend all that time.

Second was Carter, a Canadian man who owned the local health food store. Third was Michael, an advanced French chef who owned the local gourmet restaurant named Michael's—as well as a restaurant in Paris. These two businesses cater mostly to European and Canadian customers—who are predominantly vegetarian. These two men drive to San Jose, the capital, once every three weeks to buy tofu—and they often run out of it, as when the local electricity goes out. Fourth was a man who owns a Filipino-Chinese restaurant in town. He hadn't used tofu in any of his dishes because he didn't want to drive to San Jose to buy it. He bought a tofu kit from Yvonne and now he has started to make tofu.

Three people invented and prepared their own dishes at home and brought them to show Yvonne the day after the class. (1) A Costa Rican man of Jamaican descent made a delicious Jamaican hummus using cooked and blended whole soybeans rather than tofu. (2) Carter made his own soymilk, added finely grated coconut to it, then sold it as coconut soymilk shakes; it was delicious, without any added any sweetener. (3) Michael cooked and blended soybeans, then added some other ingredients to make a patty. He fried it then topped it with a creamy garlic sauce to make a "soy steak." He served it to Yvonne, along with other great food, at his restaurant.

Within one week, various people who attended Yvonne's class were selling organic soybeans and chocolate soymilk at the local farmers' market. Some men went to Earth, purchased 100 kg of organic soybeans, divided them up into 1-kg plastic bags, and began to sell them at the farmers' market. One of the ladies who took Yvonne's class (Rachel, an American who is a devotee of Ammachi and has lived in Puerto Viejo for 3 years) decided to make chocolate soymilk and sell it at the market.

In the capital, San Jose, organic soybeans retail for \$1.30/kg and wholesale for \$1.00. At least three companies make tofu there: Yohann, the well-known Japanese supermarket chain, makes it twice a week in their butcher shop. At least two Chinese markets in Chinatown make 10 kg maximum at least once a week. They sell some of at their markets (stored in cold water in a bucket) and the rest to local restaurants. People know which day each company makes tofu, so they can buy it fresh.

Many foreign tourists travel to Costa Rica. The Japanese

go for the deep-sea fish and the bird watching. The most expensive establishments in the capital (restaurants, hotels, the country club) are all owned by Japanese. The Europeans and Canadians go to surf and to party. They fall in love with the country and its virgin natural beauty.

Sam Zaoui, who wants to start a tofu shop in Costa Rica, is a Frenchman presently living in Miami Beach, Florida. A year ago he visited Costa Rica, fell in love with the country, and decided to move there and try to earn his living making tofu. He recently purchased the book *Tofu & Soymilk Production* from Soyfoods Center. William Shurtleff gave Yvonne's phone number to Sam. Sam was unable to locate a source of soybeans; he especially wanted organic soybeans. So Sam called Yvonne after she returned from Costa Rica and was delighted to learn that Earth First grows organic soybeans on a large scale in Costa Rica. Sam also owns a record company in Miami and manages a very popular "roots reggae" band named Johnny Dred; the musicians are Rastafarians who do not eat meat. So when they travel, Sam has to try to find tofu and vegetarian meals for them.

Note: During the last two decades, soyfoods have made major strides in the United States. But they have not begun to realize their great potential in developing countries—such as Costa Rica. Address: 6029 LaPrada St., Los Angeles, California 90042. Phone: 213-254-1712.

3331. *Nutrition Business Journal* (San Diego, California). 2001. Kellogg debuts heart-healthy cereal: Kellogg extends Kashi into functional area, adds organic breakfast patties, and tests healthy snack bar. 6(10):12. Oct.

• **Summary:** In mid-October the Kellogg Co. announced its deepened commitment to offering healthful food alternatives by a major change to its Worthington Foods' Natural Touch line of vegetarian entrees. The company says that all of its "top products" in the Natural Touch line just went organic.

Kellogg's Garden Veggie Pattie, Okara Pattie, Spicy Black Bean Burger, and new Breakfast Pattie will all be made with organic ingredients and will be in stores starting in January 2002.

Another big announcement by Kellogg is its formation of a multi-year alliance with the Walt Disney Corporation. "The deal gives Kellogg exclusive rights to develop and market co-branded Disney / Kellogg breakfast foods centered around Disney characters." Moreover, Kellogg has been named "official sponsor of breakfast" at Walt Disney World.

3332. Towns, Sharon; Towns, Daniel. eds. 2001. *Voices from the garden: Stories of becoming a vegetarian*. New York, NY: Lantern Books. 176 p. No index. 22 cm. [143 ref]

• **Summary:** Nearly fifty personal stories about why and how people became vegetarian or vegan. Together the stories describe all the good reasons for going veggie: Ethical (such as animal rights), health, and ecological concerns. Contents: Foreword by Howard Lyman. Preface by Ingrid Newkirk



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 This is the same Roast found in the Complete Vegetarian Feast sold in separate packaging. Each Tofu Stuffed Roast is filled with Wild Rice-Bread Crumb Stuffing in the center. Bake and surround with vegetables for a filling, festive meal.

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 No meat products here! This delicious brown vegan gravy is chocked full of diced pieces of Tofurky. Makes a delicious meal when served over potatoes, pasta or of course, Tofurky!

**Tofurky Deli Slices**  
 Using the same great recipe as found in the Stuffed Tofurky Roast, these deli slices are simply the best on the market. Sliced extra thin, some vegetarians have sent these deli slices back to the restaurant's kitchen because they thought they were eating meat!

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 Tofurky Jerky is the first great tasting vegetarian jerky made in a real smokehouse. Smoked and dried to tasty perfection, Tofurky Jerky is a great snack on the trail, at work or lunches. Long distance hikers and mountain climbers tell us - "Tofurky Jerky is the one food we didn't get tired of!"

**Where can I buy these products?**  
 Our products are widely available in natural foods and grocery stores throughout the world. You may also purchase some of our products direct via mail order. For a list of retail outlets or to order online go to [www.tofurky.com](http://www.tofurky.com) or call toll free 888-TOFURKY (888-863-8759) for more information.

**100% Vegan**

**TEMPEH - The Other White Bean**  
 Tempeh is an ethnic soy product from Indonesia, where it has been a staple protein for centuries. A fermented product, tempeh consists of soybeans and grains knit together to form a fragrant, tasty cake. Rich in cholesterol free vegetarian protein, isoflavones and fiber, tempeh has a great nutritional profile for those looking for alternatives to meat. We use certified organic beans and grains along with our own special processes developed over the last 20 years to make a premium tempeh judged the "Best this side of Bali" by our Indonesian customers!  
**Cookbook Offer:** Savor more than 100 tempeh recipes by ordering The Tempeh Cookbook by Dorothy Bates for \$8.95 postpaid. Send check or money order to Cookbook POB 176/Hood River, OR 97031 USA.

**SuperBurgers**  
 SuperBurgers are gourmet tempeh patties made from certified organic soybeans and grains marinated in a variety of sauces to create a unique, juicy vegetarian burger. Perfect on the grill or microwaved, SuperBurgers make a healthy and hearty meal.

**"I am constantly trying to replace the delicious meat flavors of my youth, minus the cruelty and killing. Your Tofurky Slices were just like the turkey sandwiches I remember! The consistency is so real it's uncanny and none of the flavors seem artificial like so many similar products."**

**www.tofurky.com**

(founder of PETA). Introduction by Daniel and Sharon Towns.

The contributors are: Marion Friedman, Maru Vigo, Patrick West, Michelle A. Rivera, Michelle Schreiber, Rebekah Harp, Richard H. Schwartz, Ph.D., Rochelle Mitchell, Tammy, Tom Gallagher, Jeff Lydon, Jennie Taylor Martin, Johanna McCloy, Karen Moss, Keith M. Folino, Lee Hall, Helen, Ingrid Newkirk, Dr. Jason K. Redi, Jean Lauren, Brian Evans, Diana Cox, Maryanne Appel, Diana Engoron, Doris Schack, Duncan Myers, Erin Moore, Jeanne Pitts, Ann Marie Joiner, Alexis Preisser, Lesa Miller, Alison Webb, Dave Snowdon, Ilse Marie Baca, Susan S. Barber, Erik Marcus, Veda Stram, Alice Savage, Jane Velez-Mitchell, Ingrid Newkirk, David J. Cantor, Dilip Barman, Ilaria Ferri, Justin Sivey, Amanda Pankiw, Laurie Crawford Stone, Heather Farr. Contributors: Brief biographical sketches of all contributors in alphabetical order by last name. Invitation to contribute your story to a second volume of this book. Resources. For further reading (bibliography). Address: Elmira, New York; and Lantern Books, 1 Union Square West, Suite 201, New York, NY 10003-3303.

3333. Turtle Island Foods, Inc. 2001. Tofurky: A delicious vegetarian feast (Leaflet). Hood River, Oregon. 3 panels each side. Front and back. 28 cm.

• **Summary:** On the front panel is a color photo of a Tofurky carved and ready to eat on a blue background. "America's #1 turkey alternative since 1995." At the bottom: "I tried Tofurky for the first time and was nothing short of astounded! All my holiday dilemmas have been solved by this wonderful product—T.S. Michigan."

The inside 3 panels show the company's various products. The rear panel shows the company's building at the base of a tall, snowy mountain. Address: P.O. Box 176, Hood River, Oregon 97031. Phone: 1-888-TOFURKY (863-8759).

3334. United Soybean Board. 2001. National report 2001-2002: Consumer attitudes about nutrition. Seattle, Washington. 8 p. Oct. 28 cm.

• **Summary:** This eighth annual nationwide survey, commissioned by USB, was conducted in July 2001 by an independent research firm in Seattle, Washington. Random

telephone interviews were completed with 800 consumers. The study's margin of error is  $\pm 3.5$  percent and has a confidence level of 95%.

Contents: Consumer perceptions of cooking oils. Nutritional concern and habits. Consumer awareness of nutrition terms and information. Consumers on soyfoods and health: Awareness that soy reduces risk of heart disease, where consumers get information on soy and health. Consumers consumption of soyfoods. Media sources and nutritional information. Consumer attitudes about *trans* fatty acids. Consumer perception and knowledge of organic foods. Consumer perceptions of genetically modified food, political and activist organizations, and price increases for labeled foods.

Awareness that soy reduces risk of heart disease: 28% in 1999, 35% in 2000, 39% in 2001.

Percentage of consumers who have tried various soyfoods in 2000/2001: Tofu 45%/45%. Soy veggie burgers 41%/40%. Soymilk 25%/28%. Soy nuts 14%/20%. Soy protein bars 11%/18%.

Percentage of Americans that consume soyfoods weekly: 24% in 1999, 27% in 2000, and 27% in 2001. And 42% of Americans consume soyfoods once a month or more.

Note: As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

3335. Watanabe, Koichi. 2001. Re: History of La Soyarie Inc. and list of current products. Letter to William Shurtleff at Soyfoods Center, Nov. 7. 5 p. Typed, with signature on letterhead. [Eng; Fre]

• **Summary:** Each page, except the cover letter, has a color heading and is written in two columns, the left one in French, the right one in English. "About us: La Soyarie produces many food products with soya: Tofu (firm, regular, silk), Tofu burger, Soy Nuts, Tofu Nuggets, Vegetarian Pate. We also distribute other products under the following brand names: Yves Veggie Cuisine, Fontaine Sante Foods Ltd., Nutrisoya, Noble Bean. Address, phone, and fax numbers." Mme. Jeanne d'Arc d'Astous is chief administrator.

"Company history: From very modest beginnings, La Soyarie produced its first Tofu in 1978, right in our founder's [Koichi Watanabe's] home kitchen. This product was supplied only to small local health food stores and friends.

"In 1979, we moved into our first real production facility at 25 St. Etienne St., Hull (Quebec). During this period, our production consisted of only 7 batches of tofu a week. Our company had 20 customers, and produced bulk tofu blocks for total sales of \$1600 a week.

"La Soyarie was incorporated on the 31<sup>st</sup> of March, 1982.

"In 1823, La Soyarie Inc. launched new product lines derived from traditional Japanese recipes, and made with tofu: the burgers and nuggets.

"On October, 1st, 1989, the business and offices moved to a brand new location, with 6000 square feet, at 94 Adrien-Robert St. in Hull. From then, the company began to prosper and grow rapidly. We now own the building and use all of its space that is 12000 square feet.

"Today, La Soyarie contracts 13 distributors that serve the regions of Montreal, Quebec and Toronto. We sell to some supermarkets chains and we supply 'Fontaine Sante Foods Ltd', on a weekly basis, for them to make their tofu based products.

"We serve more than 70 other businesses in the Ottawa region: Supermarkets, natural food stores, and some restaurants.

"We use more than 400,000 kg of organically grown Canadian soya beans per year.

"We currently employ 24 persons.

"The name for our company, 'La Soyarie' was selected from the entries in a 'name the business' contest. The winner received a year's supply of tofu.

"The logo represents a soya leaf."

A 1-page list of products shows that the company makes the following: Tofu-Regular water pack, 500 gm. Tofu-Regular vacuum pack, 454 gm. Tofu-Herb vacuum pack, 454 gm. Tofu-Vegetable vacuum pack, 454 gm. Tofu-Silk water pack, 500 gm. Tofu burger fried 300 gm. Miso burger fried 300 gm. Teriyaki burger fried 300 gm. Ganmo burger fried 300 gm. Tofu burger baked 280 gm. Miso burger baked 280 gm. Teriyaki burger baked 280 gm. Ganmo burger baked 280 gm. Imperial burger 150 gm. Oriental burger 150 gm. Nut burger 300 gm (no soya). Pinto burger 300 gm (no soya). Regular tofu nuggets 150 gm. BBQ tofu nuggets 150 gm. Soynuts 250 gm (regular, BBQ, plain, no salt). Tofu cutlets (150 gm, or 300 gm). Vege pate 220 gm (yeast free, no soya).

Note: This is the English-language document seen (Nov. 2014) that contains the term "Ganmo burger" (or "Ganmo burgers"). Address: President & plant manager, 94 Adrien-Robert St., Hull, Quebec, Canada J8Y 3S2. Phone: (819) 777-6716.

3336. Golbitz, Peter. 2001. Soyfoods sales experience strong growth in 2000. *Bluebook Update (Bar Harbor, Maine)* 8(2):1-2. Fall.

• **Summary:** A new report, titled "Soyfoods: The U.S. Market 2001," by SPINS and Soyatech, Inc., in association with Arthur D. Little, Inc., gives data for the year 2000. It shows that the category grew by 21.1% to reach \$2.77 billion during the year 2000; sales are projected to grow by 15-25% during the year 2001. Since 1995, dollar volume for the category has grown 250%, with double-digit increases every year. The top five soyfoods categories, accounting for 86.5% of total U.S. soyfoods sales, were: (1) Meal replacement beverages and powders. (2) Energy bars. (3) Soymilk. (4) Meat alternatives. (5) Tofu.

New trends: (1) Consumers are now buying more



soyfoods products at supermarkets and other mass-market stores than at any other channel; sales here grew more than 30% in 2000. Refrigerated soymilk sales grew more than 500% during 2000, reflecting their new positioning in the dairy case next to dairy milk.

For more information on the report contact SPINS at phone 415-957-4410.

3337. Hain Celestial Group, Inc. (The). 2001. Annual report 2001. Melville, New York. 36 p. Nov. 28 cm.

• **Summary:** Net sales for the year ended 30 June 2001 were \$412.880 million, up 2.3% from \$403.543 million in 2000. Net income in 2001 was \$23.589 million, way up from a loss of \$17.097 million in 2000, and 74.5% higher than the previous net income high of \$13.517 million reached in 1999.

The company now markets 26 brands with over 1,500 different products. “We continue to bring new organic products to market, as well as foods and snacks free of genetically engineered ingredients (GEIs).

In June 2001 the company acquired Yves Veggie Cuisine in Vancouver, BC, Canada. This gives Hain a strong base for growing its Canada operations. Yves has been extremely successful in Canada and the U.S. with its refrigerated meat and cheese alternatives. Hain will soon launch many of its U.S. products under the Yves brand in Canada, and also introduce many new product categories (p. 2).

“Soy beverages continue to be the largest natural food grocery category, and Westsoy has increased its #1 leadership position in aseptic products by growing 9.5% in the last 12 months in the grocery channel alone. This has been at the expense of both long-standing competitors and new entrants... Westsoy expanded to new beverage varieties including soy-based shakes and smoothies, and new refrigerated Westsoy is gaining in both distribution and sales velocity. We now also have the distribution network in place to aggressively support and merchandise the refrigerated section of natural food stores and supermarkets” (p. 3).

Photos show: (1) Westsoy, all natural soymilk beverages (p. 12-13). (2) Yves all natural soy protein products, incl. Veggie Bologna Slices, Veggie Ground Round, Good Slice (cheese alternative), Good Dog (hot dog alternatives), and Canadian Veggie Bacon. (p. 14-15). Yves “continues to lead the North American fresh meat alternative category with exceptional growth in both U.S. and Canadian fiscal markets in fiscal 2001. Yves led category growth with the introduction of new ‘Great Tasting’ products... Using Yves’ strong brand name and distribution network in Canada, we will roll out over 70 new products in the Canadian market in fiscal 2002.”

Accompanying the annual report is a “Notice of Annual Meeting of Stockholders and Proxy Statement” (17 p.). Irwin Simon, the founder and CEO, age 43, had the following annual compensation: Salary: \$460,000. Bonus: NA. Other

compensation: \$5,400. Andrew Jacobson, president of the company’s Natural Products Group, earned a salary of \$247,500. A color photo (p. 2) shows Irwin Simon pushing a shopping cart filled with Hain-Celestial products. Address: 58 South Service Road, Melville, New York 11747. Phone: 516-237-6200.

3338. Weed, Susun S. 2001. *New menopausal years: The wise woman way*. Woodstock, New York: Ash Tree Publishing. xxiii + 280 p. Dec. Illust. Index. 22 cm. [102\* ref]

• **Summary:** Soy is discussed throughout this book but sources are rarely cited. When they are cited, we insert them below. For heavy bleeding (flooding) during the menopausal years: To nourish and tonify, avoid tofu, soy drinks, and soy protein powders (p. 9-10). For uterine fibroids: Consume lignans, which are anti-estrogenic phytoestrogens, found in all whole grains and beans—including soy (p. 15). Building better bones: Exercise regularly, eat calcium-rich foods, and avoid calcium-leaching foods such as soy “milk,” tofu, coffee, alcohol, and white flour products (p. 24). Calcium: Caution—“Unfermented soy (e.g. tofu) is especially detrimental to bone health being protein-rich, naturally deficient in calcium, and a calcium antagonist to boot (p. 28). Beware of calcium antagonists, foods that interfere with calcium utilization. Avoid consistent use of unfermented soy products, including tofu, soy beverages, and soy burgers (p. 29; see p. 163).

Phytosterolic, phytoestrogenic foods: Whole grains and beans are good sources. “Caution: Beans must be cooked or fermented to remove anti-nutritional substances. Tofu and soy ‘milk’ are not recommended” (p. 70).

Red clover has ten times more phytoestrogens than soy, as well as much more bone-building minerals, such as calcium and magnesium (p. 71). Sea vegetables are second only to flax in concentration of lignans. Seaweeds, not soy, are the real secret of health in the Japanese diet (p. 72). “The phytoestrogens in *dong quai*, like those in soy, promote the growth of cancer cells in petri dishes” (p. 73). Phytoestrogenic herbs: Fermented soy products (miso, tamari, tempeh), ground flax seeds, whole grains, etc. are rich in hormonal precursors and phytoestrogens. Use daily to ease menopausal symptoms, prevent cancer, and lower heart disease risk (p. 94). Lack of vitamin B-12 doubles the risk of severe depression for older women; tofu and soy beverages interfere with its absorption (Fallon 1999) (p. 114).

Preventing breast cancer: 75% of all breast cancers occur in women over age 50. Reduce use of seed oils, such as soy oil. For each 5 gm of polyunsaturated fat (from vegetable oils), risk of breast cancer rose by 70% (Wolk 1997 [sic, 1998]) (p. 145). Eat more beans: “There is a relationship between the large amount of *fermented* soy products (miso and tamari) in the Japanese diet and low incidence of breast cancer. But no relationship has ever been shown between

the consumption of processed, fake, imitation soy foods, and breast cancer reduction. Soy beverage is used moderately, or not at all, depending on the specific Asian country” (p. 146).

**Herbal allies:** Red clover is everything you thought soy would be with none of soy’s drawbacks. It contributes to bone health, normalizes the thyroid, and prevents and counters breast cancer. “So do miso and tamari, but not other soy foods. Red clover contains more active phytoestrogens in greater quantity than soy... Red clover contains all four of the major estrogenic isoflavones; soy has only two of them. A cup of red clover infusion (not tea) contains ten times more phytoestrogens than a cup of soy beverage, is richer in calcium, has less calories, and contains no added sugars” (p. 161).

The section titled “Soy” (p. 163-64) praises fermented soy foods (miso, tamari, tempeh, natto) but is quite critical of tofu, soy milk, and “fake soy foods” (burgers, hot dogs, soy cheese, etc.). Soy can reduce hot flashes and prevent heart disease; fermented soy foods can protect against breast cancer. Soy is not a good source of calcium and it is deficient in fats needed for healthy brain/memory functioning. “Soy protein isolate, textured vegetable protein, isolated isoflavones—processed soy foods come in more forms than I can list. I eat miso and tamari freely, tofu and tempeh occasionally, and other soy products not at all. Dosage: 50-200 grams of isoflavones per day, preferably from food. Caution: Excess soy can cause liver damage and is said to feminize men. Soy may be difficult to digest, may cause allergic reactions.”

**Interstitial cystitis:** Tofu may cause problems (Ford 1999).

**Heart healthy:** Soy, whole grains, vitamin E (from foods), essential fatty acids, and seaweeds are helpful (p. 210).

**Osteoporosis risk factors:** Being a vegetarian or vegan who eats a lot of tofu or soy beverage (p. 218). “Eliminate soy products except tamari and miso. (Unfermented soy prevents you from utilizing calcium.)” (p. 220).

**Aching joints:** A tofu poultice may help (p. 229).

**Vitamins and minerals for the menopausal years:** Vitamin B-12, calcium, and iron are depleted by unfermented soy products (p. 248, 250-51).

**Note:** The author does not cite a single scientific publication to support her many criticisms of soyfoods. In fact, the scientific literature does not support her criticisms. It is well known that the author is an admirer of Sally Fallon. Address: P.O. Box 64, Woodstock, New York 12498-0064.

3339. **Product Name:** [Tempeh Bacon].

**Foreign Name:** Tempeh Bacon.

**Manufacturer’s Name:** De Hobbit.

**Manufacturer’s Address:** Nijverheidslaan 7, 9980 Maldegem, Belgium. Phone: 050 71 70 20. Food for Freedom makes.

**Date of Introduction:** 2001.

**Ingredients:** Tempeh\*, cornsyrup\*, shoyu\*, sea salt, yeast extract, cane sugar\*, spices\*, red fermented rice.

**Wt/Vol., Packaging, Price:** 120 gm.

**How Stored:** Refrigerated, 10 weeks shelf life.

**New Product–Documentation:** Form filled out by Mr. Frederik Dossche and two leaflets sent by fax. 2001. June 7. Food for Freedom and De Hobbit seem to have merged. Both make tempeh at: Nijverheidslaan 7, 9980 Maldegem, Belgium. Phone: 050 71 70 20. De Hobbit makes Tempeh, Smoked Tempeh, and Tempeh Bacon. Leaflet index card. De Hobbit. Product cluster: Tempeh. A photo shows Tempeh bacon. “Description: The vegetarian alternative for ordinary bacon. How to use: Fry golden brown on both sides or can be prepared like regular bacon, with cheese, eggs, etc., but very healthy.”

3340. Frost & Sullivan Inc. 2001. U.S. soy-based meat alternatives market. New York, NY: F&S. \*

• **Summary:** Contents: Market overview. Overview and definitions. Market drivers. Market restraints. Challenges. Forecasts and trends. Revenue forecasts. Demand analysis. Market and technology trends. Pricing trends. Competitive analysis. Competitive structure. Market share analysis. Product analysis. Recommendations and evaluation. Meat analogs market. Tofu market. Tempeh market.

3341. **Product Name:** Zenzo Organic Burger Patties.

**Manufacturer’s Name:** The Organic Soy Company, Ltd.

**Manufacturer’s Address:** Unit A, 2 Corban Ave., Henderson, Waitakere City, Auckland 0612, New Zealand.

**Date of Introduction:** 2001.

**Ingredients:** Certified organic ingredients: Soybeans, onions, palm kernel shortening, rice flour, pea flour, sugar, salt, spices, nigari.

**Wt/Vol., Packaging, Price:** 220 gm, vacuum packed inside paperboard box. 4 x vegetarian patties.

**How Stored:** Refrigerate at 4°C or less.

**New Product–Documentation:** Label sent by Elizabeth Chalmers, owner. 2007. Jan. 22. The product was introduced by this company in 2001, but it was first sold in this paperboard box in 2006. They started using the Zenzo brand name (for second generation soy products) in 2002. 4 by 4 by 1½ inches. Color photo of waves, surf, and ocean under a blue sky, beyond sand, green grass and a few yellow flowers, on a green background. Superb label design. Certified Organic logo. On side panel: “Consume within 24 hours once opened. Can be frozen.” On one side is a list, with each item followed by a white box inside of which is a red check (= yes): Vegetarian. Vegan. Dairy free. Gluten free. Cholesterol free. Certified organic. High protein. High energy.

3342. Berkoff, Nancy. 2001. Vegan meals for one or two: Your own personal recipes. Baltimore, Maryland: The



Vegetarian Resource Group. 216 p. Illust. Index by subject. Index to recipes. Index by major ingredients. 23 cm.

• **Summary:** Contents: It's all about you. Meal planning and shopping. Breakfast. One-pot wonders. Freeze or refrigerate now, eat later. Grab-and-go. Desserts and snacks. Every day and special day cooking. Glossary: Definitions of vegan products and details of less common cooking, measurements, soy substitutes. Resources from the Vegetarian Resource Group. Address: R.D.

3343. Breier, Davida Gypsy; Mangels, Reed. comps. 2001. Vegetarian & vegan FAQ: Answers to your frequently asked questions. Baltimore, Maryland: The Vegetarian Resource Group. 272 p. Illust. Index. 23 cm. [69 ref]

• **Summary:** Contents: 1. Most frequently asked questions (incl. How many people are vegetarian? Detailed results of polls conducted in 1994, 1997, 2000). 2. Vegetarianism in daily life (incl. How do you pronounce "vegan?" Ans: VEE-gun. Who are some famous vegetarians? What is the history of vegetarianism?). 3. Nutrition (incl. I need impartial, major scientific studies that show a correlation between a vegetarian diet and disease prevention? Gas caused by eating soy). 4. Food ingredients (incl. Soy cheeses, soy lecithin). 5. Recipes (incl. many recipes for tofu, tempeh, soy whipped cream, chocolate pudding with soymilk, soy yogurt, wheat gluten / seitan, TVP). 6. Vegetarian products (incl. What is seitan? Where can I buy seitan? What is tempeh? What is TVP? Where can I buy TVP? What is tofu? What do I do with it? Alternatives to dairy products. Vegan eggnog. Soy candles). 7. Cooking and baking (Tofu, draining tofu, tofu cream cheese, Tofutti). 8. Travel and restaurants. 9. Veggie kids (Soy-based infant formula. Phytoestrogens in and safety of soy infant formula). 10. Soy (p. 168-76; contains good, balanced responses to the anti-soy articles by Fallon and Enig, p. 173-76). 11. Vegan concerns. 12. Unique questions. 13. Questions about VRG. 14. Appendix: Quick guide to fast food. Quick guide to helpful websites. Protein content of selected vegan foods. Calcium content of selected vegan foods. Iron content of selected vegan foods. Daily values. A senior's guide to good nutrition. Eat better, perform better, sports nutrition guidelines for the vegetarian. Why is wine so fined? Handy guide to food ingredients. List of suggested reading: Vegetarian cookbooks, vegetarian families, vegetarian travel. School foods information. Feeding plans for infants and toddlers. VRG publications, resources, and tabling materials.

Soy-related questions and answers outside of Chapter 10: Gas and bloating after eating soy (p. 64). Casein found in many soy cheeses (p. 80). Soy lecithin (p. 85). Recipes: Tofu dill dip (p. 88). Spinach pie (with tofu, p. 93). Tempeh stuffed potatoes (p. 94-95). Spicy sautéed tofu with peas (p. 98). Quick sloppy joes (with tempeh, p. 98). Sweet potato slaw (with tofu). Tofu balls (p. 100). Pad Thai (p. 102-03). Davida's spicy garlic noodles and tofu (p. 105). Soy whipped

cream (with soymilk, p. 106-07). Chocolate pudding (with soymilk, p. 107). Heavenly chocolate cupcakes (with soymilk, p. 109). Tofu cheesecake (p. 112). Homemade soymilk, rice milk, almond milk (p. 115). Homemade tofu (p. 115). Tofu recipes on the Web (p. 116). Homemade soy yogurt (p. 116). Homemade wheat gluten & seitan (p. 116). What is tempeh? What is TVP (p. 119). Vegetarian mince or meatless ground beef (p. 120-21). vegetarian and soy cheeses (p. 121). Tofurky (meatless turkey, p. 122-23). Tofutti (non-dairy soy ice cream) and vegan eggnog (p. 125). Soy-based vegan candles (p. 126). Using tofu (p. 129-31). Tofu cream cheese (p. 131). Soymilk and soy creamer (p. 132). Soy buttermilk and soy mayonnaise (p. 133). Feeding an infant with soy formula (p. 154). Are the phytoestrogens in soy formula safe? (p. 155). Helping kinds to switch to soymilk from cow's milk (p. 156). Address: 1. Baltimore, Maryland; 2. R.D.

3344. Hayter, Kurumi. 2001. The soy for health cookbook: Recipes with style and taste. Alexandria, Virginia: Time-Life Books. 144 p. Illust. (color). Index. 25 x 19 cm.

• **Summary:** This is a beautiful and strange book, designed and produced by Quintet Publishing Ltd. (London). Beautiful in that almost every other page is a stylish full-color photo of a recipe. Strange in that: (1) Tofu is probably the most common soy ingredient used, yet it does not even appear in the index. Nor does tempeh which is also called for. Yet miso is in the index. (2) A number of the soyfood terms are bizarre and unconventional—such as "beancurd pouches" [abura-age or deep-fried tofu pouches], "sticky beans (natto)." (3) On the inside front cover, the book's title is given as "The Tofu for Health Cookbook."

Contents: Introduction: Nutrition and health, lactose (dairy intolerance), prevention against heart disease, prevention against cancer, prevention of other disorders. How to use this book. Glossary of soyfoods and other ingredients. Basic recipes. 1. Soups and stews. 2. Salads and appetizers. 3. Main dishes. 4. Snacks and side dishes. 5. Desserts.

This book is not vegetarian; some recipes call for beef, pork, chicken, fish, etc.—but none call for dairy products.

3345. Hsiung, Deh-Ta; Simonds, Nina. 2001. Food of China. Sydney, NSW, Australia: Bay Books, an imprint of Murdoch Books Pty Ltd. 296 p. Illust. (color photos by Jason Lowe). Index. 31 cm. [25 ref]

• **Summary:** A gorgeous book with many fine color photos on glossy paper. One section titled "Tofu" (p. 184-91) has recipes for: Braised tofu with Chinese mushrooms. Fermented tofu with Asian greens. Ma Po tofu ("A quintessential Sichuanese dish). Braised tofu. Soft tofu with chilli and spring onion.

The next section, titled "Soy" (p. 192-95) discusses: Introduction. Soy sauce. Tofu. Tofu products: Fermented

tofu, mouldy tofu, tofu skin [yuba]. Recipes: Northern-style tofu. Stuffed tofu. Stir-fried tofu in yellow bean sauce. Braised gluten. Mock duck (made with gluten). Buddha's delight (vegetarian, with gluten and tofu). Bean sprouts stir-fry ("Bean sprouts can mean either soya bean sprouts or mung bean sprouts and both are used in this recipe. Soya bean sprouts are slightly bigger and more robust for cooking, as well as being more commonly found in China").

Fermented tofu is mentioned on pages 9, 164 (1 tablespoon red fermented tofu), 167, 193. More soy recipes: Tofu rolls (with yuba. An alternative to spring rolls, often served as dim sum, p. 35). Salted soya bean pods ([green vegetable soybeans], p. 53). Tofu and spinach soup (p. 60). Hot-and-sour soup (with tofu, p. 68). Steamed mussels with black bean sauce (p. 76). Clams in yellow bean sauce (p. 76). Scallops with black bean sauce (p. 114). Soy chicken (with dark soy sauce, p. 140). Shanghai soy duck (similar to Cantonese soy chicken, with light soy sauce and dark soy sauce, p. 148). Beef with capsicum and black bean sauce (p. 172). Stuffed bitter melon in black bean sauce (p. 219). Chinese broccoli with soy sauce (p. 220). Soy and vinegar dipping sauce (p. 282). Soy, vinegar and chilli dipping sauce (p. 282). Soy, chilli and sesame dipping sauce (p. 282).

Contains a good glossary of Chinese food and cooking (p. 288-91) which includes entries for: Bean sprouts (incl. soya bean sprouts). Chilli bean paste: Substitute Hot or Sichuan bean pastes. Fermented tofu, which is sometimes called "preserved tofu or tofu cheese and is used as a condiment or flavoring." Hoisin sauce. Master sauce (incl. soy sauce). Salted, fermented black beans. Soy sauce. Soya beans (fresh, "cooked in their fuzzy pods and served as a snack." Or dried, yellow or black). Tofu (called *doufu* in China). Tofu puffs ("Deep-fried squares of tofu, crispy on the outside and spongy in the middle." Can be frozen). Tofu skins [yuba]. Yellow bean sauce (It is actually brown in color).

Photos show: Kung Wo Bean Curd factory in Hong Kong. A soy sauce factory and its canned "Premium Soy Sauce."

3346. Ishige, Naomichi. 2001. The history and culture of Japanese food. London, New York, Bahrain: Kegan Paul. x + 273 p. Illust. Maps. No index. 24 cm. [59 ref. Eng]

• **Summary:** This book is crippled by the lack of an index. Moreover, the sources of most of the interesting material in the text are not cited. Otherwise it is very well researched and well written.

Contents: Introduction–The historical framework. Part I: The dietary history of Japan. 1. The prehistoric era: The Paleolithic age, the advent of earthenware, Jōmon society and dietary culture. 2. Establishment of a rice-growing society: A crop held in special regard, the dissemination and development of rice, rice cooking, sake brewing, fermented fish and flavourings. 3. The formative period of

Japanese dietary culture: Historical setting, the taboo on meat eating, the lack of a dairy industry, annual observances and rites of passage, place settings and table settings, cooking and banquet styles, the roles of the monasteries, the popularization of noodles.

4. The age of change: Historical setting, the diffusion of tea, the impact of the 'Southern Barbarians' (*nanban*; first came the Portuguese and Spaniards, Catholics from Iberia, then the Dutch and English, Protestants from northwest Europe called *kômōjin* {"redheads"} to distinguish them from the Iberians, Saint Francis Xavier, introduction of meat eating {beef} by Catholics by 1557 in the town of Oita in northwest Kyushu, expansion of meat eating by non-Christians in Nagasaki and Hirado island {northeast Kyushu}, in 1612 Christianity and meat eating are prohibited by the Tokugawa shogunate but the Chinese colony in Nagasaki is exempted, Dutch traders are the only Europeans allowed to remain in Japan after the country is closed but they are isolated on a tiny island in Nagasaki harbor and barred from contact with ordinary citizens, dishes with nanban influence include fried tofu patties {called *ganmodoki* in the east of Japan, or *hirōsu* or *hiryōzu* in the west}, tempura, nanban confectionary {such as *kasutera*} is especially popular, introduction of new crops by Europeans {incl. sweet potato, two types of pumpkin squash, cayenne pepper, kidney beans, peanuts}), formation of a new style (banquet-style meals {*honzen ryōri*}, *kaiseki*), change in the frequency of meals (from two to three).

Note 1. This is the earliest (and only) English-language document seen (April 2013) that contains the word *hirōso*; it refers to Kyoto-style deep-fried tofu balls.

5. The maturing of traditional Japanese cuisine: Historical setting town and country, the spread of soy sauce, the emergence of the restaurant, snack shops, books on cooking and restaurants, the Ainu, the Ryukyu Islanders. 6. Changes in the modern age: Historical setting, the resumption of meat eating, milk and dairy products, entry of foreign foods, zenith and nadir, new meal patterns, integration of foreign foods—a model.

Part II: The dietary culture of the Japanese. 7. At the table: Gohan—framework of the meal, the rise of the table, the tabletop as landscape, chopsticks and table manners, etiquette—as you like it. 8. In the kitchen: The secularization of fire and water, from wood fire to electric rice cooker, the knife—a sword in the kitchen, restaurants—the public kitchen. 9. On the menu: Soup and umami flavouring. Sashimi—Cuisine that isn't cooked, Sushi—from preserved food to fast food, sukiyaki and nabemono, tofu and nattō—meat for vegetarians, vegetarian temple food, tempura and oil, noodles and regional tastes, pickled and preserved seafood, mochi, confectionery and tea, the dynamics of sake and tea.

Teriyaki developed during the Edo / Tokugawa period (1600-1867) (p. 116; However no citation for the source of this information is given).



During the Edo period, most commoners living in Japan's cities ate plain and repetitive meals. In Edo (later Tokyo) most had a breakfast of rice, miso soup, and pickles; for lunch and dinner they ate approximately the same thing "with the addition of one dish of simmered vegetables or tofu, or simmered or grilled fish" (p. 113). Address: National Museum of Ethnology, Osaka, Japan.

3347. Robertson, Robin. 2001. *Vegetarian meat & potatoes cookbook*. Boston, Massachusetts: The Harvard Common Press. xii + 356 p. Illust. (by Paul Hoffman). Index. 23 cm. • **Summary:** Another outstanding book from Robin Robertson. From the front cover below the title: "275 hearty and healthy meat-free recipes for burgers, steaks, stews, chilis, casseroles, pot pies, curries, pizza, pasta, and other stick-to-your-ribs favorites."

The Introduction begins: "When I married him in 1971, my husband, Jon, was a 'meat and potatoes' kind of guy. He remains so today, even though he has been a vegetarian since 1986. The answer to this seeming paradox can be found in the pages of this book." Chapter 5, "Steaks, vegetarian style" (p. 123-63) is packed with "meaty" main dishes featuring seitan (home made), tempeh, tofu and yuba.

A half-page sidebar titled "All about tofu" (p. 140) gives a basic description and lists the different types.

Another sidebar titled "A brief bean bio" (p. 266) states: "The most useful and versatile bean of all is the soybean. For years, the soybean has been hailed as one of humanity's greatest nutritional treasures, because there are a number of high-protein foods derived from it, such as tofu, tempeh, and miso. Roasted soy 'nuts' and edamame, boiled fresh soybeans in the pod, are other delicious ways to enjoy soy... Beans and grains are like the 'meat and potatoes' of vegetarian cuisine. Add some steamed or stir-fried vegetables for a complete, well-balanced meal."

The word "tofu" appears on 84 pages of this book, "tamari" on 58 pages (she uses the fixed phrase "tamari or other soy sauce"), "soy sauce" on 50 pages, "seitan" on 41 pages, "tempeh" on 35 pages, "hoisin" on 15 pages, "teriyaki" on 8 pages, "yuba" on 9 pages, "soybeans" on 6 pages, "miso" on 5 pages, "soy yogurt" on 4 pages, "shoyu" on 1 page, "edamame" and "soybean" on 1 page each.

3348. Sabaté, Joan; Ratzin-Turner, Rosemary. ed. 2001. *Vegetarian nutrition*. Boca Raton, Florida: CRC Press. [xxiv] + 551 p. Index. 24 cm. CRC Series in Modern Nutrition. [1732 ref]

• **Summary:** The best scholarly book seen to date on this subject. Consists of a Prologue (by Mervyn Hardinge) plus 21 chapters, in five sections, by various authors.

This book contains extensive information on soyfoods as follows: Vitamin B-12, homocysteine, meat analogues and soya milks (p. 47). Summary of epidemiologic studies of soy / tofu intake and breast cancer risk (p. 80-81). Vegetarian

diets and soy in the prevention of osteoporosis, diabetes, and neurological disorders (p. 120-21, 125). Iron and soy (p. 202-03). Guidelines to achieve an optimal ratio of essential fatty acids in the diet (p. 203; soy is rich in  $\alpha$ -linolenic acid). Zinc, calcium and soy (p. 206). Women's reproductive function, menopausal symptoms, phytoestrogens and soy (p. 232-34, 244). Health advantages of a vegetarian diet for the elderly—and soy (p. 254-55). Vegan children, protein and soy (p. 302). Iron and soy (p. 304; "While the percentage of iron absorbed from soy may be low, the total amount of iron absorbed is adequate, because soy beans naturally contain relatively large amounts of iron" (p. 304-05)). Phytoestrogens and soy (p. 312-13). Macrobiotic diets (p. 313-15). Calcium and soy (p. 316). Vitamin B-12, miso and tempeh (p. 319-22). Iodine and soy (p. 323). Health-promoting phytochemicals beyond the traditional nutrients—soyfoods and isoflavones (p. 342-45; One table shows the isoflavone content (genistein, daidzein, and glycitein) of soybeans, roasted soyflour, roasted soynuts, TVP, tofu, tempeh, miso, and soy milk). Another shows the isoflavone content of commercial soy products by the weight of a typical serving, in descending order of isoflavone content (cooked soybeans, dry TVP, dry roasted soy nuts, tofu, soy flour, soy protein isolate, soymilk, SoyBoy Breakfast Links, soybean chips, tempeh, miso, soy cheese, Ice Bean [soy ice cream], Green Giant Harvest Burger, soy noodles, Tofutti [soy ice cream], soy sauce, soy oil). Protection against cancer and soy (p. 346-47). Help for menopause and bone loss (p. 347-48). Protective substances and soy foods (p. 397-98). Calcium fortified products such as soy (p. 421). Consuming a wide range of vegetable oils from intact plants—soy (p. 421). Developing a vegetarian food guide—Legumes, lentils and peas (p. 428-29; "Among legumes, the soybean possesses unique nutrient characteristics." Many food guides place soy beverages in the milk-dairy category). Table: Comparison criteria for evaluating soy and grain-based beverages (p. 430). The water efficiency of food production—and soy (p. 449; "The water intensity of animal production is much larger than the water intensity of crops. For instance, per gram dry weight, soybeans require about 0.75 liters of water" compared with about 20 liters for cattle). Note: Joan Sabaté is a man. The series editor is Ira Wolinsky, PhD, Univ. of Houston, Texas. Address: 1. Prof. of Chair, Dep. of Nutrition, and Prof. of Epidemiology, Loma Linda Univ., Loma Linda, California.

3349. Gardenburger, Inc. 2002. *Annual report 2001* (Form 10-K). 1411 Southwest Morrison St., Suite 400, Portland, OR 97205. 30 + 15 + 6 p. 28 cm.

• **Summary:** The annual report is largely a copy of the 10-K form submitted to the government. Net sales in 2001 were \$50,751,000, down from \$61,113,000 the previous year. Net income was a net loss of \$7,156,000 smaller than the loss of \$32,826,000 the previous year. Mr. Lyle Hubbard is

(fortunately) no longer with the company.

Accompanying the annual report is a notice of Annual Meeting of Shareholders and proxy statement (20 p.). The CEO and president is now Scott C. Wallace. His salary in 2001 was \$170,769 plus a bonus of \$42,500, compared with that of \$312,914 for Lyle Hubbard in 2000. A graph (p. 18) shows that the value of company's stock has fallen steadily since Sept. 1998 and dropped to almost nothing during 2001. Address: Portland, Oregon.

3350. Lightlife Foods, Inc. 2002. Winning consumers—one meal at a time (Brochure). Turners Falls, Massachusetts. 8 panels. Front and back. Each panel: 8½ by 11 inches.

• **Summary:** On the cover of this very informative and attractive full-color, glossy brochure is a photo of a young man in a green t-shirt seated in a chair, and a lovely young lady, seated near him on the table, with her left knee touching his left shoulder, dressed in pink, and holding a banana. A bowl of fruit is on the table and the mood is a happy one. Across the bottom: "Lightlife Foods family of meat-free alternatives."

Note. This is the earliest (and only) English-language document seen (Nov. 2014) that contains the term "meat-free alternatives" (regardless of capitalization or hyphenation). What, in fact, does this term actually mean? How is it different from the much more widely used "meat alternatives"?

When you open the brochure, the two facing pages are about breakfast, lunch, dinner and FDA food facts. The word "Soy" is written in soft gray background letters.

When you open the brochure again you see four color pages, each 8½ by 11 inches, with 8 Lightlife products on each page—for a total of 32 products. For each product is given: (1) The name of the product. (2) A small color photo of the front panel of the package. (3) Nutrition facts for that product. (4) The ingredients. (5) The UPC bar code.

On the back of this brochure is a full-page table giving more information about each of Lightlife's products: Retail product name, UPC numbers, depth, unit dimension width, height, units per case, gross case weight, length x width x height dimensions, cube, pallet pattern, cases per pallet, shelf life frozen (Del. Code Ref. / Frze.). The brochure is dated Jan. 2002 (The good influence of ConAgra!). "Visit [www.lightlife.com](http://www.lightlife.com) to download recipes for these, and many more delicious meals from Lightlife Foods." Address: 153 Industrial Blvd., Turners Falls, Massachusetts 01376. Phone: 1-800-Soy-Easy = 1-800-769-3279.

3351. Lightlife Foods, Inc. 2002. Good for you—good for all of us (Brochure). Turners Falls, Massachusetts. 4 panels. Front and back. Each panel: 8½ by 11 inches.

• **Summary:** On the cover of this very artistic and informative full-color, glossy brochure is a photo of a numerous young women and men doing tai chi on a

hardwood floor with yoga mats. Across the bottom: "Smart Menu family of frozen foods."

When you open the brochure, the left page is about breakfast, lunch, and dinner. Two tables show: (1) Top brands—Market share (for what we are not told): Lightlife 31%, Boca 22%, Yves 18%, Gardenburger 12%, Turtle Island 7%, White Wave 6%—for the 52 weeks ending Sept. 2001. (2) Velocity. The three columns are Brand, SPP \$, and SPP (U). The leading brand is Lightlife, \$1,494, 616. Followed by Yves, Boca, Gardenburger, Turtle Island, Franklin Farms, and Veggie Patch. The word "Soy" is written in soft gray background letters.

Note: SPP \$ (or \$ SPP) stands for dollar Sales Per Point of distribution. This is a product's "velocity" or "sales rate." SPP \$ is a good measure of an item's strength in a store or channel, as a high SPP \$ means that a SKU is selling quickly off the shelf. SPP (U) is similar except in units instead of dollars.

On the right page is information about Lightlife's 7 Smart products. For each product is given: (1) The name of the product. (2) A small color photo of the front panel of the package. (3) Nutrition facts for that product. (4) The ingredients. (5) The UPC bar code.

On the back of this brochure is a half-page table giving more information about each of Lightlife's Smart products: Retail product name, UPC numbers, depth, unit dimension width, height, units per case, gross case weight, length x width x height dimensions, cube, pallet pattern, cases per pallet, shelf life frozen (Del. Code Ref. / Frze.).

Below the table is a pie chart titled "Lightlife Foods—The market share leader in meat substitutes" [sic, alternatives]. The shares are: Lightlife 31%, Boca 22%, Yves 18%, Gardenburger 12%, Turtle Island 7%, White Wave 6%. Source: SPINS 52 weeks ending Sept. 2001. Dollar share refrigerated / frozen meat alternative category.

The brochure is dated Jan. 2002 (The good influence of ConAgra!). "Visit [www.lightlife.com](http://www.lightlife.com) to download the recipes pictured in this flyer, and many more delicious meals from Lightlife Foods." Address: 153 Industrial Blvd., Turners Falls, Massachusetts 01376. Phone: 1-800-Soy-Easy = 1-800-769-3279.

3352. The Mail Order Catalog for healthy eating. Winter 2002. 2002. P.O. Box 180, Summertown, TN 38483. 36 p.

• **Summary:** The book section of this mail order catalog contains listings for an excellent selection of vegetarian and vegan cookbooks, vegetarian soyfood cookbooks, plus books on food nutrition & health, alternative healthcare, women's healthcare, native Americans and their cultures, animal rights, and sustainability.

The vegetarian food products section offers TVP granules and chunks, Response textured soy protein concentrates (misleadingly called "Response TVP flakes"), miso soup mixes, wheat free soy pasta, soy & rice pudding



mixes, soy & nondairy beverages and beverage mixes, soy protein powders & shake mixes, soynut butters, sea vegetables, vegetarian jerky, soynuts, plus foods from Worthington and Loma Linda, Jyoti India Cuisine, and Dr. John McDougall. Address: Summertown, Tennessee. Phone: 800-695-2241.

3353. **Product Name:** [Viana Life Paté Fine (Delicately Smoked Vegetarian Sandwich Paté), Life Paté Coarse (Delicately Smoked Vegetarian Sandwich Paté), Country Vegetarian Slicing Sausage for Sandwiches, Velami Vegetarian Slicing Sausage for Sandwiches, Veggie Tuna (Chunky Style Paté), VeggieDelight Supreme (Non-Dairy Cream Cheese), VeggieDelight Cheesy (Non-Dairy Cream Cheese)].

**Foreign Name:** Lebenswurst Fein, Lebenswurst Gross, Prima Wurst, Velami, Veggie Tuna, VeggieDelight Supreme, VeggieDelight Cheesy.

**Manufacturer's Name:** Tofutown.com

**Manufacturer's Address:** D-54578 TofuTown Wiesbaum, Germany. Phone: +496593 9967-0. Fax: 6593 9967-225.

**Date of Introduction:** 2002 January.

**Wt/Vol., Packaging, Price:** 200-250 gm pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Color packages sent by Bernd Drosihn. 2004. Nov. 15. Size: 5 by 17.5 by 3.5 cm. Paperboard boxes. Various colors. Color photo of the dish, ready to eat, on round wooden board. Each of these Viana-brand products is a meat alternative, ready to serve introduced in Jan. 2002. The packaging is very attractive, with all information given in 6 languages for the expanded European market: German, Dutch, Spanish, English, French, and Italian.

3354. **Product Name:** Trader Joe's Burger Nouveau Meatless Patties.

**Manufacturer's Name:** Trader Joe's (Marketer).

**Manufacturer's Address:** P.O. Box 3270, South Pasadena, CA 91031-6270.

**Date of Introduction:** 2002 January.

**Ingredients:** Soy protein concentrate, soy protein isolate, cellulose gum, spices, dried minced garlic, dried minced onion, salt, wheat gluten (non-hydrolyzed), canola oil, barley malt extract, dried onion, dried garlic, black pepper, tamari (water, whole soybeans).

**Wt/Vol., Packaging, Price:** 4 burgers in 14 oz (397 gm) paperboard box. Retail for \$3.59 (2002/07, Lafayette,



California).

**How Stored:** Frozen.

**Nutrition:** Per patty (3.5 oz): Calories 140, calories from fat 20, total fat 2.5 gm (4% daily value; saturated fat 0.5 gm), cholesterol 0 mg, sodium 430 mg (18%), total carbohydrate 8 gm (dietary fiber 5 gm [20%], sugars 0 gm), protein 21 gm. Vitamin A 0%, vitamin C 0%, calcium 10%, iron 20%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** Product with Label purchased at Trader Joe's in Lafayette, California. 2002. July 14. 10 by 5 inches. Paperboard box. Black and red on tan. Color photos on front and back panels show three burgers with grill marks surrounded by sliced tomatoes and onions. "Low fat. High in fiber. Excellent source of protein." Heating instructions: Preferred preparation method—Heat in non-stick or lightly oiled skillet for 3-4 minutes. Or microwave or grill. Soyfoods Center taste test. 2002. July 14. Each patty is sealed in a separate plastic pouch. Flavor and texture both very good. Package design: Excellent.

Talk with manager at Trader Joe's. 2002. July 21. This 4-burger product was introduced about 6 months ago. A 2-burger product with the same name was introduced about 4 years ago.

3355. Tibbott, Seth. 2002. Update on Tofurky (Interview). *SoyaScan Notes*. Feb. 26. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Sales of Tofurky roasts grew nicely during the past year from 82,000 in 2000 to 105,000 in 2001—an increase of 28% during a recession year in the American economy. The product is sold in two forms: Tofurky Roast, and Tofurky Feast (the 26-ounce stuffed roast plus four Tempeh Drumettes, 14 oz. Tofurky “Giblet” Gravy, and Tofurky Jurky Wishstixs). In recent years, Tofurky has been made for Turtle Island in California. Now Seth is planning to move production in-house, which should enable him to reduce production costs dramatically. Address: Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon 97031. Phone: 541-386-7766 OF.

3356. Hey, Barbara. 2002. Tastes just like chicken: Mushroom variety offers new source of protein [Quorn]. *Natural Foods Merchandiser*. Feb. p. 1, 7.

• **Summary:** After 5 years of deliberation, the U.S. Food and Drug Administration has approved Quorn, made by Quorn Foods Inc. (Greenwich, Connecticut) for sale in the USA. Quorn, which has been on the market for 17 years in Europe, is a patented meat alternative made from mycoprotein—a vegetable protein derived from a variety of mushroom [*Fusarium graminearum*] discovered near the company’s original headquarters in North Yorkshire, England. The taste of Quorn has been compared in flavor and texture to that of chicken.

The first Quorn product was introduced in the UK in 1985 and rolled out across Europe in 1993. Today Quorn Foods has sales of \$150 million with more than 90 products in six European countries. Address: Senior editor of *Delicious Living!* magazine.

3357. Quorn Foods Inc. 2002. Quorn is the answer! Introducing the #1 retail selling meat-free brand in the world (Ad). *Natural Foods Merchandiser*. Feb. p. 29.

• **Summary:** This full-page color ad shows the inside of a Quorn (pronounced “Kworn”) cutlet and the front panel of the following seven Quorn products: Fettucine Alfredo, Grounds, Tenders, Patties, Lasagna, Cutlets, and Nuggets. Quorn is “the best-selling line of meat-free cuisine in the world...” “Quorn and the Quorn logo are trademarks of Marlow Foods Ltd. and are manufactured and used under license in the U.S. by Quorn Foods Inc.” Address: P.O. Box 370, Riverside, Connecticut 06878. Phone: 203-698-2529.

3358. *Soybean Digest*. 2002. Healthy growth in soyfoods. Mid-Feb. p. 34-35.

• **Summary:** This article is part of a special pull-out insert on “New Uses.” Notes that soyfoods have reached a new level of acceptance during the past year with the purchase of Kashi Co. (a natural cereal manufacturer) by the Kellogg Co. Kashi already made lines of soy-enriched cereal and the company recently expanded its line to include GoLean soy-based diet drinks and cereals. Founded in 1984 by Philip and

Gayle Tauber, Kashi grew by more than 100% during the fiscal year before Kellogg’s purchase—for an estimated \$30 to \$50 million. In the year 2000 Kashi had sales of about \$25 million, compared with \$7 billion for Kellogg. But Kellogg sees a continuing trend toward healthier eating.

Color photos show: (1) Packages of Kashi GoLean and Westsoy Soy Smoothie. (2) Various unpackaged soy products including textured soy protein, soymilk, silken tofu, edamamé, soy cheese, soy hot dogs, breaded soy cutlets, and soy powder. (3) Tortillas filled with cooked whole soybeans and trimmings, a package of Soy Fusion (Berry), and a soy burger between buns. (4) Cover of the 2001 Soyfoods Guide.

3359. **Product Name:** [Tofu Ravioli, from Whole Wheat Flour, Tofu Sausage].

**Foreign Name:** Integralni Ravioli od Tofua, Tofu Kobasica. **Manufacturer’s Name:** Annapurna.

**Manufacturer’s Address:** Nehajska 42, 10000 Zagreb, Croatia. Phone: 01 3639 092.

**Date of Introduction:** 2002 March.

**Ingredients:** Durum flour, 850 flour, whole wheat flour: Filling: Tofu, soya, breadcrumbs, onion, spices.

**Wt/Vol., Packaging, Price:** 150 gm vacuum packed. Sells for 15kn/pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Vlatka Kuzmic. 2005. June 6. She wrote the introduction date and English translation of the product name on the back of 6¼ by 6 inch label (folded in half). Dark green, red, white and tan against a light green background. Color illustration of ravioli shells, tofu, red bell pepper, carrots, and greens.

3360. Ethnic Gourmet Foods. 2002. Linda McCartney: Natural Frozen Foods (Leaflet). 190 Fountain St., Framingham, MA 01702. 1 panel each side.

• **Summary:** See next page. Leaflet (front and back, 8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2002. March. The front panel shows 13 Linda McCartney frozen meatless entrees. Some are meat alternatives. The rear gives some details on each, but no ingredients. Address: Framingham, Massachusetts.

3361. Heartland Fields. 2002. You’ve never sold soy like *this* before (Ad). *Natural Foods Merchandiser*. March. p. 26.

• **Summary:** See page after next. This 8½ by 11 inch color ad shows a tortilla or taco on a plate filled with one of the products. Below that are the labels of five products: Soy Steak Tips, Soy Ground Beef, Soy Barbeque, Soy Sausage, and Soy Taco Filling. A small logo states that all are “Made with non-GMO organic soy.” Below that are three bags of Soy Krisps (Lightly Salted, Sour Cream & Onion, Cinnamon Raisin). www.heartlandfields.com. “Healthy never tasted so good.” Address: [4200 Westown Parkway, Suite 106, West



Introducing

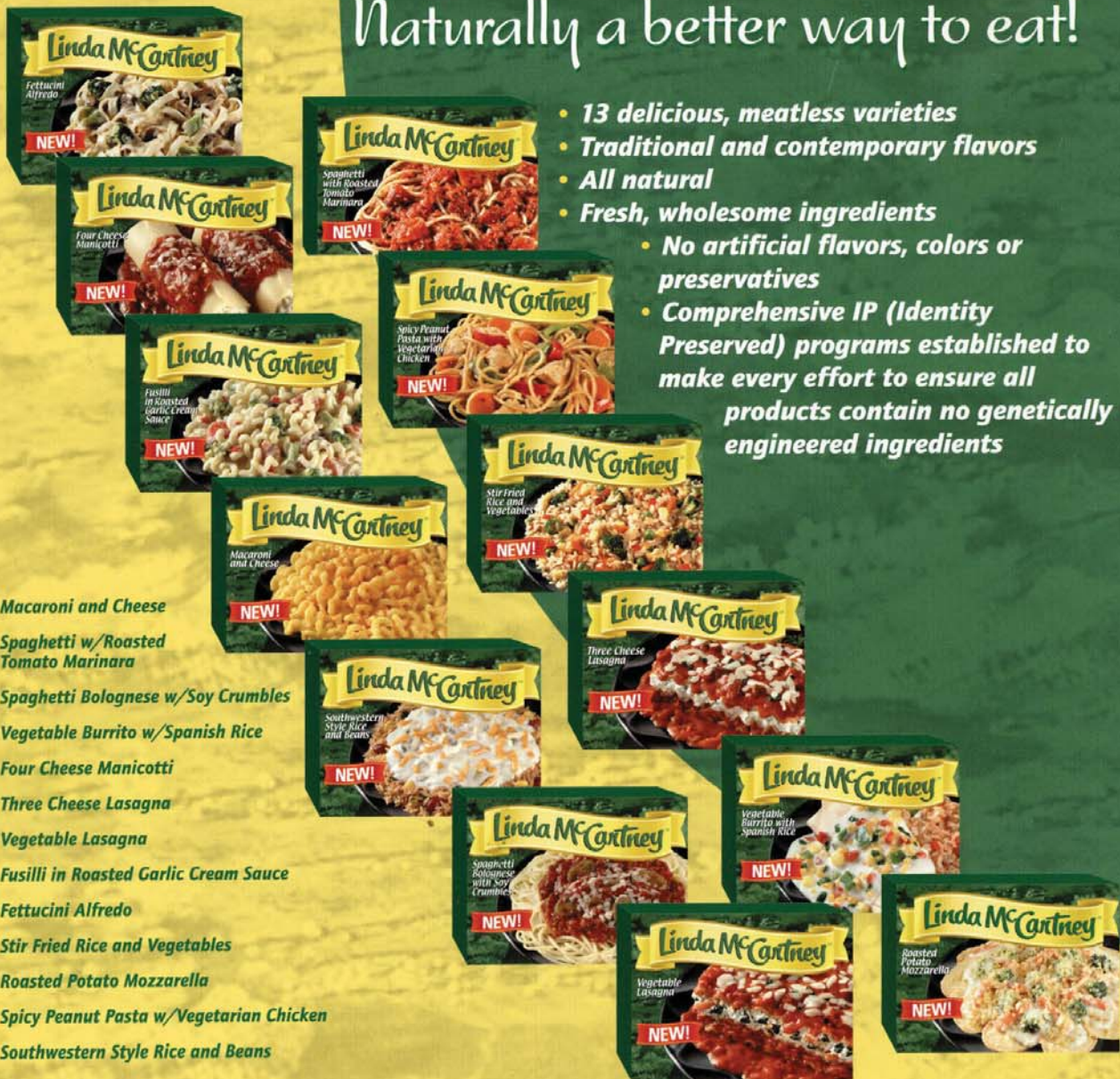
# Linda McCartney™

**NEW!**

**Natural Frozen Foods**  
Naturally a better way to eat!

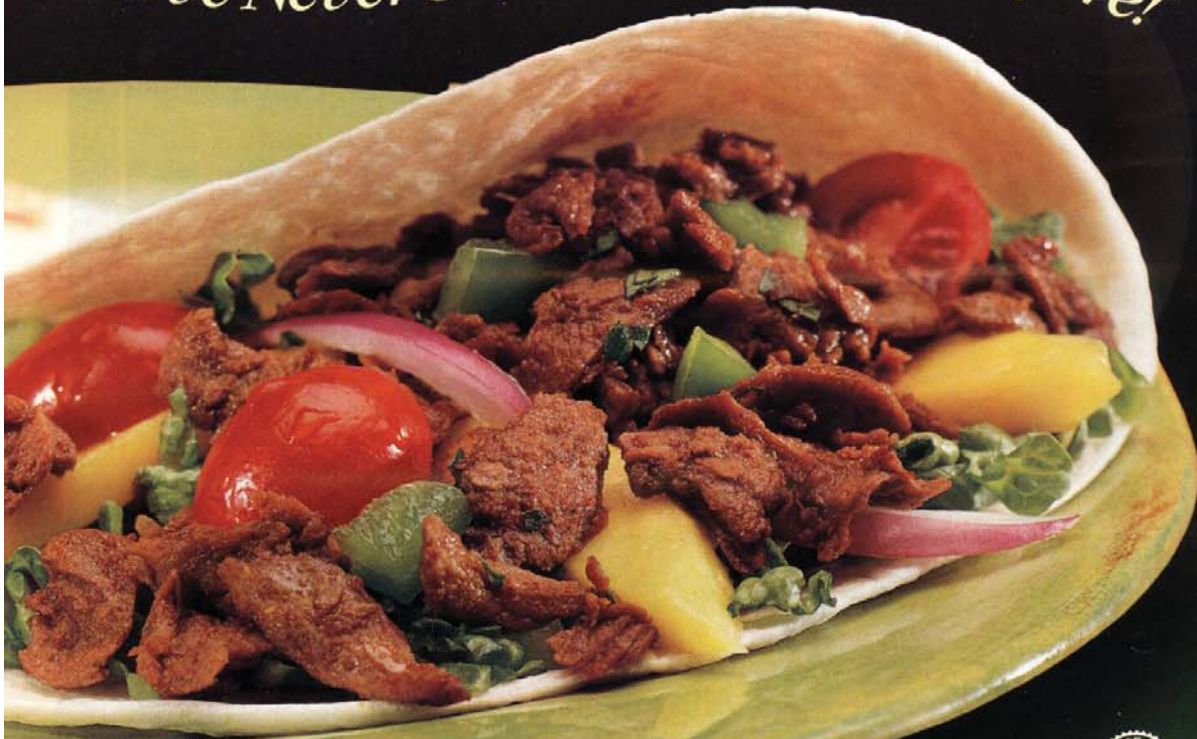
- 13 delicious, meatless varieties
- Traditional and contemporary flavors
- All natural
- Fresh, wholesome ingredients
- No artificial flavors, colors or preservatives
- Comprehensive IP (Identity Preserved) programs established to make every effort to ensure all products contain no genetically engineered ingredients

- Macaroni and Cheese
- Spaghetti w/ Roasted Tomato Marinara
- Spaghetti Bolognese w/ Soy Crumbles
- Vegetable Burrito w/ Spanish Rice
- Four Cheese Manicotti
- Three Cheese Lasagna
- Vegetable Lasagna
- Fusilli in Roasted Garlic Cream Sauce
- Fettuccini Alfredo
- Stir Fried Rice and Vegetables
- Roasted Potato Mozzarella
- Spicy Peanut Pasta w/ Vegetarian Chicken
- Southwestern Style Rice and Beans





*You've Never Sold Soy Like This Before!*



*Introducing Pre-Cooked, Recipe-Ready,  
Gourmet Meat Alternatives*



7-9 grams of soy protein per serving • Delicious • Easy • 100% Natural



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Ask your supplier about Heartland Fields  
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Circle Reply #122



*Healthy Never Tasted So Good!™*



Des Moines, Iowa 50266]. Phone: 866-769-7200.

**3362. Product Name:** House Tofu Steak [Garlic & Pepper].

**Manufacturer's Name:** House Foods America Corporation.

**Manufacturer's Address:** 7351 Orangewood Ave., Garden Grove, California 92841. Phone: (714) 901-4350.

**Date of Introduction:** 2002 March.

**Ingredients:** Original: Filtered water, soybeans, salt, calcium chloride.

**Wt/Vol., Packaging, Price:** 19 oz.

**How Stored:** Refrigerated.

**New Product–Documentation:** See next page. Leaflet (glossy, color, back and front) sent by Patricia Smith from Natural Products Expo (Baltimore, Maryland). 2002. March. "House Tofu Steak." "Nutritious. Easy to prepare. Extra firm texture. Specially seasoned." Photos on the front show: (1) Three tofu steaks (grilled tofu) on a plate, surrounded by mushrooms, vegetables and rice, ready to serve. (2) The front panel of each of the two flavors.

On the rear: "House Tofu Steak launching campaign, starting April 2002." Magazine advertisement in *Bon Appetit*. TCM Broadcasting. FSI coupon. For more: [www.housetofusteak.com](http://www.housetofusteak.com).

**3363. Product Name:** Soy Creations Vegetarian Chicken Breast.

**Manufacturer's Name:** i Foods, Inc.

**Manufacturer's Address:** 519 Stanford Ave., Los Angeles, CA 90013. Phone: (213) 688-7882.

**Date of Introduction:** 2002 March.

**Ingredients:** Chicken Breast: Textured soy protein, water, soybean oil, isolated soy protein, whey protein, sugar, soy sauce (water, soybeans, wheat, salt), wheat protein [gluten], corn starch, tapioca starch, potato starch, salt, spices, natural flavors (from vegetable sources), autolyzed yeast extract.

**New Product–Documentation:** Leaflet (8½ by 11 inch, color, glossy, front and back) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2002. March. "Vegetarian Chicken Breast."

**3364. Product Name:** Soy Creations Vegetarian Cod Fillet, Vegetarian Salmon Fillet, Vegetarian Chicken Breast.

**Manufacturer's Name:** i Foods, Inc.

**Manufacturer's Address:** 519 Stanford Ave., Los Angeles, CA 90013 Phone: (213) 688-7882.

**Date of Introduction:** 2002 March.

**Ingredients:** Cod Fillet: Textured soy protein, water, soybean oil, isolated soy protein, whey protein, sugar, corn starch, tapioca starch, wheat protein [gluten], potato starch, salt, spices, natural flavors (from vegetable sources), seaweed, autolyzed yeast extract.

**New Product–Documentation:** See page after next. Two leaflets (8½ by 11 inches, 1 panels each side, glossy color, front and back) sent by Patricia Smith from Natural Products

Expo West at Anaheim. 2002. March. The front of each shows a large color photo of the prepared product.

**3365. Imagine Foods, Inc. 2002. 20–Imagine what's next (Ad).** *Natural Foods Merchandiser*. March. p. 6.

• **Summary:** This creative and sometimes humorous full-page color ad celebrates Imagine Foods' 20th anniversary of developing and making alternatives to dairy and meat products. The text for most years is accompanied by a color photo of a product introduced that year—all on a jet-black background. Colorful arrows point the reader's way back and forth across the page to the next year.

1982–Imagine Foods is born in a log cabin in Jamestown, Missouri.

1983–Robert Nissenbaum and Bill Gates contemplate the future in slightly different ways.

1984–Rice Dream Frozen Desserts are introduced to Critical acclaim at the NNFA Show in Atlanta [Georgia]. Now how do we make thousands of gallons?

1985–World headquarters moved to Palo Alto.

1986–Rice Dream package is redesigned and seven flavors are added.

1987–World headquarters moves out of Robert's house and into real offices.

1988–Gone Bananas, frozen chocolate and carob covered banana bites, is introduced clearly ahead of its time.

1989–Imagine introduces the world's first organic crust, vegetarian pocket sandwich.

1990–Rice Dream beverage premieres after six years in development and two US patents.

1991–Rice Dream Bars and Pies reinvent natural frozen novelty desserts.

1992–Imagine creates Ken & Robert's Veggie Burger.

1993–Imagine shelf stable pudding cups are added to the non-dairy line of products.

1994–Original Rice Dream becomes the #1 [best-selling] product in the natural foods industry. The sky's the limit. And Rice Dream Enriched is launched offering the sale calcium and vitamins as milk.

1995–Robert goes fishing. Can't catch anything using rice for bait.

1998–Imagine Organic Soups and Broths revolutionize the category. And: Another Dream comes true. Soy Dream beverage is introduced in six flavors. And: Power Dream Soy Energy Drink is launched out of necessity to keep up with the staff's energy requirements.

1999–Soy Dream moves into the refrigerator in gable cartons to milk opportunity.

2000–Rice Dream follows Soy Dream into the refrigerator. "Its gett'n crowded in here."

2001–Soy Dream Frozen Dessert and novelties are introduced. Dreamheads rejoice.

2002–Visit us at booth #3757 to celebrate our 20th anniversary on Saturday from 1 to 3 pm for cake and Soy



# House® Tofu STEAK

- Nutritious
- Easy to prepare
- Extra-firm texture
- Specially seasoned

▼ Tofu Steak/Original



▼ Tofu Steak/Garlic & Pepper



**Healthy**

- 320 ~ 350 Calories (per 1/2 package)
- No Cholesterol
- 38 ~ 40g Soy Protein (per 1/2 package)

**Easy to Prepare**

- 4 minutes prep. time

**Quick preparation guide on package**

**2 Varieties**

- Original
- Garlic & Pepper

Varieties	Original	Garlic & Pepper
UPC	076371 014045	076371 014052
Net Weight	19 oz. (538g)	19 oz. (538g)
Quantity / Case	12 units / case	12 units / case
Gross Weight	22 lb.	22 lb.
Case Size	15" x 12" x 6"	15" x 12" x 6"
Code Date	65 days	65 days

**Research Data (Purchase Interest)**

▼ **Concept Test**  
 Definitely + probably would buy  
**68%**  
 N=100

▼ **After Sampling**  
 Definitely + probably would buy

	Original	Garlic & Pepper
	<b>72%</b>	<b>73%</b>
	N=58	N=60

Source: MMR, Oct. 2001

**House Foods America Corporation**

7351 Orangewood Ave., Garden Grove, CA 92841 Phone: 714-901-4350 Fax: 714-901-4235 www.house-foods.com





*Taste That Energizes Your Palate!*

# *Vegetarian* **Salmon Fillet**



Dream Frozen Dessert. www.imaginefoods.com. Address: Palo Alto, California.

3366. **Product Name:** Tortellini Minestrone, Tuscany White Bean, Chowder, Hearty Stew, Broccoli Parmesan Alfredo, Texas Chili.

**Manufacturer's Name:** Nature's Entree.

**Manufacturer's Address:** 8888 Keystone Crossing, Suite 1300, Indianapolis, Indiana. Phone: 1-866-505-5000.

**Date of Introduction:** 2002 March.

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet (6 by 13 inches, 3 panels each side, glossy color, front and back) sent by Patricia Smith from Natural Products Expo West at Anaheim. 2002. March. "\$1.00 coupon inside. The healthy benefits of Soy with all natural ingredients, Available in the frozen entree section." The inner panels show a photo of each prepared entree and sort of give the ingredients with terms like "beef seasoned soy" and "fresh garden vegetables." Disappointing.

3367. **Product Name:** Soga Healthy Toppers [Diced Deli Ham, Chicken Style Strips], and Tenders Breaded Chicken Style with BBQ Dipping Sauce] (Meat Alternatives).

**Manufacturer's Name:** Soga Soyfoods [Pulmuone U.S.A.].

**Manufacturer's Address:** 4585 Firestone Blvd., South Gate, CA 90280. Phone: 866-356-2800.

**Date of Introduction:** 2002 March.

**Ingredients:** Chicken Style Strips: Textured soybean protein, whey protein, soybean oil, evaporated cane juice, salt, white pepper, vitamin E, mustard, lemon juice, sage, thyme.

**Wt/Vol., Packaging, Price:** 6 oz. package.

**How Stored:** Refrigerated.

**New Product–Documentation:** Talk with John Sim, head of sales at Pulmuone. 2003. Nov. 10. This product was introduced in March 2002 at the Natural Products Expo West, at Anaheim, California.

Leaflet (front and back, 8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2003. Oct. The front shows the front panel of three packages. The rear gives nutrition facts and ingredients.

3368. Specialty Foods Investment Co. 2002. Natural Touch: Nourish your body and spirit (Ad). *Natural Foods Merchandiser*. March. p. 81.

• **Summary:** The top half of this full page color ad shows an Okara Patty on a sesame bun with lettuce and sliced onions. At the top: "Now made with organic soy!" Below that are the front panels of four packages of Natural Touch products: Breakfast Patties (New), Okara Pattie, Veggie Medely, and Tex Mex Burger. At the bottom left: "from Morningstar Farms." At the bottom right: "A proud supporter of: Global Re-Leaf, www.Americanforests.org."

Note: This company is owned by the Kellogg Co., which also owns Worthington Foods. Natural Touch is their natural food line.

3369. Krueger, Carol Ann. 2002. Re: History of work with soyfoods, 1982-2004. Letter to William Shurtleff at Soyfoods Center, April 4. 5 p. + 2 menus. Handwritten, with signature.

• **Summary:** 1982–After Carol Ann and Timothy Huang were divorced, Carol Ann lived in Arizona with her kids and started making jewelry. She was director of the Graham County Food Buying Club, grew a huge organic garden, and began traveling to craft fairs, Grateful Dead shows, and festivals where she sold her jewelry. Dealing with rheumatoid arthritis put her on the path of natural healing and interest in diet and nutrition. She found that stress, overwork, lack of sleep, lack of water, lack of green leafy vegetables, and a poor, non-organic diet all made her arthritis worse (it flared up), while their opposite made it better. From 1982 to 1989 she lived on a ranch in Pima, Arizona. In 1982 she met and married Richard Sansom.

1989–Carol Ann and Richard are divorced; she moved to Boulder Creek, California, where she lived for the next 4 years.

1990 June–She met her third life partner, Wild Bill, at the Health and Harmony Festival. He was part of the original Renaissance Festival in Northern California, and he played for a belly dance troupe. They began to co-create the Casbah Tea House. He had created a Bedouin-style tent–40 by 32 feet; he would set it up and serve tea, coffee, and treats. Musicians would play and belly-dancers perform. Carol, who now had a long history of feeding people, began to add more food. Soon they became a traveling tea house on the summer festival circuit, serving an organic vegetarian menu based on the foods she had been involved with for the past 20 years. They served a Middle East type menu–hummus, tabouli, pita sandwiches, Greek salads, etc.–which were very refreshing at a hot festival. However many regular meat-eating Americans couldn't relate to the food. So they added tempeh burgers, vegetarian chili and chili cheese soup, veggie dogs, organic french fries, and tempeh fries–which could serve a wider array of people. Carol bought her basic foods in bulk (e.g., 24 pounds of tempeh) from Mountain People's Warehouse, a natural foods distributor.

1995–They rented a building on 4th Avenue in the university district of Tucson. They put their crafts/imports into a shop in front called the Creative Spirit Gallery. In the back they developed the tea house concept. Over the past six years they have become a full service restaurant with evening entertainment of music and belly dance. "It is a beautiful international scene that embraces many cultures from around the world. It is decorated with low hand carved chairs from Afghanistan, brass trays from India, a bronze gong and carved wooden statues from Bali, and carpets from Persia. The tea house comes into fruition during the International



Gem and Mineral Show when Buddhist, Muslim, Hindu, Christian, and pagan people from around the world come together and be at peace drinking tea and sharing a meal... It is a vision of the beauty and diversity of this world in its fullness.”

1997—Carol and Bill split up. He went into retirement and she had a new tent made from hemp fabric and ropes. She continued to travel with the Casbah Tea House on the festival circuit each summer, serving a menu based largely on soy.

1999—The hand-written Casbah Tea House Festival Menu includes Middle Eastern favorites plus: Veggie Dog, Veggie Chili Cheese Dog, Vegetarian Chili, Tempeh (Soy) Burgers, and Tempeh Reuben.

2001 Feb.—The typeset Casbah Teahouse Tour Menu includes some new Middle Eastern favorites plus: Tofu Veggie Stir Fry, Vegetarian Chili, Tempeh Pita, and three types of soy burgers served with blue corn chips and a dill pickle: Tempeh Burger, Tempeh Cheese Burger, and Tempeh Reuben Burger. Veggie Hot Dogs (made from soy and seitan). Veggie Chili Cheese Dogs, and Tempeh Fries. A color photo (8 by 4½ inches) shows the colorful Casbah Tea House tent outdoors at the 2001 Seattle Hemp Fest (Washington state).

2002 spring—Carol Ann expanded, moving the gallery down the street to 549 N. 4th Ave., where it has three times as much space—the fullness to be a real store. The teahouse is now expanding into being a deli, bakery, and cafe in the front of the building. They make a lot of desserts that are vegan and sugar free, using tofu in their frostings. “We struggle with being a commercial operation trying to survive and holding to our values of providing as much organic high quality ingredients as we can.

“All three of my kids are now grown up, ages 21, 23, and 25. Emma attends the University of Arizona in the art department; she is our main baker and cake decorator. Eva is attending Pima College in graphic computer arts and is our main cook. Ethan is a part-time cook. Today I walked in here and there were nine gorgeous girls running around. They’re all in their 20s, all vivacious and healthy and beautiful. Emma’s assistant in the bakery is Rebecca, who is making tofu cheesecakes; her parents worked with us at Yellow Bean in Detroit, Michigan, when Rebecca was 5 years old. It’s pretty neat how everything has come around.

“We are developing are wholesale aspect slowly, providing the co-op with packaged food items that we make. We’ll see how it all evolves. What a long strange trip its been. One love.” Address: 438 South Star Ave., Tucson, Arizona 85719. Phone: 520-740-0393.

3370. Taylor, Owen: 2002. Southern scene: Soy burgers get a boost. *Soybean Digest*. April. p. 31.

• **Summary:** “More Americans are about to be exposed to soy burgers.” Back Yard Burgers—a franchiser based

in Memphis, Tennessee, with about 100 restaurants in 17 states, was one of the first fast food chains to offer a soy burger on its menu. Several years ago it began offering the Gardenburger, which now accounts for 5% of sales.

Now Back Yard has agreed to participate in a multi-brand restaurant test with Tricon International. Tricon is the franchiser of KFC, Taco Bell and Pizza Hut. In total, that’s 30,000 locations worldwide.

3371. *SoyaScan Notes*. 2002. The American Tasting Institute (ATI/AOTA) and their Gold Taste Awards (Overview). May. 18. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** The following information comes mostly from the company’s website: [www.awardsamericas.com](http://www.awardsamericas.com). The American Tasting Institute is a private organization, founded in 1985, comprised of about 35,000 professional chefs. They are headquartered at 211 Sutter St., 5th Floor, San Francisco, California 94108. Phone: 415-982-0781. The organization is also called AOTA = Awards of the Americas.

In awarding gold medals, at least six leading chefs conduct a double-blind test on products in a specific category. The highest scoring product in each category is offered the Institute’s Commercial Gold Medal Endorsement Program. It is offered to only one company in each category. Acceptance requires payment of an annual fee.

The following companies have accepted gold medal awards in soy-related categories (mostly in the natural-foods category): Soybean milk—Vitasoy. Soy chips/crisps—Snackie Jack. Soy protein drink: Next Nutrition, Inc. Yogurt, soy—Silk Cultured Soy (White Wave). Tofu—Nasoya. Veggie Burgers—Worthington Foods / Morningstar Farms.

3372. Willems, Nadine. 2002. Tofu: The taste of a hundred things. *Winds (JAL Group—Japan Airlines)* 22(12):19-25. May. [1 ref]

• **Summary:** “As versatile as eggs or potatoes, but far better for you, tofu—or bean curd—left the specialist health stores in the West long ago and is now a familiar sight on the menus of fashionable restaurants.” Starts with a description of making tofu at 5:00 a.m. one morning at Futaba tofu shop in Tokyo’s downtown Ningyocho area. A one-page sidebar discusses the *Tofu Hyakuchin* (One Hundred Tofu Delicacies), published in Osaka in 1782 during “The Golden Age of Tofu.”

Superb color photos show: (1) A Yokohama tofu maker at work early one morning. (2) Soymilk being poured into a wooden forming box to make silken tofu. (3) Dried yellow soybeans with a wooden measuring box (*masu*). (4) Freshly made silken tofu being cut away from the sides of a forming box. (5) Large block of tofu, held with one hand, being sliced into cakes under cold water. (6) Deep-fried tofu (Ganmodoki and aburage) draining on a bamboo mat (*sudare*). (7) Many tofu dishes served at Ume no Hana chain restaurant. (8) Tofu dengaku. (9) A cake of tofu being held out in one hand.

3373. Demos, Steve. 2002. White Wave's 25th anniversary: How Steve sold White Wave to Dean Foods for \$189 million (Interview). *SoyaScan Notes*. June 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Steve is at the farm. White Wave's 25th anniversary is coming up in September. At Goldman-Sachs Steve has given his presentation on Jack and the Beanstalk: A modern day fairy tale. "Depending on who I'm talking to, I bring 'Right Livelihood' into it. 'Right Livelihood,' to me, is at the root of it, but we don't always talk about it because we're not going to use that as the reason for the success in the business model. The business model has to be successful because it is a good business model, its based in Right Livelihood, but I don't want to become the Right Livelihood company, I want to become the business model that was very successful because it was based on Right Livelihood."

"Dean Foods is making a commitment to entering the branded foods business. And they've also chosen the healthy benefits foods to be part of that. This was somewhat of the introduction of the investment they had made, by me just giving the 'street' (Wall Street), so to speak, an update on the soy industry and White Wave." Dean Foods has owned brands before, but they have all been relatively small and No. 2 or 3 in their category. Dean Foods has about \$250 million a year in cash flow. This money is looking for a home. They need to invest their stockholder's money or give it back to them. Dean Foods is saying, hey, the way to use the money here is to invest in these value-added, branded foods. Where is the most growth coming from? The legitimate, natural, nutraceutical, healthy benefits, organic type of foods. We ring every one of those bells.

"Our business model is a series of very conscious choices going all the way back to the product itself. It's good for me, good for you, good for everybody who touches it. Right Livelihood is values-based business, or principal-based business.

"We ultimately gave away 10% of the company back to the employees. But we did it in two different ways. Round one came a few months ago; when we saw that this was very likely to occur, we awarded stock options (at the lowest possible price) back to the employees based on job responsibility and contribution to growth. That was 5% of the company. Everybody made 3-5 times what the price was of the option was. Nobody turned it down because it was absolutely free money. The option was something like \$10 and the stock sold for \$130; who is going to turn that down? The second round came from the five largest stock holders based only a years one had worked for the company. We have talked about this before so there is no need to go over it again."

Looking back over the past 25 years, what are the things that have been most important to White Wave success? "One is innovation. The willingness to constantly try until you find

something that works. If you look at the number of attempts versus the number of successes, clearly we are in our own one in a hundred, or even five hundred. We've introduced a lot more failures over the years than we have Silks. In the process, by innovation, we taught ourselves key things. Now, I could tell you how to make a soy product in any factory, virtually for any type of soyfood, from burgers to ice creams, from fermented to curdled. That gives us a different perspective, and it gives us insights into how soy is going to get into the mainstream diet. All that experience and all that time we have come to understand how it is accepted, what is accepted, what they are looking for. In this industry, I think this is somewhat unparalleled. We've tried everything but miso.

Second, we made a business model that was highly profitable and we proved it by investing in all the right stuff. We made all the right decisions for this business model so that we could prove that we could finance growth on our own, without a bank. And over the past several years, since we initially took on Dean's money, we haven't received anything else, and yet we've probably tripled in size—and the numbers were quite large."

When do you think that business model was first clear in your head? "It was at least 5 years ago I saw the three levels of profit that are associated with the soymilk business: Extraction, packaging, and distribution. All are money-makers but two of those are owned by the dairies. So my whole business model was: Use the infrastructure that existed, because the dairies had it all in place, and basically tell them you'd pay them more than they were currently making from their normal cow juice stuff. Once we sat that that was, in fact, true, then we started getting more and more interest on our side in going to a vertical business model, because the profits that were present with packaging and distribution were so much bigger than manufacturing the extract. We're about to start that with Dean Foods; the next step is proving this business model. In the past, White Wave has not been packaging; we have only been extracting. But we got control of how we distributed the extract by where we located the extract. It's funny. You can pay Mother Nature to distribute for you—in other words use the water where you find it and need it—or you can pay truckers to distribute if you happen to ship a heavy water product all over the U.S. So we located our extraction systems located in different parts of the U.S.—more efficient for where Silk was being packaged. And then we bought our own extraction. We have not put in our own processing / formulation, which is one more profit level that we haven't even seen yet, and we're already a very handsome business model. White Wave presently has two different extraction locations, but the company draws off of four. We have an arrangement with another company [such as Sunrich] to supply us. White Wave makes about 50% of the Silk sold and the other company also makes 50%. White Wave does not necessarily want control of 100%; there are



headaches that come with that. It is expensive to build a soymilk extraction facility. We are focusing our money on ramping up sales.

Anything else? “Over the past 25 years White Wave has stayed true to our principals—but those are things I take for granted. Some people seem to think that those are great achievements. I think they are normal, which is why I don’t mention them. How else would I do it? But it’s apparent that there are not a lot of people who walk their talk—at all; it’s unfortunate. So, even through some very difficult times, we did not compromise our morals or ethics in running the business. We probably compromised our personal well beings [overwork, stress], which is not all that good. But hopefully, we’ll be making up for that.

What was it like when White Wave began operations in 1977? Natural foods were bulk only. Organic was known, but there was no differentiation between organic and natural because nobody had yet deceived the public with a fake product. I had started a natural foods store in Pennsylvania based on no packaging, all bulk. So natural foods was a lifestyle but had not been compromised by business yet. There were not a lot of natural foods stores in the U.S. in 1977 and they were mostly co-ops. The big natural foods stores came a few years later. The chains and supermarkets (such as Whole Foods and Wild Oats) came 10-15 years later.”

Organically grown? “We used to go to Walnut Acres, one of the original organic meccas, to buy all our flours and grains for my natural food store named Touch the Earth in Pennsylvania. I have a clear memory of the bottom third of the bag being dirt. It was organic all-right. We always knew that we had to watch for stones and dirt in anything sold as organic. God knows why!

Soyfoods? “I don’t think the word had been invented or was well known. ‘Tofu’ as a word was starting to be known, partly because of what you were doing at that time. My first experience of making tofu came through the Seventh-day Adventists—through the Bible we used to carry around—*Ten Talents*. It had a recipe for making bean curd. Of course soy sauce was well known. In 1977 there was no category of foods called ‘soyfoods’ and there were no companies that were soyfoods companies” (Continued). Address: President, White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

3374. Abrams, Maribeth. 2002. New veggie burger sparks debate: To buy or not to buy. *Vegetarian Voice (NAVS, Dolgeville, New York)* Summer. p. 2-3.

• **Summary:** “March 18 was a historic date in U.S. fast-food history—Burger King placed a veggie burger on the menu of more than 8,000 BK locations across the country.”

Developed by Morningstar Farms specifically for Burger King, the patty is being promoted as completely plant-based; the first 5 main ingredients are mushrooms, water chestnuts,

brown rice, textured wheat protein, and rolled oats.

Soy is conspicuously absent because allergies are a big concern today.

3375. French, Steve. 2002. Top ten health and wellness trends to watch. *Natural Foods Merchandiser*. June. p. 52, 54.

• **Summary:** Trend No. 8 is “Soy, the ultimate health food.” French writes: “Will consumers ever fully understand, use and trust soy foods? As household penetration of soy products across categories continues—and mainstream computer packaged-goods companies search for new brands and extensions—look for a range of soy foods beyond soy milk and soy burgers to enter mainstream consciousness. Soy use is growing in frozen entrees, packaged grocery and snacks.”

A table (p. 54) shows that 24.1% of the U.S. general population indicates that they have used soyfoods during the past year. Source: The NMI [Natural Marketing Institute] Health and Wellness Trends Database. Address: Senior VP, Managing Partner, The Natural Marketing Institute.

3376. United Soybean Board. 2002. National report 2002-2003: Consumer attitudes about nutrition. Seattle, Washington. 8 p. June. 22 x 21 cm.

• **Summary:** This ninth annual nationwide survey, commissioned by USB, was conducted in early 2002 by an independent research firm in Seattle, Washington. Random telephone interviews were completed with 1,000 consumers. The study’s margin of error is  $\pm 3.1$  percent and has a confidence level of 95%.

Contents: Introduction and methodology. Nutrition concerns and habits. Consumer awareness of nutrition terms and information. Consumer perceptions of cooking oils. Consumer attitudes about fats. Consumers on soyfoods and health: Perceived healthfulness of soy products (74% healthy, 19% neutral, 7% unhealthy), awareness of health benefits of soy (heart health 39%, menopause relief 18%, cancer prevention 16%, osteoporosis prevention 4%, good source of protein 4%, other 19%), where consumers get information on soy and health (magazines 42%, TV news 22%, newspapers 20%, friends/family 20%, etc.). Soyfoods: Consumption and trial (42% of Americans report they consume soyfoods once a month or more, while 28% consume soyfoods weekly, up from 27% last year. 30% of consumers say they never use soyfoods, down from 35% in 2001). Consumer perceptions of genetically modified food. Consumer perceptions and knowledge of organic foods (42% of consumers buy organic food products either frequently or sometimes. On an unaided basis, 48% know that organic foods can’t contain genetically modified ingredients and 64% know that organics must be grown without pesticides and herbicides).

Percentage of American consumers who have tried various soy products in 2000, 2001, and 2002: Tofu 45%,

45%, 48%. Soy veggie burgers 25%, 28%, 35%. Soymilk 25%, 28%, 35%. Soy nuts 14%, 20%, 26%.

Percentage of Americans who consume soyfoods weekly: 24% in 1999, 27% in 2000, 27% in 2001, and 28% in 2002.

Percentage of Americans who are aware of the term “genetically modified”: 48% in 1998, 42% in 1999, 58% in 2000, 62% in 2001, and 68% in 2002.

Note: As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

3377. *Nutrition Business Journal (San Diego, California)*. 2002. U.S. consumers gain appetite for meat alternatives: Boca, Gardenburger and Sunrich expand market with new meat alternative products. 7(7):4-6. July.

• **Summary:** A pie chart shows the \$395 million meat alternative market (wholesale figures, 2001) divided as follows: Kellogg (Morningstar Farms) 45%. Kraft (Boca Burger) 15%, Gardenburger 14%, ConAgra (Lightlife) 11%, Hain Celestial (Yves Veggie Cuisine) 8%. This converts to about \$550 million in consumer sales, with about 60% via the mass market channel, 30% through natural / health food stores, and 10% through other channels. Soy-based meat alternatives accounted for about 85% of those sold in mass market outlets and 80% of those sold in natural / health food stores. Growth during the previous year (2000) was estimated at 14.5% (16.4% in mainstream and 10.1% in natural / health).

In mainstream supermarkets and grocery stores, frozen products account for 68% of meat alternatives, while the remaining 32% are refrigerated. In natural food stores, 59% are sold refrigerated and 41% frozen. In the refrigerated category, Lightlife claims to have 50% of the market in natural food stores, followed by Yves (34.5%) and Veggie Patch (3%).

A new major player is Quorn, a European company making products from mycoprotein (myco = mold or fungi, not mushrooms).

Kraft owns both Boca Burger and Oscar Meyer; the latter just entered the meat alternative business. Kraft's newest introduction is Boca Ground Burger in microwaveable pouches, for use in recipes ranging from tacos to spaghetti.

3378. *Nutrition Business Journal (San Diego, California)*. 2002. Quorn enters U.S. market for meat alternatives: Sales grow for meat-free entrees amid mushrooming controversy. 7(7):7. July.

• **Summary:** Quorn Foods Inc. (Riverside, Connecticut) entered the U.S. market in January 2002, and has since generated \$1 in sales—along with plenty of controversy over Quorn's main ingredient, mycoprotein. Quorn products are marketed by Marlow Foods, a division of AstraZeneca. Last

year their retail sales in Europe were \$170 million, according to the company. Product labels describe mycoprotein as a “small, unassuming member of the mushroom family.” But both Gardenburger and Center for Science in the Public Interest have petitioned the FDA claiming that Quorn is mislabeled.

Quorn now has 7 SKUs in 1,000 U.S. stores, all frozen, including chicken-style nuggets, chicken-style tender, lasagna, and a beef-style ground ingredient. However in Europe, Quorn sells more than 90 SKUs, equally divided between fresh and frozen. Quorn's U.S. pricing is competitive with other meat alternatives at \$3.79 for a typical entree, or 10-15% higher than similar meat-based products.

Quorn says that 45% of European households buy frozen meat alternatives each year versus only 15% on the USA. The company claims that in taste tests American consumers prefer Quorn products to their Morningstar Farms counterparts by two to one. Morningstar is the leading U.S. meat-free brand.

3379. **Product Name:** Veggie Patch Veggitinos: Wholesome Vegetable Meatballs.

**Manufacturer's Name:** Veggie Patch Products.

**Manufacturer's Address:** 26 Kendall St., New Haven, CT 06512. Phone: 1-888-MY-VEGGIES.

**Date of Introduction:** 2002 August.

**Ingredients:** Water, soy protein (texturized, isolated), wheat protein (gluten), corn starch, onions, sunflower oil, natural flavors and spices, egg white, chicory fiber (inulin), soy sauce (water, soy beans, wheat, salt, vinegar), garlic powder, calcium carbonate, modified vegetable gum, evaporated can juice [sugar], sea salt, potassium chloride, parsley, caramel color.

**Wt/Vol., Packaging, Price:** 15 balls 9 oz (255 gm) in plastic tray. Retail for \$2.99 (2002/08, Trader Joe's, Lafayette, California).

**How Stored:** Refrigerated or frozen.

**New Product—Documentation:** See next page. Product with Label purchased at Trader Joe's in Lafayette, California. 2002. 5 by 8 inches. Plastic tray with sealed film lid. Green, brown, blue, and red. A color photo on the front panel shows a bowl of prepared Veggitinos balls in sauce over spaghetti against a background of contour-plowed soybean rows with blue sky overhead. “10 gm of soy. Non GMO soy. FOS prebiotics. Cholesterol free. 97% fat free. Promotes good digestive health. Good source of fiber. Excellent source of calcium.” [www.veggiepatch.com](http://www.veggiepatch.com).

3380. Piraro, Dan. 2002. Bizarro: Soybean nightclub (Cartoon). *Syndicated cartoon*. Sept. 6.

• **Summary:** A character, with arms, legs, and a large soybean-shaped head and face, is standing on a nightclub stage, facing a microphone and the audience (other soybeans





seated at tables). He says: “And now my impression of Canadian Bacon.”

3381. Schmit, Matthew. 2002. Soy pioneers: Where are they now? Part II (Interview). *SoyaScan Notes*. Sept. 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: Initially, they sold all their tofu to the co-op next door. Then people began to come into the little shop to ask what to do with the tofu; for recipes, they referred them to *The Book of Tofu*. Within a month, they decided to build a little wooden counter (so people couldn't walk into the production area) and began selling tofu directly to consumers out of the shop. The co-op didn't mind. “We were all in it together.”

Their original logo was a dragon; a woman artist in Telluride had painted it (copying a Chinese vase), and fired it on four tiles, then framed. Matthew and her husband taught Yoga classes together, and he knew their family very well. Matthew traveled with the husband to Durango; he opened the back door of his van and a box of the finished tiles fell out and were damaged. He picked one up and gave it to Matthew; it was a dragon. Matthew liked it, drew a circle around it, and decided to use it as the new company's logo. He hung the four tiles outside the shop door; she then painted “The Tofu Shop” on some new tiles, which were framed and hung below the dragon. The nearest alternative community was in Boulder, about 4 hours by car. They visited The Spinning Kitchen and White Wave, two early tofu shops in Boulder. Once they bought soybeans from Steve Demos of White Wave.

On 8 Dec. 1977 the earliest known article about the little company appeared in the *Telluride Times* on page 11. Titled “Tofu prepared daily in Telluride shop.” It gave a brief history of tofu and described the new company; a photo shows Matthew, Susie Imbarrato, and Tim Mecke—all holding a tray of sprouts.

In late 1977 or early 1978, Tim Mecke left the business. Matthew changed the ownership of The Tofu Shop to a worker-owned collective (legally a co-op, if he remembers correctly), although his name was on all legal documents.

About 3 months after the company started, they decided to install a take-out food window. The daily schedule now changed; they made tofu starting at 3:00 in the morning then cleaned and were out by 10:00 a.m.—when the people who made the restaurant products would show up. They developed a nice little two-sided vegan menu—no animal products. Their first deli items were 3-4 tofu sandwiches. Spinning Kitchen in Boulder made a “Kung Fu” open-face tofu sandwich; Matthew's cousin loved it and brought him the recipe; it was a slab of tofu grilled in a skillet with soy sauce and maybe some sesame seeds on top—very simple. Another was a mock tuna salad sandwich. They also made and sold tofu salads, and a tofu dressing, and soyburgers—made with cooked soybeans rather than tofu. Once a month

they would boil big pots of soybeans and of rice, then add carrots, spices, etc., mash it all together, run part of it through a Champion Juicer, shape into patties, fry hundreds and hundreds on a skillet, then freeze them. One year the smoke from frying disrupted the fledgling film festival in the opera upstairs. “We filled the opera house with smoke.” The guy who organized the festival rushed down to ask “What are you guys doing?”

Note: This is the earliest English-language document seen (June 2006) that mentions the “Champion Juicer.”

In 1978, about 6 months after starting The Tofu Shop, Tim, Matthew's partner, decided that making tofu was not the work for him; he was more of a carpenter. He gave Matthew his half of the company, but Matthew insisted on paying him for it. Years later, Tim popped into Arcata and was pleased to see Matthew making tofu there.

Matthew now started to run the business alone; he quickly felt overwhelmed, having no employees. He needed help. He hired a few people to help him make the tofu. But soon a little group formed around the shop—4-5 people who were loyal to the shop, very interested in tofu, and wanted to come in and learn and work. Matthew has always considered what he is doing as teaching, but he still preferred to pay people in exchange for their work.

The little group of loyal people decided to make The Tofu Shop a worker-owned business. People owned shares, and there was a constitution and by-laws based on a worker-owned restaurant in Santa Fe, New Mexico, that Matthew had learned about; he obtained copies of their documents. Telluride is located on the Uncompahgre Plateau of the Rockies; there is also an Uncompahgre River and an Uncompahgre Peak. So the little group decided to create a new organization named Uncompahgre Natural Foods; it was a legal holding company “that ran The Tofu Shop as a vehicle for its mission, which was developing sustainable vegetarian foods.”

Matthew was the “mover and shaker” of the group; he had his name on all the legal and tax documents. He was working full time and putting in lots of hours; most of the others were working part time and were less involved. The new ownership structure worked well. They would have business meeting every Sunday and make decisions based on consensus. Matthew made enough money to live in a nice rented stand-alone home—not an apartment.

At about the same time The Tofu Shop rented first one and then another shop space on both sides to their original space. The co-op also expanded into a second space, so between them they filled the entire mini-mall. The Tofu Shop's three rooms were used for: (1) Production of tofu and deli items. (2) A restaurant in the front space, which they remodeled themselves—with all wood and sit-down tables. (3) Sprout production—alfalfa, mung beans, radish seeds (no soybeans). Initially they grew the sprouts only for use in their sandwiches, but soon they began selling them in the co-



op in plastic bags.

Also at about that time they started distributing tofu and sprouts beyond the co-op—starting with a small supermarket in Telluride. Red Hat produce company, which brought the only fresh produce up from Grand Junction once a week, took The Tofu Shop’s products back down the mountains, and distributed them to health food stores and co-ops in Montrose, Durango, and Grand Junction. They also flew tofu up to Aspen where they competed with White Wave. “We had the western slope of the Colorado Rockies; White Wave had the eastern slope.” Address: Tofu Shop Specialty Foods, Inc., 65 Martin Ct., Arcata, California 95521. Phone: 707-822-7401.

3382. Schmit, Matthew. 2002. Soy pioneers: Where are they now? Part III (Interview). *SoyaScan Notes*. Sept. 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Continued: In late July 1978 tofu makers from across America met for the first time in Ann Arbor, Michigan, and formed the Soycrafters Association of North America. Those announcing the meeting were unaware of The Tofu Shop in Telluride so—unfortunately—no one from Matthew’s group attended, although Catherine Peterson and one other person did attend the second meeting in 1979 at Amherst College in Massachusetts.

In 1978, as an expression of their abundant energy, the group published a booklet titled “Peaking out on tofu.” It was handwritten with brown ink on beige paper and contained 20 recipes. On the rear cover was the logo (dragon in a circle) and these words: “these original recipes sprouted in the kitchen of the tofu shop and are prepared with care by the telluride tofool family using our own homemade soy products. Special thanks to: Catherine Peterson, Kathy Greene, Barton Coffman, Becca Smith, and Sharyn.” The booklet was for education and publicity. There was no price on it and Matthew thinks they probably gave it away. Other key people in the “core group” were Joel Rosenbloom (Matthew’s right-hand man), Christie and Laurie Mather, and Andy Kahn (who ran the sprout operation).

In Nov. 1978, Craig Boyken sculpted a Tofu Turkey from a large block of tofu made by The Tofu Shop. About 30-40 people, including all workers from The Tofu Shop, gathered in his artist’s studio for a potluck vegetarian Tofu Turkey Thanksgiving dinner—probably the first in American history.

One day after Catherine Peterson arrived, the group was invited to the Navajo reservation in the four corners area and to do a tofu-making workshop. It was organized by the farm extension, home economics folks. There was a room full of traditional Navajo women and one social worker. After showing the women how to make tofu and passing out samples, a Navajo woman suggested using fine-weave Nylon paint straining bags (which are inexpensive and widely available at hardware stores) for straining the soymilk.

Matthew has used that idea for years.

One day in April 1979 the president of the Bank of Telluride brought Matthew a front-page article from the *Wall Street Journal* titled “Good old bean curd is suddenly popular, but you call it tofu” (April 12). Matthew learned more about other tofu makers across America.

In the spring of 1979 Matthew and Christie Mather, a member of The Tofu Shop group, took a trip to California. In about 1977 Matthew’s sister, Marna Utman, has relocated to Arcata, California (where her first child had been born) so her husband could attend Humboldt State University. They had become involved with a small group that was interested in buying land together and forming an intentional community. They had been meeting once a week for several years. They had reached the point where they want to establish a business, which would help them raise the money needed to buy the land. Marna mentioned that she had a brother who making tofu as a business. So the group invited Matthew to come to Arcata (at his own expense) and teach them how to make tofu (free of charge). So Matthew and Christie hitchhiked to California from Telluride—a sort of spring vacation, but teaching people how to make tofu on a home scale wherever they stopped—first in Arcata, then in Ashland, Oregon (where they had friends). and finally in the Dalles, Oregon. Typical attendance at each of their three “tofu workshops” was about 12 people. Each class was a combination of hands-on tofu-making and viewing the color slides that Matthew carried in his backpack—along with some nigari and booklets that he passed out at each workshop. Their efforts planted seeds. In Arcata, the group of people trying to form a community, continued for several years to make tofu and tofu burgers in people’s kitchens then sell these from a booth at fairs to raise money. In the kitchen of the Ashland Co-op, people soon began to make tofu; they were still making it several years later when Matthew returned to visit.

Matthew and Christie then hitchhiked north to Vancouver Island, then east to Glacier Park, and back home to Telluride—where they returned to their work at The Tofu Shop.

One of the small group of people who owned The Tofu Shop was Suzanne Kosciolk (pronounced kos-ee-OH-lek). In late 1978 she had moved to Telluride as a sort of tourist from Albuquerque, where she had been involved with a small yogurt business—so she came into the group with food processing and business knowledge. Matthew met her one day on the street, and she was soon involved with The Tofu Shop. Suzanne had a van; Matthew didn’t.

Telluride was a beautiful town, but the population was small and it fluctuated during the year, from a low of about 1,200 permanent residents during the early spring and early fall, to perhaps triple that amount during the ski season (starting with the snows in the late fall) and the summer season of hiking, camping, enjoying the spectacular

scenery, and attending various festivals such as the Bluegrass Festival, the Jazz Festival, and Film Festival. The Tofu Shop and co-op had food booths at some of these festivals.

Four interesting ads from the *Telluride Times* (1979) survive. All have a large illustration of the dragon and “Traditional vegetarian cuisine” as part of the company logo. The Tofu Shop is still located in Telluride at “116 N. Oak—on the Sheridan Mall.” One from March 1979 states: “Menus from different nationalities every night. Whatever you’re in the mood for, we can probably help you out. Thurs. 3/15 [Thursday, March 15]. Tofu Turkey, Vegetable stuffing, baked potatoes, fruit salad.” Note: The Tofu Shop in Telluride is now selling “Tofu Turkey” commercially, with all the trimmings—even though it was out of season.

Fri. 3/16. Pizza, Minestrone soup, Tossed green salad.

Sat. 3/17. Ganmo (Mock Goose), Stir-fried vegetables, miso soup, etc.

A second ad from April 1979 reads: “Thank you Telluride for a successful winter season. We will be closed for a week of remodeling beginning Monday, April 9, reopening Monday, April 16. During this week, Tofu and Sprouts will be available at Winterstash and Roses.”

A full-page typed sheet titled “Our favorite tofu recipes,” undated but probably from 1979, has as its 1st recipe “Tofu Turkey with Mushroom Gravy (serves 12-16).” There are also recipes for Tofuburgers, Spicy tofu and rice burritos, and Creamy tofu salad dressing. Address: Tofu Shop Specialty Foods, Inc., 65 Martin Ct., Arcata, California 95521. Phone: 707-822-7401.

3383. Redfield, Linda. 2002. Early work with tofu (Interview). *SoyaScan Notes*. Sept. 23. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Linda graduated from the University of California at Davis in 1972 in science, and stayed on the work as a research assistant in a biochemistry lab at U.C. Davis—but she did not like the work, which ended up being used for development of pharmaceuticals. “I have a deep interest in how things work at a deep level. I reached a dead end; it didn’t seem very ethical to me.” Also in 1972 she became a vegetarian. Then she became a potter and a gardener for a few years, and eventually found her way into whole foods and cooking. She worked for a few years at the Natural Food Works, a natural foods store, in Davis; she was assistant manager there for a while. Gradually she learned about tofu; she loved experimenting with it and making it. She began making tofu for friends in the area and teaching tofu cooking classes at the extended education program at U.C. Davis and at the Experimental College at Davis. She liked to help people replace meat in their diets with tofu—in dishes that were familiar to people such as tofu burgers or tofu in spaghetti sauce.

On 2 Feb. 1977 Shurtleff & Aoyagi gave a tofu class in Sacramento for the Sacramento Natural Foods Coop. Linda

was there, and that class changed her life. “It was the spark that ignited the whole thing. It totally changed my life. It was an inspirational moment.”

In about 1980 Linda wrote a booklet, based on recipes she had developed, titled “Vegetarian cooking with tofu.” It was typewritten, not typeset, and was never published. She made it available to at her tofu classes and sold copies to friends.

In early 1982 Linda was looking to move away from the Central Valley and the heat of Davis. While visiting friends in Arcata she visited The Tofu Shop, learned that there was a job opening, and applied for it. She got the job. She sold her pottery business in Davis and arrived in Arcata and began to work for The Tofu Shop in May 1982. She brought two recipes with her: Tofu Egg(less) Salad and Tofu Sausage. As far as she knows, both were her original idea. The salad started to be sold commercially in about July 1982 and the sausage in about August.

Also in 1982 she met Patrick and Meredith McCarty in Arcata and began practicing macrobiotics. She worked with them at their center until they left in about 1996.

Linda worked at The Tofu Shop for about a year, then returned to school at Humboldt State Univ. (studied philosophy and art), then returned to work at The Tofu Shop.

She is now a nutrition consultant and she teaches people about whole foods and vegan cooking classes. She does individual nutritional counseling, and she believes some people need to eat fish—especially those who have depleted their health and energy. Linda still lives in the same farmhouse that she moved to when she started living in Arcata; it has a ¼-acre vegetable garden that she loves. Address: Arcata, California. Phone: 707-822-6425.

3384. Meeks, Bob. 2002. Daybreak Cafe: A successful restaurant featuring soyfoods in Arcata, California (Interview). *SoyaScan Notes*. Sept. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Bob purchased The Tofu Shop, a soy deli and restaurant, from Matthew Schmit, in 1993. It is an alternative restaurant that features soyfoods, all organic ingredients, and mostly local foods. Approximately 75% of his customers are vegetarians. Bob went to culinary school and has spent his life in the restaurant business. He has owned and run his own restaurants for almost 25 years, and has worked in restaurants for almost 32 years.

More than 20 items on his menu include soyfoods or soy substitutions—not including soymilk as a beverage, in coffee, or in smoothies. His most popular menu items that include soyfoods (in descending order of popularity) are: Vegan Florentine (with cashew gravy). Tofu Scrambler (Bob also sells the a packaged dry seasoning mix for Tofu Scrambler). Omelets with tofu instead of eggs. Other specials include Tofu Veggie Scrambler, stir fries with tofu, and curry rice with tofu. He also serves a number of tempeh recipes.



Some local farmers that grow organically are too small to be certified. This restaurant is doing very well as a business. An important part of its success is the energy that Matthew put into it before Bob arrived—even though Matthew wasn't really a restaurateur—but rather an excellent tofu-maker. Bob gets all of his tofu from Matthew. After people read his menu they are free to color it!

Bob continues to make a new version of the Tofu Turkey that Matthew used to make in Arcata. Bob blends the tofu with seasonings, then stuffs it with bread, and bakes it in a bowl shape in large, medium, and small sizes. It comes with either cashew gravy or a mushroom-miso gravy. It comes out of the oven ready to go, then customers bake it again at home and baste it. "Tofu Turkeys are a pretty big thing in Arcata." He sells it at the restaurant and also wholesales it to a few food outlets in Arcata. He likes keeping it small and local. "With Matthew's tofu its just awesome." His best year he sold about 1,200 Tofu Turkeys from Thanksgiving to Christmas; last year the number was about 300-400. Tofurky changed so that it was more similar to Bob's product; they now have it in a bowl shape, blended and its stuffed. Bob thinks he saw Tofurky spies some years ago at his restaurant trying to steal his secrets. Address: Owner, Daybreak Cafe, 768 18th St., Arcata, California 95521. Phone: 707-826-7543.

3385. Schmit, Matthew. 2002. Tofu turkey in Telluride, Colorado, and Arcata, California (Interview). *SoyaScan Notes*. Sept. 24. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The first tofu turkey that Matthew is aware of was made in Telluride, Colorado, in 1978 at Thanksgiving by Craig Boyken, a longtime close friend of Matthew's who loaned him \$250 to help start The Tofu Shop in Telluride in the fall of 1977. Craig is an amazing, sort of Renaissance man—an artist, mountain climber, musician—among other things. 1978 Craig and his wife, Anne, were living in Telluride in a studio they had built inside an old deserted brick school building. He used to have big banquets in his studio. Shortly before Thanksgiving of 1978 Matthew brought Craig two large blocks of firm nigari tofu, which he sculpted into the shape of a turkey, basted it with soy sauce and oil, baked it in an oven, and continued to baste it from time to time. He probably fashioned some kind of drumsticks on the side. Matthew does not recall any stuffing inside the turkey. As the turkey baked, it shrunk/contracted and lost its distinctive turkey features. It was carved and served with a vegetarian gravy and probably cranberry sauce and stuffing on the side. It was a potluck Thanksgiving vegetarian banquet, with about 30-40 people present, including all people who worked at The Tofu Shop. It was probably the first "Tofu Turkey Thanksgiving" in American history.

After starting The Tofu Shop in Arcata, California, Matthew continued the turkey tradition each year from

Thanksgiving to Christmas, starting in about 1982 or 1983. It was a major event. They started carving the turkey from two large blocks of tofu; they would hollow each out, fill the space with stuffing, then put them together and bake them. It would come out like a loaf; when you sliced it you would get a combination of the white meat plus the stuffing inside. The Tofu Turkey came in three sizes (small, medium, and large—which fed 24 people) and was sold as a special-order product via the deli—either for take-home or as a hot plate (sliced, with gravy, stuffing, and cranberry sauce) to eat at the deli; it was not sold to other retail stores. Their record year, they sold \$4,000 worth of Tofu Turkeys including mushroom gravy, and a custom stuffing with okara and miso. People could also special-order tofu pumpkin pies, cranberry sauce, etc.—a full meal. The product was last sold by The Tofu Shop in 1993. Bob Meeks now makes it at the Daybreak Cafe in Arcata, but he has improved the recipe. Also, the Arcata Co-op, which has a service deli named Spoons, has for many years made their own Tofu Turkeys in house.

Matthew met Seth Tibbott of Turtle Island Foods (home of Tofurky) years ago when he came down through Arcata doing in-store food demos for his tempeh products, and Matthew has talked with him periodically over the years.

To this day, Matthew is asked to bring Tofu Turkey to his extended family's get-together on Thanksgiving in Arcata—for the vegetarians in the family. Address: Tofu Shop Specialty Foods Inc., 65 Frank Martin Court, Arcata, California 95521. Phone: 707-822-7401.

3386. Nordquist, Ted. 2002. Report to ACIDI/VOCA on ProSoy Santa Fe, Ltd. / CEDETI, Project #153041 in Bolivia. San Francisco, California. 15 p. Sept. 13. 28 cm.

• **Summary:** Ted has just returned from three weeks (Aug. 12-Sept. 16) in Bolivia working with ProSoy Santa Fe, Ltda., a women's co-op that makes soymilk at Av. Melchor Pinto No. 211, Santa Fe, Bolivia. Phone: +591 3 334-1663. Fax: +591 3 334-078. email: cedeti@cotas.com.bo. Website: www.cedeti.org. Ted's counterpart at ProSoy was Mrs. Rosa Angulo, President. The project manager was Engineer Ana Cristina Betancourt, Executive Director of CEDETI. Interpreter: Jaime Ugrinovic.

Santa Fe is a small town of about 3,000 inhabitants located 120 km north of the city of Santa Cruz in western Bolivia. The town is strongly influenced by the commercial activity of Yapacani, a city of 15,000 situated km from Santa Fe. This is an agricultural area with soybeans as one of the main crops.

ProSoy presently makes 150 liters/day of soymilk using rustic processing techniques. They were grinding their soybeans in a 25 liter mixer that took 20 minutes to complete; Ted sent them a new Corenco M6 disintegrator. Ted showed them how to improve their soymilk process and to make drinkable soy yogurt, okara burgers, okara patties, okara bread, and soy ice cream.

This report is accompanied by a 3-page background report (with no title, author, or date) on ProSoy that CEDETI prepared for Ted at his request, for him to study before his trip. It discusses: Equipment. Bottling. Milk processing plant. Competition. The organization of the women's group. Business experience. System of production. Plans for the future. The women's language and culture. The women formed this project named "Production of Soy Milk" on 25 Jan. 1997 at 7:00 p.m. But they first began to sell their soy milk several years later. Address: TAN Industries, Inc., 49 Stevenson St., Suite 1075, San Francisco, California 94105-2975; 660 Vischer Ct., Sonoma, CA 95476. Phone: 415-495-2870. Fax: 415-495-3060, Email tedalan@sirius.com.

3387. Wu, Olivia. 2002. The hidden world of tofu: Local producers offer a boggling array—from delicate and custardlike to chewy and crisp. *San Francisco Chronicle*. Oct. 30. p. E1, E4. Food & Wine section.

• **Summary:** About Chinese tofu, with recipes. Color photos show: 1. Yuba. 2. Soymilk. 3. Moist yuba. 4. Vegetarian duck. 5. Pressed tofu. 6. Tofu threads. 7. Fermented tofu. 8. Tofu puffs. 9. Dried yuba sticks. 10. Deep-fried tofu triangles. 11. Fried tofu knots (bayie knots). 12. Sheets of fresh yuba hanging above pans of steaming soymilk at China Tofu factory in Hayward. 12. Fresh, hot soymilk pouring from a spigot into a barrel, where it will be made into tofu. 13. At China Tofu, Hayward, one worker unwraps cloths from a tray of freshly-pressed tofu which another pours steaming curds into a nearby cloth-lined tray. 14. Chef Nei Chia Ji, of restaurant Jai Yun (933 Pacific Ave. at Mason, San Francisco) offers 6-7 delicious tofu dishes.

A tofu glossary, gives for each of 16 entries: Chinese characters, pinyin transliteration, English term, how sold and used. Soymilk (doufu, doujiang), tofu flowers (doufu hua, douhua, doufu nao), silken tofu (nun doufu), soft tofu (ruan doufu), firm tofu (ying doufu), pressed tofu (doufu gan), five-spice pressed tofu (wuxiang doufu gan), pressed tofu sheets (baiye, qianzhang), pressed tofu loops (baiye jie), pressed tofu noodles (gansi, doufusi), yuba (doufu pi, fuye), fermented tofu (furu, doufuru), vegetarian chicken, cuck (suji, suyia), stinky tofu (cho doufu), tofu puffs {deep-fried} (you doufu), deep-fried tofu (zha doufu). Address: Staff writer.

3388. Nordquist, Ted. 2002. Soyfoods are thriving in Bolivia (Interview). *SoyaScan Notes*. Nov. 21. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** The oldest major company is Alimentos Alfa Ltda. in Cochabamba, Bolivia, run by Rene Mouton-Bluys (a native of Belgium). This company makes 36,000 gallons/week of soybase then converts it to Nordland soymilk, soy yogurt, and soy ice cream (including novelties on sticks). Rene has a fleet of 22 delivery trucks. He sells some of his products to school districts. Ted spent some time with him.

Rene has a friend—who was a nuclear scientist and worked in Washington, DC, for 22 years—who decided he wanted to find a means of "Right Livelihood" in Bolivia. So Rene helped him to start a company very similar to Rene's in Santa Cruz. Then Rene stopped shipping to Santa Cruz.

The third and newest company is ProSoy Santa Fe, Ltda., a women's cooperative in Santa Fe, Bolivia; it is run entirely by indigenous women (who are not of Spanish descent). Their native language is Quechua, but they all speak perfect Spanish as well. From Aug. 23 to Sept. 16, 2002 Ted and his wife, Anne-Marie, spent a month working with this Co-op, sponsored by ACDI-VOCA (an American company which paid Ted's travel expenses) and CEDETI (a Bolivian private development organization funded by many nonprofit organizations in several countries incl. Sweden, Switzerland, and Germany. Many of the workers are European volunteers). The co-op consists of 20 women who are very focused in what they are doing. In Bolivia, women do much of the work and have almost no rights. So they have decided to take their lives into their own hands. When they arrived, the co-op was making only soymilk in a building whose rent was paid by CEDETI. One member makes it late at night, so that it is ready at 4:00 each morning. They sold the soymilk hot (an excellent innovation) so they didn't have to refrigerate it. They poured it boiling hot into 10 liter, plastic jugs each with a 2-inch screw cap. When each jug was full and bulging (with 10.5 liters of soymilk), the rest of the women took two jugs each and would either bike or walk or take a motor taxi to a local market. There she would pour the hot soymilk into containers that each customer would bring. Each woman also carried special long, slender plastic bags for customers like taxi or truck drivers that wanted to buy soymilk but had no container. The woman would pour her hot soymilk into the plastic bag, insert a straw then a rubber band around the straw, then wrap a piece of paper around the neck of the hot bag so that the consumer could hold it. Each women then took income from sale of her soymilk back to the cooperative, which divided and managed it. The woman worked at night to make the soymilk was paid extra; they took turns at the night shift.

Each day Ted would teach the women how to make new products, such as soy yogurt, soy ice cream, okara burgers. Then they all ate the new products for lunch. The women loved the new products.

While Ted was there, CADETI was finishing a new building for the ProSoy women's cooperative, made with indigenous materials. Ted helped to design the building and floor plan, plus a soyplant that would produce—instead of the present 150 liters/day—about 400 liters/hour. Ted also sent them a new Corenco (cost \$9,000) stainless steel mill—as a gift. Ted has finished writing his end-of-project report. They are making the new products on a small scale but the new plant will not be up and running until the mill is installed. Ted and Anne-Marie plan to return to Bolivia next September



to visit their two “children.”

Ted and Anne-Marie adopted an 11-year-old orphaned and homeless boy, Armando, who had only one year of schooling and would hang around the soy co-op. They invited him to lunches for a month, then found a person at CADETI who agreed to use money that Ted and Anne-Marie now send each month to pay for his food, shelter, and schooling. Address: TAN Industries, Inc., 49 Stevenson St., Suite 1075, San Francisco, California 94105-2975; 660 Vischer Ct., Sonoma, CA 95476. Phone: 415-495-2870.

3389. Lightlife Foods. 2002. Share your values. And your veggie burgers (Ad). *Vegetarian Times*. Nov. p. 3.

• **Summary:** A full page color ad. A young boy in tennis shoes is standing in an orange-brown field holding something skewered on a metal rod in both hands. In the lower right corner is a photo of the front panel of a box of Meat Free Smart Menu Veggie Burgers. The caption reads: “Discover the smartest food in the freezer. It’s Smart Menu. Seven new, all-natural meatless choices...” Address: Massachusetts.

3390. *Nutrition Business Journal (San Diego, California)*. 2002. Summary of organic initiatives by large corporate entities. 8(11):17. Nov.

• **Summary:** Coca-Cola has acquired Odwalla. ConAgra, Inc. acquired Lightlife Foods. Danone acquired part of Stonyfield Farm. Dean Foods acquired White Wave and Suiza (which owns 14% of Horizon Organic Dairy). General Mills acquired Small Planet Foods (Cascadian Farms, Muir Glen brands). Kellogg acquired Kashi and Worthington Foods. Kraft Foods acquired Boca Burger.

3391. *Nutrition Business Journal (San Diego, California)*. 2002. Top U.S. natural & organic food companies, 2001. 8(11):5. Nov.

• **Summary:** For each of 43 companies gives the ranking by sales, the natural / organic sales in 2001 (\$ million), the percentage of natural & organic that are organic, and the organic sales in 2001 (\$ million).

The following companies make soyfood products: 1. The Hain Celestial Group \$360. 2. Kellogg (Worthington, Kashi) \$255. 4. Coca-Cola (Odwalla, Mad River Traders) \$160. 5. Dean Foods (White Wave, Alta Dena) \$150. 8. General Mills (Sunrise, Cascadian Farms, Muir Glen) \$125. 11. Stonyfield Farm \$85. 13. Amy’s Kitchen \$76. 14. Vitasoy USA Inc. \$75. 15. Imagine Foods Inc. \$70. 19. Pacific Foods \$63. 20. Kraft Foods (Boca Burger) \$60. 23. Eden Foods Inc. \$57. 25. Gardenburger \$55. 29. Galaxy Nutritional Foods \$42. 33. Conagra (Lightlife Foods) \$35.

Sum of sales of top 43: \$3.28 billion. Sum of organic sales of top 43: \$1.63 billion.

3392. *Nutrition Business Journal (San Diego, California)*. 2002. Kraft Foods expands organics under Boca Foods

Division. 8(11):12. Nov.

• **Summary:** When Kraft purchased the company, Boca did not have any organic products. In 2001, Boca Foods launched its first organic products. The company presently offers meatless burgers, breakfast links, and patties containing organic soy.

3393. Kaplan, J. Kim. 2002. For you, the consumer. *Agricultural Research* 50(12):4-9. Dec.

• **Summary:** A color photo on the top half of the first page shows many soy products, both foods and Industrial products, including: Kaukauna Nacho Cheese, Yves Veggie Tofu Wieners, ProSobee soy formula, NutriGrain energy bars, Betty Crocker Creamy deluxe, Wish-Bone salad dressing, Edensoy soymilk, Mori-Nu Tofu, Ken & Robert’s Veggie Burgers, SoyGold industrial solvent, Natural Touch Okara Pattie, soy ink and a newspaper printed with it.

Many “products that people use every day could justifiably carry the stamp ‘Courtesy of ARS Research.’” Omaha Steaks began offering irradiated hamburger patties and ground beef in November 2000—to be sure it is free of *Escherichia coli* O157:H7, bacteria that can cause serious, even life-threatening illness. Today all the 6.5 million pounds of ground beef they sell is irradiated, which means it is treated with “ionizing radiation produced by cobalt and cesium atoms, machine-produced X-rays, or electron beams. Treated meat in no way becomes radioactive.” Final FDA approval for irradiation treatment of meat came in Feb. 2000.

Nutrim, a product similar to Oatrim developed by USDA’s Agricultural Research Service (ARS), is now being used to make vegan, organic chocolate truffles. Mrs. Mudd’s Inc. (Oceanside, California) makes the delicious products; Nutrim flows like heavy dairy cream or coconut cream.

Tifsport is a variety of bermuda grass developed for football and soccer fields, and golf courses. Address: USDA-ARS Information Staff, 55601 Sunnyside Ave., Beltsville, Maryland 20705-5128. Phone: 301-504-1637.

3394. **Product Name:** Meatless Jerkies [Hickory Smoked Soya, Hot & Spicy Style (with Shiitake Mushrooms), Teriyaki Flavored].

**Manufacturer’s Name:** Primal Spirit Foods.

**Manufacturer’s Address:** RR1, Box 314, Limestone Hill Rd., Moundsville, WV 26041. Phone: (888) 817-1834.

**Date of Introduction:** 2002 December.

**Wt/Vol., Packaging, Price:** 1 oz bars or 4 oz bags.

**How Stored:** Shelf stable.

**New Product–Documentation:** Spot in *Vegetarian Journal*. 2003. Issue two. p. 9 “Introducing new ingredients for meatless jerkies.” This company was founded in 2001 and we are not told when their first or last two products were introduced. For more, visit their website at [www.primalspiritfods.com](http://www.primalspiritfods.com).

3395. **Product Name:** [Mo' Tuna: Veggie Filets].  
**Foreign Name:** Filets Végétariens de Thon.  
**Manufacturer's Name:** Momo's Kitchen Ltd.  
**Manufacturer's Address:** P.O. Box 94203, Richmond, BC V6Y 2A4, Canada.  
**Date of Introduction:** 2002.  
**Ingredients:** Water, non GM soy protein concentrate, non GM sunflower oil, wheat gluten, glucose, evaporated cane juice, salt, seasoning, natural food flavours, dill weed, lemon oil, natural food color.  
**Wt/Vol., Packaging, Price:** 6 oz (170 gm) paperboard box (2 patties). Retail for \$2.69 at Safeway supermarket (2002/03, Lafayette, California).  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Product with Label purchased at Safeway supermarket in Lafayette, California. 2002. March 11. 4 by 4½ by 1½ inches. Blue, white, red, orange and green on purple.

3396. Sol Cuisine. 2002. Second Nature has found its Sol Mate! We are pleased to announce that Second Nature has merged with Soy City Foods and our products will be sold under the brand name Sol Cuisine (Leaflet). Mississauga, Ontario, Canada. 2 panels each side. Each panel: 28 x 21.5 cm. [Eng; Fre]

• **Summary:** See next page. On the front panel of this glossy, color leaflet, the text continues: “Together we have 28 years of experience serving the health and foodservice industries. Feed your Body, Mind and Sol.” At the top of the cover is the Sol Cuisine logo in blue and green, above a yellow stylized sun, all on a variegated brown background. One of the two inside panels is given information about the company's ten products: Meatless Burger, Meatless Chili, Meatless Taco Filling (Dry Mixes), Vegetable Burger, Original Burger, Spicy Bean Burger (Frozen), Organic Tofu, Grain Burgers, Falafels, Veggie Burgers. For each product is given: A color photo of the front of the package, nutritional information, the ingredients in English and French. On the back panel is a large photo of a veggie burger on a sesame bun, with this text: “With our expanded new facility, we plan to introduce a variety of healthy, vegetarian products, to better meet the needs of your busy lifestyle. We will continue to focus on exceptional vegan, gluten free and organic ingredients that are good for body, mind and sol.” Across the bottom is the company's contact information, plus logos for Soy City Foods and Second Nature (above a yellow stylized sun). Address: 5715 Coopers Avenue, Unit 1, Mississauga, Ontario, Canada L4Z 2C7. Phone: 905-502-8500.

3397. Charney, Ken. 2002. The bold vegetarian chef: Adventures in flavor with soy, beans, vegetables, and grains. New York, NY: John Wiley & Sons. vi + 313 p. Illust. Index. 23 x 19 cm.

• **Summary:** Contents: Acknowledgments. Introduction:

Vegetarian delights. 1. Starting off right: Appetizers and snacks. 2. Soups and stocks: Warm beginnings. 3. Breakfast, lunch, and brunch: From scrambles to sandwiches. 4. Burgers, fritters, and loaves: Stars of vegetarian cuisine. 5. Outrageous soy: Tempting tofu and tempeh. 6. A bold way with beans: Powerhouse dishes. 7. Pasta, risotto, and polenta: Comfort carbs. 8. Seitan: The power of wheat meat. 9. Vegetables and grains on the side: All the best accompaniments. 10. Green salads: Crisp and well dressed. 11. Just desserts: Sweetness and light.

On the rear cover is a brief bio of Ken Charney; on the front cover is a color portrait photo. Address: Seattle, Washington.

3398. Dragonwagon, Crescent. 2002. Passionate vegetarian. New York, NY: Workman Publishing. x + 1110 p. Illust. (by Robbin Gourley). Index. 23 cm. [10 ref]

• **Summary:** A superb, massive book, “with more than 1,000 robust recipes with notes on cooking, eating, loving, and living fearlessly”—as the cover proclaims. Very nicely designed, with many delicious recipes. The author is an outstanding writer with a deep knowledge of ingredients—including soyfoods.

Chapter 10, “Celebrating soyfoods” (p. 623-78) begins: “As a soy-loving girl from way back I invite you to enter an ever-expanding universe of foods: not merely extraordinarily healthful, but delectable and diverse—great ingredients for a passionate cook.” This chapter's contents: Introduction. Inneccote. Whole soybeans. Green soybeans (edamame). Canned soybeans. Cooked dry soybeans. Milled soybeans (soy flour and soy grits). Soynuts and soynut butter. Tempeh. Miso. Natto. Okara. Soy protein isolates. Textured soy protein (TSP or TVP). Soy sauces. Soy milk & soy milk products (soy yogurt, soy cheeses). Tofu & tofu products (fresh perishable tofus, classic traditional, seasoned tofus {savory baked tofu, other seasoned baked tofus}, ready-made tofu dips and spreads, ready ground tofu). Dry or packaged tofus (cupboard, like silken tofu). Other miscellaneous tofus (tofu burgers and sausages, deep-fried tofu, freeze-dried tofu [dried frozen tofu], tofu hot dogs, yuba).

Concerning yuba the author writes (p. 656): “I believe this traditional Asian product will explode onto the American soy-scene soon because it is so versatile and delicious and has a long and honorable history as a meat alternative. It is the unique thin-chewy texture of yuba sheets, when layered with seasonings and shaped, stacked, cut, and prepared in certain ways, that gives such a convincingly ‘meaty’ feeling to such dishes.”

The word “tofu” appears on 100 pages in this book, “tamari” on 100 pages (she uses the phrase “tamari or shoyu soy sauce”), “soy sauce” on 100 pages, “shoyu” on 98 pages, “tempeh” on 88 pages, “seitan” on 72 pages, “miso” on 58 pages, “soy milk” on 47 pages, “tofu sour cream” on 40 pages, “silken tofu” on 30 pages, “soybeans” on 25 pages,





**Second Nature has found its Sol Mate!**



We are pleased to announce that Second Nature has merged with Soy City Foods and our products will be sold under the brand name **Sol Cuisine**.

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**Feed Your  
Body, Mind and Sol!**



“baked tofu” on 22 pages, “savory baked tofu” on 16 pages, “firm tofu” on 10 pages, “green soybeans” and “edamame” each on 8 pages, “soy flour” on 6 pages, “soy ice cream” and “TVP” each on 5 pages, “dairy free” on 4 pages, “firm silken tofu,” “teriyaki,” “textured vegetable protein,” “yuba” and “whole soybeans” each on 2 pages, “Silk Soymilk Creamer” and “meat alternatives” each on 1 page.

3399. Emi, Kazuko. 2002. Japanese cooking: The traditions, techniques, ingredients and recipes. London and New York: Hermes House. 256 p. Illust. (color). Index. 31 cm.

• **Summary:** A beautiful book, with many old color woodblock prints and creative color photos. With recipes by Yasuko Fukuoka. Contents: Introduction. The development of Japanese cuisine. Foreign influences. The impact of isolation. Sushi: a national favourite. The tea ceremony. Traditions and festivals. Seasonal and regional foods. Cooking and eating. Equipment and utensils. Utensils for cooking with rice. Cooking at the table. Crockery and cutlery. Drinking vessels. The Japanese kitchen: Rice and rice products,... dried beans (incl. soya beans, boiled soya beans, dried yellow beans, dried green beans, black soya bean, soya bean products, kinako, natto), fresh beans (incl. eda-mame), tofu and tofu products (incl. fresh tofu, okara, silken tofu, koya-dofu, yuba, fried tofu, abura-age, atsu-age, ganmodoki, home-made ganmodoki), gluten products, mushrooms, seaweeds, fish, shellfish, fish roes, fish products, fish pastes, meat and chicken, sauces for flavouring and dipping, ready made sauces,... Japanese cooking (recipes). Glossary. Acknowledgements. Shopping information.

The index mentions: Abura-age (tofu), atsu-age (tofu), azuki beans (incl. *an* {sweet bean paste}), eda-mame, gammodoki, kinako (yellow soya bean flour), koya-dofu, miso, miso soup, shoyu (soy sauce), soya beans, silken tofu, sukuyaki (with tofu), tofu, yuba, vegetarian tempura.

Concerning kinako [roasted whole soy flour]: A photo (p. 65) shows kinako made from soybeans with three different color seedcoats: black, yellow, and green. The kinako made from the black soybeans is the darkest of the three—a medium brown—but not at all black. The kinako made from the yellow soybeans is the lightest of the three—yellowish brown. The kinako made from the green-coated soybeans is intermediate between the other two in darkness—light brown—but with no trace of green in its color. When kinako is mixed with an equal volume of sugar and a pinch of salt, it is rolled in lightly-boiled, soft mochi cakes which make tasty confection. Kinako, which is also used to make *wagashi* (Japanese cakes / confections), is sold at most Japanese grocery stores or supermarkets. Address: Japan.

3400. Sass, Lorna J. 2002. Lorna Sass' complete vegetarian kitchen: Where good flavors and good health meet. New York, NY: William Morrow. An imprint of HarperCollins Publishers. xiv + 494 p. Index. 26 cm. [35+\* ref]

• **Summary:** First published in 1992 as *An Ecological Kitchen: Healthy Meals for You and the Planet* (William Morrow). This innovative vegan cookbook offers 250 cholesterol-free recipes. It features a complete glossary of wholesome ingredients for stocking the vegan pantry (no meat, dairy, or eggs). Address: New York City.

3401. Lightlife Foods, Inc. 2003. Now, there's something especially good in the freezer (Ad). *Vegetarian Times*. Jan. p. 17.

• **Summary:** This full-page color ad shows a young lady in a sweater and tight pants lying on her back in the snow, with her legs wide apart. A pattern in the snow shows she has been flapping her arms and legs like wings. At the lower right is a package of “Smart Menu Meatless Meatballs.” The text at the bottom reads: “Discover the smartest food in the freezer. Sometimes convictions and convenience do meet. A perfect example is Smart Menu. Seven new meatless alternatives you'll find in the freezer section. Simple to serve. And each one is a delicious new chance to eat healthy and feel good. From Lightlife and over 20 years of healthy goodness. For recipes and ideas go to [www.lightlife.com](http://www.lightlife.com) or call 800-Soy-Easy.” Address: 153 Industrial Blvd., Turners Falls, Massachusetts 01376-1611. Phone: 1-800-Soy-Easy.

3402. Boca Foods Co. 2003. Go meatless. Win \$100,000. Boca Meatless Burgers (Ad). *Vegetarian Times*. Feb. p. 68-69.

• **Summary:** See next page. A full page color ad (p. 69) on a royal red background. In the center is the front panel of a pack of “Boca Meatless Burgers—All American. Flame Grilled. Soy Protein Burgers. 68% less fat.” Fine print at the bottom of the page gives the rules of the contest.

A related 1/3 page vertical ad appears on page 68. Address: Massachusetts.

3403. Gardenburger, Inc. 2003. Annual report 2002 (Form 10-K). 1411 Southwest Morrison St., Suite 400, Portland, OR 97205. 37 + 22 p. 28 cm.

• **Summary:** The annual report is largely a copy of the 10-K form submitted to the government. Net sales in 2002 were \$54.6 million, up from \$50.8 million the previous year. Net income was a loss of \$3.874 million, smaller than the loss of \$7.156 million the previous year.

Accompanying the annual report is a notice of Annual Meeting of Shareholders and proxy statement (21 p.). The CEO, president, and chairman of the board is now Scott C. Wallace. His salary in 2002 jumped to \$252,923 plus a bonus of \$15,000 and 50,000 stock option shares, compared with \$170,769 salary plus a bonus of \$42,500 in 2001. A graph (p. 19) shows that the value of company's stock has fallen steadily since Sept. 1998, dropped to almost nothing by Sept. 2001, then has risen very slightly by Sept. 2002. Address: Portland, Oregon.



**GO MEATLESS**  
You could **WIN**  
**\$100,000**



**CHALLENGE YOURSELF TO MAKE A CHANGE  
AND IT COULD REALLY PAY OFF!**

Start with changing your burger to great-tasting, meatless BOCA®. You'll lose the fat and calories and have lots to gain – including \$100,000 – so you can change a whole lot more about your life! See specially marked BOCA® packages or go to [bocaburger.com](http://bocaburger.com) for contest details and your chance to win. **THE TASTE WILL CHANGE YOU!™**

Boca "Go Meatless Essay Contest!" NO PURCHASE NECESSARY. Open to U.S. residents 18 or older as of 12/31/02. Void where prohibited by law. For complete Official Rules and judging criteria, visit [www.bocaburger.com](http://www.bocaburger.com) or send a SASE to Boca "GO Meatless" Rules Requests, P.O. Box 4929, Blair NE 68009-4929, to be received by 3/28/03. VT residents only may omit return postage. On-line entries must be received by 11:59 PM (ET) on 4/28/03; mail-in entries must be received by 5/8/03. PRIZES: (1) Grand Prize - A check in the amount of \$100,000 and a one-year supply of Boca products (ARV: \$100,072); (100) First Prizes - a one-year supply of Boca products (ARV: \$72 each). Boca products to be awarded as 18 product coupons. Total approximate retail value of all prizes \$107,272. ©2002 Boca Foods Company. BOCA is a registered trademark of Boca Foods Company.

3404. Carnig, Jennifer. 2003. Vegan actress-activist pitches vegetarian fare to ballparks. *Oakland Tribune*. March 10. Bay Area Living section. p. 1, 5.

• **Summary:** Johanna McCloy, age 38 of Oakland, is known for playing Ensign Calloway in “Star Trek: The Next Generation.” But as director of Soy Happy!, she is active in making vegetarian food more readily available. Three months ago vendor Ron Kasdan began selling veggie dogs from his food cart in San Francisco’s Financial District. A color photo shows Johanna, Ron, and the Cart—with Veggie Dogs advertisements on the side.

McCloy’s work began several years ago [April 2000] at a Dodgers Game in Los Angeles, when she realized there was nothing in the stadium for her to eat—nothing! So she called the stadium the next day and asked them to consider having something vegetarian there. The guy said, “OK, fine.” And the next week they were offering vegetarian food—just like that. She realized that all she had to do was ask.

So McCloy began contacting ballparks across the USA and discovered that many offered no veggie food alternatives. So she began a phone and letter campaign that targeted every major league baseball stadium in America. Her mission: Get them to offer veggie dogs.

Today 10 major league ballparks offer veggie dogs. Surprisingly 80% of the people who buy them are not vegetarian; they are just health conscious. McCloy, who eats no animal products, believes that no animal should be harmed for her benefit.

Last week she helped to introduce a resolution to the Education Committee of the California state legislature asking that public schools always offer students vegetarian alternatives in school lunches. It passed unanimously and will be voted on next by the assembly’s Appropriations Committee. Address: Staff writer.

3405. ConAgra Foods. 2003. Make the world a better place. One meal at a time (Ad). *Vegetarian Times*. March. Rear cover.

• **Summary:** This full-page color ad shows a mom and dad happily swinging their son in the air between them as they walk down a gently-sloping green hillside, with blue sky behind them. In the lower right corner is a photo of the front panel of Lightlife Smart Menu Chick ‘n Patties. The text reads: “Discover the smartest food in the freezer. Sometimes convictions and convenience do meet. A perfect example is Smart Menu. Seven new meatless alternatives you’ll find in the freezer section. Simple to serve. And each one is a delicious new chance to eat healthy and feel good. From Lightlife and over 22 years of healthy goodness. For recipes and ideas go to [www.lightlife.com](http://www.lightlife.com) or call 800-SOY-EASY.”

Note: The name of the manufacturer (ConAgra) does not appear in the ad.

3406. **Product Name:** Soy Creations Vegetarian Smoked Soy-Salmon Pizza, Grilled Soy-Chicken Pizza, Soy-Chicken Pot Pie (in Mushroom Sauce, in Kung Pao Sauce), Smoked Soy-Salmon and Penne (in Lemon Herb Sauce), Grilled Soy Chicken and Linguine (in Pesto Sauce).

**Manufacturer’s Name:** i Foods, Inc.

**Manufacturer’s Address:** 2222 Davie Ave., Los Angeles, CA 90040. Phone: (213) 728-8288.

**Date of Introduction:** 2003 March.

**Ingredients:** Cod Fillet: Textured soy protein, water, soybean oil, isolated soy protein, whey protein, sugar, corn starch, tapioca starch, wheat protein [gluten], potato starch, salt, spices, natural flavors (from vegetable sources), seaweed, autolyzed yeast extract.

**New Product—Documentation:** See next 2 pages. Three leaflets (8½ by 11 inches, 1 panel each side, glossy color, front and back) sent by Patricia Smith from Natural Products Expo West at Anaheim. 2003. March. The front of each shows a large color photo of the prepared product.

3407. Kraft Foods Inc. 2003. Can thou tell the difference? Boca Meatless Burgers: The taste will change you (Ad). *Vegetarian Times*. March. p. 3.

• **Summary:** See two pages after next. This full-page color ad shows two nuns, each dressed in identical black and white habits, looking up toward heaven—with a colorful sunset in the background. Each is holding an identical-looking burger in her two hands at waist level. The text reads: “Finally the burger you love has a tasty, meatless twin. Boca Flame Grilled. So good, who can tell? 68% less fat. (Footnote: Than a ground beef hamburger.) The protein you want. Hallelujah. You gotta try Boca Burgers. Like Sister Maria. (She’s the twin on the left.)”

In the lower right corner is a photo of the front panel of the product. For more information visit [bocaburger.com](http://bocaburger.com). Note: The name of the manufacturer (Kraft) does not appear in the ad. Address: [Illinois].

3408. Tasty Eats, Inc. 2003. Finally, a meatless jerky with taste (Ad). *Natural Foods Merchandiser*. March. p. 96.

• **Summary:** This 8½ by 11 inch color ad shows five packages of the company’s product: Soy Jerky—Dry Style: Original, Teriyaki, Ginger, Hot N’ Spicy, and Peppered. For more information: [www.TastyEats.com](http://www.TastyEats.com).

3409. **Product Name:** Soy Jerky—Dry Style (Original, Teriyaki, Ginger, Hot N’ Spicy, or Peppered).

**Manufacturer’s Name:** Tasty Eats, Inc.

**Manufacturer’s Address:** 25 Greystone Manor, Lewes, Delaware 19958. Phone: 302-236-7503.

**Date of Introduction:** 2003 March.

**Ingredients:** Ginger: Textured soy protein (non-GMO), water, evaporated cane juice, expeller pressed sesame oil, spices, ginger powder, salt, white pepper, caramel powder





*Taste That Excites Your Palate!*

# *Vegetarian* **Pot Pie**

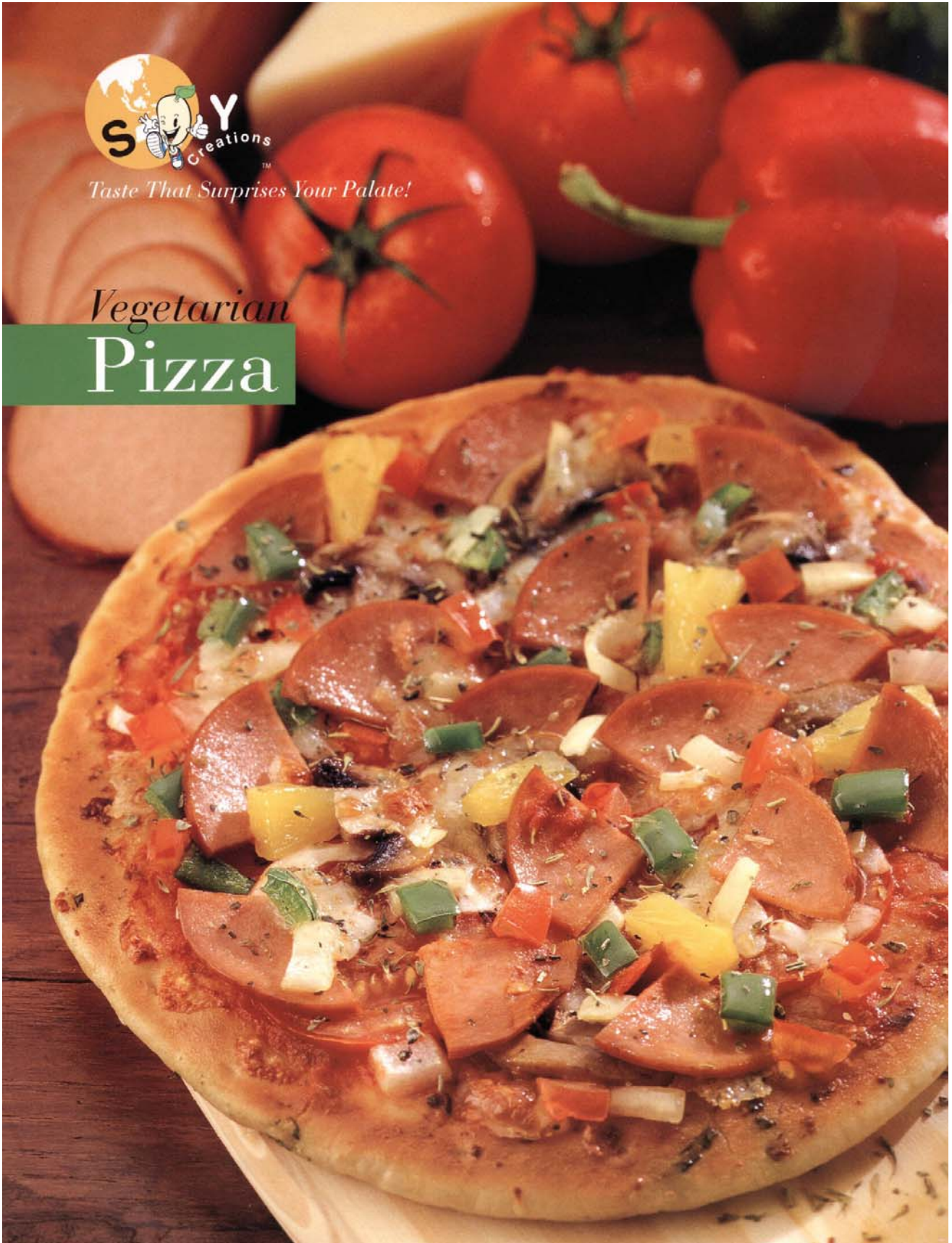






*Taste That Surprises Your Palate!*

*Vegetarian*  
**Pizza**







©2009 Boca Foods Company

**CAN THOU TELL THE DIFFERENCE?**

Finally, the burger you love has a tasty, meatless twin. Boca® Flame Grilled. So good, who can tell? 68% less fat.\* The protein you want. Hallelujah. You gotta try Boca Burgers. Like Sister Maria. (She's the twin on the left.)

\*Than a ground beef hamburger [bocaburger.com](http://bocaburger.com)



**Boca**  
MEATLESS  
Burgers  
ALL BOURN  
FLAME GRILLED  
68% LESS FAT

**THE TASTE WILL CHANGE YOU.™**

(non-GMO cane juice).

**Wt/Vol., Packaging, Price:** 1.5 oz (42 gm) vacuum pack in paperboard sleeve. Retail for \$1.69 (2003/05, Berkeley, California).

**How Stored:** Shelf stable.

**New Product–Documentation:** Ad (8½ by 11 inch, color) in *Natural Foods Merchandiser*. 2003. March. p. 96. “Finally, a meatless jerky with taste.” Four products with Labels purchased by Loren Clive at Berkeley Bowl Marketplace (California). 2003. May 21. 5.5 by 6.75 inches. Paperboard sleeve. Black, white, and orange on yellow. Front panel: Chinese characters at lower left. “Meatless. 97% fat free. Cholesterol free.” Non-GMO logo. Back panel: “No additives. No preservatives. No MSG. No artificial coloring. No artificial flavoring. Product of Malaysia.”

3410. **Product Name:** Organic Chorizo: Spicy Spanish Tofu Sausage.

**Manufacturer’s Name:** Tofu Shop Specialty Foods Inc.

**Manufacturer’s Address:** 65 Frank Martin Court, Arcata, CA 95521. Phone: 707-822-7401.

**Date of Introduction:** 2003 March.

**Ingredients:** Tofu (filtered water, organic soybeans, magnesium chloride), organic garlic, organic cider vinegar, organic herbs and spices, roasted chilies, cayenne, organic sugar, sea salt.

**Wt/Vol., Packaging, Price:** 8 oz (226 gm) vacuum pack. Retail for \$3.99.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Matthew Schmit. 2003. Sept. 8. 2½ by 3½ inches. Self adhesive. Multi-colored on white. A stylish illustration shows a female flamenco dancer. “Ready to slice for sandwiches, or dice into your favorite Latin dishes.”

3411. Turtle Island Foods, Inc. 2003. SuperBurgers: “The ultimate vegetarian burger experience” (Leaflet). P.O. Box 176, Hood River, OR 97031. 1 panel each side. Front and back. Glossy color. 28 cm.

• **Summary:** See next page. Leaflet sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2003. March. Front: “Made from gourmet, organic tempehs. Now available in Original, Smoked and TexMex varieties. Low fat. Vegan.

Rear: Shows the front panel of each package, with a product description and ingredients for each. Address: Hood River, Oregon. Phone: (800) 508-8100.

3412. **Product Name:** Vegan Chicken Tender, Vegan Chicken Nugget, Vegan Chicken Breast, Vegan Ham, Vegan Fish Steak.

**Manufacturer’s Name:** VegeFarm Corp.

**Manufacturer’s Address:** 877 Azusa Ave., City of Industry, CA 91745. Phone: 1-877-877-VEGE.

**Date of Introduction:** 2003 March.

**New Product–Documentation:** Leaflet (front and back, 8½ by 11 inch, glossy color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2003. March. The front shows the front panel of all five products. The rear gives Nutrition Facts and ingredients for each. The first two ingredients in each are: “Water, High Fiber Textured Soy Protein.” The business card of Tom Chen, President, at stapled to this leaflet.

Note: One year ago this vegan food manufacturing company (headquartered in Taiwan) was named Vegeking and its brand was VeggieMaster. They were at the same address in City of Industry, California.

3413. Fischer, Douglas. 2003. New opening day tradition: sun, beer and veggie hot dog. *Oakland Tribune*. April 1. News section. p. 1, 7.

• **Summary:** The Oakland Athletics and San Francisco Giants finished 2nd and 5th respectively in the second annual survey of menus at major-league ballparks, conducted by PETA (People for Ethical Treatment of Animals); Toronto finished first, largely because it is the first in the league to have an all-vegetarian food cart. Oakland’s Johanna McCloy, a vegetarian, started the trend a few years ago at Dodger Stadium when she was living in Los Angeles. People running concessions say vegetarian fare is a growing market. However last season, Oakland fans ate 900,065 regular hot dogs at 81 home games in the Coliseum—compared with only 5,265 veggie dogs, which is 65 per game, or 0.6% of the total.

The food available to vegetarians at baseball games has improved dramatically in recent years. Ten years ago a stadium vendor would have laughed if a fan asked for a veggie dog. Today, they apologize if they don’t have one. Address: Staff writer.

3414. *Sports Illustrated*. 2003. Sports beat. April 14.

• **Summary:** Actress Johanna McCloy, age 38, has launched Soy Happy, an organization whose goal is to get vegetarian fare on the menu at every major league ballpark. Several years ago she began writing concession managers at baseball parks and now about a dozen stadiums carry veggie dogs. Her website, soyhappy.org, includes an endorsement from Cardinals manager Tony La Russa, a vegetarian.

3415. *ASA Today* (St. Louis, Missouri). 2003. Soyfoods enjoy growing popularity. 9(6):4-page insert after p. 2. April.

• **Summary:** Attractive (with 5 color photos), interesting, and original. This is the first such insert in this 4-page newsletter, and the first time this newsletter has contained a significant amount of information about soyfoods. Below the title is printed: “A special publication from the American Soybean Association.” On the back page we read: “ASA thanks the sponsors of this publication...: Solae [DuPont & Bunge],





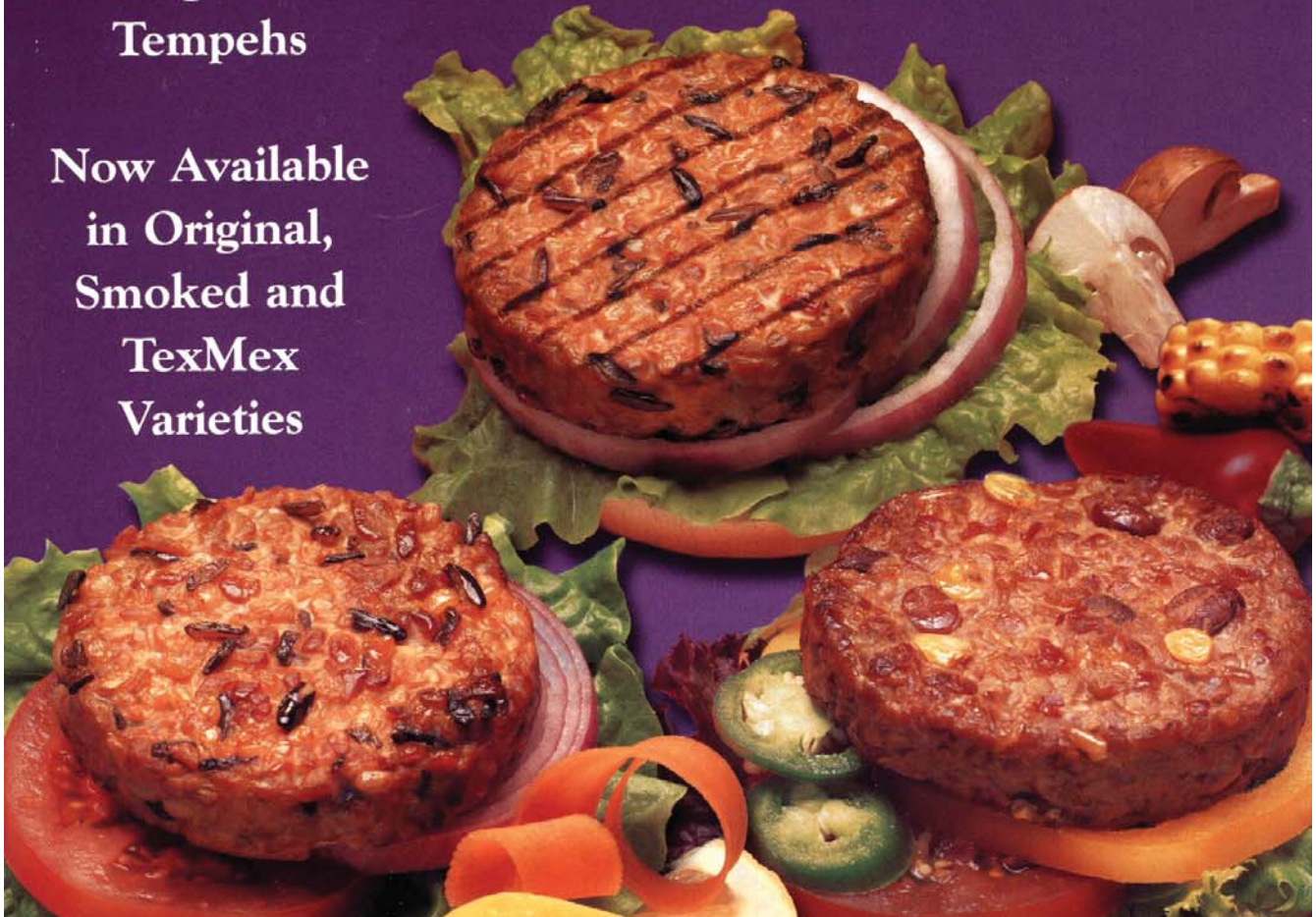
*"The Ultimate Vegetarian Burger Experience"*

# SuperBurgers™

Made from  
Gourmet,  
Organic  
Tempehs

- Low Fat
- 100% Vegan

Now Available  
in Original,  
Smoked and  
TexMex  
Varieties





Soyatech, and White Wave. Below the logo of each company is 4½-inch-long column describing the company, its history and activities.

Contents of the insert: Introduction. Soyfoods become mainstream. The most common [widely used] soyfoods. U.S. consumers more aware of soyfoods. The push for soymilk in schools. Soyfoods for the future. Export demand for food ingredient beans.

It begins: “No longer are soyfoods considered unusual or hard to find. No longer are they considered the kind of foods only eaten by so-called ‘granola-crunchers’ or ‘health fanatics’... The menu at the recent American Soybean Association (ASA) awards banquet featured a serving of delicious edamame (sweet green soybeans) that soybean growers and guests alike enjoyed with enthusiasm.”

3416. El Burrito Mexican Food Products, Inc. 2003. Tastes like the real things, only better for you! (Ad). *Vegetarian Times*. April. p. 28.

• **Summary:** This color ad (5 by 7½ inches) shows the company’s various meatless soy products. Soyrizo [the best-seller, introduced Jan. 1997], SoyTaco [Jan. 1998], SoyLoaf [March 1999], SoySteak [2001, Jan. 2003], Soy Sausage [March 2003], Soy Dogs [March 2003]. “Made with 100% soy. Vegetarian. Meatless. No preservatives. No cholesterol.

Talk with Mark Roth, President and Founder. 2003. March 17. He gives the date each product was introduced. In 1992 he had open heart surgery; his doctor told him to cut way back on his consumption of cholesterol and suggested that he eat Morningstar Farms and Yves meat alternatives. He thought they “tasted like cardboard,” so in 1995 he began developing his own meatless soy products. In Jan. 1997 his company—which until that time had sold Mexican foods—introduced Soyrizo, which is still the company’s best seller. Now the company is slowly moving from a Mexican food company to a Mexican soyfood company. Address: 14944 Don Julian Rd., City of Industry, California 91745. Phone: 1-800-933-7828.

3417. Aoyagi, Akiko. 2003. McDonalds in Japan plans to

**Tastes Like the Real Things, Only Better For You!**

**El Burrito MEXICAN FOOD PRODUCTS, INC.**

**SOYSTEAK**  
MEATLESS SOY STEAK  
REALLY TASTES LIKE STEAK!  
VEGETARIAN  
NO CHOLESTEROL  
NO PRESERVATIVES  
Net Wt. 8.4 oz. (240g)

**SOYDOGS**  
VEGETARIAN  
MADE WITH MEATLESS SOY  
NO CHOLESTEROL  
NO SATURATED FAT  
NO PRESERVATIVES  
PERISHABLE • KEEP REFRIGERATED  
May be Frozen

**SOY SAUSAGE**  
BREAKFAST LUNCH & DINNER TOO!  
MEATLESS BREAKFAST SAUSAGE  
ALL VEGETABLE  
Net Wt. 12 oz. (340g)

**SOY LOAF**  
THE MEATLESS MEATLOAF  
VEGETARIAN • MEAT REPLICATOR  
May be Frozen

**SOYRIZO**  
Meatless Soy Chorizo  
NO CHOLESTEROL • NO PRESERVATIVES  
Vegan

**SOYTACO**  
MEATLESS TACO FILLING  
ALL VEGETABLE  
Net Wt. 12 oz. (340g)

- MADE WITH 100% SOY
- VEGETARIAN
- MEATLESS
- NO PRESERVATIVES
- NO CHOLESTEROL

**Tastes Too Good To Be So Healthy!**

**El Burrito Mexican Food Products, Inc. (800) 933-7828**

launch a fried tofu burger (Interview). *SoyaScan Notes*. May 2. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Akiko recently saw a program on Japanese TV stating that McDonalds Holdings Co. (Japan) Ltd., the American burger giant, is experiencing lagging sales and decreasing profits for the first time in 29 years in Japan. In response they have decided to start selling a fried tofu burger as a healthy alternative in their Japanese restaurants, and to make other healthy additions to its Japanese menu. The new tofu burger will come with a ginger-flavored soy sauce and sell for \$1.91. McDonalds’ problems include youth savvy



competition from the Freshness Burger chain and fears about Bovine Spongiform Encephalopathy (BSE).

Note: An article in *Bluebook Update* (May 2003, p. 1) stated that On April 23, McDonalds Holdings Co. (Japan) Ltd., a mainstream foodservice company, is adding “tofu hamburgers” to its menu. Address: Walnut Creek, California.

3418. **Product Name:** Tempeh Burger.

**Manufacturer’s Name:** Henry’s Tempeh.

**Manufacturer’s Address:** Scott St., Kitchener, ON N2H 0A3, Canada.

**Date of Introduction:** 2003 May.

**Ingredients:** Incl. whole soybeans.

**Wt/Vol., Packaging, Price:** 2 per round pack. Vacuum packed.

**New Product–Documentation:** Letter (e-mail) from Henry Schmidt, founder of Henry’s Tempeh. 2011. Jan. 12. In May 2003 Henry introduced Tempeh Burger. which was discontinued in April 2004. He made tempeh, then ground it in a meat grinder, seasoned it with dry seasonings and spices (no marinade), put it into a patty machine, made patties, and shaped it into patties—very labor intensive. “It was brutal, just brutal.” He no longer has any labels for the tempeh burgers.

3419. Kraft Foods Inc. 2003. Say cheese! (Ad). *LOHAS Journal (Colorado)* 4(1):42. Spring.

• **Summary:** This 1/3 page color ad shows the front of a package of “New! Boca Meatless Burgers. Cheeseburger, Made with Organic Soy.” It contains “60% less fat than a ground beef hamburger.” Address: [Illinois].

3420. Kraft Foods Inc. 2003. Try to tell the difference. Boca Meatless Burgers: The taste will change you (Ad). *Vegetarian Times*. May. p. 3.

• **Summary:** See next page. This full-page color ad shows two tall African-American twins, each dressed in a straw hat, white shirt, red chef’s apron, and blue shorts, standing in front of a blue sky and white picket fence on a green lawn. In one hand, each holds a long burger flipper (spatula) and on the index finger of the other each balances a burger between buns with all the trimmings.

The text across the bottom reads: “Finally, the burger you love, has a tasty meatless twin. Boca Flame Grilled. So good, who can tell? 68% less fat. (Footnote: Than a ground beef hamburger.) The protein you want. Gentlemen, start your barbecues. You gotta try Boca Burgers.”

In the lower right corner is a photo of the front panel of the product. For more information visit bocaburger.com. Note: The name of the manufacturer (Kraft) does not appear in the ad. Address: [Illinois].

3421. **Product Name:** Tofurky Gourmet Meatless Sausages [Beer Brats with Micro Brewed Amber Ale, Sweet Italian Sausage with Sun Dried Tomatoes and Basil, or Kielbasa–

Great Sandwich or Dinner].

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 2003 May.

**Ingredients:** Beer Brats: Tofu (non genetically modified soybeans, water, magnesium chloride or nigari), vital wheat gluten, expeller pressed non genetically modified canola oil, shoyu soy sauce (water, soybeans, wheat, salt, culture), Full Sail Amber Ale, herbs and spices, water.

**Wt/Vol., Packaging, Price:** Four vegan hot dogs in 14 oz pack. Suggested retail price: \$3.89 to 4.29.

**How Stored:** Frozen or refrigerated.

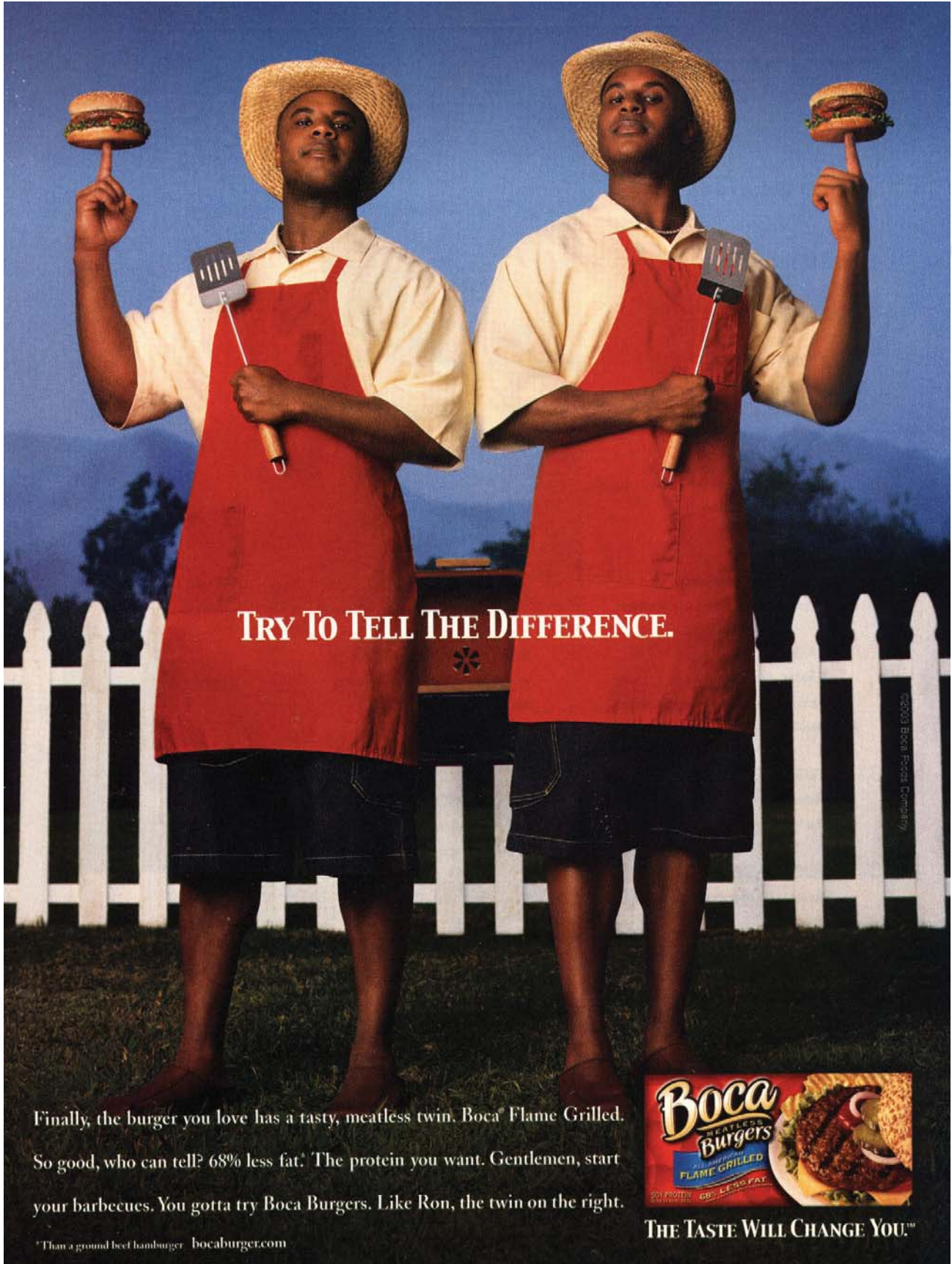
**New Product–Documentation:** See page after next. Color leaflet and news release from Turtle Island. 2003. May 1. “The liberation of the summer grill: No longer meat only.” “Turtle Island Foods today announces the first Line of Vegetarian Sausages that Sizzle on the backyard barbeque... ‘We hope that these Gourmet Sausages will do for the Vegetarian Grilling experience what the Tofurky Roast did for the Vegetarian Holiday Table...’ says Seth Tibbott, founder and company president.”

There are 3 sausages in the line. “Turtle Island is the first US company to be certified Vegan by the United Kingdom’s Vegan Society. Each pack contain 4, three and one half ounce sausages.” In the upper right corner of the front panel of each label is the colorful vegan logo, which is a yellow quarter circle with the words “Certified Vegan” around a sunflower.

Talk with Seth Tibbott of Turtle Island. 2003. May 14. These sausages will be available in early June in retail stores. They were introduced at the Anaheim trade show (March 2003) and attracted long lines of people. Even a janitor at the show kept coming back for more and said they were his favorite product at the show. They barbecue better than all other products for two reasons: (1) They have a little higher fat content; and (2) The main ingredient is tofu, rather than soy protein isolates. In fact, each type of sausage contains more than 50% tofu! The microbrew ale (beer) is made by one of Seth’s next-door neighbors. Jean Greenfield, in charge of quality control for Whole Foods Market in San Francisco, California, told Seth that her company plans to phase out products made with hexane-solvent extracted soy protein isolates.

Seth had these sausages certified by the Vegan Society in Jan. 2003. His company has always made only vegan products, but they generally positioned the products as meatless or vegetarian rather than vegan; now that may change. He is now developing a line of Tofurky hot dogs, and may also produce them as private label brands for other companies.


Products (all three) with Labels sent by Turtle Island. 2003. Nov. 19. On the front panel of each label, a color photo shows the product served in a dish (as between buns or



**TRY TO TELL THE DIFFERENCE.**

Finally, the burger you love has a tasty, meatless twin. Boca<sup>®</sup> Flame Grilled. So good, who can tell? 68% less fat.\* The protein you want. Gentlemen, start your barbecues. You gotta try Boca Burgers. Like Ron, the twin on the right.

\*Than a ground beef hamburger. bocaburger.com



**Boca**  
MEATLESS  
Burgers  
ALL THE TASTE OF  
FLAME GRILLED  
68% LESS FAT  
20g PROTEIN

**THE TASTE WILL CHANGE YOU.™**

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# There's **3 BIG** New Dogs in the House

**100%**  
Certified VEGAN



[www.tofurky.com](http://www.tofurky.com)



**OUTDOOR  
APPROVED  
GRILL**



sliced over pasta) against a single-color background. Text: "Meatless & Delicious." "Keep frozen or refrigerated." Logo: "Outdoor Grill Approved." Turtle Island Foods, Inc. logo of turtle with a planet-shaped shell inside of a circle of soybean stem and leaves. Soyfoods Center taste test: We liked the Kielbasa best and found the Sweet Italian Sausage too spicy.

Color leaflet sent by Seth Tibbott of Turtle Island. 2003. Nov. "There's 3 big new dogs in the house." Note: Seth says this was printed in about June 2003.

3422. Richmond, Akasha. 2003. McDonalds is now running national TV ads for their Veggie Burger—made by Yves (Interview). *SoyaScan Notes*. June 12. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Can this really be happening in the USA? Yves is a Canadian company. Address: Los Angeles, California.

3423. **Product Name:** Soy Chorizo & Potato Taquitos.

**Manufacturer's Name:** Trader Joe's (Marketer-Distributor).

**Manufacturer's Address:** South Pasadena, CA 91031.

**Date of Introduction:** 2003 June.

**Ingredients:** Tortilla (corn, water, lime), roasted potatoes, Soyrizo (water, textured soy protein, canola oil, spices, distilled vinegar, soy protein concentrate, salt, xanthan gum), onion, green bell pepper, diced green chilies, guajillo chile, jalapenos, garlic, cilantro, refined canola oil (used for frying).

**Wt/Vol., Packaging, Price:** 10 taquitos. 16 oz (1 lb) 454 gm clear plastic shell. Retail for \$2.99 at Trader Joe's (2003/07, Lafayette, California).

**How Stored:** Refrigerated.

**New Product—Documentation:** Product with Label purchased at Trader Joe's in Lafayette, California. 2003. July 13. 8 by 5.5 by 3 inches clear plastic shell. Self-adhesive label 4 by 3 inches. Purple, red, white, green, and black." "Meatless. "Soy Chorizo is a healthy soy alternative to traditional chorizo that has the same texture and flavor. Dairy free. wheat free. Keep frozen." Soyfoods Center taste test. 2003. July 13. Pretty good. Too spicy for our tastes.

3424. Turtle Island Foods, Inc. 2003. There's 3 big new dogs in the house (Leaflet). P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. 1 p. Front and back. 28 cm.

• **Summary:** On the front in the foreground is a huge Tofurky sausage (grilled, between two buns, with all the trimmings) with a sort of brand / logo burned / stamped onto the center of it: "Approved—Outdoor grill." In the background are packages of the three meatless sausage products in the background: Tofurky Gourmet Meatless Sausages (Beer Brats with Micro Brewed Amber Ale, Sweet Italian Sausage with Sun Dried Tomatoes and Basil, or Kielbasa—Great Sandwich or Dinner).

Note: Kielbasa is one of the many common names for a type of Central and Eastern European sausage.

On the back are the three product labels with ingredients and Nutrition Facts. SRP (Suggested Retail Price): \$3.89 to \$4.29 per 14 oz. A sidebar reads: "Our premise: Up till now, the backyard barbeque has primarily been the domain of the carnivore. While the past 20 years have seen many great meat alternatives introduced that cook fine in the microwave, nearly all fall way short when placed on the outdoor grill. Some tofu wieners even say, 'Not recommended for barbeques'... Unlike the smaller dogs on the street, these dogs are not made from soy powders or concentrates. Real tofu is our soy protein! Finally there is a product vegetarians can Sizzle on an outdoor grill or cook in the comfort of your kitchen! We want these sausages to change the vegetarian grilling experience just like the Tofurky Roast changed the holiday dining experience!" Address: Hood River, Oregon.

3425. Turtle Island Foods, Inc. 2003. Vegetarian foodservice just got a whole lot easier (Leaflet). Hood River, OR 97031. 1 p. Front and back. 28 cm.

• **Summary:** See next page. On the front, color photos show the new foodservice products: Bulk SuperBurgers. Bulk Tofurky Gravy. Bulk Tofurky Deli Slices. Bulk Tofurky Stuffed Rolls. Bulk Organic Soy Tempeh. The rear gives a description of each product with ingredients, packaging information, and suggested uses. Address: Hood River, Oregon.

3426. Wang, June. 2003. Pioneering work of Tau Wang, founder of First Vegetarian Foods Co., in introducing Chinese vegetarian foods to California (Interview). *SoyaScan Notes*. July 10. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** June's father, Tau Wang, was born in 1935 in Shandong province, China. With his elder brother, he moved to Taiwan at age 11, became a veterinarian, married, and started a family. He was a Buddhist and a vegetarian. He decided (at a time or age unknown to June) to emigrate to the USA. He knew it would take too much time and money to get another veterinarian's degree in America, so he went through culinary training and cooking school in Taiwan. In the mid-1970s, while in his 40s, he came to the United States and established what June believes is the first Chinese company to make vegetarian products in California—perhaps in the United States. While his family waited in Taiwan as he created a place for them, he began by working at a Chinese restaurant in Maryland for 1-2 years until he obtained his resident status. Then in the late 1970s he moved to Southern California; he liked the semitropical climate and wanted to get away from the cold East Coast climate. In those days, most Chinese still lived in Chinatown in downtown Los Angeles. There he met some Buddhist friends from Buddhist temples. He soon realized that there were almost



# Vegetarian Foodservice Just Got a Whole Lot Easier!



**Bulk SuperBurgers.**  
BIG, Juicy QUARTER POUND Veggie Burgers Ready to Grill and Throw on a BIG Bun.



**Bulk Tofurky® Deli Slices-Hickory Smoked.**  
America's Leading Vegetarian Deli Slice, smoked in a Real Smokehouse, pre-sliced and vacuum sealed.

**Bulk Tofurky® Stuffed Rolls.**  
The Famous Tofurky with a core of Organic Wild Rice Stuffing. Just heat, slice and serve for a delicious dinner entree or Hot Tofurky Sandwich!



**Bulk Tofurky® Gravy.**  
The Best Tasting Vegetarian Gravy on the planet, packed in heat and serve, boilable bags.



**Bulk Organic Soy Tempeh.**  
High Quality, Versatile and Delicious Soy Protein for Stir Fries, Pasta, Salads and Casseroles



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no Chinese vegetarian foods for them to choose from—other than tofu and vegetables. So he decided to start a company named First Food to make vegetarian foods to supply first the Buddhist temples in Los Angeles, with the hope of soon expanding. His first product was steamed Chinese buns (*mantou*), followed by “Vegetarian Duck” or *Suya* (made by simmering wheat gluten; pinyin: *mianjin*; W.-G. *mien chin*), and steamed and lightly salted wheat gluten (*kaofu*). He experimented with many different vegetarian foods that were not available in Los Angeles. One new product was konnyaku.

June (age 11) and her brother left Taiwan joined their father in Los Angeles in 1979. Mrs. Wang and three more daughters came 6 months later (summer 1980). Soon the whole family was working in the business after school. June recalls: “After school, we kids would go to work. After work, we would all go home and eat together as a family. Then we’d do our homework. We knew that our life had changed and we all had to pitch in and do whatever we could.” When June arrived, she spoke no English. But she learned and graduated from California State Polytechnic University, Pomona, with a degree in accounting.

In about the mid-1980s Mr. Wang introduced his first soy product which was “Vegetarian chicken” called “Suchee” (pinyin: *siji*; Wade-Giles: *ssu-chi*), made out of extra-firm pressed tofu. It was cooked in water seasoned with a little salt, then the water was pressed out and it was sold in the shape of a half-cylinder. When this product was successful, he extended the line with Mushroom Suchee and Savory Suchee (seasoned with soy sauce and his own blend of seasonings). In 1985 he incorporated the company.

Gradually his business expanded to Chinese restaurants, supermarkets, northern California, then to distributors servicing other states. Because of the language barrier, and because it was family-run sole proprietorship where he pretty-much ran the whole show, with the help of his family and a few other workers.

June’s father was concerned about what would happen to his business when he retired. Their foods were sold, packaged, and distributed only to the Chinese market. He also hoped it would expand beyond the Chinese market. After working outside the family business for a few years, June bought the business from him on 31 Aug. 1999, with the goal of helping her dad to realize his dream of expanding the business beyond the Chinese community. She invited her younger sister, Saline, to join her as a manager—and a potential shareholder. She soon launched a new line of Hispanic / Mexican hand-held meatless snack products named Starlite Cuisine, including 3 flavors each of Soy Taquitos (rolled in corn tortillas) and Soy Rolled Tacos (rolled in wheat flour tortillas)—both filled with textured soy protein concentrates. She hoped to sell these through Trader Joe’s, but after sending many samples to the frozen foods buyer, he stole the product name and idea, and now Trader

Joe’s has its own Taquitos—Ugh!

A brief biography of Tau Wang’s work has been written in Chinese. The company also makes an abalone alternative based on konnyaku; it contains no soy ingredients. Address: 1429 Virginia Ave., Suite F, Baldwin Park, CA 91706. Phone: 626-338-8233.

**3427. Product Name:** StarLite Cuisine: Soy Rolled Tacos (in Wheat-Flour Tortilla) [Santa Fe Chicken Style, Garlic Chicken Style, Chorizo & Black Bean Style].

**Manufacturer’s Name:** First Vegetarian Foods, Inc.

**Manufacturer’s Address:** 1429 Virginia Ave., Suite F, Baldwin Park, CA 91706. Phone: 626-338-8233.

**Date of Introduction:** 2003 July.

**Ingredients:** Santa Fe Chicken Style: Water, flour tortillas (flour, vegetable oil), soy protein concentrate and isolate, soy flour, cornstarch, onion, garlic powder, black pepper, natural smoke flavor, spices, salt, brown sugar, autolyzed yeast, carrageenan.

**New Product–Documentation:** News release. June 2003. StarLite Cuisine introduces meatless rolled tacos: Crispy soy taquito maker extends popular line with three new rolled taco varieties (3 p.). The 3 new products are named Crispy Soy Rolled Tacos.

Talk with June Wang, company owner. 2003. July 10. This hand-held snack is being introduced this month.

\*

**3428. Natural Foods Merchandiser.** 2003. Astra-Zeneca sells Quorn [Marlow Foods Ltd.] to venture firm. July. p. 12.

• **Summary:** Marlow Foods Ltd. (North Yorkshire, UK), which makes Quorn meat-free products, was owned by the Anglo-Swedish pharmaceutical manufacturer AstraZeneca. Marlow was sold on 26 May 2003 to Montagu Private Equity for \$114.8 million, according the *Financial Times*.

Last year more than \$131 million of Quorn (mycoprotein) was sold worldwide. Eleven Quorn products are sold in the USA and sales in the first 12 months were claimed to exceed \$5 million.

**3429. United Soybean Board.** 2003. National report 2003-2004: Consumer attitudes about nutrition—Insights into nutrition, health & soyfoods. Seattle, Washington. 6 p. Sept. 22 x 21 cm.

• **Summary:** This tenth annual nationwide survey, commissioned by USB, was conducted in early 2003 by an independent research firm in Seattle, Washington. Random telephone interviews were completed with 1,000 consumers. The study’s margin of error is  $\pm 3.1$  percent and has a confidence level of 95%.

Contents: Introduction and methodology. Consumer nutritional habits and concerns. Healthy food decisions. Consumer knowledge of cooking oils. Consumer attitudes about fats. Awareness, usage, and trial of soy products.



Soyfoods and health: Perceived healthfulness of soy products (74% healthy, 21% neutral, 5% unhealthy), awareness of health benefits of soy (heart health 29%, menopause relief 19%, prevent obesity / promote weight loss 14%, cancer prevention 10%, good protein source 5%, reduced risk of osteoporosis 3%, prevent arthritis 2%, other 14%). Consumer perceptions of biotech [genetically engineered] food. Consumer awareness and usage organic products (45% of consumers regularly purchase organic food products. Unaided basis, 47% know that organic foods can't contain genetically modified ingredients and 60% know that organics must be grown without pesticides and herbicides).

Percentage of American consumers who have tried various soy products in 2001, 2002, and 2003: Tofu 45%, 48%, 48%. Soy [veggie] burgers 40%, 43%, 44%. Soymilk 28%, 35%, 39%. Soy nuts 20%, 26%, 26%. Soy protein bars 18%, 20%, 22%.

Awareness of soyfoods: "Overall consumer awareness of soy products increased significantly this year. Soymilk achieved an 89% awareness rating. One in six [16.7%] Americans consume soyfoods or soy beverages once a week or more. Among those who do not, 47% report that nothing in particular prevents them from including soy in their diet."

Genetically modified foods: Consumer awareness dropped to 60%, an 8% decrease from 2002. Awareness is higher among men (66%) than women (57%). Those aged 35-54 had the highest awareness (66%) compared to those 18-34% (57%), and those 55 and older (57%). Negative attitude: 20%, down from 24% last year. Positive attitude: 13%. But 67% feel neutral or don't know enough about biotech foods to form positive or negative feelings. 23% of consumers are willing to pay a premium for foods without biotech ingredients, down sharply from 32% last year.

Note: As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

3430. Turtle Island Foods, Inc. 2003. No holiday guest left behind—Tofurky and Dumplings set for 2003 (Press release). P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. 1 p. Oct. 21.

• **Summary:** "Hood River, Oregon—Turtle Island Foods, Inc. announced today the introduction of a New and Improved version of its flagship product, Tofurky Vegetarian Feast. This year's changes include: the addition of a full pound of Cranberry-Apple, Potato Dumplings, a new 'Tofu Tender' Stuffed Tofu Roast, a new box with beautiful photos and graphics and a larger, 3.5 lb size for the entire package which retails in natural foods and grocery stores for around \$20.

"Tofurky was first introduced in the USA during the Thanksgiving Holiday season in 1995 when 500 Tofurky Feasts were sold. It was the first product that had been marketed to fill the need of what to serve vegetarian guests at one's holiday table. The product has been wildly successful

providing an alternative to Turkey for people who otherwise were left out of holiday celebrations. Last year, the company sold 120,000 Tofurkys in the U.S., Canada, and UK. This year, the products are to be offered to such major grocery chains as Safeway on a national level as well as in the natural foods supermarkets where it was the #4 overall selling meat alternative in 2002 despite only being sold in the 4th quarter of the year." Address: Hood River, Oregon.

3431. Book Publishing Co. 2003. Fall 2003 fall catalog (Mail order). Summertown, Tennessee. 64 p. 25 cm.

• **Summary:** Contains sections titled Soyfoods Cooking (p. 14-17, including books on tofu, miso, tempeh, soyfoods, meatless burgers, meat substitutes, and TVP), Healthy World Cuisine (Chinese, Japanese, Korean, Indian), Vegan Cooking (p. 24-32), Vegetarian Cooking (p. 33-36), Native Voices (Native American books and authors) (p. 45-61). Address: P.O. Box 99, 415 Farm Road, Summertown, Tennessee 38483. Phone: 1-888-260-8458 or 931-964-3571.

3432. HeartHealth Partnership. 2003. Turning over a new leaf: Your heart-healthy living guide (Vol. 4, No. 2). Health Drivers Publishing. 29 p. Illust. No index. 19 cm. [26 ref]

• **Summary:** This booklet gives basic information is for people who want to reduce their blood cholesterol levels. It contains ads and touts specific brands. The National Cholesterol Education Program (NCEP) estimates that 52 million Americans are being treated for high cholesterol levels.

"Cholesterol is a soft fat-like substance, which in moderate amounts is essential for good health. It is part of the makeup of all cell membranes, is found in body tissue, and can be made into various hormones. Cholesterol comes from two sources. Your body produces it naturally, mostly in the liver (about 1,000 milligrams a day). The other source is the food you eat, such as meat, poultry, fish, egg yolks, and dairy products. Fruits, vegetables, nuts, seeds, and other plant-based foods do not contain cholesterol and, in fact, some of these foods have been shown to actually reduce blood cholesterol" (p. 2).

HDL (High Density Lipoprotein) is "good" cholesterol. It contains very little cholesterol in its core, but as it travels through the bloodstream it carries LDL or "bad" cholesterol away from the arteries to the liver, where it is either recycled or excreted.

LDL (Low Density Lipoprotein) is "bad" cholesterol. Its makeup is the opposite of HDL cholesterol; its core is almost all cholesterol. "If LDL levels are abnormally high, as it travels through the bloodstream it builds up on the artery walls. When LDL cholesterol combines with other substances, a plaque-like substance is produced that can clog the arteries.

"The ugly: Triglyceride is a form of fat found in food, body fat, and is also carried in the blood as part of the

cholesterol molecule. The visible fat on chicken or steak is actually triglyceride. If you are overweight, your body stores the extra calories you eat as triglycerides. People with high triglyceride levels often have low HDL or ‘good’ cholesterol levels and this combination is considered by many experts to be associated with an increased risk of heart disease.”

Fats in your diet and the role they play. Saturated fats, which are higher in meat, dairy products, palm and coconut oils, tend to contribute to LDL (bad) cholesterol levels. Monounsaturated fats are liquid at room temperature but will start to become solid when refrigerated. They can be found in almond, canola, olive, and peanut oils, and seem to have the effect of lowering bad LDL without lowering protective HDL cholesterol. Polyunsaturated fats are found in corn, soybean, safflower, and sunflower oils. They are liquid at room temperature and remain liquid when refrigerated. They may lower bad LDL cholesterol levels and, if used in large enough quantities, they may also reduce protective HDL levels as well. Trans fatty acids “are fats that do not occur naturally in other words, they are created” by hydrogenation. “Hydrogenated fats act like saturated fats.” Look for them on labels; effective Jan. 1, 2006, the FDA will be putting trans-fats content on nutrition labels.

Consider substituting healthier alternatives for the following: Mayonnaise, sour cream (use fat-free), milk (try “soy-milk”), cream, cheese (“many varieties of low-fat soy cheese”), egg yolks, meat (switch to extra lean cuts), butter, and cooking oils (“Almond, canola, olive, and peanut are considered best”).

Glossary of label terms related to calories, fats, and cholesterol: Example—“Fat free” means less than ½ gram of fat per serving. Plant sterols and stanols actually help lower LDL (bad) cholesterol.

Fiber (also called roughage or bulk) is the “part of plant foods that cannot be digested or absorbed by the body, yet it plays an important role in promoting good health and protecting against some diseases—such as heart disease. Men consuming 29 grams of protein a day have been shown to have a 40% reduction in heart attacks compared to men with the lowest fiber intake. The National Academy of Sciences recommends the following daily fiber consumption: Women ages 19-50 = 25 gm. Women over age 50 = 21 gm. Men ages 19-50 = 38 gm. Men over age 50 = 30 gm. More than 90% of Americans don’t meet these recommendations; they average only about 15 gm of fiber a day (p. 12).

Physical exercise “is very likely to lower your risk of heart disease and enhance your overall sense of health and well being.” Almonds can help lower blood cholesterol. In July 2003 almonds received a qualified health claim from FDA (p. 16).

“Soy-anara cholesterol: Research has shown that consuming soy protein, rather than animal protein (meat, poultry, milk, cheese, eggs) can decrease your overall LDL (bad) cholesterol.” In 1999 the FDA ruled in favor

of “heart healthy” labeling for certain soy products. “The most familiar forms of soy protein are those found in Asian cuisine; tofu, tempeh, and miso. To make soy proteins more familiar to Americans, products have been developed that closely resemble meat, poultry, and fish, in taste and texture. One of the great things about soy is that it can be flavored and shaped in an infinite number of ways.” On the facing page is a full-page color ad for Boca Burgers and other “Boca meatless products.”

3433. Klein, Barbara P.; Cadwallader, Keith R.; Chen, Dejun; Khanna, Pradeep; Sullivan, Cheryl L.; Weingartner, Karl E. 2003. Baking with soy in the American kitchen. Champaign-Urbana, Illinois: Illinois Center for Soy Foods. 63 p. Illust. No index. 24 cm. Series: Soy in the American Kitchen.

• **Summary:** Contents: Illinois Center for Soy Foods. Bringing soy foods to the American table. Why eat soy? Baking with soy. Soy flour. Soy protein isolate. Soymilk. Tofu. Textured vegetable protein. Soy nuts. Soy analogs (soy sour cream, soy cream cheese). Nutrient information,

Recipes (42 recipes). Every right-hand page contains an elegant full-page color photo of the recipe to its left. All of the recipes are meatless.

On page 5 we read: “Soy analogs: Soy products that have been made to look and taste like meat or dairy products are known as soy analogs.”

Note: This is the earliest English-language publication seen (Nov. 2014) that uses the term “soy analogs” to refer to both meat analogs and dairy analogs. Yet this term is almost never used! The typical terms were “meat analogs” and “dairy analogs”—terms that are probably best avoided in the state of Illinois. Address: 1. PhD, editor, Director, Illinois Center for Soy Foods, 170 National Soybean Research Center, 1101 Peabody Dr., Univ. of Illinois, Urbana, IL 61801. Phone: (212) 244-1706 or [www.soyfoodsillinois.uiuc.edu](http://www.soyfoodsillinois.uiuc.edu).

3434. Sol Cuisine. 2003. Delicious and nutritious vegetarian cuisine: Body, mind and sol (Leaflet). Mississauga, Ontario, Canada. 1 p. Front and back. 28 cm.

• **Summary:** See next two pages. Leaflet (glossy color) sent by Patricia Smith from Natural Products Expo East. 2003. Oct. On the cover is large color photo of T-Nuggets (Tofu Nuggets), cubed, marinated, and baked tofu on brochettes with veggies. The company sells ten vegetarian products: Sol-Dog & Grounds, Falafel & Sauce, T-Ribz, T-Nuggets, Veggie Burgers, Tofu.

Contact: Tel: 905-502-8500. Toll free: 1-800-370-8004. [www.solcuisine.com](http://www.solcuisine.com). [sales@solcuisine.com](mailto:sales@solcuisine.com).

Note: This company traces its roots back to Soy City Foods, which started making tofu in 1980 in Toronto, Ontario, Canada. See Feb. 2013 letter from and interview with Lorraine Guardino. Address: Norman Ayerst, 5715 Coopers Ave., Unit 1, Mississauga, Ontario, Canada L4 2C7.





# Delicious & Nutritious Vegetarian Cuisine

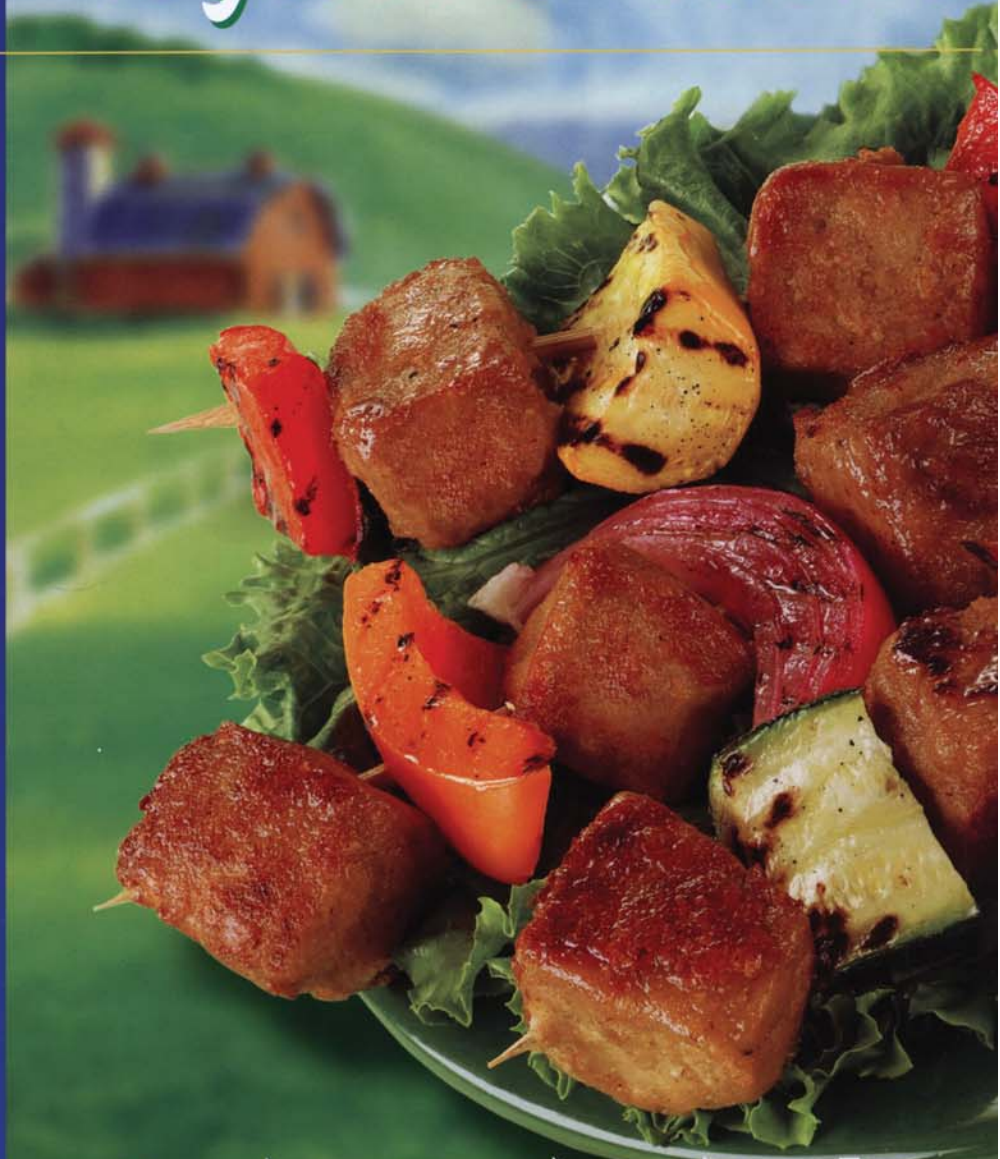
Sol-Dog & Grounds

Palafel & Sauce

T-Ribz & Nuggets

Veggie Burgers

Tofu



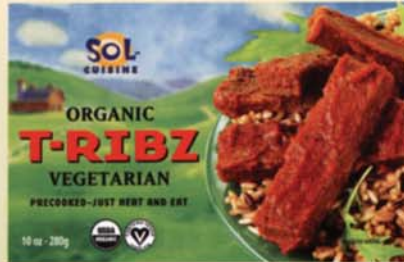
Body, Mind and SOL



# A Complete Line of easy to prepare vegetarian cuisine



Traditionally crafted firm-style. Certified Organic, Kosher. UPC: 6 28025 01960 1



Special Tofu, saturated in BBQ sauce. Wheat & Gluten Free, Certified Organic. UPC: 6 28025 01962 5



Cubed, marinated & baked. Wheat & Gluten Free, Certified Organic, Kosher. UPC: 6 28025 01961 8



Ground-beef alternative with Tex-Mex zest. Pre-cooked. Wheat & Gluten Free, Certified Organic, Kosher. UPC: 6 28025 01966 3



Savory ground-beef alternative. Pre-cooked. Wheat & Gluten Free, Certified Organic, Kosher. UPC: 6 28025 01965 6

2 sizes: Regular & Jumbo



Regular & Jumbo, traditional taste and texture. Made with 88% Organic Ingredients, GMO Free. UPC: 6 28025 01967 0 Jumbo: 6 28025 01968 7



Large patties great for the BBQ. Wheat & Gluten Free, 100% Vegan, GMO Free, Low Fat. UPC: 6 28025 01940 3



Exotic spicing. Organic Sauce included. Wheat & Gluten Free, Certified Organic, Kosher. UPC: 6 28025 01945 8



Large patties blended with 6 organic vegetables. Wheat & Gluten Free, 100% Vegan, GMO Free, Low Fat. UPC: 6 28025 01941 0

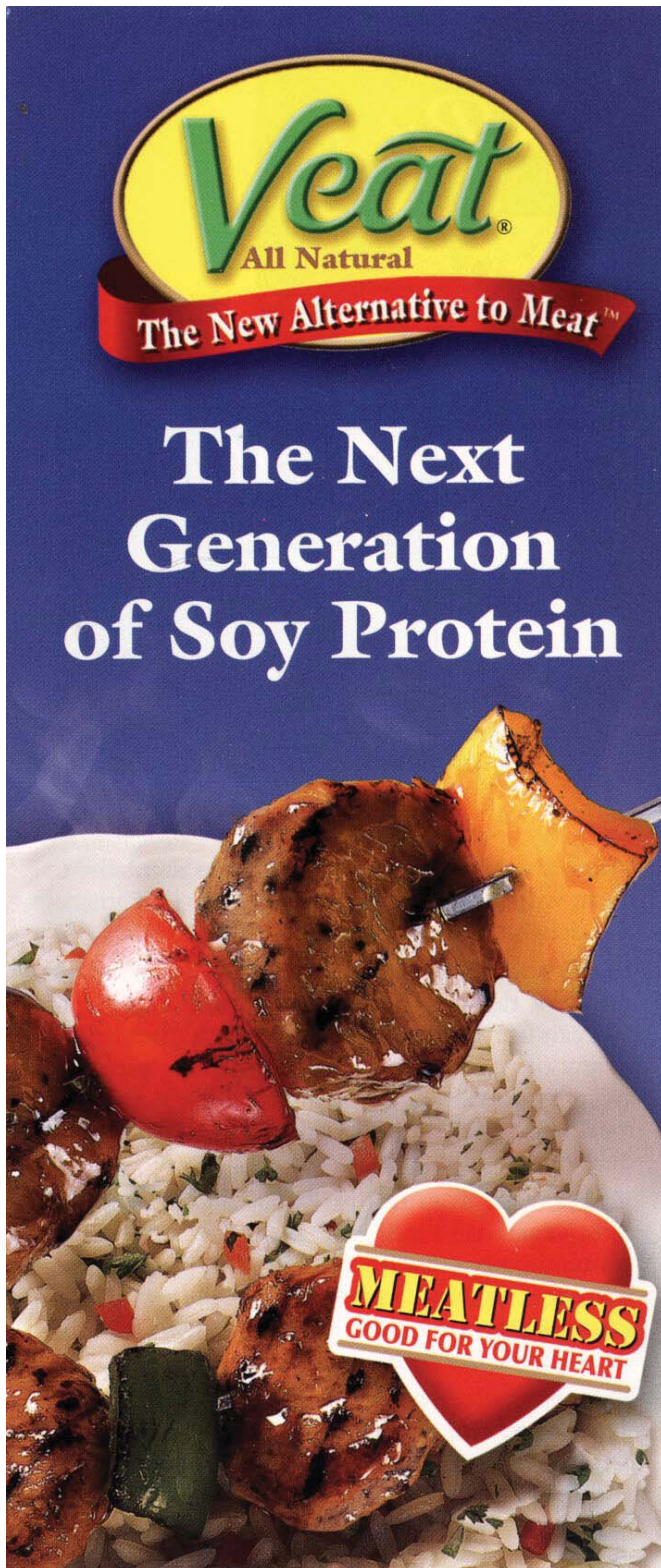


Large patties with Tex-Mex appeal. Wheat & Gluten Free, 100% Vegan, GMO Free, Low Fat. UPC: 6 28025 01942 7

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3435. Veat. Made in Taiwan. 2003. Veat. The next generation of soy protein. All natural. The new alternative to meat (Leaflet). 20318 Gramercy Place, Torrance, CA 90501. 3 panels each side. Front and back. Glossy color. 28 cm.



• **Summary:** The company now has five products (all meatless): Chick'n Free Nuggets, Grilled Chick'n Free Breast, Gourmet Bites, Vegetarian Breast, Vegetarian Fillet. "The ingredients common to all Veat products are: High-fiber textured soy protein, whey protein, soy oil (expeller pressed), unrefined evaporated cane juice, spices, sea salt."

The rear panel contains actual comments for six first-time Veat tasters. For example: "You've got to be kidding, this isn't chicken?"—Michael R., Chef & self professed carnivore." Address: Torrance, California. Phone: 310-320-8611.

3436. Turtle Island Foods, Inc. 2003. Record Tofurky sales reported (Press release). P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. 1 p. Nov. 4.

• **Summary:** "Hood River, Oregon—Turtle Island Foods, Inc. announced that 4th Quarter Tofurky sales have already exceeded the 116,120 Tofurkys sold in the 4th quarter of 2002. With orders for over 118,000 Tofurkys already, the company projects sales could approach 150,000 units by year's end. This would represent a 23% increase over last fall's record-breaking sales.

"Tofurky is seen by many to be a 'bellwether' product reflecting overall strength of the vegetarian category. Each Tofurky Roast weighs 26 oz." A bar chart shows the number of Tofurkys sold each year from 1995 to 2003.

Talk with Seth Tibbott. 2003. Dec. 3. The total for each year equals the number of Tofurky Feasts plus the number of Tofurky Roasts. In 2002 Turtle Island sold 48,230 feasts and 67,890 roasts for a total of 116,120. So far in 2003 Turtle Island has sold 78,868 feasts and 65,214 roasts for a total of 144,082 (up 24%)—and more will be sold before the year's end. Address: Hood River, Oregon. Phone: 1-800-508-8100.

3437. Jenkins, D.J.; Kendall, C.W.; et al. 2003. The effects of combining plant sterols, soy protein, viscous fibers, and almonds in treating hypercholesterolemia. *Metabolism* 52(11):1478-83. Nov. \*

• **Summary:** Jenkins' team has found new ways of achieving dramatic cholesterol-lowering effects through diet. In this study, 25 healthy hyperlipidemic individuals were put on a dietary plan (Portfolio eating plan) which included 30 gm of almonds, 2 gm of plant sterols (from enriched margarine), 15 gm of viscous fibre (from foods such as oats, barley, eggplant, or okra), and 35 gm of soy protein (from foods such as tofu, soymilk, or soy meat alternatives). The diet reduced their LDL cholesterol by 35% in two weeks. Address: Univ. of Toronto, Canada.

3438. **Product Name:** Grilled and Marinated Tofu [Santa Fe Chili & Lime, Sicilian Tomato Basil, Ginza Ginger Miso, and Korean Barbecue].

**Manufacturer's Name:** Soga Soyfoods [Pulmuone U.S.A.].

**Manufacturer's Address:** 4585 Firestone Blvd., South

Gate, CA 90280. Phone: 866-356-2800.

**Date of Introduction:** 2003 November.

**Ingredients:** Incl. tofu, miso.

**How Stored:** Refrigerated.

**New Product–Documentation:** Ad (8½ by 11-inch color) in Natural Foods Merchandiser. 2003. Nov. p. 11. “New grilled and marinated Soga Gourmet Tofu: You’ll never think of tofu the same way again” (Ad). Shows the labels of four products in this line: “Ready to eat! Pre-diced. Pre-seasoned. Pre-grilled.”

Talk with John Sim, head of sales at Pulmuone. 2003. Nov. 10. This product should be available in retail stores by Dec. 1. Note: The company answers the phone: Pulmuone USA and Soga Soyfoods R&D Center.

Product [Ginger Miso–“Ginza” is not mentioned] with Label purchased at Trader Joe’s in Lafayette, California. 2004. July 11. 3.75 by 6 inches. Vacuum packed. White, red, dark blue, green and yellow on blue. Retail for \$2.49.

3439. **Product Name:** Sunrich Natural Veggie Burgers: Clasic Soy, Country Garden, Portabella Mushroom, or Cheddar Cheese.

**Manufacturer’s Name:** SunRich Food Group.

**Manufacturer’s Address:** P.O. Box 128, Hope, Minnesota 56046.

**Date of Introduction:** 2003 November.

**Ingredients:** Soybeans.

**Wt/Vol., Packaging, Price:** 10 oz plastic bag.

**How Stored:** Frozen.

**New Product–Documentation:** Spot in Nutraceuticals World. 2003. Dec. p. 170. “New products: Veggie burgers and frozen edamame.” A color photo shows the front panel of the Country Garden Veggie Burger package.

3440. **Product Name:** Tofurky: A Delicious Vegetarian Holiday Feast.

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 2003 November.

**Ingredients:** Roast: Water, vital wheat gluten, tofu (water, non genetically engineered soybeans grown without chemical fertilizers, pesticides, or herbicides, magnesium chloride and/or nigari), white beans, garbanzo beans, non-GE corn starch natural vegetarian flavor, expeller pressed non-GE canola oil, shoyu soy sauce, spices, lemon juice, calcium lactate from beets. Stuffing: Water, organic brown rice, bread cubes...

**Wt/Vol., Packaging, Price:** 3 lb 8 oz (serves 4).

**How Stored:** Frozen. But can be kept refrigerated for 30 days.

**New Product–Documentation:** See next page. Product (in box) sent by Seth Tibbott. 2003. Nov. 27. This is a

very attractive and well-designed box / label. 8.5 by 6.5 by 4 inches deep. The top is covered with a color photo of Tofurky, sliced in half, served on a white plate with salad. A gold and black seal, ensuring that the box has not been opened, states: “100% vegan. vegansociety.com.” Below the product name: “New & improved.” Below the product name: “Feast includes a tender, juicy stuffed tofu roast, 8 delicious cranberry-apple dumplings, rich Tofurky “giblet” gravy, and our signature Tofurky Jurky Wishstixs. Net weight 3 lbs. 8 oz. (1.59 kg). Keep frozen. diameter. On the front of the box: “America’s #1 turkey alternative since 1995.” On the right end panel is a brief company history and a section titled “Travels with Tofurky” showing 3 color photos of Tofurky in Minnesota, India, and above Niagara Falls, Canada. On the back panel are Nutrition Facts and a large panel giving ingredients. On the left end panel are “Preparation Instructions”—quite complex.


Talk with Seth Tibbott. 2003. Dec. 3. The Tofurky is designed to be put into the oven next to a regular turkey on Thanksgiving or Christmas. The Drumettes were not included in this years Tofurky Feast for 3 reasons: (1) They contained isolated soy protein which is made using hexane (a volatile petroleum derivative); Turtle Island has a goal of using only natural ingredients. “The hypocrometer was getting a little too high,” says Seth. (2) They took a lot of time to make at a time when Turtle Island is very busy. (3) The dumplings are delicious and could be made by another company. However Seth is getting feedback on the company Website that quite a few people like the tempeh from which the Drumettes were made, so he is looking for a more natural way to make them.

3441. Turtle Island Foods, Inc. 2003. Discovered! Tofurky seed pods. Introducing the new & improved Tofurky Vegetarian Feast with Cranberry-Apple Potato Dumplings (Leaflet). P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. 1 p. Front and back. 28 cm.

• **Summary:** In the middle third of the front of this full-color leaflet is a photo of a box (the packaging) of Tofurky. In the bottom third is a bar chart titled “Meatless poultry subcategory natural food supermarkets. We’re #1.” Source: SPINS Company, San Francisco, California. 52 weeks ending 30 Nov. 2002.” (1) Turtle Tofurky Feast Vegan, 52 oz. \$19.22. \$843,354. (2) Boca Origina Nuggets Chicken Nat. 10 oz. \$3.70. \$819,132. (3) Boca Original Patties Chicken Nat. 10 oz. \$3.65. \$736,161. (4) Boca Spicy Patties Nat. Chicken, 10 oz. \$3.64. \$648,005. (5) Health Is With Chicken Free Ff Nugget, 12 oz. \$4.23. \$607,112. (6) Quorn Chicken Style Nuggets, 10.6 oz. \$3.71. \$592,718. (7) Turtle Tofurky Roast Vegan, 26 oz. \$9.91. \$487,092. (8) Veat Veg. Bites, 7 oz. \$3.69. \$455,658.

The back, titled “What’s new” shows new products, Nutrition Facts, and Tofurky ingredients. Address: Hood River, Oregon.





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www.tofurky.com • info@tofurky.com

**INGREDIENTS** - ROAST: Water, vital wheat gluten, tofu (water, non genetically engineered soybeans, grown without chemical fertilizers, pesticides or herbicides, magnesium chloride and/or nigam), white beans, garbanzo beans, non genetically engineered corn starch, natural vegetable flavor, expeller pressed non genetically engineered canola oil, shoyu soy sauce (water, non genetically engineered soybeans, wheat, salt, culture), spices, granulated garlic, herbs and spices.

**STUFFING**: Water, organic brown rice, bread cubes [whole wheat and enriched white flour (wheat flour, mated barley flour, nacin, reduced iron, thiamine mononitrate, riboflavin, and folic acid) water, organic evaporated cane juice, sea salt, yeast], onions, celery, expeller pressed, non genetically engineered canola oil, organic wild rice, natural vegetable flavors, g. granulated garlic, herbs and spices.

**"GIBLET" GRAVY**: Water, unbleached flour, expeller pressed non genetically engineered canola oil, Torfury Giblets [water, vital wheat gluten, tofu (water, non genetically engineered soybeans grown without chemical fertilizers, pesticides or herbicides, magnesium chloride and/or nigam), white beans, garbanzo beans, non genetically engineered corn starch, natural vegetable flavor, expeller pressed non genetically engineered canola oil, shoyu soy sauce (water, non genetically engineered soybeans, wheat, salt, culture), spices, lemon juice, calcium lactate from beets], natural vegetable flavor, spices, organic cane juice, sea salt, onion, garlic, autolyzed yeast, caramel color, non-dairy lactic acid culture.

**DUMPLINGS**: Potatoes, unbleached wheat flour (flour, nacin, iron, thiamine, riboflavin, folic acid), cubes [whole wheat and enriched white flour (wheat flour, mated barley flour, nacin, reduced iron, thiamine mononitrate, riboflavin, and folic acid) water, organic evaporated cane juice, sea salt, yeast], sea salt, yeast], salt, natural vegetable flavors, dehydrated onion, spices, dehydrated garlic, guar gum, maltodextrin, xanthan gum, ascorbic acid, torula yeasts, spices.

**TOFUURKY JURKY WISHSTIXS**: Water, vital wheat gluten, tofu (water, non genetically engineered soybeans, grown without chemical fertilizers, pesticides or herbicides, magnesium chloride and/or nigam), white beans, garbanzo beans, non genetically engineered corn starch, natural vegetable flavor, expeller pressed non genetically engineered canola oil, shoyu soy sauce (water, non genetically engineered soybeans, wheat, salt, culture), spices, lemon juice, calcium lactate from beets.

Amount Per Serving		% DV*	
Calories	190	30	210
Calories From Fat	45	10	10
Total Fat	5g	1g	2%
Saturated Fat	0g	0g	0%
Cholesterol	0mg	0mg	0%
Sodium	396mg	16%	210mg
Total Carbohydrate	10g	3%	3g
Dietary Fiber	2g	8%	1g
Sugars	1g	2g	7g
Protein	26g	2g	6g
Vitamin A	0%	0%	140%
Vitamin C	0%	0%	60%
Calcium	15%	0%	8%
Iron	9%	0%	10%

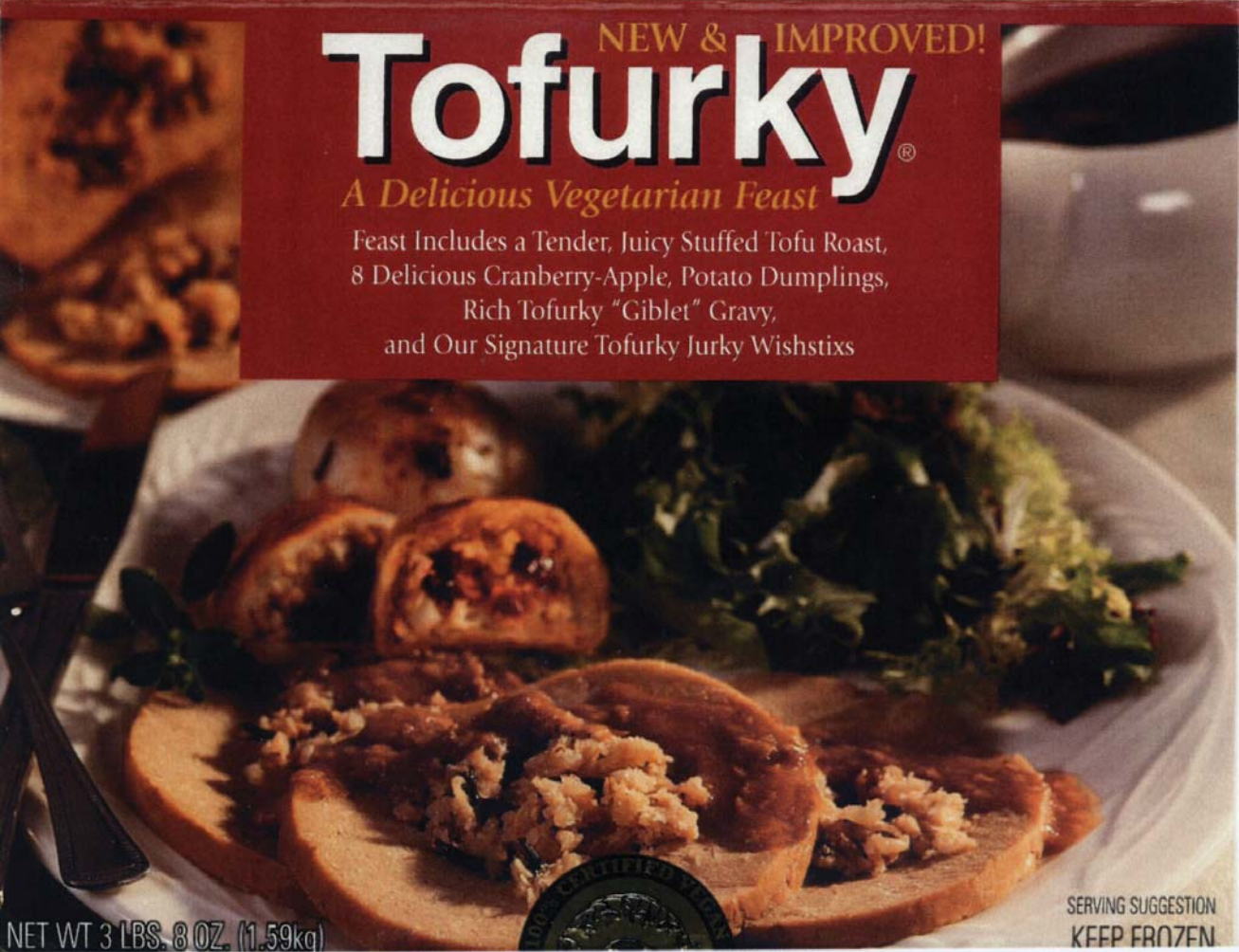
\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**NEW & IMPROVED!**

# Tofurky®

*A Delicious Vegetarian Feast*

Feast Includes a Tender, Juicy Stuffed Tofu Roast,  
8 Delicious Cranberry-Apple, Potato Dumplings,  
Rich Tofurky "Giblet" Gravy,  
and Our Signature Tofurky Jurky Wishstixs



NET WT 3 LBS. 8 OZ. (1.59kg)

SERVING SUGGESTION  
KEEP FROZEN



3442. Jacobi, Dana. 2003. Serving soyfoods on Capitol Hill (Interview). *SoyaScan Notes*. Dec. 20. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Each year the American Soybean Assoc. (ASA) has a board meeting in Washington, DC. At that time they have an event for Congress. This year ASA decided to “host its first Soyfoods Luncheon,” which they announced in a 2-page news release. Representative Jo Ann Emerson (R-MO) served as the Congressional host of the event. White Wave, Solae, Soyatech, and SANA sponsored the event but it (incl. Dana and her food) was paid for by ASA.

Apparently Nancy Chapman of the Soyfoods Association told ASA that Dana was a professional chef with expertise in soyfoods. So Dana got a call from Anna Pavolva of ASA inviting her take responsibility for catering this event. Dana ended up hiring a local caterer, because she lives in New York City and could not make all the preparations at such a long distance. Dana supplied the recipes and supervised the food preparation.

The event took place at lunchtime on Tuesday, 1 April 2003 at the Rayburn Building in Washington, DC. Dana was told to prepare for 200 people, but about 250-350 showed up—most of them staffers, but there were a few members of Congress. The room (29 by 52 feet, or 1,508 square feet) was packed, with standing room only. Food was served on four draped tables, buffet style like a real catered party, with real China plates (no paper plates), and spoons and forks. The attendees ate *all* the food. Dana’s meatless recipes (the majority of which came out of her latest cookbook), all on one long table were: Sweet & sour meatballs. Beans and franks (Using Bratos for the franks). Macaroni salad (using ADM’s Soy-7 macaroni). Honey mustard with tofu (served 3 kinds of donated soyburgers from Boca and Morningstar Farms). Chocolate velvet mousse. Edamamé. Finger sandwiches with soynut butter and jelly.

ASA hired a chef (Tod Schiller) from one of Washington, DC’s premier restaurants, Kinthead’s, and he conducted a cooking demonstration at the luncheon; at a second table he served a very elegant soyfoods recipe that



included edamamé.

White Wave / Dean Foods had a 3rd table at which they served Silk Cappuccino soymilk out of a cooling machine. On a 4th table at the end of the room was Solae 8th Continent soymilk and Luna Bars (cut into pieces for finger foods). ASA and United Soybean Board had a 5th long table on which was information (leaflet, pamphlets) and exhibits about soybeans and soyfoods.

Dana mingled anonymously and talked with many of the staffers. “They were astounded by all the good food. This sort of event helps greatly to dispel the negative image that soy still has in terms of how it tastes and looks.” Dana notes: “My interest in not in preaching to the converted, it is in introducing soyfoods to the rest of the people.” Address: New York City.

3443. **Product Name:** Gardenburger Meatless Riblets.

**Manufacturer’s Name:** Gardenburger Inc.

**Manufacturer’s Address:** Portland, OR 97205. Phone: 1-800-636-0109.

**Date of Introduction:** 2003 December.

**Ingredients:** Meatless Riblett: Soy protein concentrate–hydrated, wheat gluten–hydrated, canola oil, natural hickory smoke flavor, yeast extract, isolated soy protein, vegetable gum, salt,... Barbecue Sauce: High fructose corn syrup, water, tomato puree, molasses, distilled vinegar, salt, modified food starch, natural smoke flavor, spices, dried onion, dried garlic, cayenne pepper.

**Wt/Vol., Packaging, Price:** 2 Riblets, each in a plastic pouch, per 10 oz (284 gm) box. Retail for \$2.69 (2003/12, Lafayette, California).

**How Stored:** Frozen.



**New Product–Documentation:** Product with Label purchased at Trader Joe's in Lafayette, California. 2003. Dec. 7. 7½ by 5 by 1½ inches. Paperboard box. Brown, white, and black on beige. Illustration of a fork piercing a riblet. Front panel: "Meaty-tasting BBQ soy ribs. In BBQ sauce. Snappy and well dressed." The back of the box contains 1960s style and younger-generation creative design: "It is a man's sympathy with all creatures that first makes him truly a man."—Albert Schweitzer. "Karma points—Redeemable in this life and beyond." "Some companies spend lots of money doing focus group research on new package back designs. We decided to just use our own wits and true personality. Hope you like it. Sorry if you don't. Let us know." "Mission—manifesto—dream—goal—intent—mandate—decree—creed—belief—proclamation—declaration—reason for being." "Gardenburger pursues visionary ideas that are helping to sustain the health and integrity of our planet. We are committed to offering healthy food choices to the world, supporting meatless concerns, and advocating the benefits of meatless eating." "Who we are: Contrary to popular belief, Gardenburger, Inc. is not a huge 'conglomerate.' We are a small, Oregon-based company started by one man nearly 20 years ago. Paul Wenner, chef, vegetarian, and all-around health guru, created the first Gardenburger patty to serve in his Gresham, OR restaurant. It caught on, in a big way. In fact, the burger became so popular it devoured the little restaurant and became a business unto itself."

Talk with meat department at Diablo Foods in Lafayette. 2003. Dec. 10. Spare ribs and baby back ribs come from pork / pigs. Short ribs and prime rib come from beef / cows. In the USA, pork ribs are less expensive and probably more popular than beef ribs. Emil Villa's Hick'ry [Hickory] Pit serves only pork ribs—no beef.

Talk with person at Gardenburger, Inc. 2003. Dec. 10. This product is made by Gardenburger Inc. dba Authentic Foods Co. The product, with different packaging, was first introduced in Sept. 2000.

3444. *Nutraceuticals World*. 2003. New products: Veggie burgers and frozen edamame. 6(12):170. Dec.

• **Summary:** A new line of organic gluten-free veggie burgers and frozen edamame, under the Sunrich Naturals [TM] brand name has been launched by the Sunrich Food Group (Hope, Minnesota). The veggie burgers include Classic Soy, Country Garden, Portabella Mushroom, and Cheddar Cheese varieties. The edamame come both in the pod and shelled.

3445. **Product Name:** Breaded Chickenless Nuggets.

**Manufacturer's Name:** Trader Joe's (Marketer-Distributor).

**Manufacturer's Address:** South Pasadena, CA 91031.

**Date of Introduction:** 2003 December.

**Ingredients:** Water, soy protein, natural spices & flavorings (yeast, autolyzed yeast extract, granulated onion, granulated

garlic, spices), breadcrumbs (unbleached wheat flour, salt, soybean oil, yeast, annatto color), tapioca starch, powdered egg white, cellulose gum (stabilizer), sea salt, expeller pressed canola oil.

**Wt/Vol., Packaging, Price:** 18 nuggets. 14 oz (397 gm) in sealed foil pouch inside paperboard box. Retail for \$2.99 at Trader Joe's (2003/12, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** Product with Label purchased at Trader Joe's in Lafayette, California. 2003. Dec. 21. 9 by 7 by 1.5 inches paperboard box. Orange, yellow, brown, red, green and white. A large color photo shows a plate of the Nuggets on a white plate with slices of tomatoes and cucumber, and lettuce leaves. Circular logo: "Meatless: Made with soy. OU Pareve." On the back panel are Nutrition Facts, ingredients, and heating instructions (conventional oven only; bake for 8-10 minutes at 350°F). Soyfoods Center taste test. Very good flavor (especially the coating), excellent appearance, not much texture inside.

3446. Fresh Tofu Inc. 2004. Home page and all links (Website printout—complete). [www.freshtofu.com](http://www.freshtofu.com) Printed Jan. 19.

• **Summary:** Links: (1) About us (1 p.). (2) The history of Fresh Tofu (2 p.). Incorporated in Nov. 1983 by Jeffrey Connerton. In 1984 he met Gary Abramowitz. (3) Our products (1 p.). Color photos of 9 products. (3) Tofu Turkey. Introduced in 1992. Address: 1101 Harrison St., Allentown, Pennsylvania 18103. Phone: 610-433-4711.

3447. **Product Name:** [Veggie Tuna].

**Foreign Name:** Veggie Tuna.

**Manufacturer's Name:** Viana Naturkost GmbH.

**Manufacturer's Address:** D-54578 TofuTown Wiesbaum, Germany. Phone: +496593 9967-0. Fax: 6593 9967-225.

**Date of Introduction:** 2004 January.

**Ingredients:** Real nigari tofu (pure Eifel water, soybeans\*) (25%), wheat gluten, Viana real smoked tofu (pure Eifel water, soybeans\*, smoke), sunflower seed oil\*, almonds\*, tomato pulp\*, spices\*, yeast\*, red beets\*, sea salt, sea vegetables, carrageenan, carob flour\*, rice flour\*, cane sugar\* (0.4%), herbs\*. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 150 gm vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Color leaflet brought by Bernd Drosihn. 2004. March 15.

3448. Gardenburger, Inc. 2004. Annual report 2003 (Form 10-K). 15615 Alton Parkway, Suite 350, Irvine, California 92618. 56 p. 28 cm.

• **Summary:** During the past year the company moved its headquarters from Portland, Oregon, to Irvine, California, and dropped its toll-free number. The annual report is largely a copy of the 10-K form submitted to the government. Net

sales in 2003 were \$49.4 million, down from \$55.6 million the previous year. Net income was a loss of \$10.790 million, larger than the loss of \$3.874 million the previous year.

Accompanying the annual report is a notice of Annual Meeting of Shareholders and proxy statement (29 p.). The CEO, president, and chairman of the board is Scott C. Wallace. His salary in 2003 increased (despite poor performance) to \$270,092, with no bonus and no stock options. A graph (p. 18) shows that the value of company's stock has fallen steadily since Sept. 1998, dropped to almost nothing by Sept. 2001, and has stayed there.

In 2001 the company decided to diversify from meatless burgers into other meat alternatives. In 2002 they introduced 3 new meat alternative products. In 2003 they introduced 5 new non-burger meat alternatives: BBQ Chik'n, Meatless Meatloaf, Meatless Sweet & Sour Pork, Buffalo Chik'n Wings, and Country Fried Chik'n with Creamy Pepper Gravy. "The timing of this evolution in our product line has proven crucial. The popularity of low carbohydrate diets has spurred increased meat consumption nationwide, causing a corresponding 6% downturn in veggie burger sales. Additionally, competition in the veggie burger category has grown over the past 4 years, causing margins to shrink..."

Tables (p. 9-11) give details on the company's 7 retail grocery veggie grain products, 12 retail grocery meat-like products, 3 club channel products, and 15 food service products. Address: Irvine, California. Phone: 949-255-2000.

3449. *Soyfoods Canada Newsletter*. 2004. Soyfoods Canada member profile: SunOpta. Winter. p. 3.

• **Summary:** "The Sunrich Foods Group is a global supplier of Identity Preserved and Organic soy, corn and rice products. From ingredients to consumer packaged products, we help our customers create great tasting foods, naturally. The Sunrich Food Group is made up of four operating divisions—Sunrich, Nordic Aseptic, Northern Foods and Dairy and Hearty and Natural.

"Founded in 1978, the Sunrich grain division is a fully integrated producer, supplier and ingredient developer for the food industry. Based in Minnesota, Michigan and Ontario, we are in the best position to both produce and supply Identity Preserved (IP), Non Genetically Modified (Non-GMO) and organic grain based food ingredients.

"Nordic Aseptic is an aseptic packaging facility with a focus in private label manufacturing. The facility specializes in Tetra Pak slim, square, wedge and Combi Bloc packages, with a variety of opening types. The extended shelf life and logistical benefits of aseptic packaging make it one of the fastest growing delivery vehicles for liquid products."

"Hearty and Natural is the consumer products division of the Sunrich Food Group. Consumer products include edamame, veggie burgers, frozen soy vegetables and functional foods.

"The Sunrich Food Group is a wholly owned subsidiary

of SunOpta (formerly Stake Technology). SunOpta owns and operates high-growth ethical businesses, focused on environmental responsibility and the health and well-being of its communities. SunOpta's Food Group is well positioned in the rapidly growing natural and organic foods sectors through its vertically integrated operations throughout North America."

3450. Drosihn, Bernd. 2004. Update on soyfoods in Europe. Part II (Interview). *SoyaScan Notes*. March 15. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Soymilk: A major new soymilk maker in Europe is named Wild ([www.wild.de](http://www.wild.de)), an old German food company that specializes in fruits and ingredients; their retail soymilk is named Soy and Joy. Their most famous brand is Caprisun, a non-soy drink in a foil pouch, well known in the USA. They and So Good, the Australian soymilk now made with Solae, are both strong competitors of Alpro.

Several weeks ago Hain-Celestial of New York purchased two German soymilk makers, both owned by Bruno Fischer, Jr.: Natumi and Gut Honneroth. He sold both companies at a low price—probably because he had to. Bruno had gotten his soymilk into Aldi, the mother company of Trader Joe's and the No. 1 discounter in Germany—and maybe in all of Europe, and he developed a large soymilk business with Aldi—perhaps so large he could no longer handle it himself. Bruno also made a lot of private label soymilk. With Hain, Bruno found a large German dairy to make soymilk for Aldi under a new Aldi brand. The new European CEO of Hain-Celestial is Philippe Woitrin, who was CEO of Lima Foods when Hain acquired it.

Triballat makes the best soy yogurts (Sojasun brand) in the world—in Bernd's opinion. They have a new brand, Sojadé, which are delicious creamy yogurt drinks—maybe organic. The Japanese Yakult concept of drinking live beneficial probiotic bacteria each morning has now caught on in a big way in Europe. Yakult is one of the best entries into the European food market in years. Bernd just saw White Wave's Silk Alive [the name was soon changed; it was sold commercially only under the name "Silk Live"], a similar product, at the Anaheim Natural Products Expo. But he liked the Wildwood smoothie even better, and the WholeSoy fermented soymilk best of all American products.

In France a small company named Sojami (pronounced so-zha-MEE), which started about 10 years ago, makes very creative, unique, and interesting soy cheeses and cultured soy yogurts. The founder has a university research background and is a very nice guy.

Tofu: Tofu consumption in Europe has expanded steadily over the past 5-7 years, but it is still a very small product. The largest maker of the tofu and tofu products sold in Germany is Life Food GmbH / Taifun Produkte, run by Wolfgang Heck and Guenter Klein. Heuschen-Schrouff B.V. (Landgraaf, Netherlands) and Viana are tied for second



place. About 10 years ago, Heuschen-Schrouff started selling their tofu under the organic So Fine brand ([www.sofine.nl](http://www.sofine.nl)). An Indian-run company in Kerkrade, Netherlands, run by the brothers Singh (both Sikhs), makes tofu mostly for the Asian (Indonesian) market. In 2001 Viana started selling its tofu to the mainstream market under the Veggie Life brand; this English-language brand name communicates well to people speaking many different languages throughout the EU (European Union)—though distribution is still limited to Germany and Austria. Soto Tofu, formerly run by Rolf Barthof has been sold to a very large dairy company, Algåuland. Viana's main products are tofu and tofu products—such as meat and cheese alternatives. Viana is #1 in Germany in meat alternatives. Germans buy soyfoods for three main reasons: They are good for one's health, they taste good, and good for the environment. Bernd is a vegan, but about 90% of Viana's products are sold to non-vegetarians.

Early tofu companies still active in Europe include Sojafarm (founded and still run by Lothar Stassen), Albert's Tofuhaus (Albert Hess; exports lots of his products to France). A basic problem with the smaller, early tofumakers in Germany is that they didn't have the creativity or power to put a brand on the market. So both these companies produce a lot of tofu under private labels. Lothar bought the Svadesha brand (Svadesha was the first German tofu company) and produces tofu under the Svadesha brand. About 2-3 years ago he also purchased the Nagel's Tofu brand from Christian Nagel, who now markets the tofu under his former brand. So Lothar makes tofu under 3 brands. Berief Feinkost (in Beckum, northern Germany), started 10-15 years ago, tries to cover the mainstream tofu market, but not very successfully. Kassel Tofu Kato (started by Gyoergy / Yuri Debrecini, who was at Soyastern). Thomas Karas is no longer involved with soyfoods; he tried to enter the computer business but Bernd does not know what he is doing now. In Spain, the market leader is Natursoy near Barcelona. Nearby is Salvador Sala of Vegetalia. In Spain, there is a lot of interest in and rapid growth of soyfoods and organic foods. In Italy the Ki Group (Schenker) owns a tofu company—fairly old but not very creative.

In the United States, Pulmuone now has three U.S. factories; their first one in Southgate, southern California, a new one at Fullerton, California, and a 3rd one in New York. The Fullerton factory is the most modern Bernd has ever seen. There they make Gourmet Tofu, introduced in about Jan. 2004, which is presliced and marinated, in 4 flavors / styles: Baked, Sliced, and Marinated.

Meat alternatives: Nestle now owns Osem which owns Tivall, the Israeli maker of meat alternatives. Since all of Tivall's products are held together by eggs or egg whites, none of them are vegan—and none are organic. Quorn, which also contains lots of egg protein, is owned by AstraZeneca [Marlow Foods]—which wants to sell the company because growth and profits have been lower than expected. DE-

VAU-GE in Germany is a very big company, they make large amounts of meat alternatives (incl. burgers), and they do a lot of business with Aldi in breakfast cereals—not in soyfoods. Bernd thinks they are good, and very economical manufacturers, but they are not very creative and they have no USP (unique sales point); moreover, many of their products contain egg protein, but their quality is lower than that of Tivall. Bernd believes his meat alternatives are as good as Tivall's, but more expensive, in part because of organic ingredients. Tivall makes its raw materials in Israel, then exports these to Europe for cutting and flavoring.

Klaus Gaiser owns Topas which sells Viti brand meat alternatives based on wheat gluten, with no soy; he owns the brand and markets the products, but he has meat companies manufacture them. However, when his typically 3-year contract with the manufacturer expires, he has to find a new manufacturer, but the previous one keeps making his products under their own brand. In the USA: At Turtle Island Foods (Hood River, Oregon), Bernd met Hans Wrobel, a German who does product development. Note: Hans and Rhonda Wrobel of The Higher Taste developed Tofurky in Portland, Oregon. Bernd makes Pizzarella, a tofu-based cheese alternative. Address: Founder and president, Viana Naturkost GmbH, 54578 Wiesbaum / Vulkaneifel, Germany. Phone: +49 06593-99670.

3451. **Product Name:** Soy7 Soy Dry Mixes [Burger Mix, Chili Mix, Burger Bits, Taco Mix, Recipe Strips].

**Manufacturer's Name:** ADM Health and Nutrition.

**Manufacturer's Address:** 4666 Fairies Parkway, Decatur, IL 62526. Phone: 1-800-510-2178.

**Date of Introduction:** 2004 March.

**Ingredients:** Incl. NutriSoy soy protein.

**Wt/Vol., Packaging, Price:** Paperboard box.

**How Stored:** Shelf stable.

**New Product—Documentation:** See next page. Leaflet (8½ by 11 inch, color, glossy, front and back) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2004. March. "What is Soy7?" Includes 6 pastas and 5 dry mixes. Each package contains at least 7 grams of all-natural Nutri-Soy soy protein. The ingredients are not listed.

3452. **Product Name:** Spring Rolls (Meatless) [Thai, Hot & Spicy, South West].

**Manufacturer's Name:** Health Is Wealth Products, Inc.

**Manufacturer's Address:** 217 Prosser Ave., Williamstown, NJ 08094-8600. Phone: 856-728-1998.

**Date of Introduction:** 2004 March.

**Ingredients:** Thai: Wrapper: Water, unbleached wheat flour, water, salt, wheat gluten flour, corn starch. Filling: Cabbage, tofu (soybeans, water), carrots, onions, green beans, shiitake mushrooms, textured wheat gluten, peanut sauce (peanuts, evaporated cane juice), soy sauce (soybeans, water, salt),



# Soy7™

## What is Soy7™?

Soy7™ is a versatile line of six soy-enriched pasta varieties and five dry mix entrée varieties, perfect for incorporation into a range of meal applications. Each Soy7 variety contains at least seven grams of all-natural NutriSoy® soy protein per serving. All Soy7 products are cholesterol-free and low in fat, provide a complete source of amino acids, and, of course, provide an excellent source of soy protein. Soy7 pastas also contain about 17 percent less carbohydrate than traditional pastas.

The Soy7 line is also convenient. Soy7 pastas cook just like traditional pastas, and Soy7 dry mix entrées are typically faster and easier to cook than traditional meat or poultry products—all without sacrificing taste of nutrition.

## Natural and healthy

Heart disease is the number one killer of Americans, so incorporating heart-healthy foods into the diet without having to change the way you eat is important. Great-tasting Soy7 products are not only versatile and easy to use, but they also have at least seven grams of NutriSoy brand soy protein per serving. The NutriSoy logo can be found on food products, such as Soy7, which contain a significant amount of great-tasting, heart-healthy soy protein per serving.

Products with the Soy7 logo qualify for the FDA-approved heart health claim, which states that "25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease." Consumers need only look for the Soy7 logo to know that they are getting a great-tasting, heart-healthy dose of NutriSoy soy protein in each serving!

## Quality products

Aside from their versatility and heart-healthy benefits, Soy7 pastas and dry mix entrées are certified kosher. Pastas shelf-life is two years and mixes one year. Because they meet the American Heart Association food criteria for saturated fat and cholesterol for people over age two, Soy7 products also carry the AHA's heart-check mark.

GOOD NUTRITION, Great Taste!



## Advantages to retailers

Soy7 products can help expand retailers' customer base by appealing to those whose diets are restricted due to eating requirements. Plus, Soy7 products are ideal for vegetarians and for consumers who simply want to eat healthier without drastically altering their diets.

## Soy7™ Pastas

Varieties of Soy7 pasta available for retail sale:

- Lasagna
- Rotini
- Elbow
- Angel Hair
- Penne Rigate
- Spaghetti

## Soy7™ Mixes

Varieties of Soy7 dry mix entrées available for retail sale:

- Burger Mix
- Chili Mix
- Burger Bits
- Taco Mix
- Recipe Strips



Soy7™ is a trademark of Archer Daniels Midland Company.

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www.soy7.com • E-mail: nutrition@admworld.com



tomato paste, rice vinegar, expeller pressed soybean oil, sea salt, garlic powder, onion powder, spices.

**Wt/Vol., Packaging, Price:** 6.4 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Leaflet (1 panel each side, front and back, glossy color, 28 cm). Sent by Patricia Smith from Natural Products Expo West. 2004 March. “New taste sensations! Spring rolls.” “1978-2003. 25 years of frozen product innovation.”

3453. SunOpta Inc. 2004. Sunrich (Portfolio). Toronto, Ontario, Canada. 12 inserts. 31 cm.

• **Summary:** The cover of this portfolio is a composite color photo on a tan background. The photo shows (L-R) whole soybeans, a glass of soymilk, green edamame (in the pods), a farmer in a field examining heads of wheat, a wooden scoop of corn flour and grits, whole kernels of corn. Below it is the SunRich logo, the name in red, a stylized yellow sun background, and the tag line below: “Your direct link to Nature.” On the inside front cover are six oval color photos, each explaining Sunrich’s mission.

Inserts: (1) The SunRich Food Group: Unique vertically integrated soymilk business model. Identity preserved non-genetically modified soy foods ingredients. Five photos show from seed producer to third party distribution.

(2) SunRich company fact sheet (on letterhead). Sunrich (a Sun-Opta company) was founded in 1978. In Aug. 1999 Sunrich, led by CEO Allan Routh, was acquired by Stake Technology Ltd. The Sunrich Food Group, composed of four companies (Sunrich, Nordic Aseptic, Northern Food and Dairy, and Hearty and Natural) now has \$150 million in sales.

(3) Reprint of an article: Fleming, Richard. 2001. “The roots of sustainability run deep for Sunrich.” *Natural Business LOHAS Journal* 2(4):45-46. Fall.

(4) SunRich Food Group product and services. (5) Soy and organic food trends. Soymilk sales nationwide have grown from \$100 million in 1995 to \$550 million in 2001. (6) William Fenske: Vice president of technical services for Sunrich Food Group (Bio). (7) Allan Routh: President of the Grains and Soy Products Group of Sunrich Food Group (Bio). “Mr. Routh has been involved with Sunrich since it was established in 1978, originally to develop export markets for waxy corn growers. A graduate of the University of Minnesota and the University of St. Thomas (Minnesota).” Mr. Routh is also involved in the production of high quality Berkshire Pork for export to Japan, and continues to be active in his family’s farming operations in southern Minnesota. (8) Unlimited soy solutions! Color, glossy, back to back. (9) Unlimited Organic Solutions! (10) Cooking with SunRich Naturals brand edamame and shelled edamame (9 p. of recipes). (11) SunRich Food Group patents low fat, high protein organic soymilk formulation–Soy Lite (Feb. 2003). (12). SunRich Food Group executive named new president

of Soyfoods Association of North America (Tina Nelson, Feb. 2003). (13) SunRich Food Group introduces new SunRich Naturals line of frozen edamame and fully organic, gluten-free veggie burgers (Sept. 2003, expected to hit stores by Jan. 2004). (14) SunRich to co-sponsor soy tasting event, hosted by Soyfoods Association of North America (on March 6 during 2004 Expo West). (13) Edamame and shelled edamame: New food service item. Address: Toronto, Ontario.

3454. **Product Name:** Trader Joe’s Greek Style Tofu Veggie Burger.

**Manufacturer’s Name:** Trader Joe’s (Marketer-Distributor).

**Manufacturer’s Address:** Monrovia, CA 91016.

**Date of Introduction:** 2004 March.

**Ingredients:** Organic tofu (filtered water, organic soybeans, nigari–magnesium chloride, a natural firming agent), organic spinach, feta cheese (goat milk, salt, vegetable rennet cultures), organic onions, organic red bell peppers, organic garlic, black olives, organic bread crumbs (organic whole wheat flour, filtered water, organic rosemary, organic garlic, olive oil, sea salt, yeast), organic olive oil, organic dried tomato, tapioca flour, potato starch, nutritional yeast, organic onion powder, organic spices, organic black pepper, sea salt.

**Wt/Vol., Packaging, Price:** 2 burgers in 6 oz (170 gm) vacuum pack. Retail for \$2.69 (2004/03, Lafayette, California).

**How Stored:** Refrigerated.

**New Product–Documentation:** Product with Label purchased at Trader Joe’s in Lafayette, California. 2004. March 13. Label is 2.1 x 2.75 inches. Orange, red, black, green, and light green. “Made with organic tofu, spinach & peppers.” Logo: “Certified organic by Quality Assurance International (QAI).”

3455. **Product Name:** Vegetarian Crispy Spicy Chicken Patty, Vegetarian Chicken Nuggets, Vegetarian Chicken Steaks, Vegetarian Black Pepper Steaks, Vegetarian Black Pepper Chicken Tenders, Vegetarian Citrus Sparerib Cutlets, Vege Ginger Chicken, Vegetarian Fish Fillets, Vegetarian Chicken Drumsticks, Vegetarian Meatballs.

**Manufacturer’s Name:** VegeUSA.

**Manufacturer’s Address:** www.vegeusa.com. Phone: 1-888-772-8343.

**Date of Introduction:** 2004 March.

**Ingredients:** Vegetarian Chicken Drumsticks: Soybean fiber, water, whey protein, modified food starch, soybean protein, wheat protein, natural vegetarian smoked chicken flavor, raw cane sugar, sea salt, soybean oil, tofu skin [yuba].

**Wt/Vol., Packaging, Price:** 7 oz paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** 2 leaflets (1 panel each side, front and back, glossy color, 28 cm). Sent by Patricia

Smith from Natural Products Expo West. 2004 March. "Vegetarian plus: A meatless world. A new wave of vegetarian cuisine. The all natural choice." The front shows color photos of 7 prepared dishes. The rear gives ingredients, Nutrition Facts, and UPC for each product. Why does this company refuse to give its address?

In March 2005 a of its website, *vegeusa.com* showed its address to be: Vege USA, 4257 E. Live Oak Ave., Arcadia, CA 91006. Phone: 1-888-772-8343. Founded in 1998, the company is an importer and wholesaler.

In Dec. 2014 a search of its website, *vegeusa.com* showed its address to be: Vege USA, LLC, 1425 S. Myrtle Ave., Monrovia, California 91016. Phone: 626-386-0800. The company appears to have East Asian (Chinese or Japanese) roots.

**3456. Product Name:** [Veggie Chick'n Nuggets, Veggie Gyro, Veggie Bratwurst Sausages, Veggie Bolognese].

**Foreign Name:** Chick'n Nuggets, Veggie Gyros, Veggie Bratnacker, Veggie Bolognese.

**Manufacturer's Name:** Veggie Life.

**Manufacturer's Address:** Postfach 1154, D-54576 Hillesheim, Germany.

**Date of Introduction:** 2004 March.

**Wt/Vol., Packaging, Price:** 200-250 gm pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Color packages sent by Bernd Drosihn. 2004. Nov. 15. Size: 10 by 18 by 3.5 cm. Paperboard boxes. Red, blue, green, and black on light yellow. Color photo of the dish, ready to eat, on a white plate. Each of these Veggie-Life-brand products is a meat alternative, ready to heat, introduced in Feb. 2000. The packaging is very attractive. However the relationship between the two companies Viana and Veggie Life (located in different places) is confusing. We believe that Veggie Life is a brand owned by Viana, but sold at supermarkets.

**3457. Product Name:** [Grilled Tofu, Soy Burger, Marinated Tofu, Tofu Spread (Mediterranean, or Red Pepper / Paprika), Tofu with Vegetables].

**Foreign Name:** Tofu Grill, Burger Soja, Tofu Marinirani, Tofu Namaz (Mediterranean, or Paprika), Tofu s Povrcem.

**Manufacturer's Name:** Annapurna.

**Manufacturer's Address:** Nehajska 42, 10000 Zagreb, Croatia. Phone: 01 3385 533.

**Date of Introduction:** 2004 May.

**Ingredients:** Grilled: Tofu, soy sauce, salt, oil. Burger: Soybeans, carrots, onion, oak flakes, breadcrumbs, salt, spices, herbs, oil.

**Wt/Vol., Packaging, Price:** Grilled: 250 gm vacuum packed. Sells for 56kn/kg. Burger: 148 gm vacuum packed. Sells for 54kn/kg.

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels sent by Vlatka

Kuzmic. 2005. June 6. She wrote the introduction date and English translation of the product name on the back of each 2½ by 3¼ inch label. Self adhesive. Blue, green, and orange. Color photo of yellow soybeans against a blue background. Product name in white letters on light green background. The dates of introduction in 2005 are: Grilled Tofu–Feb. Soy Burger–March. Marinated Tofu, Tofu Spread (Mediterranean, or Red Pepper / Paprika), and Tofu with Vegetables–April. The soy burger contains okara.

**3458. Product Name:** Quorn Naked Cutlets, Patties, Nuggets, Cutlets, Tenders (Meat Alternative Made from Mycoprotein).

**Manufacturer's Name:** Quorn Foods Inc.

**Manufacturer's Address:** P.O. Box 370, Riverside, CT 06878.

**Date of Introduction:** 2004 May.

**Ingredients:** Based on mycoprotein.

**New Product–Documentation:** Ad (full page, color) in *Vegetarian Times*. 2004. May. p. 66. "Tastes better than chicken." The company now makes the five meat alternatives listed above. In the lower left is a large \$1.00 coupon. "Take the Quorn taste challenge yourself."

**3459. Richmond, Akasha. 2004. Steve Demos and Gregg Engles are in Africa together on safari. Follow Your Heart restaurant in Los Angeles. Eddie Caraeef (Interview). *SoyaScan Notes*. June 12. Conducted by William Shurtleff of Soyfoods Center.**

• **Summary:** Steve and Gregg went together in Gregg's private jet. Note: Actually this trip never happened–says Steve Demos (10 April 2005)

Akasha thinks that Follow Your Heart is the single best restaurant in Los Angeles today. It is not vegetarian but all the foods are healthy and organic. It was started by Bob Goldberg.

A friend of Akasha's named Eddie Caraeef has two restaurants (each named The Newsroom) in Los Angeles. He has the best juice bar in LA, he serves great vegetarian foods and soups (though he is not presently a vegetarian), he cooks with soy, and makes a delicious veggie burger. He is an outstanding photographer and has a superb archive of the rock and roll era, including immortal images of Jimmy Hendrix, etc. Address: Chef, Los Angeles, California.

**3460. Product Name:** Tofurky Deli Slices [Italian Deli, Cranberry & Stuffing, or "Philly Style" Steak].

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 2004 June.

**Ingredients:** Philly Style Steak: Water, wheat protein, tofu (water, organic soybeans, magnesium chloride, calcium



chloride), natural vegetarian flavors, non genetically engineered canola oil, non genetically engineered corn starch, white beans, garbanzo beans, spices, lemon juice from concentrate, calcium lactate from beets, autolysed yeast.

**Wt/Vol., Packaging, Price:** 5.5 oz (156 gm) vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Glossy color sell sheet for Tofurky Deli Slices sent by Seth Tibbott. 2008. Jan. 1. “New look!” Photos show the front and back panels for six flavors. “Oven Roasted” was introduced in 1998 as “Original.” Hickory Smoked was also introduced in 1998.

Letter (e-mail) from Seth Tibbott. 2009. Jan. 25. These three products were first sold commercially in June 2004.

3461. Richmond, Akasha. 2004. Self Realization Fellowship (SRF) served an early veggie burger (maybe on a bun) at their India House vegetarian restaurant in Los Angeles (Interview). *SoyaScan Notes*. July 17 and Aug. 19. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** Self Realization Fellowship (SRF) was founded by Swami Paramahansa Yogananda. They had a center on Sunset Boulevard named India House; it consisted of a spiritual / meditation center (“house of worship”) and a restaurant named SRF India Café. The café, a large dining room with a counter that sat 8 people, was always located at the same place. It opened in 1951, closed in 1969, and was most famous for its Indian curries. SRF has said they are very interested in Akasha’s project, but has been unable to find any menus from that restaurant. Update: 2004. Sept. 11. The SRF publicist sent Akasha a 1951 photo showing the front of India House. But SRF still is unable to find a menu. They are very interested in Akasha’s book, which has inspired them to consider doing their own cookbook. Note: SRF is now located in Pacific Palisades near the Pacific Ocean.

Paul Bragg also had an early recipe for a vegetarian hamburger. Address: Chef, Los Angeles, California.

3462. *Consumer Reports*. 2004. Soy: Cutting through the confusion. July. p. 28-31.

• **Summary:** An excellent, very helpful article. Growing evidence suggests that soy protein and isoflavones may provide health benefits to most people. However, it is often impossible to tell how much of these are in a given product. *Consumer Reports* analyzed 42 foods for the content per serving of aglycone isoflavones, soy protein, and calories. Cost (per serving), organic or not, non-GMO or not is also indicated. Only 6 of these labeled the isoflavone content, but various definitions of “isoflavones” were used—which is very confusing for consumers. A table shows the results of the analysis with the foods grouped in the following categories: Cereals and snacks. Energy bars. Other drinks. Tofu. Non-dairy desserts (soy ice cream). Cultured soy (yogurt). Veggie

burgers. Supplements. Soymilk.

Should you limit your intake of soy? (sidebar): Infants, breast-cancer patients, people on thyroid medication, people with a history of kidney stones, people allergic to soy.

Health benefits: Soy and heart health, soy and menopause, soy and bones, soy and cancer. Behind the labels. How to choose. Photos show many soyfood products.

3463. *Food Processing (Chicago)*. 2004. Wellness Foods—New Product Profiles: Two next-generation analogues better simulate full muscle texture. 65(8):s38. Aug. 1.

• **Summary:** ADM has introduced NutriSoy Next using soy proteins combined with other vegetable proteins such as wheat gluten or, in some cases, egg whites. Using a twin-screw extruder with the ingredients at relatively high moisture levels of 50-80% locks in flavor and gives them a moist texture.

Garden Protein International has launched Gardein, which is extruded non-GMO soy protein and wheat. It comes in a variety of formats and flavors. “Beef, chicken, and pork analogs are available in small or medium shreds as well as 3/4 inch and 3/8 inch dice. Pre-sauce options include teriyaki, BBQ, sweet and sour, honey garlic as well as roasted garlic and pepper.”

3464. Boca Foods Co. 2004. When it tastes this right, it has to be wrong, right? Wrong. Boca Meatless Burgers (Ad). *Vegetarian Times*. July/Aug. Rear cover.

• **Summary:** See next page. A full page color ad (p. 69) featuring a young woman’s face on a reddish red background. In the center is a Boca Burger between sesame buns with a slice of cheese plus lettuce and tomato. A table in the lower left compares the Boca Meatless Original Burgers with regular ground beef burgers: Fat (gm) 1 vs. 13. Cholesterol (mg) 0 vs. 65. Protein (gm) 13 vs. 18. Calories 70 vs. 190. Address: Massachusetts.

3465. Tofutown.com. 2004. Brief portrait (Website printout—part). www.tofutown.com Printed in August.

• **Summary:** At the top of the page in orange: Network of activities. To do list for a sustainable world. Contents: Introduction. Brand names and marketing. Youth researches. Quality. Customer relations. Animal welfare, environmental protection, health. Sustainability. Very big numbers.

Introduction: “The company Tofutown.com GmbH was founded in 1988 in Cologne under the name Viana Naturkost by a group of experienced food producers, brave tofu makers and young musicians. Since then the company has practised ‘Business without Guilt’ (e.g. the use of purely vegetable organic raw materials, in part from Fair Trade). Even after 15 years the company sees itself as a dynamic “Veggie Start Up Company.” Tofutown.com has grown to become a renowned producer of entirely vegetable foods such as meat alternatives and dairy free milk and cream

bocafoods.com ©2014 Boca Foods Company

WHEN IT TASTES THIS RIGHT, IT HAS  
TO BE WRONG, RIGHT? WRONG.



SERVING	BOCA Meatless Original Burgers	Regular Ground Beef Burgers
Fat (g)	1	13
Cholesterol (mg)	0	65
Protein (g)	13	18
Calories	70	190

Boca® Original Burgers. The taste you love.  
But with 90% less fat. No cholesterol.  
Rich in protein.



**NutriSoy**  
100% Natural Soy Protein

WHAT ARE YOU WAITING FOR?™

NutriSoy is a registered trademark of Archer Daniels Midland Company.



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SOYINFO

products within Europe. It is part of the Tofutown.com philosophy to produce using one's own know how and not simply "bring into circulation" (i.e. have others produce), which is commonplace in such marketplace niches as organic foodstuffs.

"More than 60 vegetarian products are made in the middle of the beautiful natural countryside of the Volcanic Eifel region, in the town Wiesbaum, which has earned itself the description 'Tofutown.' Tofutown.com is known for its excellent, tasty 'Viana Real Smoked Tofu,' the vegetable drinks 'SoActiv' and ReisActiv, the meat alternatives 'Velami,' 'Vegetarian Kebab' or '½ Pound Veggie Mince,' the dairy free cheese 'Pizzarella,' and the 'Viana Soya Coffee Creamer.' The exquisitely fine 'Country Mild Smoked' from the product range 'Classic Veggie Carpaccio' won the German Vegetarian Union's Trend Prize 2004. The export share of turnover is about 30%. Tofutown products can be found throughout Europe and even in the Kingdom of Bahrain.

"Brand names and marketing: The company produces some 60 items for the European organic market under the traditional label 'Viana' as well as a soy drink under the quality label 'demeter' (Tofutown.com is a licensed demeter producer).

"In 2003 Tofutown.com was able to introduce a new brand name into German foods retail (supermarkets, warehouses, Cash&Carry, discounters, etc.). This new label is called VeggieLife (slogan: 'happy without meat'), encompasses at present some 15 products and has made its way into 500 supermarkets within just 9 months."

As many as 15,000 users visit the company's websites each week. "We believe in Food Democracy. The Tofutown.com philosophy is that every human should have the opportunity to get an entirely vegetarian product whenever and wherever he or she is hungry or thirsty. If it comes from Tofutown, it's much more delicious and far healthier than something similar containing meat or dairy products. Today's consumers know that they shape their own future with their purchases."

Tofutown.com makes "500,000 tofu burgers and 1,000,000 real vegetarian sausages per year." There are "500,000 faithful and enthusiastic Viana customers... and approximately 35 employees." Address: Wiesbaum, Germany.

3466. United Soybean Board. 2004. Consumer attitudes about nutrition—Insights into nutrition, health & soyfoods: National report 2004-2005. Seattle, Washington. 8 p. Sept. • **Summary:** This 11th annual nationwide survey, commissioned by USB, was conducted in early 2004 by an independent research firm in Seattle, Washington. Random telephone interviews were completed with 1,000 consumers, "providing a sample that is consistent with the total American population. The study's margin of error is ±1.9 to

3.1 percentage points and has a confidence level of 95%."

Contents: Introduction and methodology. Nutritional habits and obesity concerns. Healthy food decisions. Cooking oil impressions. Consumer attitudes about fats. Awareness, usage, and trial of soy products. Soyfoods and health: Perceived healthfulness of soy products (74% say healthy, 19% neutral, 7% unhealthy), awareness of health benefits of soy (heart health 29%, prevent obesity / promote weight loss 17%, menopause relief 16%, cancer prevention 8%, good protein source 6%, reduced risk of osteoporosis 2%). Consumer perceptions of biotech [genetically engineered] food. Soy meets beef? Note: This section replaced the section on Consumer awareness and usage organic products.

Awareness of soyfoods: "Overall consumer awareness of soy products increased this year. Soymilks awareness rating stepped up to 90%, while regular use of soymilk held fairly steady at 16%. "One-quarter [25%] of Americans consume soyfoods or soy beverages once a week or more." However 38% of respondents never consume soy, up 5 points since last year. Among these non-consumers of soy, 37% (down 10 points since last year) report that that nothing in particular prevents them from including soy in their diet, and another 18% say that taste prevents them from incorporating soy in their diet.

Genetically modified foods: The focus of these questions has changed from food to agriculture. 39% "of consumers consider themselves at least somewhat familiar with biotechnology and, of this group, 65% carry a positive perception of its role in agriculture." Awareness is slightly higher among men (66%) than women (64%). Of this group: 34% believe biotech improves the nutritional make-up of crops, 24% don't know enough about biotech to say what role it plays, 13% think that biotech enables farmers to use fewer pesticides, herbicides, and toxins. Other: 29%.

Note: As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

3467. *ADM Health & Nutrition Update (Decatur, Illinois)*. 2004. ADM introduces NutriSoy Next line of meat alternatives. 6(2):3. Oct. [45 ref]

• **Summary:** These products are said to have a taste and texture similar to that of chicken. They are made "using an innovative technique which results in a more tender, juicy product than conventional soy-based meat analogs. The product is manufactured in ADM's state-of-the-art vegetarian food plant. The 100,000 square-foot plant is completely meat- and dairy-free, and is Kosher, Pareve and Halal certified."

Note: A separate 2005 leaflet for Nutri-Soy Next explains: "Twin-screw extruders of proteins at relatively high moisture levels [Wenger UniTex] gives NutriSoy Next meat analogs their tender, moist texture."



3468.



**Product Name:** [Tofu Spread (Horseradish), Soy Sausage].  
**Foreign Name:** Tofu Namaz (Hren), Sojina Kobasica.  
**Manufacturer's Name:** Annapurna.  
**Manufacturer's Address:** Nehajska 42, 10000 Zagreb, Croatia. Phone: 01 3385 533.  
**Date of Introduction:** 2004 October.  
**Ingredients:** Spread: Tofu, water, oil, vinegar, salt, horseradish. Sausage: Soybeans, soy flour, soy sauce, wheat germ, spices, salt, oil, palm fat.  
**Wt/Vol., Packaging, Price:** Spread: 150 gm vacuum packed. Sells for 8kn. Sausage: 130 gm vacuum packed. Sells for 60kn/kg.  
**How Stored:** Refrigerated.  
**New Product–Documentation:** Labels sent by Vlatka Kuzmic. 2005. June 6. She wrote the introduction date and English translation of the product name on the back of each 2½ by 3¼-inch label. Okara is the main ingredient in the Soy Sausage; it does not contain any cooked soybeans.

3469. Iowa Soybean Promotion Board. 2004. Simply soy: Recipes celebrating nature's perfect bean. Urbandale, Iowa: Iowa Soybean Promotion Board. 151 p. Illust. Index. 23 cm.  
**• Summary:** A gorgeous book, filled with elegant, mouth-watering full-page color photos of prepared recipes. Contents: Introduction, by Linda Funk, Executive Director, The Soyfoods Council. 1. The magical bean: Soy to the world, soy and health, the soyfoods pantry (glossary incl. soybean oil, soymilk, tofu, tempeh, edamame,

soynuts, soy flour, textured soy protein, canned soybeans, miso, soy protein powder {soy protein isolates}, dried soy flakes {MicroSoy}, soy yogurt and smoothies, soy pasta {ADM}). Soyfood nutrient chart. 2. Start it up with soy: Appetizers and nibbles. 3. On the sidelines: Sides and salads. 4. Spoon fed: Comforting soups and stews. 5. Vegetarian anyone? 6. Teamwork: Pork, beef, chicken, seafood and soy. 7. The bread box: Breads and muffins. 8. Desserts: Soy and spice and everything nice. 9. Cooking with kids. Resources (Directory of members of The Soyfoods Council and their soy products; Directory of state and national soybean boards).

A smoothie (p. 133) is made at home by combining 1 cup soymilk (plain or vanilla), ½ medium banana (may be frozen, if desired), and optional nondairy ingredients, such as chocolate syrup, peanut butter, fruit juice concentrate, or frozen fruits (alone or in combinations—pineapple, orange, cranberry, raspberry, etc.). “Many of the soy smoothies and soy yogurts on the market today are probiotic, meaning they contain active, live cultures that are beneficial to intestinal health.” Address: 4554 N.W. 114th Street, Urbandale, Iowa 50322-5410. Phone: 866-431-9814.

3470. **Product Name:** [Organic BBQ Tofu Ribs].  
**Foreign Name:** Côtes de tofu biologique à saveur BBQ.  
**Manufacturer's Name:** Sol Cuisine.  
**Manufacturer's Address:** Mississauga, Ontario, Canada. Phone: 905-502-8500.

**Date of Introduction:** 2004.

**Ingredients:** 2013: Tofu\* (filtered water, soybeans\*, calcium chloride, magnesium chloride), filtered water, tomato paste\*, evaporated cane juice\*, olive oil\*, wheat free tamari sauce\* (water, soybeans, salt), spice\*, lemon juice concentrate\*, onion powder\*, mustard powder\*, garlic powder\*.

**Wt/Vol., Packaging, Price:** 280 gm (8 oz).

**How Stored:** Refrigerated.

**New Product–Documentation:** Label (30.5 x 22.8 cm.) sent by Lorraine Guardino of Sol Cuisine. 2013. March 11. She ads a note that this product was introduced in 2004 by Sol Cuisine.

3471. **Product Name:** [Sol Grounds. Renamed Organic Veggie Crumbles in 2011].

**Foreign Name:** Miettes aux légumes biologiques.

**Manufacturer's Name:** Sol Cuisine.

**Manufacturer's Address:** Mississauga, Ontario, Canada L4Z 2C7. Phone: 905-502-8500.

**Date of Introduction:** 2004.

**Ingredients:** 2013: Filtered water, soy flour\*, molasses\*, onions, sunflower oil, tomato paste\*, onion powder\*, evaporated cane juice\*, garlic powder, flavour (sesame), sea salt, yeast extract, spice\*, vitamins & minerals.

**Wt/Vol., Packaging, Price:** 280 gm (8 oz).

**How Stored:** Refrigerated.

**New Product–Documentation:** A 2005 Sol Cuisine catalog describes this as a savory ground-beef alternative. Current (2013) label sent by Lorraine Guardino of Sol Cuisine. 2013. March 11. She ads a note that this product was introduced in 2004 by Sol Cuisine as Sol Grounds; the name was changed in 2011.

3472. Atlas, Nava. 2004. *The vegetarian family cookbook*. New York, NY: Broadway Books. 339 p. Illust. Index. 23 x 21 cm. [15 ref]

• **Summary:** Contains 275 vegetarian recipes, many of which are vegan; a vegan option is provided for almost all of the recipes that are vegetarian.

The index contains 47 entries for tofu (incl. silken, soft, firm, extra firm), 13 for seitan, 4 each for tempeh, soy mayonnaise, and soy milk, 3 for soy yogurt, 2 each for edamame and miso, 2 each for soy nut butter, soy allergy, soy products, and 1 each for soy Canadian bacon, soy cheese, soy cream cheese, soy hot dogs, and soy pasta.

About the author: Nava Atlas is the author of eight previous vegetarian cookbooks. Her website, [www.vegankitchen.com](http://www.vegankitchen.com), is one of the most widely visited culinary websites on the Internet. She lives in the Hudson Valley with her husband of 25 years (Chaim “Rocky” Tabak) and their two sons, Adam and Evan. A photo (p. 339) shows Nava Atlas. Address: Author and illustrator, New Paltz, New York.

3473. Grimaldi, Polly. 2004. *Quick and easy soy and tofu recipes*. Hayward, California: Bristol Publishing Enterprises. (A Nitty Gritty book). iv + 155 p. Illust. Index. 14 x 21 cm.

• **Summary:** Contents: 1. An introduction to tofu and soy. 2. Breakfast. 3. Entrees. 4. Side dishes. 5. Salads. 6. Soups. 7. Sauces, spreads, dips and snacks. 8. Breads. 9. Drinks. 10. Desserts. Address: Hayward, California.

3474. Herring, Sandy. 2005. *The Solae Branded Products program (Interview)*. *SoyaScan Notes*. Jan. 5. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** For a product to become part of the Solae Branded Partners program, the manufacturer must agree to two things: (1) To put the Solae logo (of at least a minimum size) on the product. (2) To include a minimum amount of Solae brand isolated soy protein (ISP) in the product. Usually Solae’s advertising program (“Protein in Unexpected Places”) promotes some of the Branded Partners’ products. The makers of some products that do contain Solae might decide not be part of the Branded Partners program because (for example), the package might be too small to include the logo, the amount of protein that gives the maximum acceptability and profitability might be less than Solae requires.

In the past, many products contained ISP for its functional properties, such as being a good binder or emulsifier. The new program is designed to add value to consumer products by making Solae a “characterizing ingredient” and by advertising that the product contains Solae. Before Solae approaches a potential new customer about “a co-branding opportunity,” they do a great deal of consumer research and market research about the concept of a product that contains Solae—its acceptability and how the new product or product concept “would resonate with their consumers.” Solae presents their ideas of how the ad might look, the packaging might look, etc.

A media release (faxed by Sandy to Soyfoods Center) lists the following 16 branded products: 8th Continent Soymilk ([www.8thcontinent.com](http://www.8thcontinent.com)), Snapple-A-Day Meal Replacement Beverages ([www.snappleaday.com](http://www.snappleaday.com)), V8 Splash Smoothies ([www.v8juice.com](http://www.v8juice.com)), Gardenburger Meat Alternatives ([www.gardenburger.com](http://www.gardenburger.com)), Mori-Nu Tofu ([www.morinu.com](http://www.morinu.com)), Yves Veggie Cuisine ([www.yvesveggie.com](http://www.yvesveggie.com)), NuGo Bars ([www.nugonutrition.com](http://www.nugonutrition.com)), DelightFull Meal Replacement & Snack Bars ([www.affinta.com](http://www.affinta.com)), DelightFull Smart Snax ([www.delight-full.com](http://www.delight-full.com)), Hormel Health Labs Great Shake & Great Shake Plus ([www.hormelhealthlabs.com](http://www.hormelhealthlabs.com)), Perky’s 100% Natural Nutty Grains & Soy Cereal ([www.pacgrain.com](http://www.pacgrain.com)), Natural Harmony Foods SoyLean ([www.soylean.com](http://www.soylean.com)), So Good Soymilk (available in Canada) ([www.so-good.com](http://www.so-good.com)), Linda McCartney Spicy Peanut Pasta with Vegetarian Chicken ([www.linda-mccartney.com](http://www.linda-mccartney.com)), Body Choice Premium High Protein Cookies ([www.bodychoicenutrition.com](http://www.bodychoicenutrition.com)), El Burrito Meat Alternatives



(www.elburrito.com).

Note: The Solae Company Logo and Solae\* are trademarks or registered trademarks of Solae LLC. Address: The Solae Co., P.O. Box 88940, St. Louis, Missouri 63102. Phone: 314-982-2680.

3475. Green Cuisine. 2005. Green Cuisine (Website printout-part). www.greencuisine.com 2 p. Printed March 20.

• **Summary:** Home: The Restaurant. The Products. On the home page two signs flash alternatively: (1) Green Cuisine. (2) Your vegan lifestyle source since 1989.

If you click "The Products:" Ask Andy. Contact us. Links. Where to buy. Wholesale info. Products: Amasake, Super Shake, Super Soy, Mochi, Tofu (Firm or Medium), Baked Tofu, Tempeh, Marinated Tempeh, Tempeh Burgers, Wheat Cutlets.

Note: No address, phone number, or company history is given. Address: #5-560 Johnson St., Market Square, Victoria, BC, Canada. Phone: 250-385-1809.

3476. Gardenburger, Inc. 2005. Annual report 2004 (Form 10-K). 15615 Alton Parkway, Suite 350, Irvine, California 92618. 78 p. 28 cm.

• **Summary:** Sales and profits continue to drop. Net sales in 2005 were \$48,580 million, down from \$49.4 million the previous year. Net income was a loss of \$12.026 million, larger than the loss of \$10.790 million the previous year. On pages 4-7 are descriptions of the following categories of products: Retail grocery burger products (8 products). Retail grocery meatless specialty products (16). Club channel products (2). Food service products (19 products). The CEO, president, and chairman of the board is Scott C. Wallace. His salary in 2004 increased (despite poor performance) to \$283,800, plus a bonus of \$68,640. Paul Wenner, company founder, owns 13.5% of the company's shares.

Accompanying the annual report is a notice of Annual Meeting of Shareholders and proxy statement (19 p.). Address: Irvine, California. Phone: 949-255-2000.

3477. **Product Name:** Soy Creations Vegetarian Chicken Breast, Vegetarian Hors d'Oeuvres [BBQ, Curry (Vegan), Kung Pao (Vegan), Southwestern].

**Manufacturer's Name:** i Foods, Inc.

**Manufacturer's Address:** 2222 Davie Ave., Los Angeles, CA 90040. Phone: (213) 728-8288.

**Date of Introduction:** 2005 March.

**Ingredients:** Chicken Breast: Textured soy protein, water, soybean oil, isolated soy protein, whey protein, sugar, soy sauce (water, soybeans, wheat, salt), wheat protein [gluten], corn starch, tapioca starch, potato starch, salt, spices, natural flavors (from vegetable sources), seaweed, autolyzed yeast extract.

**Wt/Vol., Packaging, Price:** 150 gm paperboard box.

**New Product-Documentation:** Three leaflets (8½ by 11 inches, 1 panel each side, glossy color, front and back) sent by Patricia Smith from Natural Products Expo West at Anaheim. 2003. March. The front of each shows a large color photo of the prepared product.

3478. **Product Name:** [Tofu Burgers (Curry and Poppy Seeds)].

**Foreign Name:** SOY Croque Tofou (Curry et Pavot).

**Manufacturer's Name:** Nutrition & Santé S.A. (Formerly SOY / Société Soy).

**Manufacturer's Address:** B.P. 33, Z.I. de la Pomme, 31250 Revel (near Toulouse), France. Phone: +33 62 18 72 50.

**Date of Introduction:** 2005 March.

**Ingredients:** Fresh tofu\* 72.8% (water, dehulled soybeans\* 19.7%, coagulants: calcium sulfate, nigari), marrow squash\*, onions, capsicum / hot red peppers\*, rice flour\*, millet flakes\*, whole maize semolina\*, parsley\*, tomato



concentrate\*, non-deodorized sunflower seed oil\*, chestnut flour\*, sea salt, garlic\*, textured soy proteins\*, poppy seeds (0.55%), curry\* (0.6%) (coriander\*, cumin\*, turmeric / curcuma\*, paprika\*, cinnamon\*), yeast extract\*, dehydrated black mushrooms\*. \* = Organically grown ingredients Certified by Ecocert F 32600 L'Isle Jourdain.

**Wt/Vol., Packaging, Price:** 200 gm paperboard box, 2 burgers per pack.

**How Stored:** Refrigerated, store at 4°C.

**New Product–Documentation:** Product with Label brought by Taro Mikuriya of the Nutrition & Santé Group (Revel, France). 2011. Dec. 14. Paperboard box. 4 by 6 by 1.5 inches. Dark green, purple and black on white. Color photo of a burger on a plate, with a wedge partially removed on a fork. On the front panel are the Soy logo (white on dark green), two organic certification symbols, and the company's logo / statement: Organic soybeans guaranteed not genetically engineered (*Soja Bio garanti sans OGM*). Origin: 100% from southwest France. On the back: Since 1998 Soy has created the first line of products in Europe guaranteed to be not genetically engineered. For recipes and more visit [www.soy.fr](http://www.soy.fr).

Letter (e-mail) from Bernard Storup, founder of Nutrition & Nature (Revel, France). This product was first sold commercially in Sept. 1998.

3479. **Product Name:** Vegetarian Whole Turkey, Chicken Medallions.

**Manufacturer's Name:** VegeUSA.

**Manufacturer's Address:** [www.vegeusa.com](http://www.vegeusa.com). Phone: 1-888-772-8343.

**Date of Introduction:** 2005 March.

**Ingredients:** Soybean fiber, water, soybean protein, vegetable protein, raw cane sugar, starch, soybean oil, vegetarian turkey flavor, sea salt, cinnamon powder, tofu skin [yuba].

**Wt/Vol., Packaging, Price:** 6 lb package.

**How Stored:** Frozen.

**New Product–Documentation:** See next page. 4 leaflets (1 panel each side, front and back, glossy color, 28 cm). Sent by Patricia Smith from Natural Products Expo West. 2005. March. "Vegetarian plus: A meatless world. A new wave of vegetarian cuisine. The all natural choice."

3480. **Product Name:** Vegan Tuna Rolls, Vegetarian Chicken Masala, Vegetarian Lamb Vindaloo, Vegan Kung Pao Chicken, Vegan shrimp.

**Manufacturer's Name:** VegeUSA.

**Manufacturer's Address:** [www.vegeusa.com](http://www.vegeusa.com). Phone: 1-888-772-8343.

**Date of Introduction:** 2005 March.

**Ingredients:** Vegetarian Chicken Masala: Soybean fiber, water, whey protein, soy sauce, soybean oil, raw cane sugar, sea salt, vegetarian chicken flavor,...

**Wt/Vol., Packaging, Price:** 10.5 oz. package.

**How Stored:** Frozen.

**New Product–Documentation:** Leaflets (1 panel each side, front and back, glossy color, 28 cm). Sent by Patricia Smith from Natural Products Expo West. 2008. March. "Vegetarian plus: A meatless world. The art of healthy living."

3481. **Product Name:** Boca meatless products: Great new look–Same great taste! (Leaflet).

**Manufacturer's Name:** [Kraft Foods, Inc.].

**Manufacturer's Address:** – Phone: –.

**Date of Introduction:** 2005 March.

**New Product–Documentation:** Leaflet (single sided, 8½ by 11 inch, color) sent by Patricia Smith from Natural Products Expo West (Anaheim, California). 2005. March. Boca now makes seven categories of meatless products; most of these come in various flavors. The front of this leaflet shows the front of panel of on product from each category. They are:

(1) Burgers (vegan): Vegan, Garden Vegetable, All American Classic, Roasted Garlic, Roasted Onion, Cheeseburger.

(2) Chik'n: Original Patties, Spicy Patties, Original Nuggets, Hot & Spicy Buffalo Wings [deep-fried chicken wings].

(3) Breakfast: Breakfast Links, Breakfast Patties.

(4) Pizza: Supreme Pizza. Pepperoni Pizza.

(5) Entree: Lasagna.

(6) Ground Burger: Original Ground Burger.

(7) Dinner Sausages: Meatless Italian Sausage. Meatless Bratwurst Sausage.

Visit [bocafoods.com](http://bocafoods.com).

3482. Nutrisoy Pty. Ltd. 2005. Home page and four links (Website printout–part). [www.nutrisoy.com.au](http://www.nutrisoy.com.au) 9 p. Printed April 12.

• **Summary:** Contents: Home (2 p.). About us (1 p.). Product information (1 p.; tofu and tempeh). Nutrisoy products (2 p.). Soyco products. Where to buy. Recipes. Contact us. Privacy policy. email: [info@nutrisoy.com.au](mailto:info@nutrisoy.com.au).

About us: Nutrisoy is a family owned company established in 1984. "In 1992 Nutrisoy attained the standards set down by Biological Farmers of Australia to become a certified processor of organic tofu and tempeh.

"Nutrisoy uses only the finest Australian Grown Soybean (free from genetically engineered soybean) which is a rich source of isoflavones / phytoestrogens, a substance that could offer protection against and help reduce the risk of a wide range of disease in men and women including prostate, breast and skin cancer, osteoporosis, hot flushes, and heart diseases." A large color photo shows Nutrisoy's many products.

Nutrisoy products: The colorful front panel of each of the following is shown: Plain firm tofu. Tofu vegies [sic]. Tofu tempeh (This tofu has chunky tempeh in it and has been



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marinated in shoyu and ginger). Tofu herbs. Tofu spicy. Tofu teriyaki. Tofu vegies burger. Tofu tempeh burger. Strawberry tofu (dessert in a cup, with real fruit sauce on top). Apricot tofu (dessert in a cup).

Note: Nutrisoy is the inventor of Tofu tempeh, and Tofu tempeh burger. Address: 15 Hannon St., Botany (suburb), Sydney, NSW 2019 Australia. Phone: +61 2 9316 5171.

3483. Camps, Lisa. 2005. Re: History of work with soyfoods in Goa, India. Letter (e-mail) to William Shurtleff at Soyfoods Center, May 15. 2 p.

• **Summary:** 1984–Lisa came to Goa to nurse a friend back to health; he was a vegetarian. While in India she discovered so many alternative styles of life, so many people from all over the world with a similar consciousness related to healthy body, mind, and spirituality. All “seemed to care about the planet, nature, peace, yoga, natural healing, vegetarianism, etc. India is a whole country of vegetarians, but in Goa, a former Portuguese colony, the inhabitants are mostly Christians who eat meat.” That year, Lisa became a vegetarian.

She returned to America, only to yearn to come back to India. So she spent 7-8 years coming and going, whenever finances permitted. When in the USA, she worked with food, in restaurants, hotels, night clubs, made good money, then left again. She took many courses in the health and nutrition at community colleges. She had seen many unhealthy vegetarians and wanted to learn how to be a healthy, vigorous vegetarian. Having helped to deliver 4 children by natural child birth in Goa, she was interested vegetarian diets for children and natural healing.

1982–While in Goa, Lisa met an Australian woman, Diane [Froggatt], who was making her own tofu, because it was not available, and all were tired of Dal (lentils). “I asked her to teach me, and she did... I happily made it for myself to fill the protein gap. Along with Tofu also comes Soy Milk and Okara! A bonus! Made soysausage, soya burgers, etc., but only at home at that time.”

1986-87–Lisa attended a Michio Kushi Institute in Switzerland; she learned macrobiotics and shiatsu, which she practiced for about a year, then decided that macrobiotics was “excellent for healing purposes, but not for daily life, simply because any diet so extreme and tasteless is doomed to opposite extremes.” She observed that most people who regularly ate a macrobiotic diet “craved massive amounts of Chocolate, or some other form of ‘naughtiness.’”

1989-90. Lisa decided to settle in Goa. It had really become her home and it was too expensive to fly back and forth. But how to make money in India? Her many Indian women friends adored lingerie. So she did all the necessary paperwork and started a business named Ooh-La-La-Lingerie Pvt. Ltd., importing undergarments from Europe and traveling all over India to sell them to major department stores. The business went well for 2-3 years until the

suppliers and buyers connected—leaving her out.

At the same time, Lisa was selling soya burgers, hummus brown bread, and 4 flavors of soy milk in the Flea market [in Anjuna], where she had a food stall; she made these in her home kitchen. “Then a few people started asking me if I could make them some Tofu! So, I thought why not, since I’m doing it for myself anyway.” “All our production started in a small room (in my house), which I converted into a special tofu room, with ventilation above a false ceiling, a sink, stainless steel tables, and extreme hygiene. It was about 3 meters on a side with white tiles. We used (and still use) Aqua Guard water filter systems for all production and packing. So I started by making 2-3 kg at a time, squeezing the milk through a cloth by hand, actually burning my hands on a regular basis, until I decided to build a press. Made some wooden tofu boxes, and did the grinding on a grinding stone. Ouch, too much time and labor! We were selling only to shops and Five-Star hotels.

“As time passed and orders got bigger, my friend and now partner, Richard Chabin, helped me get some machinery, Then, I wanted to learn about Tempeh, and how to make it. There was an American fellow named Joseph Papa who had a book and an interest, so I traded him my shiatsu massages for the method on how to make Tempeh. My interest in Tempeh was the vitamin B’s only found in Tempeh. Important if you don’t eat beef liver.

“So now I knew many soy foods, and was happily cooking for many friends daily. I enjoy cooking, and they enjoyed eating.

“Then I tried to market the tofu to the local market and restaurants, but as they were not familiar with it, they were afraid, even after I gave them many recipes” and even showed them how to prepare it Indian style—like paneer. “That’s when I decided to open a small sandwich shop.”

1999–The sandwich shop, named Bean Me Up, Soya Station, Salad Bar, was a “raging success from the beginning.” It became too big for the original premises, and there were long lines at peak season. Note: The restaurant name derives from a famous catchphrase from the movie *Star Trek*, “Beam Me Up, Scotty!”

2004 Oct. 31–Lisa took on large premises with 14 rooms to rent and a small health food shop and restaurant. The commercial foods (tofu, tempeh, soymilk, etc.) are made in a separate building (a small factory) on the compound. It opened on Halloween with a costume party. The “real point is the restaurant” (which kept the same name); it is a unit of Ooh-La-La Ling. When people discover that they can get fresh safe salads, Tofu, Tempeh, Seitan, soya ice cream, Tofunaise, etc. after traveling in India, they are so Appreciative. That is a reward in itself! I truly believe that to introduce people to a more healthy diet, and to given up meat, the alternative must taste good, or why would they consider changing? Hence, our theme is ‘The Tasty Alternative.’ Lisa, now an established businesswoman, has a



new source of income from her 14-room hotel!

Two months later, on 24 Dec. 2004 (Christmas eve), a mob of 150 people, escorted by two policemen (for the mob's protection!) went to the Anjuna-Chopra beach belt and rudely demanded that certain restaurants and shops close down. Why? Because their owners were of foreign origin. No matter that Lisa, of American origin with an Indian passport, had lived in Goa for 23 years and had all the legal papers required to run her business. The agitation was probably initiated by indigenous restaurant / shop owners who resented the foreigners' success and had the blessings of local politicians—a familiar theme worldwide. Fortunately, Lisa had some friends with the National Press, *Times of India*, so she and her fellow foreigners showed no fear, followed the procedures, and made a big noise; the actions of the mob were clearly illegal. Her restaurant was never shut down and the problem appears to have gone away.

Lisa is a member of the Vegetarian Society of India, and occasionally they call on her to give seminars for the members.

Note: Diane Frogatt died a few years ago from cancer.

Photos sent by Ratan Sharma in 2010 and taken by him in Jan. 2005 show the entrance to and the inside of this remarkable soy restaurant and salad bar. They serve only soy-based recipes. They also have a branch in Hyderabad. Note: Lisa does not own a SoyaCow. Address: Owner, Bean Me Up, 1629 Deulvaddo, Anjuna / Vagator, Goa, India 403-509. Phone: 0091-(0)832-227349.

3484. Bean Me Up, Soya Station, Salad Bar. 2005. Welcome to the Soya Station (Menu). Anjuna/Vagator, Goa, India. 10 p.

• **Summary:** Contents: Welcome. Starters: Side dishes (incl. Spiced tofu {deep fried} with peanut or chilly sauce. Tofu or tempeh {pan fried} with peanut or tahini. Baked potato with sour cream, butter, or tofu cream cheese). Just for kids: 12 years and under (incl. Tofu bolognese, served over spaghetti. Tempeh sandwich with tortilla chips). New York Pizza (incl. Indonesian special {tempeh & pineapple}. Veg. special {tofu, onion, capsicum, mushroom & olives}, Additional toppings—tofu, tempeh). Salad bar (Tofu salad—Beet root, carrots, onions, cucumber, tofu cubes & tofunaise {vegan}, Side order of tofu or tempeh, with choice of tahini, peanut, or tomato sauce).

Good morning—Breakfast (incl. Tofu {scrambled w/ onion capsicum or butter fried w/soya sauce}, Soysage {4 pieces}, Add 10 rupees for soymilk with any breakfast dish). Desserts: Vegan (non-dairy) or dairy. Vegan includes: Soya ice cream in coconut, chocolate, banana, coffee, or berry (seasonal) flavors. Tofu brownie. All desserts served with soya whipped cream. Beverages (incl. soy milk {hot or cold}—Plain unsweetened, vanilla, chocolate, cardamom). Sandwiches (incl. Soya burger, Tofu burger, Tofu (butter fried), Tofu cream cheese {made with garlic & Herbes de

Provence}, Tofu scrambled, Tofulafel. Tempeh {fried} in sesame oil & soy sauce. Seitan fried in onion). Dinner menu: All dinners are served with choice of brown rice, baked potato, or spaghetti, and vegetables of the day. Three broad choices (each with one or more of three symbols by it—vegan, dairy, hot 'n' spicy): (1) Tofu—Khadi tofu, Tofu bolognese, Tofu lasagne, Tofu nori roll, Vegetable tofu quiche. (2) Tempeh—Tempeh potato patties, Thai style tempeh with cashew nuts, Indonesian sampler. (3) Seitan—Seitan scallopini in cream sauce (served over spaghetti). Address: 1629 Deulvaddo, Anjuna / Vagator, Goa, India 403-509. Phone: 0091-(0)832-227349.

3485. *Iowa Soybean Review* (Iowa Soybean Association, Urbandale, Iowa). 2005. Gardenburger gets soy-full. 16(7):12L of 12-page insert after p. 14. Spring.

• **Summary:** Gardenburger, long based on rice, is adding soy to its basic ingredients.

3486. White Wave, Inc. 2005. Savory. Quick. Delicious. Gourmet meat-of-wheat from White Wave (Leaflet). Boulder Colorado.

• **Summary:** See next page. Leaflet (front and back, 8½ by 11 inch, color front) sent by Patricia Smith from Natural Products Expo East. 2005. Sept. Front: The top half is a color photo of a basket of fresh vegetables topped with packages of four types of White Wave Seitan: Vegetarian Stir-Fry Strips, Traditional Seitan, Chicken-Style Seitan, and Chicken Style Wheat Meat. The rest for the front is glossy black. The title is near the bottom. The rear of the leaflet is black-and-white. A photo shows the front panel of each the four types of seitan, with Nutrition Facts for each and case packing information. Address: White Wave Inc., 1990 North 57th Court, Boulder, Colorado 80301.

3487. Kellogg Co. 2005. Veggies look good with grill marks (Ad). *Vegetarian Times*. June. Inside rear cover.

• **Summary:** See next page. This full-page color ad a lady wearing a green apron standing behind a raised metal barbecue flipping burgers with skewered veggies around the sides. The caption, written on her apron: “Veggies look good with grill marks.”

In the lower right is a color of the front panel of a package of Morningstar Farms Veggie Burgers Grillers Prime. Address: Michigan.

3489. Loma Linda Wholesome Foods. 2005. Try our three new vegan products: 7-Grain Cutlet, Vege-Steak, and Super Frank (Ad). *Vibrant Life*. May/June. p. 26.

• **Summary:** See two pages after next. “Faithful to its mission, to serve a worldwide community by promoting healthful living, Loma Linda University has joined *Vibrant Life* magazine (a Review and Herald Publication) in the development of a vegetarian product line under the brand



SAVORY. QUICK. DELICIOUS.  
Gourmet meat-of-wheat from White Wave.





© TM © 2005 Kellogg NA Co.

Morningstar Farms Grillers Prime taste even better over a red-hot grill. After all, they are burgers. Plus they have complete veggie protein and are lower in cholesterol and fat than a beef burger.

*Morningstar Farms. Living on the Veg.™*

Circle reply #11 on Info Center card





# Try Our Three New Vegan Products...



## 7-Grain Cutlet, Vege-Steak and Super Frank.

Faithful to its mission, to serve a worldwide community by promoting healthful living, Loma Linda University has joined Vibrant Life magazine (a Review and Herald publication) in the development of a vegetarian product line under the brand name **Vibrant Life**® that meets the highest standards for health and nutrition. Made with the finest wholesome and nutritious ingredients **Vibrant Life**® products offer the best in nutritional value, yet with a great taste.

Shop for the **Vibrant Life**® products at your local Adventist Book and Nutrition Centers, college markets or on the web at [www.vibrantlife.info](http://www.vibrantlife.info).

**Vibrant Life**®

Marketed by Loma Linda Wholesome Foods  
Loma Linda CA 92350 • Phone: 888-893-2002



name Vibrant Life that meets the highest standards for health and nutrition.” “Shop for the Vibrant Life products at your local Adventist Book and Nutrition Centers, college markets, or on the web at [www.vibrantlife.info](http://www.vibrantlife.info).”

A color photo shows many meat alternatives in cans, boxes (frozen), or refrigerated packs, all under the Vibrant Life brand. These include: In boxes (frozen): Chik Bits. Chik Burger. Sliced Vegetarian Bologna. Sliced Vegetarian Chicken. Sliced Vegetarian Salami. Sliced Vegetarian Turkey.

Cans: 7-Grain Cutlet. Nut-Loaf. Super Frank. Vegeburger. Vege-Cuts. Vege-Franks. Vegelets. Vege-Steak.

Refrigerated packs: Breakfast Sausage. Tofu Links. Vege-Links. Address: Loma Linda, California 92350. Phone: 888-893-2002.

3491. Pueppke, Steven. 2005. From the director’s desk. *NSRL Bulletin (National Soybean Research Laboratory, Urbana, Illinois)* 12(2):7. June.

• **Summary:** “I spent two weeks in Europe this summer and learned the new meaning of the word bio,” which is pronounced BEE-oh, not BUY-oh. It means organically grown and Mr. Peupke is surprised to find it is so popular. But he wonders if it will last. “I wonder sometimes about the future sustainability of bio systems and locally grown food. Are more western Europeans going to push their shopping carts on past the meat case and purchase soy burgers? Will they pay more for them, and will they keep on feeling good because the beans are locally grown and organic?”

“I’m not sure of the answers, but its nice to know that the NSRL will be there no matter what. Our research and outreach programs are helping to make soy a healthy and nutritious component of the human diet, but we are also working to ensure that soy will help to meet the world’s increasing demand for healthy and nutritious animal food products. We’ve got the bases covered.” A portrait photo shows Steven Pueppke. Address: Director, NSRL, Univ. of Illinois, Urbana.

3492. Garger, Ilya. 2005. “I’ll have a soya on the rocks”. *Time (Europe)*. July 31.

• **Summary:** “Given its unglamorous associations with tofu burgers, vegetarian sausages and lactose-free dairy substitutes, the soybean has long been seen as a food for the abstemious.”

3493. Garger, Ilya. 2005. Amuse bouche. *Time (Asia)*. Aug. 1.

• **Summary:** “Given its unglamorous associations with tofu burgers, vegetarian sausages and lactose-free dairy substitutes, the soybean has long been seen as a food for the abstemious.” But the bean is now ready for an “image makeover thanks to its new role as a source of hard liquor.”

3494. **Product Name:** Mock Chicken Tempeh Salad, Curried Ginger Tempeh Salad.

**Manufacturer’s Name:** Mediterranean Delights.

**Manufacturer’s Address:** P.O. Box 749, 14 Warner Center, Saxtons River, VT 05104. Phone: 1-800-347-5850.

**Date of Introduction:** 2005 September.

**Wt/Vol., Packaging, Price:** 8 or 16 ounces.

**New Product–Documentation:** Spot in *Vegetarian Journal*. 2005. Sept. (Issue 3). p. 30. “Introducing two incredible ready-to-eat tempeh salads.” Visit [www.mediterraneandelights.com](http://www.mediterraneandelights.com). Note: These products are not listed on their website on 2 Sept. 2006.

\*

3495. Nature Soy, Inc. 2005. Healthier living, healthier life (Brochure and Portfolio). 713 North 10th St., Philadelphia, PA 19123. 10 p. + 3 inserts. 28 cm.



• **Summary:** Brochure (glossy color) sent by Patricia Smith from Natural Products Expo East (Baltimore, Maryland). 2005. Sept. Contents: Nature’s Soy: Healthy, convenient, Our company. Our facilities (Large and very modern). Our R&D. Our philosophy (We take soy products seriously!). Our products.

“Based in Philadelphia, Pennsylvania, Nature Soy, Inc. is a major supplier of healthy soy and vegetarian products on the East coast. We have been manufacturing fresh soy products since 1991 and have well established our brand name among our customers. As one of the largest Chinese-owned and operated soy food companies in the USA, Nature Soy, Inc. was featured in a television documentary about successful overseas Chinese entrepreneurs by a Chinese television station.

“Our Nature’s Soy brand of tofu and soymilk products is in almost all major Asian grocery stores and supermarkets from New Jersey to North Carolina, reaching as far south as

Georgia and Florida.”

This company specializes in soy products. The two basic types are organic and conventional. The two basic types of organic are plain and flavored.

There are four organic plain products: (1) Silken tofu, 20 oz. (2) Soft tofu, 20 oz. (3) Firm tofu, 16 oz. (4) Extra firm tofu, 12 oz. “Using a cheese or deli slicer, this extra firm tofu can be sliced to about 1/16 inch thin slices, yet still maintains its integrity.”

There are four organic flavored products: (1) Five spice flavored tofu, 12 oz. (2) 5 minute tofu, 11.5 oz. (3) Tofu-Deli, pre-diced, 12 oz. (4) Tofu-Deli, pre-sliced, 12 oz.

There are four conventional plain products: (1) Silken tofu, 20 oz. (2) Soft tofu, 20 oz. (3) Firm tofu, 16 oz. (4) Extra firm tofu, 10 oz.

There are four conventional flavored products: (1) Flavored tofu, 12 oz. (2) Hot & spicy flavored tofu, 8 oz. (3) Curry flavored tofu, 10 oz. (4) Oriental sauce tofu, 10 oz.

There are 3 types of soymilk: (1) Plain, ½ gallon. (2) Sweetened, 16 oz. (3) Sweetened, ½ gallon.

There are two other products: (1) Soy puffs (deep-fried tofu), 14 pieces per pack of about 4 oz. (2) Fried tofu, 8 oz.

In addition the company makes two gluten-based products (somewhat like seitan) called “Protein Wise Meat Substitutes.” They come in Chicken Style and Beef Style, 8 oz per pack.

They also make Cantonese rice noodles and rice noodle rolls.

The business card of Fenjin (Gee) He, PhD, is attached to the cut-out space in the portfolio. Mr. He designed this brochure. Address: Philadelphia, Pennsylvania. Phone: 215-

3496. United Soybean Board. 2005. Consumer attitudes about nutrition—Insights into nutrition, health and soyfoods: 12th annual national report. Seattle, Washington. 8 p. Sept. • **Summary:** This 12th annual nationwide survey, commissioned by USB, was conducted in early 2005 by an independent research firm in Seattle, Washington. Random telephone interviews were completed with 1,000 consumers, “providing a sample that is consistent with the total American population. The study’s margin of error is  $\pm 1.9$  to 3.1 percentage points and has a confidence interval of 95%.”

Contents: Introduction and methodology. Nutritional habits and obesity concerns. Healthy food decisions. Cooking oil impressions. Consumer attitudes about fats. Awareness, usage, and trial of soy products. Occasion preferences for consuming soy (Of consumers who use soy products at least once a month: Dinner 40%, breakfast 27%, lunch 23%, other times 10%). Soyfoods and health: Perceived healthfulness of soy products (78% say healthy, 17% neutral, 5% unhealthy), unaided awareness of health benefits of soy (prevent obesity / promote weight loss 17%, heart health 14%, menopause relief 12%, good protein source 11%, cancer prevention 10%, reduced risk of

osteoporosis 2%). Biotechnology [genetic engineering] in food and agriculture. Restaurants and soy products.

Perceptions of biotech and food: 46% (up from 39% last year) of consumers consider themselves at least somewhat familiar with biotechnology.” Of this group, 62% “report a positive perception of its role in food production.”

Perceptions of biotech in agriculture: Of that 46% who are at least somewhat familiar with biotechnology: 33% feel that its role within agriculture is to improve the nutritional make-up of crops, 25% don’t know enough about biotech to say what role it plays, 13% think that biotech enables farmers to use fewer pesticides, herbicides, and toxins, 13% have a negative perception, other 4%.

Restaurants and soy: A new question added to the survey this year shows that 20% of consumers would order soy products in restaurants if they were available. Types of soy actually ordered in restaurants: Plain white tofu 37%, veggie burger 28%, soymilk 11%, miso 11%, edamame 10%, other products 19%.

Note 1. As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

Note 2. This is the earliest English-language document seen (April 2013) that contains the term “Plain white tofu.”

3497. Roberts, Jane. 2005. The soy of life—On World Food Day, Solae helps feed Africa beyond its next meal. *Commercial Appeal (Memphis, Tennessee)*. Oct. 16.

• **Summary:** Today—which is World Food Day—350 employees at The Solae Co. in Memphis, Tennessee, are preparing to ship more than \$100,000 of soy protein and know-how to Africa. Much of this soy protein is made right in Memphis, at a 40-acre plant at 4247 S. Mendenhall, the crown jewel of Solae’s U.S. operations and one of the largest soy protein plants in the world. Solae has 28 plants around the world and annual sales exceed \$1.1 billion.

In this plant, that once belonged to the Ralston Purina Co., Solae transforms soybean flakes into high-protein powders, such as isolated soy proteins, used to fortify foods and beverages such as infant formula, meat, energy bars, smoothies, etc. for clients such as Gardenburger, Campbell’s Soup, 8th Continent, and Snapple.

Soy is a complete protein with all the amino acids necessary for human development. Solae is starting a new kind of philanthropy: helping developing fortify popular food staples—porridges, corn-based drinks and meats—with high-quality soy protein, and then working on the ground with local food producers to develop businesses, with local jobs, to make the project profitable and sustainable.

The project was initiated USAID, the arm of the U.S. Department of State that provides emergency food aid, and the World Initiative for Soy in Human Health (WISHH), funded in part by the American Soybean Association, including \$5,000 from the Tennessee Soybean Promotion





Board. Solae is the largest corporate partner in this \$750,000 project, according to Jim Hershey, director of WISHH. Hershey says that, of WISHH's six private partners, Solae is the only one that actually has an office and personnel in South Africa; the will accelerate project's ability to find local solutions.

For people with a protein deficiency, the addition of soy protein to the diet can improve life dramatically. Hershey says that children are born healthier and learn better because soy enhances brain function, and AIDS patients live longer because protein increases the effectiveness of retroviral drugs. In southern African nations, where one in five are infected with AIDS in some places, and the life expectancy as a result has dropped from 57 to 33, the infusion of an inexpensive protein holds promise. In the Ivory Coast, WISHH has helped introduce textured soy protein into the school lunch program.

3498. Associated Press (AP). 2005. Gardenburger files for bankruptcy: Company helped take veggie burgers to the mainstream (News release).

• **Summary:** "Portland, Oregon: Gardenburger Inc., the former company credited with taking veggie burgers into the mainstream, has filed for Chapter 11 bankruptcy protection."

In a statement Friday, company officials said that Gardenburger would stay in business, but would become privately held; they declined to name the new owner.

Founder and former president Paul Wenner, said its a very sad story; his stock was worth more than \$88 million before it crashed.

Note 1. The value of a share of Gardenburger stock was \$9.25 in Jan. 1998; it rose to a peak of \$14.12 by July of that year, then began to fall slowly. It was worth \$11.50 at the end of 1998, \$5.88 at the end of 1999, and \$0.50 at the end of 2000.

Note 2. As of July 2006, those who owned stock in Gardenburger Inc. now find that it is worthless. Note 3. A phone call to the company headquarters in Irvine, California, will be answered (by a machine), "Wholesome & Hearty, Inc."

3499. **Product Name:** Tofurky Roast & Gravy.

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Distributor: P.O. Box 233, Trout Lake, WA 98650. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 2005 October.

**Ingredients:** Roast: Water, vital wheat gluten, organic tofu (filtered water, organic whole soybeans, magnesium chloride, calcium chloride), expeller pressed non-genetically engineered canola oil, natural vegetarian flavors, shoyu soy sauce (water, non-genetically engineered soybeans, wheat, salt, culture), non-genetically engineered corn starch,

white bean flour, garbanzo bean flour, lemon juice from concentrate, onion, carrots, celery, salt, calcium lactate from beets. Contains: Soy and wheat.

Stuffing: Organic brown rice, whole wheat bread cubes (whole wheat, filtered water, unbleached wheat flour, organic evaporated cane juice, organic palm oil, sea salt, yeast, natural enzymes, ascorbic acid), onion, celery, expeller pressed non-genetically engineered canola oil, organic wild rice, natural vegetarian seasoning, granulated garlic, herbs and spices. Contains: Wheat.

“Giblet” Gravy: Water, whole wheat flour, expeller pressed non-genetically engineered canola oil, Tofurky giblets (water, vital wheat gluten, organic tofu [filtered water, organic whole soybeans, magnesium chloride, calcium chloride], expeller pressed non-genetically engineered canola oil, natural vegetarian flavors, shoyu soy sauce [water, non-genetically engineered soybeans, wheat, salt, culture], non-genetically engineered corn starch, white bean flour, garbanzo bean flour, lemon juice from concentrate, onion, carrot, celery, salt, calcium lactate from beets), natural vegetarian flavors, onion, carrot, celery, corn starch, salt, sunflower oil, thyme, rosemary. Contains: Soy and wheat.

**Wt/Vol., Packaging, Price:** 2 lb 8 oz (1.13 kg).

**How Stored:** Refrigerated.

**New Product–Documentation:** This refrigerated product was first sold in 2005 at Trader Joe’s. Package sent as a JPG file by Seth Tibbott, founder and owner of Turtle Island Foods. 2014. Aug. 5. Packaged in a colorful paperboard box. Front: A large color photo shows the Tofurky Roast & Gravy with a green background. “Family owned and independent since 1980.” “Gourmet. Meatless and delicious. A 100% vegan treat. Includes a tender, juicy stuffed tofu roast and rich mushroom & ‘giblet’ gravy. Serves & delights 4. Keep refrigerated. Vegan.”

E-mail from Seth Tibbott, founder and owner of Turtle Island Foods. 2014. July 30. “The green Tofurky Roast and Gravy combo box has always been a refrigerated item. It was first sold to Trader Joes in 2005. It has never been sold in the natural channel (Whole Foods, etc) but is now sold in many mainstream grocery stores coast to coast. The sales of both items are mostly equal but the Roast and Gravy is growing faster and we sell a few more of these at this point.

“The Tofurky Feast is frozen and primarily natural channel; roast and gravy refrigerated. This is a nice separation of channels so Whole Foods does not compete with Safeway.”

3500. *Daily Post (Liverpool, England)*. 2005. Premier swallows up another healthy eating company. Nov. 2. Business section.

• **Summary:** Premier Foods, owner of Quorn, purchased Cauldron Foods yesterday for £27 million. Cauldron Foods sells its vegetarian sausages, falafel, tofu, and other meatless products from its factory at Portishead, near Bristol.

Cauldron employs 215 people, generates 92% of its annual sales of £14.7 million from sales of its own brand, and had pre-tax profits last year of £1.3 million.

With the acquisition, Premier Foods has added to its portfolio of manufacturers of meat-free products and captured a larger share of the growing British market for healthy foods and meals.

In June, Premier Foods paid £172 million to acquire the maker of Quorn, which is now the largest brand in its portfolio that includes Ambrosia custard, Branston Pickle, Cadbury Hot Chocolate, and Sarson’s vinegar.

Robert Schofield, Premier’s CEO, said Cauldron was attractive because of its focus on the UK market.

3501. Marlow Foods Ltd. 2005. Quorn (Website printout–part). [www.quorn.com](http://www.quorn.com) Printed Nov. 9.

• **Summary:** Contents: 1. Visit your country’s site: United Kingdom, United States of America, Netherlands, Belgium, Switzerland, Sweden. 2. Other useful Quorn sites: Quorn education, Quorn comments. 3. Other information: Corporate profile, jobs. A color photo shows quorn with vegetables in a prepared dish. Address: United Kingdom.

3502. Marlow Foods Ltd. 2005. Quorn: Fancy trying something new? It might surprise you... (Website printout–part). [www.quorn.co.uk](http://www.quorn.co.uk) Printed Nov. 9.

• **Summary:** Contents: Our range. What’s new. What is Quorn?: About Quorn, Quorn history, Milestones. Recipes. Healthy eating. Quorn Club. Contact us. Recipe of the month. 6 free DVD rentals. Quorn on TV. A color photo shows quorn with vegetables in a prepared dish.

What is Quorn? “All Quorn products contain mycoprotein. Mycoprotein is a member of the fungi family, as are mushrooms and truffles... Mycoprotein is a fungus which contains high quality protein, enabling us to offer an alternative, purely vegetarian source of protein to meat. Mycoprotein also contains very few calories,” essential dietary fiber, and no cholesterol. Quorn is a brand name.

Historical milestones: 1967–The tiny organism used for the production of mycoprotein is identified. 1969–Initial work begins into flavor and texture of mycoprotein. 1975–Pilot development production facility is set up and full testing programmes established.

1985–Mycoprotein is approved by the UK’s Ministry of Agriculture, Fisheries and Food (MAFF) as being suitable for food use. Marlow Foods is established. The Quorn brand name is launched. The first even mycoprotein retail product—a savory vegetable pie—is launched.

1990–First Quorn branded home cooking product launched: Quorn pieces. 2002–U.S. approval established; sales launch in U.S. 2003–Montague Private Equity purchases Marlow Foods Ltd. 2005–Premier Foods ([www.premierfoods.co.uk](http://www.premierfoods.co.uk)) purchases Marlow Foods Ltd. Address: United Kingdom.



3503. Soy Happy! 2005. Re: Veggie dogs a win-win in 2005 World Series. Letter (e-mail) to Soy Happy list. Nov. 11. 1 p.  
 • **Summary:** “The 2005 Major League Baseball World Series was held between the Houston Astros and the Chicago White Sox. This means that fans attending every game were able to purchase veggie dogs!

“The Houston Astros’ Minute Maid Field consulted with Soy Happy and began serving vegetarian hot dogs two years ago. The World Champion Chicago White Sox’ US Cellular Field (formerly Comiskey Park) was the first MLB stadium to respond to Soy Happy. They added soy hot dogs and veggie burgers to their menu boards in 2000. And this just in from the White Sox. In the 2005 season, they sold 2,864 Veggie dogs and 4,781 Gardenburgers.” Address: California.

3504. Santoso, Sinta; Santoso, Sugeng. 2005. History of Primasoy [Tempeh maker in Australia]. Victoria, Australia. 1 p. Dec. 13.

• **Summary:** Both Sinta (a woman) and Sugeng (her husband) were born and raised in Malang, East Java, Indonesia. They grew up in Indonesia, where they enjoyed “Tempe Malang” as a staple food, eaten with meals at least once or twice a week. Sugeng writes: “I could remember as a child I was taken by my father, who spoke fluent English, to accompany an American to visit the tempeh village near Malang to see the tempeh production. This must have been in the sixties. I wonder if it was you.”

Sinta graduated as a food chemist from Braunschweig University, Germany, and Sugeng as a process engineer from Cologne, Germany. They migrated to Australia in 1982, and were married there in 1983. They initially opened an Indonesian restaurant in Melbourne, where Sugeng met Michael Manser, the first tempeh maker in Melbourne as far as he knows. Michael has since retired; he never went to Indonesia but made excellent tempeh. After the restaurant, they worked for large companies in their professional fields. Sugeng worked for a big supermarket as a quality officer; he realized that he was not destined to work in the corporate world and began researching the tempeh industry in Australia. He came to the conclusion, after Michael retired, that there was no good quality tempeh on the market; he believes that vacuum packing and the addition of vinegar makes the tempeh brown, chewy, watery, and bitter. “This has damaged the image of tempeh in Australia, and therefore tempeh is not very popular here now. I would really like to do some more research to extend the shelf life of tempeh so I can distribute my product interstate within Australia without using vacuum packaging.” They spent months perfecting the method of making Tempe Malang in order to produce a high quality, sellable product.

“There are several tempeh manufacturers in Australia at the moment. The last of these, Nutrisoy, is owned by an Indonesian born operator. Then there are smaller operators

such as Tally Ho, and Simply Soy and Blue Lotus in Melbourne. There may be more smaller manufacturers in other states which I am not aware of.”

2004 July—They rent a small suburban store, close to their home at 2 Dunoon Court, Mulgrave, Victoria; they convert it into a tempeh manufacturing kitchen. The tempeh is made solely by Sinta and Sugeng.

2005 Feb.—Primasoy has its first public debut at *The Age* ‘Harvest Picnic at Hanging Rock,’ a food festival designed to promote locally made food and beverages. About 30,000 visitors circle the various food stands. Their tempeh was very well received by the public as a new and exciting product.

2005 March—Following the Harvest Picnic success, Primasoy begins promoting their product in selected organic food shops around Melbourne.

2006 Dec.—Sinta and Sugeng are still making tempeh commercially at Primasoy. “Things are very good. We are still experimenting with the MAP vacuum packaging. MAP stands for Modified Atmosphere Packaging. Depending on the product, the atmosphere in the packaging is either nitrogen, carbon dioxide, oxygen, or a mixture of these gases in various ratios. Our experiments show that a mixture of oxygen and nitrogen looks promising. Currently we found pasteurization and light vacuum might be the way to go, but we have not yet validated it. We have been busy doing cooking demos lately and have not been concentrating on shelf life extension.” They are now writing a book about tempeh. And they will have two new tempeh products early next year: (1) Tempeh with tamari, ginger and sesame oil. (2) Tempeh with roasted garlic and coriander. “Next project will be okara tempeh (*tempe gembus*) and tempeh burger. I have a leaflet with recipes and I will send it to you.”

They have lost touch with Mike Manser; last they heard he was planning to move to Tasmania. Address: 2 Dunoon Court, Mulgrave 3170, Victoria, Australia.

3505. Nutrition House Co. Ltd. 2005. Nutrition House Co. (Website printout—part). www.nutritionhouse.co.th Printed Dec. 23.

• **Summary:** Contents: Home page: Restaurants. SPA Foods. Ready meals. J.V. About us. Health. Message from founder.

About us: “Nutrition House Co. Ltd. is committed to the manufacture of healthy meat free alternatives for the ever-growing health conscious segment of the market. Originally commencing business in 1991 with a restaurant (The Vegetarian Cottage), Nutrition House’s operation has extended to a total of 5 meat free restaurants and a factory, which produces and distributes its products both nationally and internationally. Two restaurants are situated on industrial parks, offering the employees subsidized meat free meals. The remaining 3 restaurants, located around Bangkok... offer a wide variety of Thai and European meat free dishes. Our founder, Teeranard Chokwatana, is dedicated to researching a healthy alternative to meat for ethical and health reasons.”

A huge sidebar down the left side of this page states: “We are SOY” in large white letters on a black background. Address: Bangkok, Thailand.

3506. *SoyaScan Notes*. 2005. Chronology of major soy-related events and trends during 2005 (Overview). Dec. 31. Compiled by William Shurtleff of Soyfoods Center.

• **Summary:** Jan.–Monsanto acquires Seminis for \$1.4 billion. This gives Monsanto a commanding position in the fast-growing and very profitable vegetable seed market—a segment in which Monsanto previously had no presence. Jan.—*EarthSave News* stops being printed on paper and migrates to the Internet.

Feb. *The Whole Soy Story: The Dark Side of America's Favorite Health Food*, by Kaayla T. Daniel published by New Trends Publishing Inc. (Washington, DC). This is the first entirely anti-soy book.

March 14—Steve Demos, founder of White Wave, Inc., is terminated without cause (forced out) by Dean Foods.

July 7—Galaxy Nutritional Foods announces it will sell its manufacturing assets to Schreiber Foods, Inc. of Green Bay, Wisconsin, a major manufacturer of cheese products. Galaxy has recently suffered large financial losses.

July—Israeli Ministry of Health announces plans to recommend that young children limit soy products to one a day and advised that infants avoid them altogether. The French government recently advised that soy products not be given to children younger than age 3.

Oct. 17—Gardenburger Inc., the company credited with taking veggie burgers into the mainstream, files for Chapter 11 bankruptcy. The company will stay in business but become privately held; the name of the new owner is not yet known. The value of all Gardenburger shares is now zero.

Nov.—Yamasa Corporation purchases San Jirushi Corp. (Kuwana, Japan). San-J plans to build a new tamari plant next to their original plant (which has reached full capacity) in Richmond, Virginia.

During 2004-05 world production of palm oil reached 33.88 million metric tons to pass soybean oil (32.31) for the first time in history and to become the world's leading vegetable oil. Projections show this lead continuing to grow during the next two years (Source: *2007 Soya & Oilseed Bluebook*, p. 348).

3507. Richmond, Akasha. 2005. Hollywood dish: More than 150 delicious, healthy recipes from Hollywood's Chef to the Stars. New York, NY: Avery—A member of the Penguin Group (USA) Inc. xi + 310 p. Illust. Index. 25 x 20 cm. [125 ref]

• **Summary:** One of the most original and interesting cookbooks seen in decades. This book, originally titled *Healthy Hollywood*, is much more than just a collection of superb recipes and stories about Hollywood celebrities and glitterati. In carefully researched and well-written sidebars,

it documents the history of health foods in Hollywood and southern California. The introduction to each chapter tells the history of that type of food, and every recipe has a long and interesting historical headnote. The acknowledgments show vividly Chef Akasha's high and wide circle of Hollywood friends. The introduction—“The Road to Hollywood” tells the story of how Akasha got interested in and researched this subject. History is woven into every page of this book—in the most palatable way. In short, this is a cookbook with a remarkable tale to tell—one to read and study—as well as one to cook from.

Sidebars and illustrations: (1) “The stars and the Hollywood Diet”—Sue Carol (lovely future wife of Alan Ladd) on the cover of *Motion Picture* magazine, Oct. 1929. (2) Mildred Lager (1908-1960). (3) Harry Chandler (1864-1944). (4) Granola (Layton Gentry, Adelle Davis, Dorothea Van Gundy Jones). (5) Photo of silent film star Anita King eating Sun Maid Raisin Pie, 1916. (6) Adelle Davis (1904-1974). (7) Clarke Irvine, 1892-1975. (8) Photo of Radiant Radish health food store, owned by Beach Boy Brian Wilson, Los Angeles, 1969. (9) Otto Carque, 1867-1935, with a photo of his health wagon, around 1912. (10) Gayelord Hauser (1895-1984). (11) “Nature Boy”—Bill Pester and the 1948 hit song by Eden Ahbez. (12) The Ashram—Hollywood restaurant founded by Anne-Marie Bennstrom. (13) The Hollywood diet, with a photo of page 1 of the “18-Day Diet” from *Motion Picture* magazine, Oct. 1929. The sidebar begins: “The first best-selling diet book in America, *Diet and Health, with a Key to the Calories*, was written by Los Angeles-based Dr. Lulu Hunt Peters in 1918, and sold over 2 million copies. The book introduced the concept of counting calories.” (14) Alan Hooker (1902-1993). The grandfather of California cuisine, he opened the Ranch House restaurant in 1956 in Ojai, California. (15) Gloria Swanson—Hollywood's Green Goddess. She “was the highest paid and most popular, influential star of the 1920s.” (16) Jim Baker (1922-1975). A pioneering organic restaurateur, he Opened the Aware Inn in 1957, then the Source restaurant in 1969. (17) Raw, raw, raw (Arnold Ehret, Vera and John Richter, and raw foods). (18) Photo of silent film star Mary Pickford drinking orange juice made with Sunkist fruit and juicer. (19) The godfather of fitness—Jack LaLanne. Master chef Danny Kaye (1913-1987). (20) The Farmer's Market in Los Angeles, started in 1934. (21) Paul Bragg (1881-1976), with photo of Rita Hayworth on the cover of his *Health Builder* magazine. (22) Books and cooks—“150 Recipes of the Stars (1928), Helen Evans Brown. (23) Health foods—Dr. John Harvey Kellogg, the rise of health food sections in the late 1800s in L.A. department stores, the rise of health food stores, Sandy Gooch. (24) Mae West (1893-1980). Gypsy Boots (1914-2004). Photo of Boots and Paul Bragg. (25) Food and film. (25) Photo of Donna Reed and Paul Bragg, sometime in the 1950s. (26) Bernarr Macfadden (1868-1955). (27) Celebrity stew and Leo Pearlstein. (28) Vegetables, fruits, and nuts



(incl. Frieda Caplan, Albert's Organics). (28) Rancho La Puerta and the Golden Door. Photo of young Burt Lancaster baking bread at La Puerta. (29) Fred Waring (1900-1984), the blender, and smoothies. (30) Hain Pure Foods. "Harold Hain opened his first health food store in downtown Los Angeles on October 17, 1926." (31) Swamis and yogis. Paramahansa Yogananda arrived in L.A. in 1925; he advocated a healthy vegetarian diet, including in his magazine *East West*, first issued in 1926. On 8 April 1951 he opened SRF India Café at his India House compound on Sunset Boulevard. "Yogi Bhajan (1930-2004) came to Los Angeles in 1969, bringing the teachings of Kundalini Yoga and his own unique style of Indian and Ayurvedic cooking. In 1974 his students opened Golden Temple Conscious Cookery in Los Angeles. I [Akasha] was a cook there from 1979 to 1984..."

Soyfoods are used in recipes (and recipe titles) throughout this book: Edamame or fresh green soybeans (used in 2 recipes), miso (1 recipe), soymilk (many, especially in place of milk in desserts, incl. "Chocolate Jack Daniel's soy gelato" and "Soya chocolate" milk), soy flour (1, Bill Baker's bread), soybeans (whole, 1, "Soybean casserole"), tofu (10), and tempeh (4).

Also discusses: Sophie and Harry Cubbison (p. 47), El Molino Mills (p. 106). Early veggie burgers (p. 106). Silk soymilk and Steve Demos (of White Wave, p. 266).

The recipes in this book are largely vegetarian (including 17 vegetarian main dishes), all call for organically grown ingredients, and many are dairy-free (using soymilk instead of cow's milk). However: Beef (used in 2 recipes, incl. "Fillet mignon Japanese"). Pork (used in 1 recipe, "Citrus roasted pork chops with rosemary potatoes"). Chicken (used in 6 recipes, incl. "Endive petals with curried chicken salad"). Turkey and duck (3 recipes). Fish (many recipes as for cod, halibut, salmon, whitefish). Shellfish (crab, scallops, shrimp).

Talk with Akasha Richmond, who calls. 2005. Dec. 7. Her favorite parts of the book are: The smoothie story (p. 275-80, both dairy and nondairy). Otto Carque. Gloria Swanson. Yogis and Swamis, Granola. She is very happy with everything about the way the book and its promotion turned out ("It looks great")—except she wishes she could have included more photos. Address: Los Angeles, California.

3508. **Product Name:** MorningStar Farms Meal Starters: Chik'n Strips, Veggie Steak Strips, Steak Strips Natural, Chik'n Strips Natural.

**Manufacturer's Name:** Kellogg Co. (Marketer-Distributor).

**Manufacturer's Address:** Battle Creek, Michigan.

**Date of Introduction:** 2005.

**Ingredients:** Chick'n Strips: Veggie Chik'n (Water, soy protein isolate, wheat gluten, natural flavor, autolyzed yeast extract, evaporated cane juice, salt, color added, pea protein,

carrot fiber, vitamin B-1 {thiamin hydrochloride}, vitamin B-2 {riboflavin}, niacinamide, vitamin B-6 {pyridoxine hydrochloride}, vitamin B-12, calcium pantothenate, iron {ferric orthophosphate}, zinc oxide, magnesium oxide, dipotassium phosphate), seasoning (dehydrated garlic and onion, salt, maltodextrin, black pepper, dehydrated green and red bell pepper, evaporated cane juice, natural flavor), expeller pressed canola oil.

**Wt/Vol., Packaging, Price:** 8 oz (227 gm) plastic bag.

**How Stored:** Frozen.

**New Product–Documentation:** Packages (with Labels) sent by Yves Potvin of GPI. 2008. Oct. 28. Products seen on www.gardein.com at Products (30 Oct. 2008). Chik'n Strips: Gusseted plastic bag. 7½ inches square. Dark green, white, yellow and black on green. A large color photo on the front panel shows Chik'n Strips on a bed of lettuce. On the lower back panel is the early logo of Garden Protein International Inc. "Made with Gardein. The all-vegetable grown protein. Gardein is a registered trademark of Garden Protein International, Inc." "100% Vegan." On the back panel are Nutrition Facts, ingredients list and recipe ideas.

Note: Two packages designed at a later date have the word "Vegan!" in large letters in the upper left corner of the front panel. The "Gardein" logo, text, and location on the rear panel is unchanged.

3509. **Product Name:** Morningstar Farms Grillers (Meatless Hamburger Patties) [Prime, or Original].

**Manufacturer's Name:** Kellogg Sales Co. (Marketer-Distributor).

**Manufacturer's Address:** Battle Creek, MI 49016.

**Date of Introduction:** 2005.

**Ingredients:** Prime: Textured vegetable protein (wheat gluten, soy protein concentrate, concentrate, soy protein isolate, water for hydration), corn oil, sunflower oil, egg whites. Contains 2% or less of cornstarch, natural flavors from non-meat sources, soy protein isolate, autolyzed yeast extract, salt caramel color,...

**Wt/Vol., Packaging, Price:** 10 oz (284 gm). Four patties in paperboard box. Retail for \$4.59.

**How Stored:** Frozen.

**New Product–Documentation:** Products (two) with Labels purchased at Safeway supermarket in Lafayette, California. 2006. July 31. Prime: 8 by 4 by 1¼ inch box. Green, red, black and yellow on white. Color photo of a patty with veggies between two buns. Soyfoods Center taste test. Poor. Has the aroma of warm, moist dog food. Tough, not tender or juicy or tasty.

3510. Moriyama, Naomi; Doyle, William. 2005. Japanese women don't get old or fat: Secrets of my mother's Tokyo kitchen. New York, NY: Delacorte Press. 274 p. Illust. Index. 22 cm. [50+ ref]

• **Summary:** From the publisher's description: "Japanese-

born Moriyama reveals the key to the enduring health and beauty of Japanese women. The Japanese eat one of the most delicious, nutritious, and naturally satisfying cuisines in the world without denial, without guilt, and, yes, without getting fat or looking old. If you think you've eaten Japanese food, you haven't tasted anything yet. Japanese home-style cooking isn't just about sushi and raw fish but good, old-fashioned everyday-Japanese-mom's cooking that's stood the test of time—and waistlines—for decades. Reflected in this are the age-old traditional values of family and the abiding Japanese love of simplicity, nature, and good health. It's the food that millions of Japanese women eat every day to stay healthy, slim, and youthful. Even better, it's fast and easy. If you're tired of counting calories, counting carbs, and counting on diets that don't work and don't satisfy, it's time to discover this."

Traditional Japanese soyfoods are mentioned throughout this book, always in a very positive way and in recipes. Japanese generally eat soyfoods in their more natural and less processed forms such as tofu, miso, natto, and edamame—and rarely in the forms of soy supplements, soy shakes, soy burgers, soy energy bars, etc. that are so popular in the West.

Chapter 5, "The seven pillars of Japanese home cooking," states (p. 122) that they are: "fish, vegetables, rice, soy, noodles, tea and fruit." Soy, "The fourth pillar," is discussed very nicely on pages 181+.

Here is the number of pages on which various foods are mentioned: Tofu 56 (incl. silken tofu {kinugoshi}, cotton tofu {momen, regular}, atsu-age {deep-fried tofu cutlets}, usu-age {deep-fried tofu pouches}, yakidofu or broiled tofu). Miso 50 (incl. p. 91-92, 99-100). Soy sauce 50. Edamame 12. Shoyu 3 (p. 75, 114, 121). Natto 2 (p. 184, 188). Okara 1 (p. 184). Yuba 1 (p. 184). Also many reference to sea vegetables (hijiki, kombu, nori). A photo on the inside rear dust jacket shows the authors; she was born in Tokyo, and he is an American who has written or cowritten five books.

Note: The paperback edition of this book (only) mentions "The Japanese Skincare Revolution: How to Have the Most Beautiful Skin" in connection with tofu. Address: Wife and husband live in New York City.

3511. Soyfoods Association of North America. 2006. Soyfoods sales and trends (Website printout—all). [www.soyfoods.org/press/FAQ\\_sales.htm](http://www.soyfoods.org/press/FAQ_sales.htm) 2 p. Printed Jan. 19.  
 • **Summary:** Contents: What are the recent trends in soy consumption in the U.S.? Soy sales by category: Introduction, soy-based energy bars, soymilk sales, meat alternative sales, tofu sales, other soyfoods sales. 2003 Consumer Trends Report. Sources.

"The number of new soy-based products has increased 13.2% per year for the past 3 years. In 2000, approximately 2,295 soy-based SKU's were offered; by 2002 the number hit 3,399. In 2002 there were: 580 soy-based energy bars,

with 24.1% of sales [i.e. accounting for 24.1% of sales of soyfoods from all categories]. 366 soy-based meal replacements & powders with 18.5% of sales. 328 soymilk beverages with 16.3% of sales. 318 meat alternatives with 14.5% of sales. 236 tofu products with 6.8% of sales. [Other: 19.8% of total sales].

Soy-based energy bars: Sales reached \$880 million in 2002.

"Soymilk sales have grown from \$100 million in 1995 to nearly \$600 million in 2002. Soymilk has 87.3% of the nondairy beverage sales in mainstream markets. Sales of refrigerated soymilk grew over 100% per year for the past three years.

"Meat alternative sales have grown from \$114 million in 1992 to over \$530 million in 2002.

"Tofu sales have grown from 108 million in 1992 to \$250 million in 2002.

Other soyfoods sales: Soy [fortified] breakfast cereals grew to over \$150 million in 2001. Soy yogurt sales grew by 66.9% in 2001 to reach \$23.7 million. Soy-based cheese alternatives grew at 11.6% in 2001 to reach \$57.6 million. Sales of soy-based frozen desserts rose 39.9% in 2001 to reach \$42.2 million. Address: 1001 Connecticut Ave., NW, Suite 1120, Washington, DC 20036. Phone: 202-659-3520.

3512. Global Industry Analysts, Inc. (GIA). 2006. Soy foods—Global strategic business report. 5645 Silver Creek Valley Rd., San Jose, California. 302 p. Jan. \*

• **Summary:** Publisher description: This report analyzes the worldwide markets for Soy Foods in millions of US\$. The specific product segments analyzed are Soy Ingredients, and Soy Oil. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America, and Rest of World. Annual forecasts are provided for each region for the period of 2000 through 2010. The report profiles 151 companies including many key and niche players worldwide such as Archer Daniels Midland Company, Dean Foods Company, White Wave, Eden Foods, Inc., Galaxy Nutritional Foods, Inc., Gardenburger, General Mills, Glenn Foods, Greet Spot (Thailand), Griffith Laboratories (UK), H.J. Heinz Co. Hain Celestial Group, Hartz International (Australia), Hazlewood Grocery (UK), Heartland Fields (USA), Hermans Foods (Australia), High Mark Foods (New Zealand), Imagine Foods, Inc., Kerry Group PLC (Ireland), Kerry Ingredients (Australia), Kikkoman (Japan, Australia, USA, Singapore), Kimlan Foods Co. (Taiwan), Kuhne Nederland BV (Netherlands), SoyaWorld, Inc., Turtle Island Foods, Inc., and Vitasoy USA, Inc.

Price: Electronic or hard copy 3,496 euros. Please note: Reports are sold as single-site single-user licenses. The delivery time for hard copies is between 3-5 business days, as each hard copy is custom printed for the organization ordering it. Electronic versions require 24-48 hours as each



copy is customized to the client with digital controls and custom watermarks. Address: San Jose, California. Phone: 408-528-9966.

3513. Gandhi, A.P. 2006. The 'greater bean': Scientists continue to find new food and industrial uses for soybeans. *World Grain* 24(2):59-62. Feb.

• **Summary:** About 70% of world soybean production is crushed to make oil and meal, 20% is used directly for food, and the rest for seeds. Soybean meal used for human food "must be devoid of residual solvents that may cause various psychological disorders in humans. The International Standard Organization (ISO) recommends a maximum level of 50 parts per million (ppm) of residual hexane, which is used in the solvent extraction process."

A pie chart shows world soybean production in 2004.

3514. Turtle Island Foods. 2006. Turtle Island (Website printout-part). www.tofurky.com 5 p. Printed March 22 and May 29.

• **Summary:** Home: Products: Deli Slices, Sausages, Tofurky Franks, SuperBurgers, Tempeh, Tofurky Jurky, Tofurky holiday products. Food service products. Purchasing. Recipes. About us: Contact us, Where is Turtle Island, Company background, GMO's & organics, A "curd" of a different feather. Fun stuff: Travels with Tofurky. Essay contest winners, Classic Tofurky TV, Award winning Tofurky, Tofurky in the wild, Tofurky family album.

Company background: "Turtle Island Foods was founded in 1980 by Seth Tibbott in Forest Grove, Oregon. Seth had been making Tempeh for family and friends for 3 years out of an incubator made from an old refrigerator heated by a string of Christmas tree lights. He felt there was a future in American for this product and decided to quit his career as a teacher-naturalist and began working nights at the Hope Coop in Forest Grove.

"Seth made hundred pound batches of Tempeh in 3 flavors: Soy, Five Grain and Tempehroni (a spiced log which we no longer make).

"In 1982 the company expanded with the help of loans from Bob and Betty Tibbott, Seth's brother and mother, and moved to an abandoned schoolhouse with a beautiful commercial kitchen in Husum, Washington, 75 miles east of Portland, Oregon.

"Working days now, the company expanded and became the 3rd largest Tempeh manufacturer in the United States which began to stress among other things the water supply of the tiny (population 50) town of Husum.

"In 1992, Turtle Island moved across the Columbia River to Hood, Oregon, where it renovated an old cannery building where it is housed today. The 8,000 square feet of manufacturing space overlooks the Columbia...

"In 1995, the company introduced the Tofurky Vegetarian Feast... The response was overwhelming..."

Photos show: (1) Seth in about 1980 with his first Tempeh incubator in Forest Grove, Oregon. (2) Seth in the mid-1980s inside a tempeh incubator in Husum, Washington. (3) Two young men making tempeh in Indonesia. (4) Seth with his mother and brother before her death in Aug. 2002. Address: P.O. Box 176, Hood River, Oregon 97031.

3515. Green, Carolyn. 2006. Top ten: Welcome to the garden—Garden Protein International, Richmond, BC. *Food in Canada*. May. p. 39.

• **Summary:** Garden Protein International makes meatless chicken and beef from identity preserved (IP), non-GMO soy protein and wheat protein [gluten], plus various other ingredients such as carrot fiber, minerals and vitamins. In its first year, ending March 31, the company had sales of \$10 million.

By contrast, Yves Fine Foods, which he started in 1985, had sales of \$235,000 its first year. When Potvin began considering the next generation of meat alternatives in the early 1990s, he used the example of surimi, a Japanese crab-like product made from pollock fish. The result was Gardein, which is made like pasta (sort of) by a unique process of extrusion technology.

By 2003, Potvin began demonstrating Gardein to other food Manufacturers. One of his first customers was Morningstar Farms, a division of the Kellogg Co., Battle Creek, Michigan. Gardein will also be a major ingredient in Loblaw's President's Choice Blue Menu products this fall.

In 2001, when Yves sold Yves Veggie Cuisine to the Hain Celestial Group, he signed an agreement that contained a "non-compete clause" (covenant not to compete—CNC), which prevented Potvin from putting Gardein in the market as a stand-alone product until the fall of 2006. At that time he hopes to have four Garden Protein products in grocery stores: chicken or beef strips can be used in recipes such as stir fries or fajitas, and a chicken or beef dish in a sauce. The price is expected to be about \$3.99 for 250 gm.

A photo shows Yves Potvin, a native of Sherbrooke, Quebec, Canada (the only major city in the Eastern Townships) standing and looking happy.

Note: Yves was born in Waterloo, Quebec, then moved with his family to Sherbrooke, Quebec, when he was a teenager.

3516. **Product Name:** Tofu Jerky.

**Manufacturer's Name:** Hodo Soy Beanery.

**Manufacturer's Address:** 1600 S. De Anza Blvd., San Jose, CA 95106. Phone: 408-517-8958.

**Date of Introduction:** 2006 May.

**Ingredients:** Soybeans, filtered water, soybean oil, soy sauce, sugar, Chinese five-spice powder (fennel, clove, cinnamon, anise, peppercorn), calcium sulfate.

**Wt/Vol., Packaging, Price:** -

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels by brought to Soyinfo Center by Minh Tsai on 2009. Sept. 16.

3517. Vandemoortele Group 2006. Vandemoortele Group takes over SoFine Foods (News release). Ghent, Belgium. 2 p. June 23.

• **Summary:** “The boards of Vandemoortele and Heuschen & Schrouff Foods Group confirm the takeover of SoFine Foods, a subsidiary of Heuschen & Schrouff, by Vandemoortele. SoFine Foods is a leading manufacturer of tofu, a soy-based alternative to meat products.

“Via its Alpro soya division, Vandemoortele is the European market leader in the segment of 100% natural soy products. The Heuschen & Schrouff Foods Group is through its subsidiary, Heuschen & Schrouff Oriental Foods Trading, one of the most important players in Europe in the field of import & export of authentic Asian products.” Bernard Deryckere is Managing Director of Alpro. Frits Schrouff is General Director of Heuschen & Schrouff Foods Group.

“SoFine, situated in Landgraaf [Netherlands], has more than 70 employees. Set up in 1963, this organisation was the first in Europe to produce tofu on an industrial scale. Through the ensuing years SoFine Foods has grown to become a leading player in the field of tofu products. Tofu is a 100% vegetable alternative for meat products on the basis of soy and has been part of the usual diet of people in China and Japan for centuries. SoFine Foods is active, with an extensive range of tofu products (Tofu strips, Tofu mince, Tofu Balls, Tofu Burgers), in various European countries, with the focus on Belgium, the Netherlands, France and Germany. Alongside its main brand name, SoFine also owns the brand De Morgenstond, which is mainly distributed in organic food shops in Belgium and the Netherlands.

“About Heuschen & Schrouff Foods Group: The Dutch company Heuschen & Schrouff has specialised for the last 45 years in the import & export of authentic Asian products. More than 2000 articles are imported directly from countries such as Thailand, the Philippines, Singapore, Malaysia, Vietnam, Japan, China, etc. The family-run company has its own bean sprout nursery and until recently a tofu factory. The company markets its assortment in some 10 European countries. With 225 employees the group turnover is in the region of 55 million euro. SoFine realises a turnover of 8.2 million euro.”

Note: Ghent, located in the Flemish region of Belgium, is the country’s 2nd largest municipality by number of inhabitants.

3518. Loma Linda Wholesome Foods. 2006. Meatless never tasted so good! Vibrant Life (Ad). *Vibrant Life* (Hagerstown, Maryland). Special issue on Taming Stress. p. 26. Undated.

• **Summary:** See next page. A full-page color ad. “Loma Linda University has joined *Vibrant Life* magazine (a Review and Herald Publication) in the development of a vegetarian

product line under the brand name Vibrant Life...”

“Vibrant Life products are sold exclusively in Adventist Book and Nutrition Centers, college markets and selected web sites.” Photos show: (1) Five plates of prepared dishes. (2) The various products in the Vibrant Life line. Canned products (19 or 48 oz.) include: 7-Grain Cutlets, Vege Steak, Super Franks, Vegeburger, Vege-Franks, Vegelets, and Vege-Cuts.

Frozen products in paperboard cartons (8 oz. to 15 lb) include: Sizzl’n Burger, Chick Burger, Chik Bits, Chik Nuggets, Vege-Link, Tofu Links, Breakfast Sausage, Vege-Chick’n Slices, Vege-Turkey Slices, Vege-Salami Slices, Vege-Boloni Slices, Vege-Chick’n Rolls, Vege-Turkey Rolls, Vege-Salami Rolls, Vege-Boloni Rolls, Breakfast Links, Tofu Franks, Vege-Dogs, Jumbo Vege-BBQ Franks.

For more information visit [www.vibrantlife.info](http://www.vibrantlife.info). Address: Loma Linda, California. Phone: 888-893-2002.

3519. United Soybean Board (USB). 2006. Consumer attitudes about nutrition: Insights into nutrition, health, and soyfoods. 13th annual national report. Seattle, Washington. 8 p. Oct. 28 cm.

• **Summary:** The methodology used in this survey changed significantly in 2006. Previously, random telephone interviews were completed with 1,000 consumers. This year an online self-administered survey was used. “Conducted by an independent research firm [in Seattle, Washington] in February and March 2006, the study includes 1,000 random surveys, providing a sample that is consistent with the total American population. The study’s margin of error remains  $\pm$  1.9 to 3.1%, with a confidence interval of 95 percent.”

Contents: Introduction. Methodology. About USB. Nutritional habits and obesity concerns. Healthy food decisions. Cooking oil impressions. Consumer attitudes about fats. Awareness and usage of soy products. Occasion preferences for consuming soy. Restaurants and soy products. Soyfoods in health.

Awareness and usage: 30% of Americans consume soyfoods or soy beverages once a month or more. A table shows the “Top 20 soy products by awareness.” Soymilk 87%. Soybean oil 61%. Soy veggie burger 60%. Plain white tofu 59%. Soy infant formula 44%. Soy nuts 43%. Soy latte 35% (Soymilk in espresso coffee drinks [as at Starbucks]). Soy protein bars 32%. Soy hot dogs 30%. Soy yogurt 29%. Dried or canned soybeans 29%. Soy flour 28%. Soy ice cream / cheese 28%. Cereal bar / Energy bar 28%. Flavored / Marinated tofu 26%. Miso 24%. Soy supplements 23%. Soy breakfast cereal 23%. Textured soy protein. Edamame 17%. All others mentioned 12% or less.

Occasion preferences for consuming soy (in descending order of preference): dinner 40%, breakfast 29%, lunch 22%, mid-morning snack 16%, mid-afternoon snack 16%, etc.

Soy products ordered in restaurants: Soy veggie burger 29%. Tofu 29%. Soymilk 28%. Miso 14%. Edamame 8%.



# Meatless Never Tasted So Good!



Faithful to its mission, *to serve a worldwide community by promoting healthful living*, Loma Linda University has joined Vibrant Life magazine (a Review and Herald publication) in the development of a vegetarian product line under the brand name **Vibrant Life®** that meets the highest standards for health and nutrition.

Made with the finest in wholesome and nutritious ingredients **Vibrant Life®** offers great tasting, *low carb* and *low fat* products.



**Vibrant Life®** products are sold exclusively in Adventist Book and Nutrition Centers, college markets and selected web sites.

## Vibrant Life®

Marketed by Loma Linda Wholesome Foods  
Loma Linda CA 92350 • Phone: 888-893-2002 • [www.vibrantlife.info](http://www.vibrantlife.info)

Tofu (prepared) 6%, etc.

“In 2006, 82% of consumers rate soy products as healthy, significantly more than in previous years” (78% in 2005, 74% in 2004, 67% in 1998). Why? Low-fat profile 20%. Protein content 15%. Heart health 15%. Cholesterol-lowering properties 12%. “Being good for you” 10%. “A lactose-free option 10%.”

Note: As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

**3520. Product Name:** It's All Good [2 Veggie Chick'n Breasts in a Tomato Tuscan Marinade, 2 Veggie Chick'n Breasts in a Herb Dijon Marinade, 2 Veggie Chick'n Breasts Lightly Seasoned, 8 Veggie Chick'n Filets in a Mediterranean Herb and Spice Rub, 8 Veggie Chick'n Filets in a Zesty Lemon Herb Rub, Veggie Chick'n Strips Lightly Seasoned, Veggie Beef Strips Lightly Seasoned, 6 Veggie Chick'n Satays in a Chili Lime Marinade, 5 Veggie Beef Skewers in a Chipotle BBQ Sauce].

**Foreign Name:** C'est tout bon (2 Suprême de poulet végété dans une marinade Toscane, 2 Suprêmes de poulet végété dans une marinade dijonnaise, 2 Suprêmes de poulet végété légèrement assaisonnés, 8 Filets de poulet végété assaisonnés d'épices méditerranéennes, 8 Filets de poulet végété assaisonnés aux citron et fines herbes, Lanières de poulet végété légèrement assaisonnés, Lanières de boeuf végété légèrement assaisonnés, 6 Satés de poulet végété dans une sauce au chili et à la lime).

**Manufacturer's Name:** Garden Protein International Inc.

**Manufacturer's Address:** 12751 Bathgate Way, Richmond (near Vancouver), BC V6V 1Y5, Canada. Phone: 604-278-7300.

**Date of Introduction:** 2006 September.

**Ingredients:** Veggie Chick's Breasts: Water, isolated soy protein, vital wheat gluten, natural flavors, modified vegetable gum, potato starch, expeller pressed canola oil, tomato paste, spices, red bell pepper flakes, pea protein, carrot fiber, organic beet root fiber, organic evaporated cane juice, yeast extract, vinegar, sea salt, and citric acid. Contains Soy and Wheat.

**Wt/Vol., Packaging, Price:** 10.5 oz (300 gm). Paperboard box.

**How Stored:** Refrigerated.

**New Product–Documentation:** Packages sent by Yves Potvin of GPI. 2008. Oct. 28. Paperboard box. 6½ by 6½ by 1¼ inches. Green, red and black on white. A color photo on the front panel shows a Chick'n Breast sliced in half on a bowl of rice. On the front and back panels is the logo of Garden Protein International Inc. “Made with Gardein. Garden grown protein.” On one side panel: “No artificial flavors, colors or preservatives. A good source of protein. Grain and vegetable ingredients. Suitable for vegans. Low fat. Manufactured for Its All Good Foods, Inc., Richmond,

V6V 1Y5 Canada. [itsallgoodfoods.com](http://itsallgoodfoods.com). Product of Canada copyright 2007.” On the other side panel: “Pan fry. Bake. Microwave. Barbecue, Good with rice, potatoes, couscous, pasta.” On the bottom panel: Heat & serve: Ready in 2 minutes. On the back panel are Nutrition Facts, ingredients list and recipe ideas. Pressure sensitive sticker (white, black, and gold) on front panel “Winner–Canadian Grand Prix: New product awards.” Note: This was GPI's first commercial product.

**3521. Helen's Kitchen.** 2006. Helen's Kitchen: Simple health (Leaflet). Irvine, California. 1 p. Front and back. 28 cm.

• **Summary:** Leaflet (glossy color) sent by Patricia Smith from Natural Products Expo East. 2006. Sept. This company sells frozen vegetarian entrees, many of which contain tofu or soybeans. On the front: “Our story: For over 20 years Helen Moore has cooked her famous full-flavored Tofu Steaks for family & friends. After college, Helen's son, Stephen, asked if he could take Helen's Tofu Steaks from her kitchen to the world—creating Helen's Foods Inc.” Only organic soybeans.

On the rear are shown 8 meals, with the name ingredients, and product information for each. These include: Mexican meals: Cheese Enchiladas with Tofu Steaks in Spicy Red Sauce. Italian Meals: Farfalle & Basil Pesto with Tofu Steaks. Indian Meals: Indian Curry with Tofu Steaks over Rice. Asian Meals: Thai Yellow Curry with Tofu Steaks & Vegetables over Rice.

Basics: GardenSteak. Basics: Vegetarian Chicken Tofu Steaks. Basics: Italian Parmesan Tofu Meatballs. Basics: Italian Spiced Tofu Meatballs.

For more: [www.helensfoods.com](http://www.helensfoods.com). Address: 1882 McGaw Ave., Suite A, Irvine, California 92614.

**3522. Turtle Island Foods.** 2006. The one millionth Tofurky (Leaflet). Hood River, Oregon. 1 p. Front and back. Sept.

• **Summary:** “This year, Turtle Island Foods expects to hit a huge milestone with the sale of the one millionth Tofurky Roast. From its humble beginnings in 1995 when the first 500 Tofurkys were sold, the Tofurky name has become synonymous with vegetarian Thanksgiving...”

To commemorate this event, Turtle Island Foods is offering a cool electric Evader 1000 motor scooter to the person who comes closest to guessing what the total number of roasts sold in company history will be on January 1, 2007. This all electric scooter noiselessly glides along at 30 miles per hour with a range of 40 miles... Color photos show: (1) The scooter. (2) Tofurky Vegetarian Feast. (3) Tofurky Roast (Frozen). (4) Tofurky Roast (Refrigerated). (5) Tofurky Mushroom & Giblet Gravy. (6) Wild Rice & Mushroom Stuffing. (7) Tofurky Roast & Gravy (Refrigerated). Plus the Tofurky logo and the Turtle Island Foods, Inc. logo.

“By investing in wind power we have reduced carbon dioxide emissions by 252 tons per year. That reduction is



equivalent to the greenhouse gases released during 540,000 miles of driving or absorbed by 47 acres of trees.”

On the rear is a large color photo of many young people (at Toni Deale’s 8th grade Math Class in Spotsylvania, Virginia) gathered around a Tofurky Roast box plus many other color photos on a red background. Address: P.O. Box 176, Hood River, Oregon 97031.

3523. Viana. Made in Germany by Tofutown.com. 2006. Voluptuous veggie delights! Discover six unique meat alternatives from Europe’s premier tofu innovator (Sell sheet). Wiesbaum, Germany D-54578. 1 p. Front and back.  
**• Summary:** The following are “Now available in the U.S.” Import and distribution: Ceres Organics, 2121 30th St., Boulder, Colorado 80301. Tel. +1 866 542 1559. www.ceresorganic.com.” Viana Cowgirl Veggie Steaks (Holzfäller Hacksteaks), Viana Chicken Fillets, Viana Veggie Gyros, Viana Veggie Turkish Roast, Viana Veggie Cevapcici, Viana Veggie Kebab (Veggie Döner / Donner Kebab).

All are vegan with 0% lactose and 0% cholesterol. Heart healthy. Very low in saturated fatty acids. Savory and flavorful. Authentic texture in each variety. Ready in five minutes. Made with organic ingredients. High quality sources of protein. GMO free.

On the rear side of this sell sheet are nutrition facts and ingredients for each of the six products. Address: Wiesbaum, Germany.

3524. **Product Name:** Organic Pesto Sausage Patties, Curried Potato Patties, Original Breakfast Sausage (Replaces Tofu Sausage Patties, launched Aug. 1982).

**Manufacturer’s Name:** Tofu Shop Specialty Foods Inc.

**Manufacturer’s Address:** 65 Frank Martin Court, Arcata, CA 95521. Phone: 707-822-7401.

**Date of Introduction:** 2006 November.

**Wt/Vol., Packaging, Price:** 6.5 oz (184 gm).

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels sent by Matthew Schmit. 2009. March 18. 3 by 3 inches. Self adhesive. Multi-colored on white. A stylish water-color illustration shows a tofu shop on stilts by the edge of the sea. All three products are “Certified organic. Seasoned and baked. Perishable–Keep refrigerated.” (1) Pesto: “Dice into pasta or add to pizza!” (2) Curried: “Add to falafel, wrap, or toast.” (3) Original: “Delicious sausage alternative.”

3525. McKee, David. 2006. Focus on Israel: Surge in imported wheat from Black Sea region in recent years has made life complicated for Israeli bakers. *World Grain* 24(12):18, 20, 21–22. Dec.

**• Summary:** Imports of soybeans to Israel in recent years are as follows (in 1,000 tonnes = metric tons): 600 in 2000–01. 735 in 2001–02. 500 in 2002–03. 494 in 2003–04. 543 in 2004–05. 450 in 2005–06. And 600 in 2006–07 (estimate).

The oilseed crushing industry also depends on imports. Of the estimated 650,000 tonnes of soybeans to be imported in 2006, less than 25% of these will come from the USA, despite a 90% share as late as 2002. Imports of soybean meal, which come mainly from Argentina, have doubled to over 200,000 tonnes over the past few years. Israel has three soybean crushers: Solbar Industries, Shemen Industries, and Teth-Beth; their combined yearly crush is about 660,000 tonnes.

Solbar industries has focused heavily on producing value-added products such as soy proteins, soy isoflavones, and soy flour. Solbar now exports 90% of its soy food products and has global market share for about 5% certain soy food categories. Israel has proven to be a good place to develop these food products. “Over 50% of the population is said to regularly consume soy-based foods including meat substitutes and soy milk.” Address: Grain industry consultant; davidmckee59@msn.com.

3526. **Product Name:** Morningstar Farms Sausage Patties (Meatless Sausage).

**Manufacturer’s Name:** Worthington Foods, Inc. Div. Kellogg NA Co.

**Manufacturer’s Address:** 900 Proprietors Rd., Worthington, OH 43085.

**Date of Introduction:** 2006.

**Ingredients:** June 2007: Textured vegetable protein (wheat gluten, soy protein concentrate, soy protein isolate, water for hydration), egg whites, corn oil, sodium caseinate, modified tapioca starch, contains 2 percent of lactose, soybean oil, hydrolyzed vegetable protein... plus many vitamins and minerals.

**Wt/Vol., Packaging, Price:** 8 oz paperboard box. Retail for \$2.69 (2007/06, Lafayette, California).

**How Stored:** Frozen.

**New Product–Documentation:** Product with Label purchased at Trader Joe’s (Lafayette, California). 2007. June 10. 7.5 by 4.5 by 2 inches high. Paperboard box. Brown, light green, green, blue, red and yellow. Design innovation. The design and text on the front panel are horizontal, but on the back panel are vertical, to provide two different facings. A color photo on each panel shows three deep-fried patties on a white plate with trimmings. “75% less fat than pork sausage patties. Savory, sizzling veggie patties seasoned with herbs and spices. Visit us at www.morningstarfarms.com for easy recipes, fun food ideas and more!”

3527. Jones, Ellis. 2006. The better world shopping guide: every dollar makes a difference. Gabriola Island, B.C., Canada: New Society Publishers. vi + 169 p. Portrait. Product Category Index. 16 cm. [26 ref]

**• Summary:** This is a book about green and ethical products. The ratings are not about flavor or sales or market leadership; they are about company commitment to a green and ethical

world. The author has consulted many reliable sources (p. 7) for his ratings.

Soy related sections include: Dairy alternatives (p. 68-69): Corporate hero: Silk (White Wave). Corporate villain: Cool Whip (Altria). A+: Silk. A: Follow Your Heart, Stonyfield Farms, Nancy's, Wildwood. A-: WholeSoy, ZenSoy. B+: Tofu Rella, Vegan Rella, Almond Rella, Soya Kaas. C: Lisanatti, Tofutti, Soy Moon, Soyco, Galaxy Nutritional, Soymage, Veggie Slices, Rice Slices. C-: Borden. D: International Delight. D-: Carnation. F: Cool Whip.

Note: Cool Whip is a brand of imitation whipped cream named a whipped topping by its manufacturer. Cool Whip was introduced in 1967 by the Birds Eye division of General Foods. Within two years of introduction, it became the largest and most profitable product in the Birds Eye line of products. Birds Eye later merged with Kraft Foods and Philip Morris, eventually becoming part of Altria Group until the spin-off of Kraft Foods from Altria in 2012. Cool Whip was invented by William A. Mitchell, a food chemist at General Foods Corporation. The key advantage of the invention was that it was a whipped cream-like product that could be distributed in a frozen state by grocery chains and kept in the consumer's refrigerator.

Ice cream alternatives (p. 96-97): Corporate hero: Ben & Jerry's. Corporate villain: Haagen Dazs (Nestle). A: Stonyfield Farms, Ben & Jerry's, Soy Delicious, Straus Family. A-: Celestial Seasonings, WholeSoy, Rice Dream, Soy Dream, Natural Choice. B+: Double Rainbow, Julie's, Newman's Own. B: Starbucks. B-: Dole. C+: Weight Watchers, Godiva. C: Tofutti, Crystal, Fruitfull. C-: Breyers, Klondike. D+: Dove, Snickers. D-: Healthy Choice. F: Dreyer's, Nestle, Haagen Dazs.

Meat alternatives (p. 102-03): Corporate hero: White Wave. Corporate villain: Boca (Altria). A+: White Wave, Tofutown. A: Amy's, Wildwood. A-: Yves, Small Planet. B+: Turtle Island, Tofurkey [sic, Tofurky], SuperBurgers. B-: Morningstar Farms. C+: Pete's. C: Gardenburger, Veggie Patch, Veat, Soy Deli, Health is Wealth, Sweet Earth, Mori Nu, Nasoya, Vitasoy, Primal Strips. C-: Quorn. D: Lightlife. F: Boca.

Milk & alternatives (p. 108-09): Corporate hero: Silk (White Wave). Corporate hero: Straus family. A+: Silk, Straus Family, Edensoy. A: Horizon. A-: Organic Valley, Nancy's, Organic Pastures, WestSoy, Rice Dream, Soy Dream, Amazake, Helios. B+: Clover Stornetta, Pacific. B: Lactaid. B-: 8th Continent. C+: Alta Dena. C: Crystal, Vitasoy. D-: Nestle. F: Knudsen. Address: Sociology teacher, Univ. of California, Davis.

3528. Schwarz, Richard W. 2006. John Harvey Kellogg, M.D.: Pioneering health reformer. Hagerstown, Maryland: Review & Herald Publishing. 240 p. Illust. Index. 24 cm. \*  
**• Summary:** This is a new revised and updated edition of the original classic 1970 edition. Address: Andrews Univ.,

Berrien Springs, Michigan.

3529. Singer, Peter; Mason, Jim. 2006. The way we eat: Why our food choices matter. Emmaus, Pennsylvania: Rodale Press, Inc. viii + 328 p. Index. 24 cm. [396 endnotes + 37 refs]

**• Summary:** An outstanding book. Contents: Preface. Introduction: Food and ethics. Part I: Eating the standard American diet. 1. Jake and Lee. 2. The hidden cost of cheap chicken. 3. Behind the label: "Animal care certified" eggs. 4. Meat and milk factories. 5. Can bigger get better?

Part II: The conscientious omnivores. 6. Jim and Mary Ann. 7. Behind the label: Niman ranch bacon. 8. Behind the label: "Organic" and "Certified humane" eggs. 9. Seafood. 10. Eating locally. 11. Trade, Fair Trade, and workers' rights. 12. Eating out and eating in, ethically.

Part III: The vegans. 13. JoAnn and Joe. 14. Going organic. 15. Is it unethical to raise children vegan? [No, if they have a reliable source of vitamin B-12]. 16. Are vegans better for the environment? [Yes! A good critique of factory farms or CAFOs] 17. The ethics of eating meat. 18. What should we eat? Appendixes: Where to find ethical food. Where to find information. Acknowledgments. Endnotes.

Soybeans are mentioned on 10 pages in this book (p. vii, 142, 194, 228, 232, 233, 234, 237, 272, 323), tofu on 9 pages in this book (p. 189, 194, 195, 219, 234, 263, 272, 284, 323), soybean on 2 pages (p. 206, 318), soy ice cream on 1 page (p. 197). Soymage and Veganrella (vegan soy-based cheeses), and a "vegan parmesan cheese made with organic tofu" are mentioned on pages 194-95.

Ice cream (p. 195): At Wild Oats in Overland Park, Kansas, JoAnn (a vegan) opens a glass freezer door and says: "This is the most awesome non-dairy ice cream I've found... yet, anyway. It's organic Soy Delicious... mint marble fudge. There are some other alternatives to dairy ice cream that are pretty good too. We also tasted the Rice Dream bars... but they're really high in fat. So we've kind of shifted away from their stuff. The Soy Dream desserts are awesome. I've taken these chocolate ice cream sandwiches to Sarina's friends in gymnastics class and they love them. They're called Li'l Dreamers. They're organic."

She also likes White Wave firm tofu. Then she gestures toward "Smart Deli," vegetarian salami, turkey slices, and baloney made by Lightlife Foods.

More about ice cream on p. 85: "Here's Soy Delicious, a soy-based ice cream. We eat this because the kids like it. They don't always accept alternatives to dairy and meat. There's another one, Tofutti Cuties, that they like."

For a nice section on great vegan athletes (Scott Jurek, Carl Lewis), see p. 230.

"The proportion of the population living on farms in the U.S. has fallen from nearly 40% in 1900 to less than 2% today" (p. 142).

It takes about 13 pounds of grain and soybeans to



produce a pound of boneless beef, 6 pounds of grain and soybeans to produce a pound of boneless pork, and 3 pounds grain and soybeans to produce a pound of boneless chicken. "If we really want to feed ourselves efficiently, we'll do much better to eat the grain ourselves than to feed it to the chickens" [or other animals] (p. 232). Other environmental concerns about rearing animals are the clearing of forests [and consequent loss of biodiversity] and the amount of water used. By the best estimates, it takes 792,000 gallons of water to produce a 1,000 pound steer (p. 235). On the inside rear dust jacket are color portrait photos and brief biographies of Peter Singer and Jim Mason. Address: 1. Prof. of Bioethics, Center for Human Values, Princeton Univ., Princeton, New Jersey; 2. Exmore, Virginia.

3530. Strahm, Brad. 2006. Meat alternatives. In: Mian A. Riaz, ed. 2006. *Soy Applications in Food*. Boca Raton, Florida, London, New York: CRC Press (Taylor & Francis Group). [x] + 288 p. See p. 135-54. [8 ref]

• **Summary:** Contents: Introduction. Types of intermediate product: Chunk and minced products, structured meat analogs, spun protein isolates, fibrous protein products, high-moisture meat analogs. Principles of extrusion. Raw materials: Soy-based raw materials, wheat gluten, other protein sources, additives, sulfur, calcium. Textured vegetable protein production system: Feeder, preconditioner, extruder, die, post-extrusion processing, drying. Conclusion.

Tables: (1) Protein dispersibility indexes of soy flour. (2) Components of Defatted soy flour for extrusion texturization process. (3) Components of soy protein concentrate. (4) Characteristics of mechanically defatted flour.

Figures: (1) Process flow diagram for the production of extruded texturized vegetable proteins. (2) Extruder for manufacturing texturized vegetable proteins. (3) Effect of mechanical energy added during extrusion on the water absorption capacity of texturized vegetable protein. (4) Drying time for texturized soy flour chunks dried at 100°C. (5) Example drying curves for various types of texturized vegetable protein products. Address: The XIM Group LLC, Sabetha, Kansas.

3531. Chalmers, Elizabeth. 2007. Business history of the Chalmers family: Making soyfoods in New Zealand (Interview). *SoyaScan Notes*. Jan. 16. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** On Easter 1980 Rick & Elizabeth Chalmers, together with Rick's brother Greg (his formal name is "Stephen"), opened Harvest Wholefoods, 403 Richmond Road, Grey Lynn, Auckland. They borrowed the money from Elizabeth's mother, and were all equal owners. It was New Zealand's first wholefoods / natural foods store as well as the country's first macrobiotic foods retail store. They were idealists and purists, refusing to sell any vitamins, or minerals, or dairy products.

They started the store partly as a result of becoming interested in macrobiotics, and partly because Elizabeth and Rick had a 3 year old son (Daniel) who could not tolerate dairy products. As the Chalmers could not get the food they wanted anywhere, they thought that they would open a shop to also provide it to others. Moreover, Greg, who had been overseas in London (where he had worked in a restaurant) and the USA, was a pioneer in bringing macrobiotics to New Zealand. "He brought home miso and some seaweeds—foods we had never seen before."

After about six months, in Oct. 1980, in order to attract customers to the shop, they started to make nigari tofu (for their own store only) in a small room at the back of the store, designated just for that purpose. They made the simple equipment themselves, and they learned the process from *The Book of Tofu*, by Shurtleff and Aoyagi.

After another six months they were inundated with other store owners, and cafe & restaurant owners from all over New Zealand wanting to buy their tofu. "It was just amazing." The tofu was completely unpackaged and they sold it under water in bulk buckets only. So in about April 1981 they started to sell their tofu outside of Harvest Whole Foods. "Sometimes they would pick it up, and sometimes we would deliver it."

Sanitarium Health Food Co. was making many kinds of breakfast cereals and canned nut meats, but no soyfoods. Several Chinese restaurants were making tofu (they called it "bean curd"), but only for use in their own restaurants; they did not sell it elsewhere. One of these was named Sun Sun, located in Khyber Pass, Auckland.

Their daughter, Jesse, was born on 1st October 1981, and by this time it was becoming difficult to manage both the shop and making tofu. So they sold the shop and with the capital gained they brought in special tofu making equipment from Japan, moved to new premises at 1 Wallingford St., Auckland, and started Harvest Soyfoods. Harvest Whole Foods is still at its same original location today; it is going strong and doing well financially.

Harvest Soyfoods' first product was nigari tofu; to this they soon added Tofu Spreads (Feb. 1981) then Tempeh (April 1981). The business grew very rapidly, and during this period Greg also had a child, so they all had very young children and were trying to manage their lives as well as an extremely rapidly increasing business.

Greg's partner decided that she wanted to leave Auckland, and as they could not picture another partner in his place and were feeling very overloaded anyway they decided in 1983 to sell the business to Paul and Trevor Johnston, who renamed it Bean Supreme. The Johnstons paid half the money at the time of sale and the remainder a year later; Elizabeth and Rick Chalmers worked for the Johnstons during that year. This business is also still in existence, although it was bought out by Sanitarium Health Food Co. in about Aug. 1986. Note: Trevor is no longer with

the company; Paul sold the company to Sanitarium Health Foods.

From 1983 to 1986 Rick and Elizabeth had a commercial cleaning business, which suited the family structure very well, but was very unsatisfying workwise and environmentally.

In about 1980 or 1981 Austin Holden had started a largely macrobiotic import and wholesale business, Kiaora Naturals, at 374 West Coast Road, Glen Eden, in west Auckland. Holden soon started a very small shop in the corner of his warehouse and called it East West Wholefoods. For the first few years, his only customer was Harvest Wholefoods. "We kept him going."

Then in 1986 Rick and Elizabeth started East West Organics, taking over the building (and business) formerly occupied by Austin Holden and Kiaora Naturals. They knocked out all the walls, resulting in a much larger shop that specialised in organic food, with a big emphasis on fruit and vegetables.

They had no intention of making soyfoods. However there was suddenly an influx of Asian immigrants to New Zealand and Asian Tofu (usually made with calcium sulfate in aluminum pots) became widely available. By this time organics was really growing in New Zealand. Elizabeth and Rick wanted to stock organic tofu in their store, but they couldn't find a source. They talked with Trevor and Paul Johnston about making it for them, but the brothers felt there was no future in it, so they declined to do it.

So in 1996 Elizabeth and Rick started The Organic Soy Company, again in a small food factory out the back of East West Organics. They started making nigari tofu again—for their own store only. For the first time, they started to use organic soybeans, and as many other organic ingredients as they needed and could get. "We were right back where we started. And then exactly the same thing happened again. Once the word got out that organic nigari tofu was available again, people started coming from everywhere to buy it. It was not our intention to get back into the soyfoods business; we'd already sold our company. But we wanted the quality, so we had to make it ourselves." East West Organics is still operating today, although out of new premises (outgrew old one), and has just moved up the road slightly.

Their son Daniel joined them in January 1998, and in October of 1998, they sold East West Organics and moved the Organic Soy Company to their current premises at Unit A, 2 Corban Avenue, Henderson, Auckland.

Elizabeth and Rick separated the same year, but continued on in the family business together. In 2001 their daughter Jesse returned from Europe and also joined us in the business. Later that same year Rick left the business to go to University and currently, Elizabeth, Daniel and Jesse are in joint ownership, with Rick still having a 10% share. They started using the brand names (the first being Tonzu) in 2002.

The business is growing slowly, currently producing

tofu, tempeh, soy yoghurt, tofu burgers and teriyaki sauce, all 100% organic. Elizabeth has moved to part time as the younger generation are taking on the responsibility for the business. They currently have 3 full time employees as well as themselves, so are still reasonably small.

"We see a great future for the business and will probably outgrow our current premises within the next few years. We love making traditional soy products, and eventually hope to make miso and tamari, which will be export products as well as for the domestic market."

First sold commercially by the organic soy company: Tofu (1996), Teriyaki Tofu (1999), Tempeh (1999), Tofu Burgers (2001), Teriyaki sauce (2003).

All current labels and packaging are new, and have changed very much from the original. They once made two tofu spreads, one teriyaki and the other curry flavour. However it was hard to get a good enough shelf life out of them to make them viable, so reluctantly they discontinued them. They have also changed their burgers significantly. When they first produced a burger in 2001, they had 3 varieties: Garlic and Cheese, Sundried Tomato, and Feta, and Vegan. They have discontinued them all and now just make one that is actually Vegan, although they do not call it that. The burgers did not sell well; they are not certain why that was, maybe they were too expensive with all the organic ingredients and very labour intensive. So they have simplified and streamlined their current burger making the whole process more viable.

As the population of the whole of New Zealand is around 4 million and only 15% of them are vegetarian, they are playing to quite a small market; this can sometimes be quite a challenge. In the long term it will be sensible to develop products that they can export. Address: Founder and owner, The Organic Soy Company, Ltd., Unit A, 2 Corban Ave., Henderson, Waitakere, Auckland 0612, New Zealand. Phone: +64 9 835 3617.

3532. Tibbott, Seth. comp. 2007. Tofurky brand products overview: Natural foods segment. Hood River, Oregon: Turtle Island Foods, Inc. [36] p. 28 cm. [1 ref]

• **Summary:** A full-color booklet bound with a handsome, black ProClick plastic spine. On the front cover: "1980-2006: 26th anniversary Turtle Island Foods, Inc." "Sales data from: SPINscan Natural and SPINscan Conventional. 52 weeks ending December 30, 2006. All statistics are for the total U.S. market.

Contents (unnumbered pages): (1) "Turtle Island Foods honored by Inc. magazine: 2,240th fastest growing small business in the USA (of 6 million total). 159.7% growth rate over last 4 years. 57th fastest growing food and beverage company in the USA. 19th fastest growing food processor.

(2) About Tofurky products: 100% vegan. Based on organic soy products. Use non hexane extracted proteins. VejNews. Winner veggie awards—Best meat substitute.



(3) Natural foods market without Whole Foods (which no longer shares sales info with the industry). Growth of top ten brands ranked by dollar volume. Frozen and refrigerated meat alternatives. 52 weeks ended Feb. 24, 2007. Category: \$35.5 million. Growth: 4.7%. Turtle Island is the fastest-growing brand: 16.1%, followed by Quorn, Nates, Amys Kitchen, Morningstar Farms, Gardenburger, and Yves. Lightlife, Boca Foods, and White Wave all have negative growth.

(4) Natural foods market. Frozen and refrigerated meat alternatives. Top ten of 478 items by dollar volume. 52 weeks ending Dec. 30, 2006. #1. Quorn Chicken Style Nuggets. 10.6 oz. \$1,507,537. 5.6%. #2. Turtle Island Tofurky Italian Sausage (organic) 14 oz. \$1,262,616. 25.7%. #3. Quorn Chicken Style Patties. #4. Lightlife Gimme Lean Sausage. #5. Quorn Veg. Naked Chicken Cutlet. #6. Turtle Island Tofurky Deli Slices, Hickory Smoked. 5.5 oz. \$1,131,760. 19.2%. #7. Lightlife Smart Dogs. #8. Boca Original Patties Chicken Natural (4-pack). #9. Amys Burger California Veggie. #10. Quorn Meat Free Chicken Tenders.

(5) Natural foods market. Refrigerated meat alternatives, Top 10 of 260 items by dollar volume. 52 weeks ending Dec. 30, 2006. Turtle Island currently as the #1, #3, #9 and #10 best selling items among the 260. They are: Tofurky Italian Sausage. Tofurky Deli Slices Hickory Smoked. Tofurky Deli Slices Oven Roasted. Tofurky Kielbasa (sausages).

(6) Tofurky deli slices: Six features, incl. "Organic tofu based." The six types of deli slices are: Oven roasted, Hickory smoked, Peppered, Italian deli, Cranberry & Stuffing, "Philly-style" steak.

(7) Tofurky deli slices. Bar charts of refrigerated meatless deli sales, 2001-2006. For each year are given: Competitor #1. Competitor #2. Turtle Island. Overall category. "While the competition sales have been flat, Turtle Island has grown the subcategory 72 and has become the #1 brand.

(8) Deli slice standings. (9) Tofurky gourmet sausages. (10) Frozen and refrigerated meat alternatives. (11) Tofurky Jurky: 5 features.

(12) Top 10 jerky items (meat and meatless)—SPINscan natural channel. 52 weeks ending Feb. 24, 2007. The category is \$8.3 million. There are three vegetarian jerky among the top 10. Tofurky Jurky Original is the #2 seller and Tofurky Jurky Peppered is #7. The other vegetarian brand (#6 seller) is Primal Strips Seitan Teriyaki.

(13) Tofurky "foot long" veggie dogs: 5 features, incl. organic tofu based. (14) "Open mouth, insert foot."

(15-17) Turtle Island tempeh: Five features.

(18-22) Happy Tofurky Day: Five features.

(23-35) Glossy color sell sheets, printed on both sides, with the following titles: (23-24) Happy Tofurky Day! (25-26) Brave New Tempeh. (27-28) Tofurky Jurky. (29-30) Frankly speaking Tofurky Franks & Links are the best! (31-32) There's 3 big new dogs in the house. (33-34) Go beyond

the bun: Introducing Tofurky 'foot long' veggie dogs. (35-36) Tofurky deli slices: New look. Other Turtle Island glossy color sell sheets. Address: Founder and President, Turtle Island Foods, P.O. Box 176, Hood River, Oregon 97031.

3533. Turtle Island Foods. 2007. One millionth Tofurky Roast sold in 2006! Lis Theil of Hudson, Ohio, wins Evader Electric Scooter (News release). Hood River, Oregon. 1 p. Jan. 20.

• **Summary:** "In 2006 a record-breaking 201,108 Tofurky Roasts were shipped, up [27%] from the 157,890 sold in 2005. This brought the number of roasts sold since 1995, the first year Tofurky Roasts were sold, to 1,083,418.

Lisa was the winner out of 4,383 people who logged onto www.tofurky.com and guessed at the number of Tofurky Roasts sold as of midnight 31 Dec. 2006. The Evader electric scooter is a green alternative to the gas-powered moped. It is capable of speeds up to 30 miles per hour and can go up to 40 miles on a single charge of its battery. Turtle Island is an independent, family-owned business. Seth Tibbott is founder and president. Address: P.O. Box 176, Hood River, Oregon 97031.

3534. **Product Name:** President's Choice Blue Menu [Mediterranean Meatless Chicken Strips, Meatless Beef Strips].

**Manufacturer's Name:** Garden Protein International Inc. **Manufacturer's Address:** 12751 Bathgate Way, Richmond (near Vancouver), BC V6V 1Y5, Canada. Phone: 604-278-7300.

**Date of Introduction:** 2007 January.

**Ingredients:** Chicken breasts: Water, wheat gluten, soy protein isolate, malted barley extract, natural flavour, yeast extract, garlic powder, onion powder, canola oil, evaporated cane juice, salt, sweet red bell pepper flakes, spice, malic acid, vitamins and minerals [the name of each is given], pea protein, carrot powder.

**Wt/Vol., Packaging, Price:** 227 gm. in plastic bag.

**How Stored:** Refrigerated.

**New Product—Documentation:** Packages sent by Yves Potvin of GPI. 2008. Oct. 28. Plastic seam-seal bag. 7.75 by 7.25 inches. Bluish green, dark blue, light blue, red and black on light blue. "Loblaws Inc.," Montreal, Toronto, and Calgary. A color photo on the front shows the Chicken Strips with lettuce and veggie strips in a tortilla wrap and the Beef Strips with veggies on bed of rice.

On the back panel are Nutrition Facts, ingredients list and recipe ideas. On the lower back panel is the logo of the manufacturer, Garden Protein International Inc. (in English and French) on a white background: "Made with Gardein. Protein from the garden. www.gardein.com. Gardein is a registered trademark of Garden Protein International Inc."

3535. **Product Name:** Organic BBQ Burgers, Mexi Burgers

(Replaces Tofu-Mexi Patties, launched June 1997), Veggie Burgers (Replaces Tofu Veggie Patties, launched 1981), Breakfast Sausage 12-Pack, Marinated Tofu Cutlets 12-Pack, Alder Smoked Tofu 12-Pack, Original Tofu Cutlets (Replaces Tofu Cutlets: Marinated and Baked, launched 1982).

**Manufacturer's Name:** Tofu Shop Specialty Foods Inc.  
**Manufacturer's Address:** 65 Frank Martin Court, Arcata, CA 95521. Phone: 707-822-7401.

**Date of Introduction:** 2007 April.

**Wt/Vol., Packaging, Price:** 6.5 oz (184 gm).

**How Stored:** Refrigerated.

**New Product–Documentation:** Labels sent by Matthew Schmit. 2009. March 18. Self adhesive. Products 1-3: 3 inches diameter. Multi-colored on white. A stylish water-color illustration shows a tofu shop on stilts by the edge of the sea. All three products weigh 7.5 oz (211 gm) and are “Organic. Baked tofu. Perishable–Keep refrigerated. Good source of calcium. Rich in vitamin C and iron. Cholesterol free.”

Products 4-6. Label is one color on white. 4 by 3 inches. No illustration. Product name, ingredients, nutrition facts (all information) is on front panel. Product 7: 3.5 by 2.5 inches. Multi-colored on white. A stylish water-color illustration shows a tofu shop on stilts by the edge of the sea. 6 oz. Certified organic. Marinated and baked. Enjoy our classic marinade rich with organic soy sauce, garlic, and a hint of lemon. Perfect for sandwiches, salads, stir-fry, and sushi rolls. Perishable–Keep refrigerated.

3536. Hain Celestial Group, Inc. (The). 2007. The Hain Celestial Group announces an agreement to acquire the tofu and meat-alternative business of WhiteWave Foods (News release). Melville, New York. 2 p. May 30. 28 cm.

• **Summary:** “The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading natural and organic food and personal care products company, today announced an agreement to acquire the tofu and meat-alternative business of WhiteWave Foods Company, a subsidiary of Dean Foods Company (NYSE: DF). These products are sold under the brand names TofuTown (R) and WhiteWave (R) and are currently manufactured in Boulder, Colorado.

“Adding the tofu and meat-alternative business from WhiteWave Foods complements our existing Yves Veggie Cuisine (R) product line, strengthening and expanding our fresh, meat-free alternative product offerings to further support this sector of the growing natural and organic market,” commented Irwin D. Simon, President and Chief Executive Officer of The Hain Celestial Group. ‘Purchasing this business will better position the Company to increase our meat-free alternative product sales in Canada and the United States, as we integrate the sales and marketing into our existing Yves operation,’ concluded Irwin Simon.

“The product line includes baked and grilled tofu, seitan,

tempeh and other traditional tofu items sold through natural and conventional grocery stores as well as in foodservice outlets. The tofu business generated sales of approximately \$8 million in the last fiscal year. The transaction excludes the WhiteWave trademark; however, Hain Celestial will continue to market existing products under the WhiteWave brand for a transitional period under license. Other terms of the acquisition, which is expected to close in June, were not disclosed. The transaction is expected to be accretive to Hain Celestial’s earnings during its fiscal year 2008.”

Note: The acquisition actually took place on 8 June 2007. Hain Celestial acquired all products sold under the TofuTown or WhiteWave brand under a 12-month license. Address: 58 South Service Road, Melville, New York 11747-2342.

3537. **Product Name:** Garden Goodness: 6 Veggie Chick’n Breasts, Lightly Seasoned.

**Manufacturer's Name:** Garden Protein International Inc.  
**Manufacturer's Address:** 12751 Bathgate Way, Richmond (near Vancouver), BC V6V 1Y5, Canada. Phone: 604-278-7300.

**Date of Introduction:** 2007 June.

**Ingredients:** Water, soy protein, Canadian wheat protein, modified cellulose, natural flavors, potato starch, expeller pressed canola oil, organic evaporated cane juice, yeast extract, spices, sea salt, pea protein, carrot fibre, organic beet root fibre, vitamins and minerals [each one is named].

**Wt/Vol., Packaging, Price:** 700 gm. Paperboard box. Six individual packs.

**New Product–Documentation:** Packages sent by Yves Potvin of GPI. 2008. Oct. 28. Paperboard box. 9 by 6 by 2½ inches. Black, yellow, green, red and white. A color photo on the front panel shows a Chick’n Breast sliced in half on a bed of lettuce. On the front and back panels is the logo of Garden Protein International Inc. “Made with Gardein. Garden grown protein.” side panel: “No artificial flavors, colors or preservatives. Manufactured for Its All Good Foods, Inc., Richmond, V6V 1Y5 Canada. www.gardein.com. Product of Canada. Copyright 2008.” At one end panel: “Heat & serve: Ready in 2 minutes.” On the back panel are Nutrition Facts, ingredients list and recipe ideas.

3538. Nichols, Russell. 2007. A whole new ballgame: Veggie dogs, sushi and deep-fried asparagus find fans in regional ballparks. Nutrition... now that’s another story. *Prosper Magazine*. July.

• **Summary:** Johanna McCloy has been the key person, working for many years, to bring meatless hot dogs to baseball stadiums. A sidebar titled “To boldly go where no veggie dog has gone before” tells the story of her work, starting in 2000. By 2003 she had arranged for veggie dogs to be served in ten stadiums, including Dodger Stadium in Los Angeles, California. A portrait photo shows her wearing



a “Dare to be Fabulous” t-shirt.

3539. United Soybean Board (USB). 2007. Consumer attitudes about nutrition: Insights into nutrition, health, and soyfoods. 14th annual national report. Seattle, Washington: USB. 12 p. Oct. 28 cm.

• **Summary:** Methodology: “This year represents the second year we have adopted an online self-administered survey as our methodology, a significant change from random telephone interviews. The survey, conducted by an independent research firm [in Seattle, Washington] in February and March 2007, includes 1,000 random surveys, providing a sample that is consistent with the total American population. The study’s margin of error remains  $\pm 1.9$  to 3.1%, with a confidence interval of 95 percent.”

Contents: Introduction. Methodology. About USB. Nutritional habits & obesity concerns. Healthy food decisions. Improving overall health. Cooking oil impressions. Consumer attitudes about fats. Awareness and usage of soy products. Occasion preferences for consuming soy. Restaurants and soy products. Soyfoods and health. Special health benefits of soy

Awareness and usage: 33% of Americans consume soyfoods or soy beverages once a month or more. “For the fourth year in a row, consumers reported the most familiarity with soymilk, soybean oil, soy veggie burgers and tofu.”

A table shows the “Top 20 soy products by awareness.” Soymilk 90%. Soybean oil 66%. Soy veggie burger 63%. Tofu (unspecified) 60%. Soy infant formula 51%. Soy nuts 47%. Soy latte / soymilk in espresso coffee drinks [as at Starbucks] 41%. Soy protein bars 34%. Dried or canned soybeans 34%. Soy yogurt 32%. Soy flour 31%. Soy ice cream / cheese 30%. Soy hot dogs 29%. Flavored / marinated tofu 28%. Miso 28%. Soy supplements 28%. Cereal bar / Energy bar 28%. Edamame 23%. Soy breakfast cereal 21%. Textured soy protein 21%. All others mentioned 14% or less.

Occasion preferences for consuming soy (in descending order of preference): dinner 41%, breakfast 28%, lunch 27%, mid-afternoon snacking 19%, late evening snacking 14%, mid-morning snacking 10%, desserts 6%.

Restaurants and soy products: “Over half of consumers have tried soyfoods in restaurants.” Tofu 25%. Soymilk 24%. Veggie burgers 22%. “Over one-third would order soy products in restaurants... if they could find soy on their restaurant’s menu.”

“In 2007, 85% of consumers rate soy products as healthy, up three percentage points from 2006.” A graph (p. 7) shows this increase in awareness (82% in 2006, 78% in 2005, 74% in 2004, 74% in 2003, 74% in 2002, 69% in 2001, 76% in 2000, 71% in 1999, 67% in 1998).

Why? Low-fat profile 18%. Protein content 17%. Heart health function 16%. Cholesterol-lowering properties 11%. “Being good for you” 11%. Potentially providing relief for menopause symptoms 10%.

Note: As of Aug. 2008 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

3540. **Product Name:** Artie’s Tempeh Burgers, and Artie’s Fresh Organic Soy Tempeh.

**Manufacturer’s Name:** Artomoro Inc.

**Manufacturer’s Address:** 125 N.W. 23rd Ave. #17, Gainesville, FL 32601. Phone: 352-226-5561.

**Date of Introduction:** 2007 September.

**Ingredients:** Organic soybeans, water, Rhizopus oligosporus.

**Wt/Vol., Packaging, Price:** Frozen: Burgers: 4 x 3 oz burgers per pack; Not vacuum packed. Tempeh: 1 lb retail.

**New Product–Documentation:** Talk with Sam Guy. 2008. Dec. 29. His son is Art and the tempeh business was Art’s idea. The tempeh burgers were introduced in Sept. 2007 and the retail tempeh in Oct. 2007, one month later. His son delivers his tempeh locally on a bicycle—which has attracted media attention. The business provides detailed nutritional and microbiological info on its product; this as made it possible to attract large customers; the company has about 80 customers, big and small. Their tempeh is frozen but not pasteurized. See [www.artistempeh.blogspot.com](http://www.artistempeh.blogspot.com). On this website is a list of “Some of the fine grocery stores that are selling Artie’s Tempeh.” Many nice recipes are given (each with a color photo) on the website.

3541. **Product Name:** It’s All Good [2 Veggie Chick’n Breasts in a Tomato Tuscan Marinade, 2 Veggie Chick’n Breasts in a Herb Dijon Marinade, 2 Veggie Chick’n Breasts Lightly Seasoned, 8 Veggie Chick’n Filets in a Mediterranean Herb and Spice Rub, 8 Veggie Chick’n Filets in a Zesty Lemon Herb Rub, Veggie Chick’n Strips Lightly Seasoned, Veggie Beef Strips Lightly Seasoned, 6 Veggie Chick’n Satays in a Chili Lime Marinade, 5 Veggie Beef Skewers in a Chipotle BBQ Sauce].

**Manufacturer’s Name:** Garden Protein International Inc.

**Manufacturer’s Address:** 12751 Bathgate Way, Richmond (near Vancouver), BC V6V 1Y5, Canada. Phone: 604-278-7300.

**Date of Introduction:** 2007 October.

**Ingredients:** Veggie Chick’n Breasts: Water, isolated soy protein, vital wheat gluten, natural flavors, modified vegetable gum, potato starch, expeller pressed canola oil, tomato paste, spices, red bell pepper flakes, pea protein, carrot fiber, organic beet root fiber, organic evaporated cane juice, yeast extract, vinegar, sea salt, and citric acid. Contains Soy and Wheat.

**Wt/Vol., Packaging, Price:** 10.5 oz (300 gm). Paperboard box.

**How Stored:** Refrigerated.

**New Product–Documentation:** Packages sent by Yves Potvin of GPI. 2008. Oct. 28. Paperboard box. 6½ by 6½



by 1¼ inches. Green, red and black on white. A color photo on the front panel shows a Chick'n Breast sliced in half on a bowl of rice. On the front and back panels is the logo of Garden Protein International Inc. "Made with Gardein. Garden grown protein." On one side panel: "No artificial flavors, colors or preservatives. A good source of protein. Grain and vegetable ingredients. Suitable for vegans. Low fat. Manufactured for Its All Good Foods, Inc., Richmond, V6V 1Y5 Canada. www.itsallgoodfoods.com. Product of Canada, copyright 2007." On the other side panel: "Pan fry. Bake. Microwave. Barbecue, Good with rice, potatoes, couscous, pasta." On the bottom panel: "Heat & serve: Ready in 2 minutes." On the back panel are Nutrition Facts, ingredients list and recipe ideas.

3542. St. Clair, Stacy. 2007. Food for thought: Simple menu changes for special diets. *Recreation Management*. Oct.  
 • **Summary:** Contents: Introduction. Dietary definitions (incl. kosher, vegan, vegetarian, whole-grain). Choices for all.

Growin' veggie (population). Foods of faith. Keep Kosher ("Eight major sporting venues on the East Coast offer concession stands operated by Kosher Sports Inc."). Just do it.

Includes an interview with Johanna McCloy, founder of Soy Happy.

3543. Stern, Yoni; Taragin, Robyn; Larry, Shahar. 2007. New thought for food. *Food Technology* 61(10):34-36, 38-40. Oct.  
 • **Summary:** Michael Shemer, a young Israeli, methodically tried to develop meat alternatives that had excellent taste, texture, and nutritional value. For years, he experimented with wheat and soy proteins. In "the early 1980s he had a breakthrough when he combined the two vegetable proteins. He quickly evolved his technology into a line of meat analog products..." He found a home for his line of meat analog products at Kibbutz Lohamei HaGeta'ot. "Production began in 1985 under the name Tivall, later to become part of Nestlé Corp."



Note: This article is deceptive in two areas: (1) It does not explain that Michael Shemer worked for Worthington Foods, the world leader in meat alternatives since 1939 and owner of the famous Morningstar Farms brand, for about 3 years after earning his PhD degree in 1973 in the USA and before returning to Israel. (2) The idea of using wheat gluten and soy protein together to make outstanding meat alternatives was discovered by a team of researchers at Worthington Foods in about the mid-1970s. Michael Shemer was one member of that team. The leader of that team at the time, Richard Leiss, said that Michael deserves no more credit for the discovery than any other member of the team.

3544. *SoyaScan Notes*. 2007. Chronology of major soy-related events and trends during 2007 (Overview). Dec. 31. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Jan. 1–Soyfoods Center changes its name to Soyinfo Center.

Feb.–The Soy Connection for the Food Industry (Vol. 1, No. 1) starts to be published by United Soybean Board as a free e-newsletter. The subject of the first issue is Qualisoy soy oil.

March 6–8 International Soy Utilization conference in Bangkok, Thailand. It is organized by: The Institute of Nutrition, Mahidol University (INMU), ASA International Marketing (ASA IM), and the Soy Food Forum Southeast Asia (SFF).

April 4–Organizations listed in the *Soya & Oilseed Bluebook* are invited and enabled to update their own listings online. The update listing will appear as soon as the *Bluebook* editors review it and in the print edition in the fall. The *Bluebook* will continue to be printed as a bound book. Preferred customers will receive a free copy. Qualified people or organizations in the industry who request a copy pay shipping and handling. Those outside the industry must pay for shipping and handling plus a \$95 fee.

June 11–The Hain Celestial Group completes its acquisition of the tofu and meat-alternatives business of WhiteWave Foods Co., a subsidiary of Dean Foods. The product line includes grilled and baked tofu, seitan, tempeh, etc. These products are expected to complement Hain Celestial's existing meat alternatives under the Yves brand in Canada and the United States. The White Wave tofu business generated sales of approximately \$8 million in the last financial year.

July 11–Solae announces that it has completed its purchase of Cargill's Prolisse line of isolated soy proteins (ISP; soy protein isolates), including the patented membrane technology for processing ISP.

Aug. 7–SunOpta (incl. SunRich), headquartered in Canada, announces that it has acquired a soymilk plant in Heuvelton, New York, from ProSoya Corporation (Ottawa, Ontario). Allan Routh is president of the SunOpta Grains and Foods Group.

Aug. 16–CPM (Waterloo, Iowa) acquires Crown Iron Works (Minneapolis, Minnesota). CPM is owned by Golbert Global, a private equity group. The acquisition doubles the size of CPM.

Sept. 11–Hain Celestial Group announces it will delay filing its annual report with the U.S. Securities and Exchange Commission (SEC) pending a review of its practices in granting stock options. Thus, the annual report was received by shareholders in April 2008, rather than the typical Nov. 2007.

Nov. 5–Symington's, a major U.K. food manufacturer, has acquired the dry-mix products from Hain Celestial (formerly known as Haldane Foods) for an undisclosed sum. In the purchase of Hain Celestial's dry mix operation, Symington will take over the Barrow based production centre from Hain Celestial and will enable the company to increase its stake in the growing health food and vegetarian sector. Main products in the acquisition are couscous, sport nutrition, snack pots and vegetarian meals. Brands acquired include Granose, Realeat, Direct Foods, Organic and Amazing Grains. Granose was owned by Haldane Foods which also owned Direct Foods and Realeat. So you will also find Sosmix and Burgamix have disappeared as well—but they have returned under the Granose brand. We now have the Granose Sausage Mix, Burger Mix and others that have replaced the Realeat and Direct Foods Sosmix and Banger Mix as well as the Burgamix. Popular products like Nut Roast, Cashew Nut Roast and Chicken Style Bake were discontinued following the sale of the Realeat, Granose and Direct Foods brands.

3545. Bittman, Mark. 2007. *How to cook everything vegetarian: simple meatless recipes for great food*. Hoboken, New Jersey: John Wiley & Sons, Inc. xii + 996 p. Illust. Index. 24 cm.

• **Summary:** The chapter titled "Tofu, vegetable burgers, and other high-protein foods" (p. 637-78) has this contents: Introduction. The umami factor (savory-ness). The basics of tofu: The tofu lexicon (regular tofu, silken tofu, pressed or extra-firm tofu, smoked tofu, fried tofu, baked tofu, fermented or pickled tofu, tofu skins {dried bean stick, yuba, bean curd sheets or skins}). Buying and storing tofu. Preparing tofu (freezing, squeezing, puréeing,...); then come a wealth of recipes.

The index contains 129 entries for tofu, 32 for miso, 26 for tempeh, 25 for soy sauce, 24 for edamame, 23 for seitan, 11 for soybeans, 7 for black beans (fermented [fermented black soybeans]), 4 for teriyaki sauce, 6 for tofu skins (yuba and dried yuba sticks), 3 for milk substitutes, 2 each for meatballs (vegetarian), and 1 each for bean sprouts (soy), black soybeans, meatless meat sauce, soybean oil, soy flour, soy milk, soy nuts, soy pasta, soy protein isolate, textured vegetable protein, tofu noodles, and Worcestershire sauce (hold the anchovies).

There are also recipes for adzuki beans [sic], tahini, vegan cookery—and much more. Address: New York Times food writer.

3546. Yeager, Selene. 2007. *The doctor's book of food remedies: the latest findings on the power of food to treat and prevent health problems—from aging and diabetes to ulcers and yeast infections.* Fully revised and updated. [Emmaus, Pennsylvania]: Rodale Inc. Distributed to the trade by Macmillan. xii + 707 p. Index. 24 cm. 1st ed. 1998.

• **Summary:** The chapter titled “Soy foods: Help for weight loss” (p. 579-83) explains that in the late 1990s the media strongly promoted soy, made it into a sort of miracle food or cure, and rode the wave up, then after about 2005 when scientists found that soy was not a miracle food, the media decided that “The party’s over,” and they rode the wave down. In 2005 soy foods faced big setbacks, when a U.S. government panel said there wasn’t clear evidence that soy could guard against heart disease, ease menopause, or protect bones from osteoporosis. “In response the National Institutes of Health (NIH) said it would stop paying for new soy studies.” That fall, the soyfoods industry withdrew a petition that asked the FDA to permit food labels that claim that soy protein helps prevent cancer.

This chapter explains: “But flash forward to 2006, where one dour headline—‘Soyonara—tells the sad tale. Has this promised [by the media] superfood become a has-bean?’ Maybe not.”

It proceeds to give a fair assessment of what current science says can and cannot be expected of soyfoods. Cannot (by itself): Significantly reduce cholesterol. Protect against breast or prostate cancer. Build bones or reduce osteoporosis. Cool hot flashes or reduce menopause symptoms. This is followed by a long list of its many well-known health benefits. “That’s good news because soy seems to be here to stay.” It has gone mainstream, and sales of soy foods in the United States rose dramatically from \$300 million in 1992 to \$3.9 billion by 2004—a 13-fold increase in 13 years.

The section titled “The joy of soy” gives brief definitions of some of the most popular soyfoods: Edamame, soy nuts, meat substitutes [sic, alternatives], soy flour (made from roasted, ground soybeans), soy milk, tempeh, and texturized soy protein.

A sidebar titled “Doctor’s top tip” recommends eating soy (such as edamame, tofu, soy nuts, and some soy burgers) in place of foods high in animal fats. The head of the American Heart Association’s nutrition committee reminds us: “Heart disease is a major problem—using soy protein instead of animal protein is still a win.”

Dr. Mark Messina, a prominent soy researcher, says there are many reasons to add soy to your diet from just a basic nutritional point of view: (1) Soyfoods such as tofu or tempeh are high quality, low-cost, versatile sources of protein. (2) A half cup of tofu, curded with calcium sulfate,

can provide more than 25% of the Daily Value (DV), plus a significant amount of iron. (3) Soyfoods contain little of the artery clogging saturated fats found in meat and many dairy products.

Contains recipes for: Soy fruit smoothie (with vanilla-flavored soy beverage, p. 583). Mocha Tofu Pudding (with 2 packages {10½ ounces each} silken tofu and 2/3 cup packed light brown sugar).

The index contains 34 entries for soy, 13 for tofu, 4 for tempeh, 3 entries for miso, 2 entries each for edamame and for soy milk, 1 entry each for soy nuts, soy yogurt, and textured soy protein.

Note: This book is not vegetarian.

3547. Chajuss, Daniel. 2008. Re: Brief biography of Dr. Micha / Michael Shemer. Letter (e-mail) to William Shurtleff at Soyinfo Center, Jan. 4. 1 p.

• **Summary:** “Micha [Michael] was born on April 26, 1944 and passed away on May 26, 2007 and had lived in Haifa.

“I knew Micha very well and for a long time. (His M.Sc. thesis [which was submitted in 1970 to the Technion, Haifa, Israel] on cottonseed protein isolation was a done based on a patent of mine that had used hexametaphosphate solution as extractant of proteins). Micha was a very capable and inventive person with an inquiring and open mind. He was the food technologist who had developed most of Tivall’s products. After obtaining his PhD as a visiting student in the U.S., he went to work for Miles Laboratories (Worthington Foods, in the US) for a few years on vegetarian meat analogs; he was later the mind behind Tivall’s success.” This job with Miles was the first one he got after earning his PhD degree at the University of Illinois at Urbana, Champaign.

“Tivall was founded in 1986 and is today considered a leading producer of vegetarian protein derived meat analogs like hamburgers and sausages (mainly using soy, peas and wheat proteins [gluten]) selling in the UK and the rest of Europe, including the Netherlands, Israel, Germany, Sweden, Italy and Belgium.

Micha was the first person in Israel who produced some technologically improved analogs of meat patties, hamburgers and sausages, that were commercially very successful. He did not invent meat alternatives.

“Tivall products were first made and still are made at kibbutz Lohamei-Hagetaot. Oshrat is probably the Mobile Post name not a real location and thus could not be found on a map.

“The Tivall plant (in Kibbutz “Lohamei-Hagetaot”) is located north of Haifa and is far away from the place where I live.

“Micha was not the founder of Tivall per se. Tivall was owned and built by the members of the kibbutz Lohamei-Hagetaot. Micha was not a member of the kibbutz but a hired person that had developed the technology by which Tivall had made their products and thus can be considered as a part



of the founders of Tivall.” Address: Israel.

3548. Sachs, Andrea. 2008. Check that chicken nugget: It might just be a plant. *Washington Post*. Jan. 9. p. F-1.

• **Summary:** The latest generation of imitation meats is so realistic its hard for vegetarians to tell whether they are meatless or not. While some vegetarians relish the idea of dining on pig’s foot made of soy protein, others would rather starve than dine on fake meat. Two good vegetarian restaurants that serve such foods are Java Green in Washington, DC, and the Vegetable Garden in Rockville, Maryland.

3549. Brown, Lester R. 2008. Feeding eight billion well (Document part). In: Lester R. Brown. 2008. Plan B 3.0: Mobilizing to Save Civilization. New York and London: W.W. Norton & Co. xiv + 400 p. See p. 175-191. Chap. 9. Jan. 16. [65 endnotes]

• **Summary:** The section titled “Producing protein more efficiently” (p. 183-89) notes that about 37% of the world’s grain harvest is used to produce animal protein. World meat consumption has increased from 44 million tons in 1950 to about 240 million tons in 2005; average yearly consumption per person has more than doubled from 17 kg to 39 kg (86 lb). “In every society where incomes have risen, meat consumption has too, perhaps reflecting a taste that evolved over 4 million years of hunting and gathering.”

Fortunately consumers are shifting from beef and pork to poultry and fish, “sources that convert grain into protein more efficiently.” Health concerns among more affluent consumers are reinforcing this shift.

The efficiency with various animals convert grain into live weight varies widely. “With cattle in feedlots, it takes roughly 7 kilograms of grain to produce a 1-kilogram gain in live weight.” For pork the figure is over 3 kg, and for poultry its just over 2. There are two main types of farmed fish: carnivores (salmon, shrimp) and herbivores (carp, tilapia, catfish, which dominate worldwide aquaculture). For herbivorous farmed fish, the figure is less than 2.

Pork (most of it produced in China) is now the most popular meat worldwide; it passed beef in 1979. In 1995 poultry passed beef worldwide to move into second place behind pork. From 1990 to 2006, pork production worldwide has grown by 2.6% a year, poultry by nearly 5% a year, and aquaculture by more than 9% a year. In aquaculture lies “the great growth potential for efficient animal protein production...” China, the world leader in aquaculture, “accounts for an astounding two-thirds of global fish farm output.” “Over time, China has also developed a fish polyculture using four types of carp that feed at different levels of the food chain... These four species thus form a small ecosystem, with each filling a particular niche” (p. 184). China is the first major country where production of fish and shellfish by aquaculture has surpassed poultry

production. “China’s aquaculture is often integrated with agriculture, enabling farmers to use agricultural wastes, such as pig or duck manure, to fertilize ponds, thus stimulating the growth of plankton on which the fish feed.”

“When we think of soybeans in our daily diet, it is typically as tofu, veggie burgers, or other meat substitutes. But most of the world’s fast-growing soybean harvest is consumed indirectly in the beef, pork, poultry, milk, eggs, and farmed fish that we eat. Although not a visible part of our diets, the incorporation of soybean meal into feed rations has revolutionized the world feed industry, greatly increasing the efficiency with which grain is converted into animal protein.

“In 2007, the world’s farmers produced 222 million tons of soybeans—1 ton for every 9 tons of grain produced. Of this, some 20 million tons [9%] were consumed directly as tofu or meat substitutes. The bulk of the remaining 202 million tons [91%], after some was saved for seed, was crushed in order to extract 37 million tons of soybean oil, separating it from the highly valued, high-protein meal.”

“The world’s three largest meat producers—China, the United States, and Brazil—now all rely heavily on soybean meal as a protein supplement in feed rations.” This use of soybean meal in animal feeds “helps explain why the share of the world grain harvest used for feed has not increased over the last 20 years even though production of meat, milk, eggs, and farmed fish has climbed. It also explains why world soybean production has increased nearly 14-fold since 1950” (p. 186).

“Moving down the food chain (p. 188-89):... In every society where incomes rise, people move up the food chain, eating more animal protein as beef, pork, poultry, milk, eggs, and seafood... The shift to more livestock products as purchasing power increases appears to be universal.”

We use less energy when we move down the food chain. A “plant-based diet requires roughly one-fourth as much energy as a diet rich in red meat. Shifting from a diet rich in red meat to a plant-based diet cuts greenhouse gas emissions as much as shifting from a [Chevrolet] Suburban SUV to a [Toyota] Prius.” Address: President, Earth Policy Inst., 1350 Connecticut Ave., N.W., Suite 403, Washington, DC 20036. Phone: 202-496-9290.

3550. Tibbott, Seth. 2008. Update on Tofurky and Turtle Island (Interview). *SoyaScan Notes*. Jan. 17. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** In about 1998 Turtle Island changed from being mainly a tempeh company to being mainly a meat alternatives company; that year sales of Tofurky-brand products passed sales of tempeh and tempeh products. Today, tempeh products (including two burgers, which are meat alternatives) account for only 7.2% of sales. In 2002 tempeh and products accounted for 18% of company sales.

Seth and his step-son, Jamie (who has a PhD and is

very bright) are working on an innovative new process for making tempeh. Seth believes that the flavor and texture of the finished product maybe slightly improved. Seth still considers homemade tempeh, with its magical snowy white mycelium on top, to be the very best. Vacuum-packing gives it a slight bitterness, which degrades the quality about 30%. Freezing is much better, as it lowers the quality less than 10%.

Tempeh is making a comeback nationwide. Sales were up 11% in 2007 compared with the 52 weeks before Dec. 2007. Seth can think of five possible reasons for this. Tempeh is: (1) a whole-grain food; (2) A fermented food, with the many benefits of fermentation; (3) A vegan meat alternative at a time when veganism is growing in the USA; (4) A low sodium food—all meats are high in sodium; (5) Gluten free.

In Dec. 2007 Tofurky got a great deal of free publicity. Citigroup, which lost about \$10 billion in the 4th quarter of 2007, ran a very nice, positive 2-page color ad featuring “tofurkey” tofu” as the center of a family’s Thanksgiving meal. It appeared at the very front of magazines such as *People*, *Time*, *Newsweek*, *Gourmet*, *The New Yorker*, etc. Note that Citigroup carefully misspelled and lowercased “tofurkey.”

In 2007 Turtle Island sold 275,634 Tofurky Roasts, up 37% from the 201,000 sold in 2006. This was the largest percentage increase since 1999 and is a key indicator of vegetarianism in America. In addition, Turtle Island was No. 2,240 in the INC, 5,000 fastest growing small, independently held companies in the USA and the 19th fastest growing independent food company. Seth’s company has grown 159% over the last four years.

Seth is always surprised and disappointed at the disconnect between environmental groups and vegetarianism. Such groups almost always serve plenty of meat at their various gatherings—as if to say that they are just regular American folks out to save the environment.

Steve Demos recently launched Goodbelly, an organic fruit juice containing a patented probiotic culture; he has apparently started a new company. Address: President and Founder, Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon 97031. Phone: (503) 386-7766.

**3551. Product Name:** President’s Choice Blue Menu—The World’s Best [Meatless Chicken Breast, Meatless Chicken Strips].

**Manufacturer’s Name:** Garden Protein International Inc.  
**Manufacturer’s Address:** 12751 Bathgate Way, Richmond (near Vancouver), BC V6V 1Y5, Canada. Phone: 604-278-7300.

**Date of Introduction:** 2008 January.

**Ingredients:** Chicken breast: Water, soy protein isolate, wheat gluten, natural flavour, methyl cellulose, potato starch, canola oil, spices (contain garlic), vitamins and minerals [name of each is given], pea protein, carrot powder, beet root

powder, cane juice powder, yeast extract, salt.

**Wt/Vol., Packaging, Price:** 900 to 936 gm. Paperboard box.

**How Stored:** Refrigerated.



**New Product—Documentation:** Packages sent by Yves Potvin of GPI. 2008. Oct. 28. The Chicken Breast was first sold in Jan. 2008 and the Breaded Chicken Strips in June 2008. Paperboard box. 9.5 by 7.5 by 2.5 inches. Light green, bark blue, light blue, red and black on light blue. “Loblaws Inc.,” Montreal, Toronto, and Calgary. A color photo on the front panel shows the Chicken Breast and the Breaded Chicken Strips (one of each is sliced) with veggies on a white plate.

On the back panel are Nutrition Facts, ingredients list and recipe ideas. On the lower back panel is the logo of the manufacturer, Garden Protein International Inc. (in English and French) on a light blue background: “Made with Gardein. Garden grown protein. www.gardein.com. Gardein is a registered trademark of Garden Protein International Inc.”

**3552. Product Name:** Wildwood Tofu-Veggie Burgers (Organic) [Original].

**Manufacturer’s Name:** Pulmuone Wildwood, Inc.

**Manufacturer’s Address:** Fullerton, CA 92833.

**Date of Introduction:** 2008 January.

**Ingredients:** Jan. 2008: Tofu\* (filtered water, soybeans\*, nigari {magnesium chloride, a natural firming agent}), vegetable oil\* (sunflower or canola), yellow onion\*, carrot\*, kale\*, tapioca starch\*, sea salt, garlic powder\*. \* = Organic.  
**Wt/Vol., Packaging, Price:** 6.5 oz (184 gm) vacuum packed. Package of two retails for \$2.69 (2008/01 Lafayette, California).

**How Stored:** Refrigerated.

**New Product—Documentation:** Product with Label purchased at Trader Joe’s, Lafayette, California. 2008. Jan. 16. Green, tan, red, orange, and blue. Front panel: “2 ready-





to-enjoy burgers. 25% organic vegetables.” “100% U.S. grown organic soybeans.” USDA Organic logo. Certified organic by Oregon Tilth. [www.wildwoodfoods.com](http://www.wildwoodfoods.com). “Dairy free, gluten-free & soy-isolate free, organic, vegan.”

3553. Shurtleff, William; Aoyagi, Akiko. 2008. *Le livre du tofu: La source de protéines de l'avenir—dès maintenant!* [The book of tofu: Protein source of the future—now! Translated from the English by Nathalie Tremblay]. Varennes, Quebec, Canada: Éditions AdA Inc. 430 p. Illust. by Akiko Aoyagi. Index. Feb. 28 cm. [53 ref. Fre]

• **Summary:** Contents: Preface. Acknowledgements. Part I. Tofu: Food for mankind. 1. Protein East and West. 2. Tofu as a food. 3. Getting started. Our favorite tofu recipes (lists about 80 recipe names for each of the different types of tofu, plus soymilk, yuba, whole soybeans, gô, okara, and curds; very favorites that are also quick and easy to prepare are preceded by an asterisk).

Part II. Cooking with tofu: Recipes from East and West (500 recipes). 4. Soybeans: History, cooking with whole dry soybeans, roasted soybeans (*iri-mame*), fresh green soybeans (*edamame*), kinako (roasted full-fat soy flour), soybean sprouts (*daizu no moyashi*), natto (sticky fermented whole soybeans, with “gossamer threads”), tempeh (fermented soybean cakes), Hamanatto and Daitokuji natto (raisin-like natto), modern western soybean foods (natural soy flour [full-fat], soy granules, defatted soy flour and grits, soy protein concentrates, soy protein isolates, spun protein fibers, textured vegetable protein (TVP), soy oil products). 5. Gô (*purée de fèves de soya fraîches*; a thick white puree of well-soaked uncooked soybeans). 6. Okara or Unohana. 7. Curds and whey (*Caillé et petit-lait*). 8. Tofu (includes history, and preparatory techniques: Parboiling, draining, pressing

{towel and fridge method, slanting press method, sliced tofu method}, squeezing, scrambling, reshaping, crumbling, grinding).

9. Deep-fried tofu (*Tofu frit*): Thick agé or nama agé (*Agé épais {côtelettes de tofu frit}*), ganmo or ganmodoki (*burgers de tofu frit*; incl. *hiryozu / hirosu*), agé or aburagé (*pochettes de tofu frit*; incl. “Smoked tofu,” p. 197). 10. Soymilk (*Lait de soya*). 11. Silken tofu (Kinugoshi ou tofu soyeux) (“*Kinu* means ‘silk’; *kosu* means ‘to strain’; well named, kinugoshi tofu has a texture so smooth that it seems to have been strained through silk”). 12. Grilled tofu (*Tofu grillé*). 13. Frozen and dried-frozen tofu (*Tofu surgelé et tofu surgelé sèche*). 14. Yuba (incl. many meat alternatives such as Yuba mock broiled eels, Buddha’s chicken, Buddha’s ham, sausage). 15. Tofu and yuba in China, Taiwan, and Korea (incl. Savory tofu {*wu-hsiang kan*}; see p. 258 for illustrations of many meat alternatives, incl. Buddha’s fish, chicken, drumsticks, and duck, plus vegetarian liver and tripe, molded pig’s head, and molded ham). 16. Special tofu (*Tofu particuliers*).

Part III—Japanese farmhouse tofu: Making tofu for more and more people. 17. The quest. 18. Making community tofu. 19. The traditional craftsman. 20. Making tofu in the traditional way. Appendices: A. Tofu restaurants in Japan (many are vegetarian). B. Tofu shops in the West (Directory of 43 shops in the USA, in Europe {Germany 11, Austria 1, Belgium 2, Denmark 1, Finland 1, France 6, Ireland 1, Italy 3, Netherlands 4, Portugal 1, Spain 6, Switzerland 4, UK 9, Wales 1}, and 3 in Latin America {Brazil, Colombia, El Salvador, Guatemala, Mexico}). C. People and institutions connected with tofu. D. Table of equivalents. Bibliography. Glossary. Index. About the authors (autobiographical sketches; a photo shows Shurtleff and Aoyagi, and gives their address as New-Age Foods Study Center, 278-28 Higashi Oizumi, Nerima-ku, Tokyo, Japan 177). Sending tofu in the four directions.

pudding recipes include: Rice pudding with gô and apple (p. 76, incl. 2 cups soymilk). Tofu chawan-mushi (p. 147; Steamed egg-vegetable custard with tofu). Tofu fruit whips (p. 148). Tofu rice pudding (p. 150, incl. 1 cup soymilk). Tofu custard pudding (p. 152). Soymilk custard pudding (p. 208). Brown rice pudding (p. 208, with 2 cups soymilk). Soymilk chawan-mushi (p. 209). Chawan-mushi with yuba (p. 249).

Dessert recipes include: Tofu whipped cream or yogurt (p. 148; resembles a pudding or parfait). Tofu ice cream (p. 149, with chilled tofu, honey, vanilla extract and salt). Banana-tofu milkshake (p. 149). Tofu cream cheese dessert balls (p. 149). Tofu icing (for cake, p. 149). Tofu cheesecake (p. 150). Tofu-pineapple sherbet (p. 151). Also: Soymilk yogurt (cultured, p. 205). Healthy banana milkshake (p. 206). On p. 160 is a recipe for “Mock tuna salad with deep fried tofu.”

Note. This is the earliest French-language document

seen (Sept. 2013) that mentions soy cream cheese (p. 125), which it calls *Fromage à la crème au tofu*. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549 USA. Phone: 925-283-2991.

3554. *Globe & Mail (Toronto, ONT, Canada)*. 2008. Veggie innovator breaking new ground [Yves Potvin and Garden Protein International]. March 26. *Eat Well*, p. 2. Special information supplement.

• **Summary:** A photo show Yves Potvin shopping in a grocery store. In 1988, Mr. Potvin invented the meatless wiener.

Note: This last statement is incorrect. The first meatless wiener (named “Meatless Wiener”) was introduced in 1944 by Battle Creek Food Co. in Michigan. By 1988 more than 115 different meatless wieners and sausages had been launched in the USA. The first tofu hot dog was “Weissman’s Original Tofu Sausage,” introduced in Nov. 1980 by the Vegetable Protein Co., Cambridge, Massachusetts. At least ten tofu hot dogs had been launched in the USA before 1988. These included: Tofu Links (Nov. 1981, by Soya Food Products, Cincinnati, Ohio). Light Links (July 1982, by Light Foods Inc., St. Louis, Missouri). Lightlife Meatless Tofu Pups (Sept. 1985, by Tempworks, Greenfield, Massachusetts).

3555. *Nutrition & Soja*. 2008. Soy: Die pflanzliche Alternative. Tofu, seitan, getreide [Soy: The plant-based alternative. Tofu, seitan, cereal grains (Leaflet)]. Revel, France. 3 panels each side. Each panel: 21 x 10 cm. [Ger]

• **Summary:** This stylish German-language color leaflet is from an early French soyfoods company. Front panel: For almost 25 years we have offered a complete line of heat and serve or ready to eat products based on tofu and seitan. They use only organic soybeans grown in southwest France.

The three inner panels start with a vertical cartoon showing how soybeans are made into soymilk and then tofu. From the soymilk comes four lines of eleven products: (1) Biosoy soymilk (aseptically packed) in natural, vanilla, and calcium-enriched flavors. (2) Biosoy desserts (Hazelnut, Vanilla, and Chocolate). (3) Biosoy drinks in Chocolate (2 sizes), Tchai, and Moka. (4) Biosoy creme (like cream but with fewer calories).

From the tofu comes two lines of eight products: (1) Tofinelle meatless sausages in Sesame & Curry, and Mushroom flavors. (2) Six types of *Croque Tofu* (Tofu Croquettes / Burgers) in Provencale, Garlic & Fines Herbes, Mushrooms, Sea Vegetables, Chop Suey, Curry and Poppseed.

Back left panel: Tofu: The highest form of nutrition. Unique plant protein, unsaturated fatty acids, essential fiber and minerals, virtues for good health. Back middle panel: The delicious art of eating vegetables. Croc’ Seitan (Indian Style). Cereal Grains: Grinioc Patties in Quinoa-Tomato,

Millet-Mushroom, or Rice, Delicate Vegetables & Saffron. [www.soy.tm.fr](http://www.soy.tm.fr). Address: Chemin de l’Horte, 31250 Revel (near Toulouse), France.

3556. **Product Name:** Tofurky ‘Foot Long’ Veggie Dogs.

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 2008 March.

**Ingredients:** Water, vital wheat gluten, organic tofu puree (water, organic soybeans, magnesium chloride, calcium chloride), expeller pressed (non hexane extracted) isolated soy protein, expeller pressed non-GMO canola oil, spices, sea salt, onion powder, organic cane juice, pepper, natural vegetarian flavors, natural smoke flavor, maltodextrin, granulated garlic, xanthan gum, konjac flour (yam root). carrageenan, wheat starch, natural caramel color, annatto.

**Wt/Vol., Packaging, Price:** 14 oz (397 gm) vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** See next page. Leaflet (8½ by 11 inches, 1 panel each side, glossy color, front and back) sent by Patricia Smith from Natural Products Expo West at Anaheim. 2008. March. “Go beyond the bun. Tofurky ‘Foot Long’ Veggie Dogs. Going boldly where no vegetarian hot dog has gone before.” A photo of the hot dog and a ruler shows that the hot dog is actually about 10 inches long. But it does stick out far beyond both ends of a regular hot dog bun.

3557. *Garden Protein International*. 2008. *Lifestyle* (Website printout–part). [www.gardenprotein.com](http://www.gardenprotein.com) 7 p. Printed May 28.

• **Summary:** Tabs (across the top): Product info (Garden Beef or Garden Chicken). Product usage. Availability. Formats & flavors. Nutrient info. Contact us. “Gardein (TM)–the new vegetable protein. More than an ingredient, its a foundation.” E-mail: [wow@gardenprotein.com](mailto:wow@gardenprotein.com).

Talk with Seth Tibbott, founder and president of Turtle Island Foods, Inc. 2008. May 27. Yves Potvin has started a new company (after selling his original company to the Hain Celestial Group in June 2001) named Garden Protein International. He probably had to wait until his “noncompete agreement” had expired. He has worked with Solae and soy protein isolates to develop a new generation of extruded meat alternatives, with an excellent texture and flavor. Yves also has a second and newer website with the latest info on its products: [www.gardein.com](http://www.gardein.com).

Note: As of Nov. 2012, the name of the company is still Garden Protein International. Address: 12751 Bathgate Way, Vancouver (Richmond), BC, Canada V6V 1V5. Phone: 604-278-7300.

3558. *Garden Protein International*. 2008. *Gardein–Garden Grown Protein* (Website printout–part). [www.gardein.com](http://www.gardein.com) 12 p. Printed May 28.





• **Summary:** This is Garden Protein International's new website—much more interesting than their previous [www.gardenprotein.com](http://www.gardenprotein.com). At the heart of the new website is a superb color video (6 minutes, 26 seconds) of Yves Potvin telling the story of his life and work.

Tabs (across the top): About Gardein (TM): What is Gardein?, our story (color video), our philosophy, how Gardein is made, news. Our products: Retail, food service, feature product. Healthy eating (Go flexitarian). Recipes: Veggie chick'n, Veggie beef. Partners. Contact us: Directions, employment.

Sayings that change about every 8 seconds at top of every page in the website: "Never take your ego too seriously. Learn something new everyday. Try something new everyday. Do something new everyday. Love your family. Eat your veggies. Be part of something bigger than you. Help people. Feed your body and your body will feed you. What comes around goes around—do unto others as you would like to have done unto you. Do something kind for another being. In your own way, make a contribution to making the world a better place. Today is more important than tomorrow. Be thankful. Embrace change. Step back and recharge your batteries. Success is always learning. If you have the ability to learn, you have the ability to grow." These same sayings are also found (written) at About Gardein > Our philosophy.

Most of the homepage is devoted to still color graphics that appear to move. Inside of a rectangle 8½ inches wide and 3¼ inches high, three color photos, side by side, fade in (from left to right) then fade out. The photos include: A young lady doing yoga, another sitting in the cross legged position facing away toward the sea, many photos of Gardein in prepared dishes, a little girl blowing a round white head of milkweed seeds, a field of wheat, a girl leaping down onto the sand. This set of 3 takes about 12 seconds, and then is replaced by three more. After two sets of three photos the Gardein logo (green, red, and yellow) slowly moves into place, with the tagline "Garden grown protein" in black letters below it. The full cycle of 3 sets of 3 takes about 39 seconds.

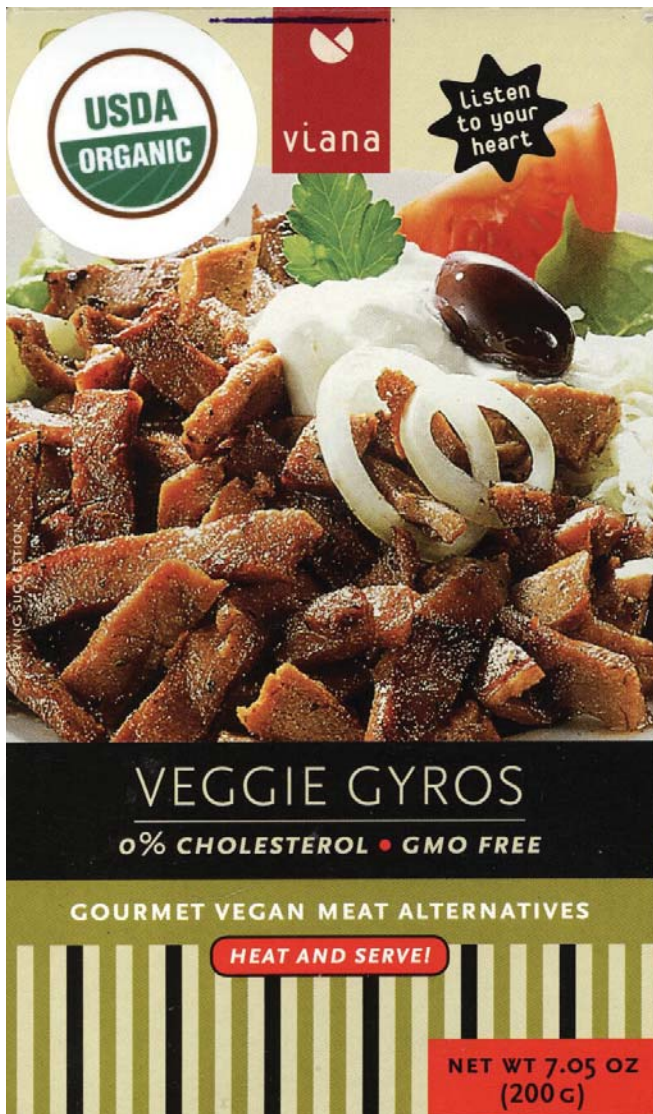
The story of Yves life (told in the 2nd person): He was born in small town of Waterloo, Quebec, the fourth of a family of five. He enjoyed a typical French-Canadian childhood of hockey, school, and church. And from a very early age he loved independence. Following high school and a brief stint studying architectural design, he asked himself a true entrepreneurial question: "Is this really what I want to do for the rest of my life? The answer was very clear to me." So he left school, went traveling to South America, learned Spanish, and discovered the world. He returned a year later with a fresh perspective. He decided then to pursue his passion for food, so he enrolled in the school of culinary art. With his degree in hand, he started his first venture, a French nouvelle cuisine restaurant called *Le Bateleur* (the

magician). Two years later with the restaurant successful, he woke up one extremely cold Quebec morning and thought, "Gosh, Vancouver sure looks good!" So he followed the old saying "Go West young man." But always being wont to do it differently, he thought, *Mais oui!* Why not bicycle across Canada. The journey was an adventure to discover just what he was made of. He didn't know then that his future would be in Vancouver, and it would be there that he would find his spot in life. When he arrived in Vancouver he noticed that people were interested in health, fitness, and nutrition—just like him. But there was no healthy, convenient food in the marketplace. So he thought, "Why not create a healthy fast food," and *voila!* He was 28 years old and full of energy when he started Yves Fine Foods in Quebec. With \$5,000 from his own pocket, \$10,000 from family, and \$25,000 from a small business loan. "It was very much a one-man operation: Me, myself, and I." He worked seven days a week manufacturing, packaging, marketing, selling, and distributing. His first product was a Veggie Dog. Initial production: 17 cases. Unfortunately, another 19 cases went to waste—not a great beginning. "I've always said, its okay to make a mistake, but in order to stay in business, learn and don't repeat them." The company started to take off and over the next 13 years it experienced an average growth of 50% per year. In that time we built a state of the art, 60,000 square foot facility and increased our distribution across 7,000 supermarkets in North America, Europe, and Asia. Their product line had grown to include 20 different items. Along the way, the company was fortunate to receive many national and international awards for entrepreneurship, export excellence, and product innovation. By the spring of 2001 the meatless market had changed drastically. Multinationals were buying up private companies left and right. In life, timing is everything. So Yves decided to sell to the Hain Celestial Group, a publicly traded company on the Nasdaq. It was time to recharge his batteries. Over the next year he spent quality time with his young family and traveled the world. The time off allowed him to reflect on the challenge our society is facing. Fast food epidemic, factory farming, and major population growth were placing our environment at risk. It was then that he decided to pursue an idea that he had long ago—to develop an ingredient made entirely of vegetable and grain sources, but which had the same taste and texture of premium lean meat or fish. So in 2003 he founded Garden Protein International. For the next two years he spent a great deal of money and time creating this new protein that was named Gardein (pronounced gar-DEEN)—a mixture of the words "garden" and "protein." Today GPI is a rapidly growing, award winning company, selling across North America, the UK, and Japan. Their strategy has three pillars: Private label, foodservice, and their own retail brand—all made with their proprietary ingredient Gardein. So why is he not at the beach enjoying life or playing golf every day. "Well, to be honest, the main reason is that I love



what I do. I think this is the right food at the right time. In my own way, I can make a small contribution to make this world a better place. *Pourquoi pas?* [Why not?]. And you know—I'm not the only one that believes in the potential of our vegetable resources. Take it from someone a bit smarter than me." There follows a color photo of Albert Einstein with a quotation by him in support of vegetarianism. Address: 12751 Bathgate Way, Vancouver (Richmond), BC, Canada V6V 1V5. Phone: 604-278-7300.

**3559. Product Name:** Viana Veggie Turkish Roast, Viana Veggie Gyros, Viana Cowgirl Veggie Steaks, Viana Mediterranean Veggie Sausages, (Non-Dairy, Vegan).  
**Manufacturer's Name:** Tofutown North America (Importer / Marketer). Made in Germany by Tofutown.com.  
**Manufacturer's Address:** P.O. Box 1186, Charlottesville, Virginia 22902. Phone: www.viana-usa.com.  
**Date of Introduction:** 2008 May.  
**Ingredients:** Viana Veggie Turkish Roast: Water, Tofu\*



(soybeans, water, nigari), wheat protein\*, sunflower oil\*, roasted onion (onions, palm oil, wheat flour, salt), soy sauce\* (water, soybeans\*, sea salt, wheat\*), spices, sea salt, raw cane sugar, tomato paste, locust bean gum, herbs, yeast. \* = Certified USDA Organic.

**Wt/Vol., Packaging, Price:** 7.05 oz (200 gm).

**How Stored:** Refrigerated.

**New Product–Documentation:** One sample of each (product with Label) with sales sheet and business card sent by Jon Kessler, Sales and Marketing Director, Tofutown North America. 2012. July 30. Front panel of Veggie Turkish Roast: Color photo of product ready to eat. USDA Organic. "Listen to your heart. 0% cholesterol. GMO free. Gourmet vegan meat alternatives. Heat and serve!"

Inside each paperboard box is the brown, often amorphous product vacuum-packed in thick plastic film. Letter (e-mail) from Jon Kessler. 2012. Aug. 10. Gives the date each product was first sold commercially. The labels were changed to the present more American and less European labels in April 2012.

**3560. Product Name:** Eating Right [Lightly Seasoned Veggie Chicken Breasts, Lightly Seasoned Veggie Chicken Strips, Lightly Seasoned Veggie Veggie Beef Strips, Veggie Chicken Breast in Tomato Basil Sauce].

**Manufacturer's Name:** Garden Protein International Inc.  
**Manufacturer's Address:** 12751 Bathgate Way, Richmond (near Vancouver), BC V6V 1Y5, Canada. Phone: 604-278-7300.

**Date of Introduction:** 2008 June.

**Ingredients:** Chicken breasts: Water, soy protein, wheat protein, natural flavors, modified cellulose, potato starch, canola oil, spices, pea protein, carrot, organic beet root fibre, organic evaporated cane juice, yeast extract, sea salt + vitamins and minerals.

**Wt/Vol., Packaging, Price:** 200 to 300 gm.

**How Stored:** Refrigerated.

**New Product–Documentation:** Packages sent by Yves Potvin of GPI. 2008. Oct. 28. Paperboard box. 5 by 6.5 by 1.5 inches. Green, blue, red, black and yellow on white. "Prepared for Lucerne Foods, Calgary, Alberta T2P 2J6, Canada." On the back panel are Nutrition Facts, ingredients list and recipe ideas. On the lower back panel is the logo of the manufacturer, Garden Protein International Inc. (in English and French) on a light green background: "Made with Gardein. Garden grown protein. www.gardein.com. Gardein is a registered trademark of Garden Protein International Inc."

**3561. Product Name:** Tesco Meat Free: 2 Chicken-style fillets.

**Manufacturer's Name:** Tesco Stores Ltd. (Retailer).

**Manufacturer's Address:** Chestnut EN8 9SL, UK.

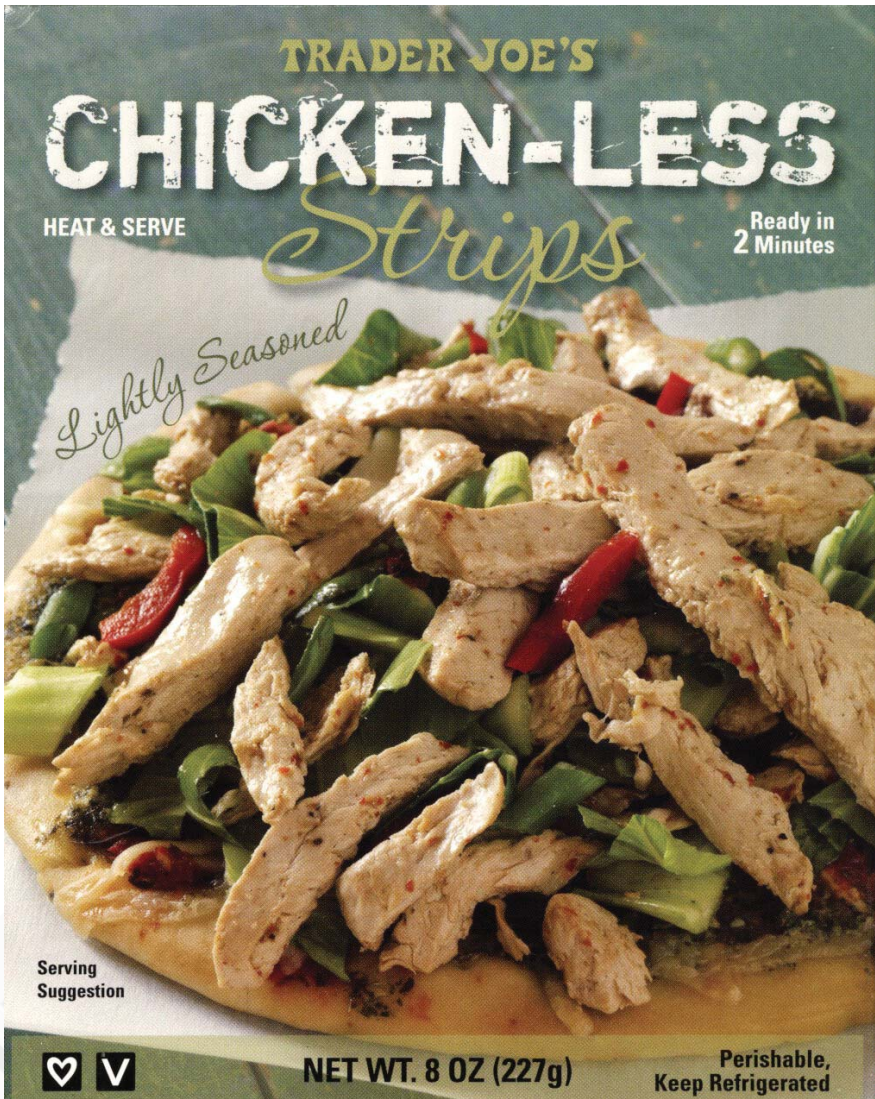
**Date of Introduction:** 2008 June.



**Ingredients:** Rehydrated soy protein (33%), rehydrated wheat protein (33%), natural flavouring, stabiliser (methyl cellulose), red pepper flakes, yeast extract, beetroot fibre, onion powder, spices (black pepper), parsley, garlic powder, salt, cane sugar, vegetable oil, potato starch, white sugar, wheat flour, sage, pea protein, carrot fibre, white pepper, celery seed, smoke flavouring, pepper extract, sage extract.  
**Wt/Vol., Packaging, Price:** 200 gm. Paperboard box.

**How Stored:** Refrigerated.

**New Product–Documentation:** Packages sent by Yves Potvin of GPI. 2008. Oct. 28. Paperboard box. 6 by 5.75 by 1.25 inches. Pea green, orange, and black on white. “Produced in the U.K. for Tesco Stores Ltd., Chestnut, UK. On one side panel is the logo of Garden Protein International Inc. (Richmond, BC, Canada): “Made with Gardein. Farm grown protein.” A color photo on the front panel shows a Chicken Fillet sliced open, surrounded by veggies on a white plate. On the front panel: “A lightly seasoned blend of soya and wheat gluten, dusted with herbs. Low in saturates. A good source of fibre. No artificial preservatives, flavours or colours. A round logo says “Super Foods.” On the back panel are Nutrition Facts, ingredients list and recipe ideas. Note: Tesco is a leading supermarket chain in the UK.



3562. **Product Name:** Trader Joe's Chicken-Less Strips, Beef-Less Strips.

**Manufacturer's Name:** Trader Joe's (Marketer-Distributor).

**Manufacturer's Address:** Monrovia, CA 91016.

**Date of Introduction:** 2008 June.

**Ingredients:** Chicken-less: Water, isolated soy protein, vital wheat gluten, natural flavors, expeller pressed canola oil, organic evaporated cane juice [sugar], spices, yeast extract, sea salt, garlic powder, onion powder, red bell pepper flakes, parsley flakes, pea protein, carrot fiber, sunflower oil.

**Wt/Vol., Packaging, Price:** 8 oz (227 gm) in plastic bag. Retail for \$2.99 at Trader Joe's (2008/07, Lafayette, California).

**How Stored:** Refrigerated.

**Nutrition:** Chicken-less: Per 76 gm. (about 9 strips): Calories 110, calories from fat 15, total fat 1.5 gm (2% daily value; saturated fat 0 gm), cholesterol 0 mg, sodium 330 mg (14%), total carbohydrate 3 gm (dietary fiber 1 gm [4%], sugars 1 gm), protein 20 gm (40%). Vitamin A 6%, calcium

4%, vitamin C 2%, iron 35%. Percent daily values are based on a 2,000 calorie diet.

**New Product–Documentation:** Product (Chicken-less) with Label purchased at Trader Joe's in Lafayette, California. 2008. July 6. Paperboard box is 5 by 6½ by 1½ inches deep. Light blue, light green, white and black. Large color photo of product with fried vegetables on front panel. Front panel text: “Heat & serve. Ready in 2 minutes. Lightly seasoned.” Heart healthy logo and Vegan logo. On back panel are nutrition facts and ingredients. For best flavor, saute on stove for 2-3 minutes.

Soyfoods Center taste test. 2008. July 7-8. Good flavor, appearance, and label design; excellent texture. This extruded product contains too much protein for our taste if eaten by itself, but is nice if used as an ingredient. Note: The main ingredient is Gardein, made by Garden Protein International (GPI) (Richmond, BC, Canada). However, neither Gardein nor GPI are mentioned on the product. Two packages sent by Yves Potvin of GPI. 2008. Oct. 28.



3563. Crowe, Jerry. 2008. Half of baseball buys into veggie dogs. *Los Angeles Times*. July 22.

• **Summary:** About Johanna McCloy and her work to make veggie dogs available at all major league baseball ballparks. A photo shows McCloy holding up two veggie dogs at AT&T Park during a San Francisco Giants baseball game.

3564. Law, Bridget Murray. 2008. More joy for soy. *Diabetes Forecast* 61(7):19. July.

• **Summary:** Describes how tofu, edamame, and soy burgers are not only “trendy good-for-you foods” but also beneficial to those with type 2 diabetes, as they are good for the heart and kidneys.

3565. **Product Name:** Humboldt Organic–Vegan Sloppy Joe.

**Manufacturer’s Name:** Tofu Shop Specialty Foods Inc.

**Manufacturer’s Address:** 65 Frank Martin Court, Arcata, CA 95521. Phone: 707-822-7401.

**Date of Introduction:** 2008 August.

**Wt/Vol., Packaging, Price:** 12 oz (339 gm).

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Matthew Schmit. 2009. March 18. Self adhesive. 3.5 inches diameter. Red, yellow, blue, and black. An illustration (black on blue) at top of label shows a small tofu shop, with an Oriental-style roof, on stilts atop a small island, with a wind-blown tree arching over its roof. Text: “Healthy. Hearty. Easy to serve. Cholesterol free. Low in saturated fat. Great for tacos, chili, spaghetti, casseroles, burgers, or chips. Perishable–Keep refrigerated.”

3566. **Product Name:** Cassington’s [2 beef-style peppered steaks, 2 chicken style fillets in a tomato & herb marinade].

**Manufacturer’s Name:** Cassington’s Food Co. (Retailer).

**Manufacturer’s Address:** Dale House, Leeming Bar, Northallerton, North Yorkshire DL7 9UL. Phone: 0800 84 4776.

**Date of Introduction:** 2008 September.

**Ingredients:** Peppered steaks: Rehydrated wheat protein (43%), rehydrated soya protein (31%), peppercorn marinade (12%) [contains water, sugar, vinegar, garlic puree, onion, bell peppers, salt, yeast extract, corn flour, black pepper, pink peppercorns, thickening agent, pectin], natural flavourings, stabiliser (methyl cellulose), potato starch, barley malt extract, onion powder, cane sugar, pea protein, carrot fibre.

**Wt/Vol., Packaging, Price:** 200 gm. Paperboard box.

**How Stored:** Frozen.

**New Product–Documentation:** Packages sent by Yves Potvin of GPI. 2008. Oct. 28. Paperboard box. 5.75 by 5.75 by 1.125 inches. For peppered steaks: Golden brown, red, yellow, black, and light blue on white. On the upper front panel is the logo of Garden Protein International Inc.

(Richmond, BC, Canada): “Made with Gardein. Farm grown protein.” A color photo on the front panel shows a Peppered Steak surrounded by lettuce and veggies on a white plate.

On the front panel: “Meat free steaks made from a blend of beans, grains and vegetables. Less than 3% fat. 194 calories per portion. Vegetarian (logo). A passion for Healthier eating.” On the back panel are Nutrition Facts, ingredients list and recipe ideas.

3567. **Product Name:** Cassington’s beef-style meatballs.

**Manufacturer’s Name:** Cassington’s Food Co. (Retailer).

**Manufacturer’s Address:** Dale House, Leeming Bar, Northallerton, North Yorkshire DL7 9UL. Phone: 0800 84 4776.

**Date of Introduction:** 2008 September.

**Ingredients:** Rehydrated wheat protein (43%), rehydrated soya protein (32%), vegetable oil, onion, sugar, natural flavouring, tomato puree, stabiliser (methyl cellulose), salt, sugar, maize starch, chili powder, garlic powder, potato starch, yeast extract, barley malt extract, onion powder cane sugar, garlic puree, tomato puree, herbs [basil, marjoram, oregano, thyme], black pepper, pea protein, carrot fibre, cumin.

**Wt/Vol., Packaging, Price:** 300 gm. plastic foil pouch.

**How Stored:** Frozen.

**New Product–Documentation:** Packages sent by Yves Potvin of GPI. 2008. Oct. 28. Plastic foil pouch. 8.75 by 8.5 inches. Golden brown, red, yellow, black, and light blue on white. On the upper front panel (and on the back panel) is the logo of Garden Protein International Inc. (Richmond, BC, Canada): “Made with Gardein. Farm grown protein.” Two color photos on the front panel show (1) Two kids running down a hill with their dad. (2) Meatless meatballs with sauce on spaghetti, on a white plate. On the front panel: “Meat balls made from a blend of beans, grains and vegetables. Less than 4% fat. 123 calories per portion. Vegetarian society approved (logo). A passion for Healthier eating.” On the back panel are Nutrition Facts, ingredients list and recipe ideas.

3568. Potvin, Yves. 2008. The basic business model of Garden Protein International, Inc. (GPI) (Interview). *SoyaScan Notes*. Oct. 7. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** GPI’s main product is Gardein (TM, pronounced gar-DEEN, derived from Garden + protein). In his previous business, Yves Veggie Cuisine, Yves was a retail brand manufacturer. He manufactured everything he sold, and built a brand. Then he realized in 1998, when he developed this new proprietary process, Gardein, that he is now an ingredient manufacturer. That was one reason he sold his former business, but also because his present business is very capital intensive, so he needed more money to get it started.

Many different formulas / recipes are used to make

Gardein; its both an art and a science—and constantly evolving with new R&D. All the formulas have much in common (all are meatless. The main ingredients are wheat gluten and soy protein), but each one is different—and thus custom designed—to suit each individual product application. Yves works closely with a chef (and he is also a trained chef with many years of experience) to develop the best possible formula for each application. The product behaves differently with different sauces (when its a low pH sauce they must start with a softer product. The protein in Gardein reacts to a dairy-based sauce much differently from the way it reacts to a tomato sauce). They have recently started to add new grain ingredients such as quinoa, kamut, amaranth, etc. to give new and interesting textures, and to increase the percentage of grain in the product. In Canada Gardein must be fortified to makes its nutritional value equal to or better than that of the meat product it is designed to replace; this is not required in the USA. The strips that they make for Trader Joe's are simply the raw material (plain Gardein), whereas the Chick'n Breasts they make for Costco are carefully formulated and formed to make a second generation product. GPI has no list of all the different types of Gardein. Rather, each company tells GPI the application, and GPI develops Gardein specifically for that product; no two are the same.

Gardein is always sold in a moist form (62-65% moisture, very much like that of meat)—never dry.

GPI sells Gardein either refrigerated or frozen—to keep it fresh. Any product sold refrigerated must be pasteurized first, which creates a whole new manufacturing cycle. Gardein is still much more difficult to process and handle than meat—for example. Most retailers buy it refrigerated, but most of the bulk product (shipped overseas or to foodservice) is sold frozen as to Cysco, Kellogg, Loblaw.

In 2005, after two years of solely R&D, Yves started to sell Gardein; his first customer was the Kellogg Co., which was already selling a line of meat alternatives under their Morningstar Farms brand. This began even before sales in bulk to foodservice.

Yves' basic strategy is to sell the ingredient (Gardein) to food product manufacturers, but they are required by a license agreement to put the Gardein logo on the label. The agreement specifies very precisely the size and location of the logo, how the ingredients are to be listed, etc. and the fact that the buyer cannot mix Gardein with meat.

But GPI also sells Gardein in four other ways: (2) Private label, as when they sell to Kellogg's, Loblaw's, President's Choice or Trader Joe's. Each of these customers also signs a licensing agreement. GPI and the customer work together to design and name the product and ingredients. Many private label customers (such as Kellogg and Trader Joe's) design their own package / label—but this can be frustrating sometimes, as when Yves can see that a poor package design will hurt sales of the product. The customer then sends its packages to GPI in Vancouver (actually in

Richmond, BC, a suburb of Vancouver) where GPI packages its product.

(3) Control label, as for very large customers such as Costco, under the name Garden Goodness. The Gardein logo appears prominently on both the front (lower right corner) and the back (bottom center) of the attractive box. GPI owns the brand "Garden Goodness." Costco asks GPI to develop the product and to design the package; Costco has to approve of both, but they do not get involved in the details. Costco is happy because no other company has that Garden Goodness brand, and GPI is happy because it is their own label and their Gardein brand prominently displayed. "It is a win-win situation." Presently GPI makes only one SKU for Costco—"6 Veggie Chick'n Breasts," but they are about to launch several new items with Costco. GPI has already made the presentation and Costco liked the ideas.

(4) Under its own label, using the "It's All Good" brand. Initially Yves had no intention of going back into the retail business, because its very painful. But as he was trying to work with his previous company (Yves Veggie Cuisine), they kept saying it was too complicated, etc. So he realized he could use his own brand to do basic R&D. For example, in Canada he has tried selling "Its All Good in the meat section, the deli section, and the produce section of food stores. From this experiment, he has learned where it sells best, and he can share this valuable information with his customers that buy Gardein. He has also learned which product types and names sell best, what's the price point, etc. And he gets lots of consumer feedback about those products. Customers such as Trader Joe's, Costco, and Safeway in Canada always want the best seller in the It's All Good" line. Yves always changes the product name slightly, as from "Tuscan Tomato" to "Basil Tomato." A new product Yves is developing to sell under his own label is a stuffed product (like a stuffed chicken), which is Gardein stuffed with black beans (frijoles) and corn; the package has a tomato sauce inside. GPI uses a broker (who is paid 5%) to get these products into the retail market. In addition, GPI has its own sales force (1 person each in Ohio, New Jersey, and Toronto, and 3 in Vancouver). One guy is responsible for private label, one for the club business, etc. Next Wednesday they will make a presentation at Safeway headquarters; GPI wants to launch the "It's All Good" line with Safeway in the U.S. The week after that they go to Kroger headquarters, then the next week to Publics. Yves attends the most important presentations, which causes him to travel a lot.

Yves is also in the process of raising some money to finance that growth; he projects sales to double in the next 24 months. Currently Yves owns all the shares in GPI Inc. He's basically looking for one venture capitalist who will invest about \$1 million in exchange for 10% of the business—just enough to go to the next level. He hopes to find a person who understands his vision and wants to be part of the journey. Yves believes this can be a \$1 billion company.



Yves believes that he GPI must be strong in its own backyard before it tries to conquer the world. So his initial focus has been on Vancouver, British Columbia, and Canada (with 30 million population). His products are all over Canada, with 80% distribution. “But the big market for us is really the U.S.” Right now, about 40-50% of his sales are in the USA and 10% in the UK, but in 1-2 years he expects that figure to rise to 70%.

GPI presently has two manufacturing sites in Vancouver, located 5 minutes apart; the second facility is leased, 20,000 square feet, and houses all the sales and marketing. One is the distribution center where all products are shipped fresh, refrigerated. The other site makes products that are sold frozen. As soon as every batch of product is made, it is frozen to keep it fresh. Within the next 2-3 years Yves expects to have one plant in the USA and one in Europe, then one in Asia within 5 years. The product has tremendous global potential. Yves is fortunate to have already started one business, and to have already had so much business experience. This makes the growth go much faster, but it is still painful—yet he wouldn’t want to be doing anything else. Yves is married and has two kids. He feels that raising a family and growing a business are quite similar.

(3) GPI sells Gardein (as an ingredient, frozen, by the container) to a customer, such as Tesco or Grassington’s Food Co. in the UK, which has the product developed and produced, and packaged. Of course they also sign GPI’s licensing agreement as described above. In this case the Gardein logo and text must appear in the lower right corner of the front panel: “Made with Gardein (TM). Farm grown protein.” UK customers have (so far) asked for GPI’s opinion on their package design, and GPI always gives an honest opinion. A new brand in the UK will be “Pick of the Crop.”

(4) Food Service Products started with Whole Foods Market in Los Angeles, California, but are now sold to delis, restaurants, schools, catering companies, cafeterias, hospitals, etc. and go mostly through a distributor (such as CANA, UNFI, or Cysco Corp.), unless a company has large enough volume to go direct. GPI’s main foodservice customer at present is Whole Foods, which sells Gardein in their deli and displays the Gardein logo prominently on the deli case. When a product is sold to foodservice, GPI realizes that this product will be served in a wide variety of ways (salads, sandwiches, fajitas, in a sauce, etc.), so it must be designed with that flexibility in mind. Moreover, the product must keep its good texture and flavor whether it is eaten hot or cold. As of Oct. 2008 the following products were available to food service: Chicken Cubes, Chicken Strips, Beef Strips, Chicken Breasts (nonbreaded), Beef Burger, Chicken fillets (non-breaded or breaded), and a seasonal Stuffed Turkey.

3569. *SoyaScan Notes*. 2008. When was the first meat alternative turkey created? (Overview). Oct. 7. Compiled by

William Shurtleff of Soyinfo Center.

• **Summary:** We will the answer into two parts: (1) When was meatless turkey first served? That turkey was almost surely made from meat alternatives such as Protose, Nuttolene, and Nut Food—all made by the Sanitas Nut Food Co. of Battle Creek, Michigan. The earliest references for that are:

1895 Dec. 29 Chicago Daily Tribune. Vegetarian society Thanksgiving.

1899. Guide for Cookery, by Almeda Lambert (SDA—Seventh-day Adventist).

1904. Vegetarian Cook Book: Substitutes for Flesh Foods, by Edwin Giles Fulton (SDA).

(2) When was the first commercial meatless turkey first launched?

1968. Loma Linda Foods, Riverside, California. Loma Linda Canned Meatless Slices—Turkey-Like Slices. (SDA).

1968. Loma Linda Luncheon Slices—Smoked Turkey Flavor (SDA).

1968. Worthington Foods, Worthington, Ohio. Holiday Roast (Meatless Turkey-like product based on spun soy protein fibers) (SDA).

So 1968 was the “anno mirabilis” or “miracle year” for commercial meatless turkeys, just as a growing number of young vegetarian hippies were looking for something to eat at Thanksgiving and Christmas. Markets rarely fail to met a budding new demand!

3570. *Restaurant Hospitality*. 2008. Serving up soy. 92(10):62. Oct.

• **Summary:** Describes a survey conducted by the United Soybean Board in which veggie burgers, tofu, soymilk, and edamame were the top soyfoods preferred by consumers and one in five consumers said they would order soyfoods from restaurant menus. To “demonstrate the versatility of soy,” contains recipes for Edamame-tofu croquettes and Tofu gratin.

3571. **Product Name:** Soy Nuggets.

**Manufacturer’s Name:** Trader Joe’s (Marketer-Distributor).

**Manufacturer’s Address:** South Pasadena, CA 91031.

**Date of Introduction:** 2008 October.

**Ingredients:** Water, textured soy protein, soy protein isolate, rice starch, spices, toasted onion, salt, sea salt, dehydrated celery, garlic powder, carrageenan, maltodextrin. Battered with: Water, yellow corn flour, corn starch, sea salt, spices, (stabilizer), sea salt, spices, expeller pressed canola oil. Breaded with: Organic unbleached stone ground whole wheat flour, yeast, sea salt, barley malt extract.

**Wt/Vol., Packaging, Price:** 16 oz (454 gm) in sealed plastic bag inside paperboard box. Retail for \$2.99 at Trader Joe’s (2008/10, Lafayette, California).

**How Stored:** Frozen.



**New Product–Documentation:** Product with Label purchased at Trader Joe's in Lafayette, California. 2008. Oct. 19. 8 by 5¼ by 2¼ 5 inches paperboard box. Black, white, red and green on yellow. A large color photo shows the Nuggets on lettuce leaves, all on a white background. Circular logo: "All natural: Fully cooked." On the back panel are Nutrition Facts, ingredients, and heating instructions (conventional oven. range top, or microwave). Soyfoods Center taste test. Very good flavor (especially the coating), excellent appearance, fairly good texture.

3572. **Product Name:** [Alpro Soya Breaded Filets].

**Foreign Name:** Alpro Soya Filets Panés.

**Manufacturer's Name:** Alpro NV.

**Manufacturer's Address:** Vlamingstraat 28, B-8560 Belgium.

**Date of Introduction:** 2008 November.

**Wt/Vol., Packaging, Price:** 2 x 85 gm = 170 gm in paperboard sleeve. Price: 2.45 euros.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Sjon Welters from the Netherlands. 2008. Nov. 15. Front panel: Color photo of a filet surrounded by veggies.

3573. **Product Name:** [Taifun Demeter Tofu Fillets (Japanese-style)].

**Foreign Name:** Taifun Demeter Tofu-filets (Japans Aard).

**Manufacturer's Name:** Life Food GmbH.

**Manufacturer's Address:** D-79108 Freiburg, Germany. Phone: (+49) 761-15210-0.

**Date of Introduction:** 2008 November.

**Ingredients:** Tofu 97% (water, \*soybeans, coagulants: nigari {magnesium chloride}, calcium sulfate), \*vegetable bouillon (sea salt, yeast extract, potato flour, \*leek, \*carrots, \*sunflower seed oil, \*mace (from nutmeg), \*parsley, \*celery), lemon juice, \* sunflower seed oil.

**Wt/Vol., Packaging, Price:** 160 gm vacuum pack with 2 pockets.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Sjon Welters from the Netherlands. 2008. Nov. 15. Orange, green and black on beige. Full color photo of two tofu filets [cutlets] in a skillet with veggies. 100% from plants. Preparation tip.

3574. **Product Name:** [Healthy Planet Knacks–Hearty Smoked Sausages].

**Foreign Name:** Healthy Planet Knacks.

**Manufacturer's Name:** Udea BV.

**Manufacturer's Address:** Postbus 244, 5460 AE Veghel, Netherlands.

**Date of Introduction:** 2008 November.

**Ingredients:** Tofu\* (water, soybeans\*, nigari) (38%),



water, wheat protein\* (22%), sunflower oil\*, spices\*, sea salt, raw cane sugar\*, thickener, carob powder, celeriac. \* = organically grown.

**Wt/Vol., Packaging, Price:** 7 pieces. Price: 3.35 euros.

**New Product–Documentation:** Label sent by Sjon Welter from the Netherlands. 2008. Nov. 15. Front panel: Color photo of a long “hot dog” in a hot dog bun, with lettuce, mustard, pickles, etc. on a white plate: Text: “The world of tasty convenience products.” Paperboard sleeve is 10 by 18 by 3.5 cm. Red, black, orange, and white. www.udea.com.

3575. **Product Name:** [Oriental Mild Burger: Middle Eastern Tofu Snack].

**Manufacturer’s Name:** Viana Naturkost GmbH.

**Manufacturer’s Address:** D-54578 TofuTown Wiesbaum, Germany. Phone: +496593 9967-0. Fax: 6593 9967-225.

**Date of Introduction:** 2008 November.

**Ingredients:** Tofu (water, soy beans\*, nigari) (20%), water, wheat protein\* (15%), chick peas\* (14%), carrots\*, spanish onions\*, sunflower oil\*. sea salt, spices\*, rolled oats\*, yeast extract, rice flour\*, palm butter\*. \* = organically grown. flour\*, cane sugar\* (0.4%), herbs\*. \* = Organically grown.

**Wt/Vol., Packaging, Price:** 200 gm vacuum pack in paperboard sleeve. Retail for 2.39 euros (Nov. 2008).

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Sjon Welter from the Netherlands. 2008. Nov. 15. Paperboard sleeve is 9 by 13.5 by 1.75 cm. Red, black, orange, and blue on beige. Front panel: A full-color photo shows the tofu burger between buns. “2 burgers. 2 minutes. 100% vegetal. 0% cholesterol. Bio soya power / Bio organic. Try it cold too.” Rear panel: “Tofuism No. 17. Earth to mankind: Take global warming seriously. Stop eating animals... Made with pure volcanic Eifel water. Good source of soy protein. Suitable for vegetarians and vegans. www.viana.com.”

3576. Hurd, Frank J.; Hurd, Rosalie. 2008. A good cook—Ten talents. New updated, expanded pictorial ed. Grants Pass, Oregon: Published by the authors. Printed by The College Press, Collegedale, Tennessee 37315. 668 p. Illust. Color plates. No index. 22 x 15 cm. Spiral bound. [1 ref]

• **Summary:** A feast for the eyes, the mind, and the palate. Filled with more than 1,300 beautiful color photos; many of them accompany over 1,000 healthful, natural recipes, but others show the great variety of natural foods, from colorful fruits to basic whole grains. Brimming with sound advice on diet, lifestyle, and health.

This is the new edition of a very important, pioneering, indeed classic American vegan cookbook. On the front and back covers is an idyllic painting of the Garden of Eden. Author Rosalie Hurd is seated under The Tree, reading the Bible—Genesis 1:29, which describes God’s original diet for men and women. The book uses no animal products (except in one chapter at the end titled “Recipes Using Milk

and Eggs,” “for those who are in the transitional period. However, we encourage all those who still cling to milk and eggs to become acquainted with the facts concerning their use, and become weaned through this process”). Some recipes also use honey.

Contains even more innovative soy recipes than the original 1968 edition. A minor point: some of the soy terminology is inconsistent and/or outdated. Address: 1. D.C. [Doctor of Chiropractic], M.D.; 2. B.S. Both: P.O. Box 5209, Grants Pass, Oregon 97527. Phone: 541-472-1113.

3577. Atlas, Nava. 2008. Vegan express. New York, NY: Broadway Books. viii + 247 p. + 8 unnumbered pages of plates. Foreword by Neil Barnard, M.D. Illust. (some color). Index. 23 x 20 cm.

• **Summary:** On the cover: “Featuring 160 recipes for quick, delicious and healthy meals.” Chapter 2 is titled: “The protein trio: tofu, tempeh, seitan.” This book contains: About 37 recipes using tofu (she says, for example, “Cut each block of tofu into six slabs”). 10 recipes using seitan. 9 recipes using vegan cheese. 9 recipes using tempeh. 5 recipes using Tofurky sausage. 4 recipes using miso. 3 recipes using edamame. Address: Hudson Valley, New York.

3578. Fiore, Toni. 2008. Totally vegetarian: easy, fast, comforting food for every kind of vegetarian. Philadelphia, Pennsylvania: Da Capo / Life Long. xi + 273 p. + 16 pages of unnumbered plates. Illust. (some color). Index. 24 cm.

• **Summary:** A mostly vegan cookbook; each recipe that calls for milk as an ingredient gives soy milk as an alternative. Rarely, if ever, have we seen such a dazzling and delicious variety of vegetarian soy recipes and information in one book. One purpose of this book is to demystify the world of vegetarian cookery and vegetarianism—especially for non-vegetarians.

The Introduction tells the story of the author’s gradual transition from typical meat eater (living in Europe), to animal rights activist in Maine, to vegetarian. She advises: Buy locally, eat seasonally, buy organic, use your intuition (and imagination).

The chapter “Stocking the pantry” contains basic information (p. 39-42, 45-46) about sea vegetables, seitan, and soy products, including edamame, miso, tempeh, textured vegetable protein (TVP), tofu, and soy sauce (Light Chinese soy sauce, shoyu, and tamari), and Worcestershire sauce (vegetarian; without anchovies)

Soy related: Golden tofu bites (with one 14-ounce package firm tofu, frozen, then thawed... p. 50). Red pepper tofu dip (p. 67). Vegetarian Caesar salad (with “silken soft tofu, p. 76). Edamame and apple salad (p. 81; kids love edamame). Boiled edamame pods. Curried lima bean and rice salad with tempeh (p. 92). Tofu lime dressing (with silken tofu, p. 102). Spinach and tofu soup (p. 108). Miso soup. Hot and sour soup (with firm tofu, p. 109). Roasted

pumpkin bisque (with soy milk, p. 114). Corn bread (with soy milk, p. 130).

One chapter is titled “Tofu” (p. 145-53): Seared tofu. Tofu sour cream. Baked tofu meatballs. Tofu with parsley sauce. Tofu kebabs with tamari-ginger sauce. Tofu pot pie.

The next chapter is “Tempeh and seitan” (p. 155-69): Best braised tempeh (with sweet and spicy marinade, p. 197). Tamari tempeh. Barbequed tempeh. Jamaican jerk tempeh. Malaysian curried tempeh. Greek stuffed cabbage (with lemon cream sauce and tempeh). Tempeh and cabbage. Moroccan stew. Tempeh cacciatore. Tempeh fajitas. Tempeh marsala. Homemade seitan (from bulk vital wheat gluten). Penne with onions and vegetarian bacon (p. 175). Spaghetti tofunese (p. 176). Tofu ravioli with butter and sage (p. 181-82). Bechamel (with soy milk, p. 184). Tofu lasagna (p. 185-86). Vegetable lasagna (with tofu filling, p. 187). No-egg salad sandwiches (with tofu). Mock fish salad sandwiches (with tempeh). Mock Maryland crab cakes (with tofu, p. 196). Tempeh club sandwiches (p. 197). Cornhusker’s reubens (with tempeh, p. 198). New York hot dogs and onions (with vegetarian hot dogs, p. 199). Soysage-pepper sandwiches (with Italian-style vegetarian sausage links, p. 200). Eggplant meatballs (with tofu, p. 214). Stuffed sugar pumpkins (with tempeh, p. 215). Fluffy mashed potatoes (with soy milk, p. 219). Spinach tortillas with potatoes (and seitan, p. 228). Pfannkuchen (with soy milk, p. 239). Rye bread French toast (with soy milk, p. 240). Loaded bagel (with tofu cream cheese, p. 243). Tofu cannoli (p. 250). Tofu coconut cream pie (like a cheesecake, p. 251). Basmati rice pudding (with soy milk, p. 252). Banana chocolate chip cake (with soy milk, p. 256).

About the author: “A vegetarian for over 20 years, Fiore is a self-taught chef who first embraced Mediterranean culinary techniques and philosophy while growing up in Italy.” But she spent the first six years of her life in Germany. Address: Portland, Maine. Host of the national public television show Delicious TV’s Totally Vegetarian.

3579. Schmit, Matthew. 2009. New developments at The Tofu Shop (Interview). *SoyaScan Notes*. March 6. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** On 1 Jan. 2002 Matthew opened for business again after moving The Tofu Shop out of the food incubator (at 100 Ericson Ct., Suite 150, Arcata, California 95521) into the first building he had ever owned at 65 Frank Martin Court, Arcata 95521.

The people who used to make Tofu Turkey stopped the fall of 2008; they were splitting up and the restaurant got caught up in the legal battle. In the fall of 2008, The Tofu Shop made a fledgling effort to start making these product again, but they made the decision so late that they were unable to refine the recipe as they had wished so they could really market the product. The Tofu Shop made several dozen Tofu Turkeys, sold some to old friends, and

provided other for the community dinner. It was not really a commercial product in fall 2008, but is now definitely at the top of Matthew’s list for 2009.

Matthew is still very much involved in his business on a daily basis. He is not currently involved in the actual production; he helps his local delivery driver prepare shipments to be sure they arrive fresh and in good condition. He helps to supervise and coordinates the preparation schedules. About 80% of the company’s sales are in Humboldt County; most of the rest are to the south. As a specialty foods company, they have quite a complex production process. They make 18 batches, of 60 lbs. of tofu each. About 1/3 of those batches are made into regular 1-lb. blocks of tofu. All the rest are treated differently. Some are pressed with greater pressure for a longer time to give extra-firm tofu for certain customers. For others, seasonings and spices are stirred into the curds before they are pressed to make International Spice Tofu. Matthew will send dated labels for the four new products launched since 2002, and he relabeled and slightly changed the names of three earlier products.

The food incubator (25,000 square feet) attracted economic development groups and celebrities from all over the world. The basic concept was very interesting, and Matthew invested 12 years of hard work into the project, but in the end it did not work out as originally conceived—a vehicle to help small food manufacturers get into an equity ownership position in their own facilities; that was combined with the older business incubator concept, which would provide basic services and facilitate the growth of each business. Each business was to own its part of the incubator—quite like a condominium. Cindy Copple, executive director of AEDC, put the two ideas together to create the new idea of a non-graduating incubator. It had a large central warehouse, common restrooms and a development kitchen, water, electricity, drainage, etc. At the last minute, the “equity” language was excluded from the written agreements, but with the verbal understanding that nothing had changed. The ten companies all moved in during the same week; very exciting. But instead of the vision, the AEDC just became landlords and each business was a “tenant.” All progress toward owning in the facility died—immediately. The original vision was lost. Matthew eventually organized the ten tenant companies to fight the landlord; they won a monetary settlement. At that moment, Matthew decided to leave the food incubator as soon as possible. Address: Tofu Shop Specialty Foods Inc., 65 Frank Martin Court, Arcata, California 95521. Phone: 707-822-7401.

3580. *Travelin’ Light (Lightlife Foods, Greenfield, Massachusetts)*. 2009. Looking back: Lightlife veggie goodness hits its stride at 30. Spring/Summer. p. 1-2.

• **Summary:** This is a brief but insightful 30th anniversary history of the Lightlife Foods / Tempehworks. It begins:



“Veggie meals are cool. It’s official. Stop by any one of a million suburban dinner tables and you’ll see everything from Smart Pretzel Dogs to pan-fried tofu drizzled with olive oil.

“So why have veggie meals evolved from trendy tidbits—impossible to find except in natural food specialty stores—into a mainstream phenomenon as popular with suburban moms as they are with LA hipsters?

“News has been one driving force, from traditional reporting to social networking and the blogosphere. But this is only the tip of the soybean. The ascent of the veggie meal isn’t entirely the work of CNN or celebrity word of mouth. A good portion of the credit can be traced to the year 1979 and a car wash in western Massachusetts turned tempeh capital of the U.S.

1979: It was a *veggie* good year: His name is Michael Cohen. He’s an original partner of the New England Soy Dairy in Greenfield, MA, and an early pioneer in the popularization of tofu in America. Michael, a man with a ponytail and a mission, sensed an opportunity in the mass production of tempeh that he could build into his own veggie domain. The humble soybean was about to change from being an Indonesian novelty to an increasingly popular entrée on the American dinner plate.

“Within a year, Michael had partnered with Chia Collins and launched Tempeh Works at a start-up facility that had been a car wash in its previous incarnation. From the beginning, both were committed to promoting people’s health and well-being, as well as the overall health of the planet.

“At the time, their goal had all the markings of a pipe dream. Fried bologna was a middle-America mainstay from Maine to Modesto, and ‘veggie protein’ had yet to enter the dietary lexicon. Then innovation, ironically in the form of a healthier good old American hot dog, stepped in.

“In 1985, the company was transformed into Lightlife Foods, Tofu Pups were launched, and the veggie revolution began—spreading to grocery stores throughout the land.

“Smart rules the day: Today, as healthy eating plays a significant role in the American lifestyle, Lightlife’s breadth of all-veggie products is enabling more people than ever to realize the benefits of high-protein, cholesterol-free, veggie meals.”

Color photos show: (1) Founders Michael Cohen, Chia Collins and their daughter Chiana. (2) Our humble beginnings in a building that was once a car wash.

On the bottom half of page 5 of this issue of the newsletter is this statement: “Greening our newsletter. This is your last paper newsletter—if you choose.” To receive the newsletter via e-mail, visit [www.lightlife.com](http://www.lightlife.com), click on newsletter to sign up. Don’t own a computer? Not to worry, we will continue to print our newsletter for you!”

On the top half of page 5 is a list of all Lightlife’s products, divided into Refrigerated and Frozen.

Refrigerated: New Tempehtations Classic BBQ. New Tempehtations Zesty Lemon. New Tempehtations Ginger Teriyaki. Smart Dogs. Tofu Pups. Smart Dog Jumbos. Smart Links Breakfast. Smart Bacon. Light Burgers. Smart Deli Pepperoni. Smart Deli Turkey. Smart Deli Ham. Smart Deli Bologna. Gimme Lean Sausage. Gimme Lean Beef. Smart Ground Original. Smart Ground Mexican. Smart Strips Chick’n. Smart Strips Steak. Organic Fakin’ Bacon. Organic Soy Tempeh. Organic Three Grain Tempeh. Organic Flax Tempeh. Organic Wild Rice Tempeh. Garden Veggie Tempeh. Smart BBQ. Smart Tex Mex. Smart Chili. Smart Sausage Italian. Smart Sausage Chorizo. Smart Tenders Lemon Chick’n. Smart Tenders Savory Chick’n. Veggie Burgers. Mushroom Burgers.

Frozen: New Smart Stuffers Chick’n Parm. New Smart Cutlet Chick’n Fillet. Smart Pretzel Dog. Smart Stuffers Chick’n Cordon Melt. Smart Stuffers Chick’ Broccoli Melt. Smart Stuffers Turk’y w/ Cranberry Stuffing.

3581. Lam, Alex. 2009. Update on The Soy Shop, Atlanta, Georgia (Interview). *SoyaScan Notes*. April 14. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** His father, Kich Lam bought The Soy Shop (which started in July 1979) from Steve and Sarah Yurman in April 1985; he bought it mostly for the equipment. But before he bought the company, he had been making tofu in the basement of his home in Decatur, near Atlanta.

The Yurmans left the keys to the shop with their employees; one reason the Yurmans sold their company was because of employee theft. The employees came in in the middle of the night and made tofu, then delivered it the next morning. But the quality was not very good. After the Lams bought the company, Alex’s mom scared the employees away and the Lams began to make better quality tofu. But in the mid-1980s, there were not many Asians in the southeastern USA—so it was pretty tough times. And there was competition from Calco and Jimmy Wang, both of whom were better capitalized and were ahead of the Lams. But the Lams worked harder and harder, then eventually took the whole market from them. Alex’s father passed away in the year 2000. Up that time, his father had been the tofu maker and Alex had handled the business side of things—billing, logistics, etc. In Jan. 2008 the company moved from Decatur to Atlanta. The company has had great growth for the past 10 years. Today, Alex thinks, The Soy Shop is the biggest tofu manufacturer in the southeastern USA (Florida, Georgia, North Carolina, South Carolina, Tennessee, and Alabama).

Today the company makes only two products: firm and soft tofu. Ten years ago he used to make tempeh, soysage, and soymilk. But tofu, the company’s bread and butter, grew so fast that he had to discontinue the other soyfood products.

Now growth has begun to slow, because of the economic downturn and new competition. This has been his company’s

slowest year in the last ten years. In Oct. 2006 House Foods opened a brand new tofu factory in Somerset, New Jersey. They are now flooding the market with low-cost tofu. Alex is slowly seeing the products come into his market. Address: 5289 McCall Dr., Atlanta, GA 30367. Phone: 770-458-7808.

3582. *Plenty Bulletin (Summertown, Tennessee)*. 2009. Guatemala. 25(1):3. Spring.

• **Summary:** “About 75 children and adults who live or work in one of Guatemala City’s largest trash collection dumps participated in a soy foods cooking demonstration on April 4. The event was organized by Plenty volunteer, Humberto Jorge Gonzales, and women from UPAVIM, one of Plenty’s Central America Food Security (CAFSI) partners. Everyone got to sample and enjoy high protein foods such as soymilk (strawberry, vanilla, plain, and chocolate) as well as pineapple and strawberry soy yogurt and soy burgers.”

A photo shows a woman handing out samples to children in a room.

3583. **Product Name:** [Mushroom Rice Burger].

**Foreign Name:** Burger champignons et riz.

**Manufacturer’s Name:** Sol Cuisine.

**Manufacturer’s Address:** Mississauga, Ontario, Canada L4X 2G6.

**Date of Introduction:** 2009 May.

**Ingredients:** 2013: Filtered water, vegetables (portobello & button mushrooms, onions, carrots, red & green bell peppers, black olives, potatoes, garlic), organic cooked brown rice,

soy protein concentrate, modified cellulose, sunflower oil, organic wheat free tamari sauce (water, organic soybeans, salt), yeast extract, spice, sea salt, organic evaporated cane juice, citric acid.

**Wt/Vol., Packaging, Price:** Four meatless patties. 284 gm.

**How Stored:** Frozen.

**New Product–Documentation:** Current (2013) label sent by Lorraine Guardino of Sol Cuisine. 2013. March 11. She ads a note that this product was introduced in 2009 (spring).

3584. Byrd, Alita. 2009. 50 years selling Choplets [Interview with Allan Buller of Worthington Foods]. *Spectrum: Journal of the Association of Adventist Forums* 37(3):36-41, 63. Summer.

• **Summary:** “Allan Buller joined Worthington Foods as a young ex-soldier right after World War II and served as an executive at the legendary Adventist food company for more than 50 years, until he retired as president and CEO in 1986.

“He watched the company grow from a small Adventist-focused business to a nationally valuable brand with a sales volume of more than \$200 million and meat substitute products on the shelves of supermarkets across America. He watched the world of business and marketing evolve, as well as the attitudes of people toward vegetarianism. Spectrum interviewed him about his years as an Adventist businessman.

“Question: You began your career at Worthington Foods just after World War II. How did you get the job? What challenges did the company face in the late 1940s?”

**SOL** TM MC  
**CUISINE**

*Vegetarian/Vegan*  
*Végétarien/Végétalien*

*Wheat Free/Sans blé*

*Gluten Free/Sans gluten*

*Low in Fat*  
*Faible en lipides*

*Source of Fibre/Iron*  
*Source de fibres/fer*

*Mushroom Rice* *With Portobello Mushrooms*  
*avec champignons portobello*

**BURGER**

*champignons*  
*et riz*

2010 WINNER  
LIVERIGHT AWARDS

4 Meatless Patties / 4 galettes sans viande

Keep Frozen / Garder congelé  
Suggested Serving / Présentation suggérée

**284g**

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“Answer: I began my career with Worthington Foods in 1945 immediately following my discharge from active service in the U.S. Army. James Hagle was the manager of Worthington Foods at that time.

“Jim and I had known each other for a number of years prior to my four plus years in military service. We both were alumni of Andrews University (then Emmanuel Missionary College), although he graduated some four years before I did.

“Both of us were students from the community at Berrien Springs rather than dormitory students. He was president of the college senior class in 1935—the same year I was president of the academy senior class. We played ball together, as well as being involved in other activities of mutual interest.

“While I was serving as supply sergeant for the 1400-bed U.S. Army 102nd General Hospital and was stationed in England, Jim wrote to me and suggested I visit him at Worthington Foods before accepting employment anywhere else after the war was over. I responded by telling him I was interested in going back to school to pursue graduate studies leading to an MBA.

“Jim pointed out that Ohio State University was located in Columbus, and just a few miles from Worthington. He suggested I take a position at Worthington as assistant manager and at the same time enroll at Ohio State University.

“When I got my Army discharge my wife and I visited Worthington and decided to accept Jim’s offer. We moved there in December of 1945, and I became an employee of Worthington Foods. I enrolled at Ohio State University shortly thereafter, and received my MBA degree in 1952 after working full time and attending classes part time. In 1948 Jim accepted the position of manager at Harding Hospital in Worthington and I was asked to replace him as manager of Worthington Foods.

“The big challenge facing Worthington Foods at that time was an adjustment in the mission of the company. During the war years—under meat rationing—Worthington Foods had been busy trying to meet the public demand for a non-meat protein food that could serve as a replacement for meat. There was also a need to expand facilities and to raise capital for that purpose. The big question for the company was: Can we continue to produce and market a vegetarian protein food with no government meat rationing to support the business?

“Question: How many employees did Worthington have when you joined the company, and how many does it have now?

“Answer: We had less than 30 employees when I joined the company in 1945. When we merged with the Kellogg Co. in 1999 we had more than 500.

“Question: The Morningstar Farms brand launched by Worthington in the 1970s has become very well known in supermarkets across America. How did the marketing for

the Morningstar brand differ from the marketing for brands targeted at the traditional Adventist market?

“Answer: Actually the initial launch of the Morningstar Farms brand was done by Miles Laboratories, which had acquired the rights to market the meat analogs developed by Worthington, along with the technology of how to make them.

“When Worthington reacquired those rights in 1982, the product line had already been introduced into the supermarket trade. Of course Miles had to rely on advertising and sales promotion to get things started. They began by selecting the name Morningstar Farms to pique the interest of consumers. This introduction also involved persuading consumers there was a valid reason to use the products. Miles was aided in this by research that had established a link between the consumption of animal fats and the presence of cholesterol and plaque in the arteries of human beings.

“Adventist consumers were already aware of the benefits of protein from non-animal sources through the church’s health education programs. So advertising to the Adventist market could be directed toward taste, economy, and convenience.

“About this same time young people of high school and college age began to sense the social and economic—as well as possible moral issues—involved in raising and killing animals for human consumption. By the end of the 20th century some 200 colleges and university cafeterias were on Worthington’s customer list and moms around the country were asking: ‘What can I feed my child, newly converted to vegetarianism, when he or she comes home from school for the holidays?’ Mom, why not try a Morningstar Farms chicken or hot dog? They contain no animal fat, they taste good, they’re good for you, and you can get them at your local supermarket!

“Question: Why did Worthington put so much effort into the Adventist market over the years? Didn’t that restrict the company in some ways?

“Answer: In all the years we were in business we saw the Adventist market as our prime target. In a sense it was our *raison d’être*.

“We began our business with that market in mind and were committed to it from then on.

“When we merged with Miles Laboratories in 1970 a provision was included in the working agreement contract to ensure that the Adventist market would continue to be served by the company. After we reacquired the business in 1982 we continued to respect our commitment to the Adventist market. It was important to us, and we wanted our Adventist customers to know they could count on having our products available in the future even though we might merge with another company.

“I’d like to point out that during our years with Miles we insisted on maintaining our policy of avoiding the use

of meat products and meat derivatives as an ingredient in our product formulations. We insisted on this even though it was pointed out to us, and we agreed, that meat extractive flavors might make our products more palatable to the public taste. This policy did restrict us in some ways, but we felt that our Adventist and other customers who were vegetarian were counting on us to make sure Worthington brand products contained no meat or meat derivatives other than milk or eggs. In this respect we felt we were adhering to the traditional lacto-ovo vegetarian diet preferred by Adventists and others. Had we compromised our position in this matter we might have increased our sales—but we might also have confused or alienated our customers.

“Question: How would you describe Worthington’s connection to the Adventist church?”

“Answer: As a private company and as a chartered corporation Worthington could have no direct connection with the Adventist church. But individuals who were shareholders, employees, or members of the board of directors could be, and were, members of Adventist churches nearest their homes.

“For example: George T. Harding III, MD, one of the principal founders of the company, was an Adventist, a graduate of Columbia Union College and the Loma Linda College of Medicine. Beginning in 1948 and continuing for several years he took a leave of absence from Harding Hospital as its President and served as President of Loma Linda.

“James L. Hagle joined Worthington Foods in 1941 as General Manager. He, too, was an Adventist and a graduate of Andrews University, as well as of Northwestern University. He was serving as President of Worthington when it merged with Miles Laboratories in 1970. While President of Worthington Foods Mr. Hagle also served as a member of the Ohio Conference of SDA Executive Committee and the Columbia Union Conference Executive Committee. Later he was elected to serve on the Kettering Hospital Board.

“For my part, I was an Adventist graduate of Andrews University. During the 50 or more years I was employed at Worthington Foods, I not only filled every corporate office of the company at one time or another, but also served on the Ohio Conference of SDA Executive Committee for 23 years and on the Columbia Union Conference of SDA Executive Committee for over 15 years.

“Most of our key employees at one time or another filled important offices in their local churches. There has clearly been a close working relationship and support to the Adventist church from people who were a key part of Worthington Foods throughout its history.

“Question: How did the market for meat analogs change over the years?”

“Answer: I believe these were among the most important factors in change:

“1. A growing public awareness of the possible link

between high serum cholesterol levels and the consumption of animal fats.” Continued.

3585. Byrd, Alita. 2009. 50 years selling Choplets (Continued—Document part II) [Interview with Allan Buller of Worthington Foods]. *Spectrum: Journal of the Association of Adventist Forums* 37(3):36-41, 63. Summer.

• **Summary:** Continued: “2. A developing interest on the part of consumers, especially young people, in modifying their diets to eliminate, or at least minimize, the consumption of animal meats because of a perceived moral issue in the killing of animals for human food.

“3. As the demand for meat analogs grew so did competition. This led to a significant increase in the number of companies producing and marketing these analogs. Among the newcomers were Garden Burger made by a company in Oregon and Boca Burger made by a firm in Florida. Although Worthington Foods continued to be the leader in the industry, newcomers meant the competition grew keener and larger companies began to see potential for these products.

“Question: Did Worthington begin to put emphasis on other healthy foods as time went on?”

“Answer: Yes, I would say that became of interest to us. Other products that we added to our line included Kaffree Tea—a caffeine-free tea which we imported and repackaged for retail sale. This tea, known as rooibos or red tea, had been grown and used in Africa as a beverage for decades. We also added a second beverage, Roma, which was also imported (in this case from Europe), and repackaged it as a caffeine-free alternate to regular coffee. At one time we test-marketed canned mung (soy) bean sprouts and Kel-jel made without animal ingredients as an alternate to the popular gelatin products on the market. Lack of consumer response ended the tests and we continued to place primary emphasis on meat analogs.

“Question: In the early 1980s you re-mortgaged your home, along with other Worthington executives, and took great personal risk to buy back Worthington Foods, which had been taken over by Miles Laboratories and Bayer AG, in turn. Did you take the right decision? Why did you and the other executives agree to be taken over in the first place?”

“Answer: An adequate response to this question might require a rather extensive explanation of management philosophies, which could take more space than we have here. But I can say this much: I don’t believe any of us who were involved in the reacquisition of Worthington Foods had any doubts about what to do when the opportunity came—even though the cost and risks involved were high.

“Former president James Hagle, George Harding IV, the son of co-founder George T. Harding III, and I were convinced we should proceed with the chance we had to reacquire the business. It was the only way the future of the company and its purposes could be met. We pooled our



resources, such as they were, and moved ahead. For me the decision meant re-mortgaging my family's home and using my accumulated retirement funds. James Hagle had the foresight to make sure the name Worthington Foods had been legally safe-guarded. George Harding was willing to use his family's identity and financial resources to support the move.

"It proved to be a wise move. The company became even more successful than it had been before the merger with Miles Laboratories in 1970.

"Our merger with Miles had come about because we knew of at least four nationally known companies who were seriously exploring the possibility of entering the market with their own brands of meat analogs. A friendly merger with Miles, who agreed to continue making the Worthington brand of foods even though they anticipated establishing their own brand, seemed more promising and more prudent than trying to compete with a company with more resources and more experience in marketing than we had. James Hagle, George Harding, and I all felt we had a moral obligation to protect the interests of Adventists and other users of meat analogs.

"Question: Later, Worthington went public. What was the reason behind listing on the stock exchange? Did a new responsibility to shareholders hamper the company?

"Answer: When Worthington Foods merged with Miles Laboratories in 1970 both companies realized manufacturing capacity at Worthington would be inadequate to meet the needs of their expected sales volumes. Plans for a new plant at Worthington were initiated and the new factory was completed in 1972.

"As the planning and construction moved ahead it became clear that the 10 acres of land owned in Worthington did not provide for any further expansion should it be needed. Miles decided to purchase a food manufacturing facility that had become available in Schaumburg, Illinois, near to its own administrative offices located in Chicago. Miles decided to use the Schaumburg site for the production of the newly developed Morning Star Farms line of products.

"About ten years later, Miles itself became a partner in a merger with Bayer AG, a German company that was looking for an American pharmaceutical company with whom they might jointly work in expanding their markets. This newly formed company did not want to continue in the food business, which, in turn, provided an opportunity for Worthington to acquire its own meat analog business back, plus what had been launched by Miles. Worthington Foods chose not to include the Schaumburg operation in its purchase, because it believed it could meet its projected sales for a number of years with production limited to Worthington.

"Following our takeover of production and marketing of all analog products we experienced a surge in sales that created the need for additional production capacity. We were able to find land in an industrial park in Zanesville,

Ohio, about 60 miles from Worthington. Because no new manufacturing businesses had come to Zanesville for a number of years, the city offered us tax incentives and other benefits to build a new plant there. However, this would have taken millions of dollars of capital, which we did not have at that time. After a review of investment potential among our Adventist acquaintances, we concluded we could not generate enough capital quickly from that resource. Accordingly we decided to explore going public with a stock offering. This proved to be successful, but it also brought new problems.

"We soon discovered that public interest in stock investment is more directed toward financial return than to better eating habits. Furthermore, publicly held companies must learn to live with financial analysts, who see their purpose as that of helping companies to maximize profitability for the benefit of investors in the company. This places pressure on company management to make decisions that don't always coincide with management's vision of what is best for their company's customers. Under this constraint we were not always able to do what we felt was best for our customers. Expecting financial analysts to understand and share these ideals was not always practical or feasible.

"Question: When did Worthington Food experience the biggest growth?

"Answer: It all depends upon what you mean by growth and how it is defined. I'll respond in general terms. When we completed our new plant in 1972 we achieved a 250% increase in production capacity. When we completed our second plant construction at Zanesville we more than doubled our 1972 capacity in the production of frozen foods. Our production of frozen foods represented the major portion of total production and sales. The total number of employees peaked by 1990 when both the Worthington and Zanesville plants were in operation. As our technology and efficiency improved, production increased without an increase in the number of employees. From 1960 to 1970 our total sales volume increased 1,000% but in real dollars the increase between 1970 and 1980 was greater than it had been in the previous decade. This was also true for the decade 1980 to 1990 over the preceding decade. In capital investment, we never stopped growing.

"In summary I would say that our history of growth was geometrical in nature, rather than arithmetic. Profitability did not keep pace with production and sales increases, but we did continue to show increases in earnings as well. The year 1945 was the only year we did not show a profit and that was due to a post-war adjustment. In 1945 when I joined the company we had annual sales of less than \$200,000. By 1999 our sales volume was approaching \$200,000,000.

"Question: How did the challenges the company faced in the 1990s differ from those in the 1940s?

"Answer: Challenges in the 1990s differed from those in the 1940s because we had become committed to meeting the

interests and needs of the public rather than to a segment of it.

“A second area of challenge had to do with the increase of competition or possible competition from large companies who were beginning to see potential in what we were doing.

“A third area of challenge was in the field of finance. It had become necessary for us to expand in order to meet market demands. Raising capital was a real challenge. This is why we decided to go public with stock in our company. This, in turn, brought pressure from stockholders who were more interested in profit than in sound nutrition principles.

“Question: When were you the busiest? What did you enjoy most about your job?

“Answer: The most intense activity I experienced at Worthington Foods came during the time between August 15 and October 15, 1982. Those were the weeks we were preparing for the reacquisition of the company after 12 years affiliation with Miles Laboratories.” Continued.

3586. Byrd, Alita. 2009. 50 years selling Choplets (Continued—Document part III) [Interview with Allan Buller of Worthington Foods]. *Spectrum: Journal of the Association of Adventist Forums* 37(3):36-41, 63. Summer.

• **Summary:** Continued: “I was the Worthington representative in negotiations. It had already been decided that I would serve as the President and CEO of Worthington Foods after the company became ours again. The familiar phrase ‘the buck stops here’ seemed to apply. I was busy trying to raise capital while adjusting to line authority after years in a staff position. Putting together a management team for production, marketing, research, human resources, and finance took all the time and energy I could muster. There were development and communication of plans to be shared with customers, vendors, employees, prospective shareholders, etc.

“During this time my attaché case containing details of plans was stolen from my locked car. My prayers were answered in recovery of these valuable documents.

“Life was a bit hectic but with God’s leading and help we began business as Worthington Foods on Monday following the closing of business as a division of Miles the previous Friday. A big factor in making this possible was a decision on the part of every employee to accept our invitation to continue working for the company vs. continuing with the former parent company. Regaining control of the company and helping it to become a private company once more and successful beyond our expectations was the biggest thrill I experienced while I was a part of Worthington Foods.

“Question: What has been Worthington Foods best selling product of all time?

“Answer: I’m not sure I can specifically answer this question because different products were leading sellers at one time or another. I can say this much: Our reputation as

a vegetarian food producer began with our early product, Choplets. This was a meatless steak-like product made from wheat gluten. The name was adopted and registered as a trademark by company management after it was suggested as a name by George T. Harding IV, son of the company’s co-founder and just ten years old at the time. George’s family had just completed a meal at which Choplets were served and the question was asked, ‘What name shall we choose for this product when we’re ready to begin marketing it?’ George suggested his choice of names and Choplets went on the market in health food stores, Adventist book centers and campmeetings and rapidly became a favorite of many consumers—so much so that in time it began to be used as the generic term for any wheat gluten steak made and sold by any company.

“Choplets thus became the best-selling vegetarian product made by Worthington. Even New York’s Waldorf Astoria Hotel served Choplets during wartime rationing. Later when Veja-Links, a meatless ‘hot dog’ were introduced, they took over the number one spot for a while. In time frozen vegetarian foods came into their own, and because we were able to make them available to the public in supermarkets they took the lead in sales.

“Question: What is your own favorite Worthington food?

“Answer: My favorite Worthington food when I first joined the company was Choplets, but they are not now made the way we used to make them, so they no longer are my favorite. I guess my favorite among the products currently made would be Morning Star Farm Grillers.

“Question: When did you step down as Worthington’s chief executive?

“Answer: I stepped down as President and CEO of Worthington Foods, Inc. on January 1, 1986. I was succeeded by Dr. Dale E. Twomley who had joined the company some three years earlier as the intended successor. Before that he was serving as head of the business department at Andrews University.

“Under Dale’s leadership the company continued to grow at a rapid pace. He was instrumental in negotiating the acquisition of the Loma Linda Food Co. and later the purchase of land in Zanesville, Ohio, and the subsequent construction of a new plant in that area. As president and CEO he also took a lead role in negotiations with the Kellogg Co. when it acquired our business in 1999.

“Question: What kept you at the company for over 50 years?

“Answer: I enjoyed my work. I felt the company was responding to a genuine need on the part of its customers. My employer wanted me to stay. I felt the company had a promising future. Our family liked the community in which we lived. All of these had an influence in my continuing with the company for so long.

“Question: What would you say is the secret of



Worthington's success?

"Answer: I believe the secret of our success is not really a secret. Founders and owners, management, and key employees all believed in the mission of the company. The principles that guided these people were (a) honesty and fairness to employees, stockholders, and vendors, (b) a commitment to our mission, and (c) a faith in God.

"Question: What do you see in the future for Worthington Foods? How can it remain competitive as so many other companies get into the meatless food market?

"Answer: From a legal point of view the future for Worthington Foods now rests in the hands of the Kellogg Co., which now owns Worthington.

"Our Worthington board members decided that the Kellogg Company is better prepared with greater resources to be competitive than we were at the time we sold the business to Kellogg.

"I will be disappointed if Kellogg management does not aggressively protect its investment in what has been a promising vegetarian food business. The fact that Worthington Foods and Morning Star brand products continue to be made available in greater variety than years ago is some assurance of this.

"Question: Can you tell us an interesting story from your years with Worthington Foods?

"Answer: I'm sure I could identify a number of things that happened during my career that reflect human interest rather than business concern, but there is one that stands out as perhaps being a good example. I call it 'The story of the \$40,000 tree.'

"When I first joined Worthington Foods in 1945 a new factory building had just been completed. In front of it stood a tall and impressive white oak tree. At the time I had no idea of its age, but it looked quite old. Obviously the tree had not been moved or damaged by any recent construction activity. It remained undisturbed for the next 27 years, generously providing squirrels with an annual supply of acorns.

"By the time we merged with Miles Laboratories in 1970, it had become obvious that a new and larger factory was needed. The Miles Company hired an architect and assigned one of its engineers to supervise construction. I was asked to serve as chairman of the building committee

"The architectural firm had a set of building plans ready for us at the first official meeting of our committee. The first thing I noted was that no white oak tree appeared on the drawings. The architect's explanation was, 'We feel it needs be removed so the main entrance to the building can be located in that spot.' When I suggested we keep the tree and change the entrance, the architect responded, 'Because of the time already spent in preparing plans, it could cost as much as \$40,000 to change them.' The Miles engineer added this comment, 'I think changing anything at this stage might require approval by a higher authority than this committee has.'

"We shortly adjourned the meeting, but I didn't feel satisfied. At that time Dr. Walter Compton was President and CEO of Miles Laboratories. I had not known him before our merger with his company, but my impression of him was that he placed aesthetics above dollars. I decided to write a letter to him explaining my concern about cutting down a tree that had as much size and history as the white oak standing on property that had just become a part of Miles Lab. I explained that I had arranged for a horticulturist from nearby Ohio State University to give us an estimate on the age of the tree.

"His report stated that it in his opinion the tree was standing when George Washington and his troops were fighting the Revolutionary War. That would make it the oldest living thing in Worthington. Dr. Compton's immediate response was, 'We must save it!'

"The tree is still alive and well and stands in all its majesty where it sprang from an acorn. Lightning rods and a plaque have been installed. If the tree had a voice I'm sure it could tell us a great deal about how Worthington came to be settled and what life here was like when Indians lived here. Who knows how many Indian children might have played under this very tree?

"Allan Buller lives with his wife in Ohio. This interview was conducted via email over a number of months in 2008 and 2009."

3587. *Soy & Health (Europe)*. 2009. Vivera meat alternative products. No. 25. June. p. 6.

• **Summary:** "To meet the growing demand of healthy and tasty alternatives for meat, Vivera introduced meat alternative products to the Dutch market in 1990. Now one of the biggest producers of vegetarian products, Vivera's range includes cured meats, meal components, meal ingredients and snacks. Vivera's products are made of natural and mostly vegetable raw materials which are GMO free, based on soy and are a source of vitamin B-12 and iron. ([www.vivera.com](http://www.vivera.com))."

3588. **Product Name:** It's All Good [Meat-Free Tuscan Breasts in a Tomato and Basil Sauce, Meat-Free Chicken-Style Filets].

**Manufacturer's Name:** Garden Protein International Inc.  
**Manufacturer's Address:** 12751 Bathgate Way, Richmond (near Vancouver), BC V6V 1Y5, Canada. Phone: 604-278-7300.

**Date of Introduction:** 2009 July.

**Ingredients:** Tuscan Breasts: Water, soy protein\*, vital wheat gluten, ancient grains (quinoa, amaranth, millet, kamut), natural flavors (from plant sources), gum, potato starch, expeller pressed canola and/or safflower oil, pea protein, modified vegetable gum, carrot fiber, organic beet root fiber, organic evaporated cane juice, yeast extract, vinegar, sea salt. Marinade: Water, tomato paste, spices, red

bell pepper flakes, vinegar, citric acid. Contains Soy and Wheat. \* = Non-genetically engineered soybeans.

**Wt/Vol., Packaging, Price:** 7 oz (200 gm). Paperboard box. Retail two for \$6.00 (2009/07. Lafayette, California).

**How Stored:** Refrigerated.

**New Product–Documentation:** Product with Label purchased at Safeway in Lafayette, California. 2009. July 24. Paperboard box. 6½ by 6½ by 1¼ inches. Green, red and black on white. A color photo on the front panel shows each of the products on a white background. At bottom of front panel is an innovative horizontal table: Protein 11 gm. Fat: 1.5 gm. Cholesterol: 0. Calories: 70. Carbs: 3 gm. On all four panels is the logo of Garden Protein International Inc. “Made with Gardein. Garden protein.” On one side panel: “Low fat. No artificial flavors, colors or preservatives. A good source of protein. And suitable for vegans and meat lovers alike.” Manufactured for Its All Good Foods, Inc., Richmond, V6V 1Y5 Canada. [www.itsallgoodfoods.com](http://www.itsallgoodfoods.com). Made in Canada, On the other side panel: “Microwave. Stovetop. Grill. Bake. Good with rice, couscous, pasta.” On the bottom panel: “There are lots of good things growing at [www.gardein.com](http://www.gardein.com).” On the back panel are Nutrition Facts, ingredients list and recipe ideas.

3589. Wikipedia, the free encyclopedia. 2009. Quorn (Web article). <http://en.wikipedia.org/wiki/Quorn>. 5 p. Printed Dec. 8. [25 ref]

• **Summary:** Introduction: “Quorn is the leading brand of mycoprotein food product in the UK. A mycoprotein is any protein-rich foodstuff made from processed edible fungus.

Quorn is produced as both a cooking ingredient and a range of ready meals. It is sold (largely in Europe but also in other parts of the world) as a healthy food and an alternative to meat, especially for vegetarians, earning the Vegetarian Society’s seal of approval. As it uses egg white as a binder, it is not a vegan food. When introduced into the United States in 2002 there were concerns about possible health risks.

History: During the 1950s, it was predicted that by the 1980s there would be a shortage of protein-rich foods. In response to this, many research programmes were undertaken to use single-cell biomass as an animal feed. Contrary to the trend, J. Arthur Rank instructed the Rank Hovis McDougall (RHM) Research Centre to investigate converting starch (the waste product of cereal manufacturing undertaken by RHM) into a protein-rich food for human consumption.

“The filamentous fungus *Fusarium venenatum*, was discovered in 1967. After an extensive screening process, it was isolated as the best candidate. In 1980, RHM was given permission to sell mycoprotein for human consumption after a ten-year evaluation program.

“The initial retail product was produced in 1985 by Marlow Foods—named after RHM’s headquarters in Marlow, Buckinghamshire—a joint venture between RHM and

Imperial Chemical Industries (ICI) who provided a fermenter left vacant from their abandoned single-cell feed programme. The product was named after the Leicestershire village of Quorn, reputedly for purely marketing purposes. The two partners invested patents for growing and processing the fungus and other intellectual properties in the brand. Although the food sold well in the initial test market of the RHM staff canteen, the large supermarket chains were unconvinced until Lord Sainsbury, finance director of the UK’s Sainsbury’s supermarket chain—then 18%-owned by his family—agreed to stock the new brand.

“Quorn entered widespread distribution in the UK in 1994, and was introduced to other parts of Europe in the 1990s, and to the United States in 2002. The initial advertising campaign for Quorn featured sports personalities including footballer Ryan Giggs, rugby player Will Carling, and runner Sally Gunnell.

“Although the mycoprotein was originally conceived as a protein-rich food supplement for the predicted global famine, the food shortage has not yet occurred. In 1989, a survey revealed that almost half of the UK population was reducing their intake of red meats and a fifth of young people were vegetarians. As a result, Marlow Foods decided to sell Quorn as a healthy meat alternative free from animal fats and cholesterol.

“When ICI spun off its biological products divisions from the core chemical business in 1993, Marlow became part of the Astra Zeneca group, one of the world’s largest pharmaceutical companies. In 2003, Zeneca sold Marlow, the Quorn business, and associated trademarks and patents, to a private equity firm for £70 million. Two years later food giant Premier Foods bought Marlow for £172 million.

“Marlow sells Quorn brand mycoprotein in ready-to-cook forms—as cubes and a form resembling minced meat—and later introduced a range of chilled vegetarian meals, including pizzas, lasagna, cottage pie, and products resembling sliced meat, hot dogs, and burgers. As of 2006 it is available in stores in the UK, the Netherlands, Belgium, Sweden, the US, Switzerland and Republic of Ireland. It is also available in Delhaize supermarkets in Germany. In the UK, it enjoys around 60% of the meat-replacement food market, with annual sales of around £95 million. Until December 2003, Quorn had been available in France.

“In 2004, McDonald’s introduced a Quorn-branded burger bearing the seal of approval of the Vegetarian Society, an endorsement criticised by the Vegan Society. However, the product proved to be less popular than the company had envisaged and was soon removed from the menu.”

3590. May, Rebecca. 2009. Dale Twomley: A true investor in Adventist education. *Focus (The Andrews University Magazine)* 45(4):50-51. Fall.

• **Summary:** An excellent biography of a man of great talent and dedication, with many successful careers in education



and business. In 1983, after reorganizing and revitalizing the Andrews University School of Business, Dale began a “successful career with Worthington Foods [Worthington, Ohio]. Among the company’s successes during his 14 years as President / CEO, sales increased from \$27 million to \$185 million, and shareholders’ equity increased at 31 percent compounded annual growth rate for 14 years. The business theories he’d learned, taught, and institutionalized at Andrews were brilliantly successful in the ‘real world.’”

A large color photo show Dale Twomley in his later years. A smaller black and white photo shows Dale when he was younger. Address: Director of campus relations & events, Office of Integrated Marketing & Communication, Andrews Univ., Berrien Springs, Michigan 49104.

3591. Moncrieff, Scott. 2009. What the Sam’s Chicken? The true story of the man behind the meat. *Focus (The Andrews University Magazine)* 45(4):20-23. Fall.

• **Summary:** “You go through the serving line at Dining Services, picking up mashed potatoes and gravy, salad, and a drink. Oh, and you add a portion of Sam’s Chicken, along with two tablespoons of tartar sauce. It’s pricey, at \$3.79 a serving—and 25 cents for the tartar sauce—but it has been an irresistible favorite at Andrews University for 40 years. As you work through your five ounces of wheat gluten, soybean oil, soy flour, yeast extract, sea salt and top secret spices, you have no idea of the history of Sam’s Chicken, or who Sam is, if indeed there is such a person. But as those 400 calories hurtle past your taste buds and into your bloodstream, sit back and maintain consciousness. I’m going to tell you.

“Our story starts about 6,000 miles away from Berrien Springs, Michigan, near the city of Obihiro, on the island of Hokkaido, in Japan. That is where Michihisa Yoshimura was born on March 4, 1915. His father, a well-to-do businessman, owned a coal mine and raced horses for fun. In some ways, Michihisa was a lot like your average American kid of the Post World War I era. He liked to snow ski, ice skate and play baseball (catcher and left field). As Michihisa got into his teens his mother, a Christian (his father was an atheist), wanted her son to attend a Christian school, so she sent him way down south to Saniku Gakuin, the Adventist college about 50 miles east of Tokyo on the other side of Tokyo Bay.

“There Michihisa providentially—for purposes of our story and title product—worked in the food department, helping manufacture peanut butter, grape juice and bakery products. During summer vacations he worked with his grandfather’s flax company, further extending his knowledge of food production. When Michihisa turned 18, in 1933, he was required by law to apply to join the federal army. However, he was rejected because of flat feet—Japan was not yet in a large-scale war and its military was selective. This rejection prepared the way for him to gain permission to leave Japan to attend Madison College, just outside Nashville, Tenn., where he began further studies in 1937.

He had been encouraged to go to Madison by Perry Webber (Emmanuel Missionary College class of 1911), a PhD in chemistry who had a special interest in soyfoods, and had spent much time at Madison College as well as in Japan. As Michihisa set off for Madison, Webber suggested he adopt the name ‘Sam,’ after the biblical Samuel. Thus Webber unwittingly saved us from 40 years of ‘Michihisa’s Chicken.’ Incidentally, Sam’s younger brother Zenzaburo, who remained in Japan, trained as a kamikaze pilot, and had given away his clothes preparatory to his final mission—and then, mercifully, the war ended.

“In entering Madison College, Sam had come to the school most suited to enhance his work as a food technologist with soy products. In 1904, E.A. Sutherland, having resigned as president of Emmanuel Missionary College, embarked with his colaborer Percy Magan to open a new school in the South. This institution, originally the Nashville Agricultural and Normal Institute, became Madison College (in 1937), and Sutherland served as president there for over 50 years. This school, like Andrews and Saniku Gakuin, focused on the harmonious development of body, mind and spirit. As part of the plan, students were to work off half or more of their expenses each year. Among the industries which developed on campus was a food factory which, in 1918, became Madison Foods. By the time Sam arrived in 1937, Madison Foods was a leading—probably the leading—developer of soy-based products in the United States, including soymilk, soy meat substitutes and tofu products.

However, times were hard and wages were pennies per hour. Sam’s classmate Shirou Kunihira worked in the soymilk production plant, while Sam worked at the bakery, where his duties included running the bread loaves through the slicer. Shirou would get an allotment of soymilk at the end of his shift and Sam would collect the crumbs from the pan under the slicer. With these ingredients the friends would share a humble evening meal. For Japanese and Japanese-American students, there was the added challenge of the United States being at war with Japan. Despite these challenges, Sam graduated from Madison College in 1941 and worked an additional two years for Madison Foods, but now his passion for soy was balanced with a new passion for she.

Sumiko Yano, a.k.a. Sumi, was born in Japan, but grew up in Southern California. At the time the U.S. declared war on Japan, in December of 1941, her family was living in El Centro, California. Her father made his livelihood by arranging for cantaloupes and other valley produce to be shipped to market. In 1942, her family was given a one-month notice that they would be placed in a ‘War Relocation Camp’ in Poston, Arizona. (After relocation started, Sam and the other Japanese or Japanese-Americans at Madison would hide in the cornfields whenever immigration officials came looking for Japanese persons.) For approximately one

year Sumi lived with her parents in an army barracks at the camp, eating in the communal dining area, using a latrine, and working every day in the agriculture department as a secretary, for \$19 per month. One day, Sumi received a box of home-baked peanut-butter cookies from someone named Sam. Sam had sent the cookies as part of a thank you to Sumi's family, who had helped Sam's family with a financial transaction at a time when Japanese bank assets were frozen. Sumi wrote back asking for more cookies. Sam, in turn, helped arrange for Sumi to get early release from camp, in order to attend Emmanuel Missionary College, through the auspices of A.N. Nelson, then dean at EMC, but formerly president of Saniku Gakuin when Sam was a student there. Sumi, in turn, decided to pass through Madison on her train trip to EMC, to meet Sam. They met and got acquainted in the home of Perry Webber, and that fall of 1943 found Sam as well as Sumi enrolled for classes at EMC. Sumi worked as a reader in the home economics area for Mrs. Holquist, while Sam worked at the farm and the greenhouse.

The young couple was married on June 12, 1944, at a friend's house in Chicago, and lived in an apartment until Sam's graduation on August 1, 1945, with a BS in agriculture. Their first child, Steve, was born in June of that year. Sumi remembers that a friend drove her to Watervliet, Michigan, where the doctor, sympathizing with her state as a poor student, delivered her baby for free. Sam returned to Japan in 1947 (Sumi and infant Steve followed six months later), and spent ten years helping build up the food factory at Saniku Gakuin. The Yoshimuras returned to Tennessee in 1957, where Sam became production manager at Madison Foods. Continued. Address: M.A., Prof. of English, Andrews Univ., Berrien Springs, Michigan 49104.

3592. Moncrieff, Scott. 2009. What the Sam's Chicken? The true story of the man behind the meat. Part II. *Focus (The Andrews University Magazine)* 45(4):20-23. Fall.

• **Summary:** Continued: "Near the end of the time he worked there, he began developing Sam's Chicken '1.0,' a canned product. In 1963, Sam resigned from Madison Foods and began work as an independent consultant for Madison Hospital. He also did independent research using the hospital's facilities at night, working on, among other things, improving Sam's Chicken. As far as Sam knows, it was the first product to mix wheat gluten with soy or tofu. Sam says the product was made 'by blending tofu, wheat gluten, and other ingredients; the mixture was whipped, shaped into a loaf, baked briefly to sterilize it, torn into chunks, dipped into batter, then deep-fried to yield a delectable "meatless chicken"' (soyinfo.com).

"Sumi, who had gone on to get her BS in dietetics from Loma Linda University, was working as director of the Madison Hospital cafeteria, and used Sam's Chicken in the cafeteria with great success. What couldn't be consumed by the hospital was sent on to local self-supporting schools like

Little Creek and Fountain Head.

"Around 1966, Sam went to work at Harding Hospital for Worthington Foods. While there, he developed Sam's Chicken as a frozen product, and further tinkered with the recipe, which included soaking it in a buttermilk and egg batter overnight, prior to dipping it in a bread-crum and spice mixture and deep-fat frying it. It was shortly after this time, probably 1969 or 1970, when the Andrews cafeteria, under the leadership of Clinton Wall, began using Sam's Chicken, according to Ruth Roberts, who worked with Wall.

"Of his many accomplishments in the food technology industry, however, Sam himself was especially pleased to be loaned by Worthington Foods to help the country of Uganda with improving its food supplies for school children and women. Over a six-month period in 1969, he and his team, along with workers from UNICEF, developed porridge, roasted soybeans, and soyflour-enhanced bread for more nutritious school lunches.

"Sam and Sumi, now long retired, live in a suburb of Sacramento, California. And it appears that the ever-popular Sam's Chicken will tantalize the taste buds of new generations of Andrews students. As you wash down your last morsel with some grape juice, here are two last bits of the story to chew on. First, 'Sam's Chicken' has always been an unofficial name. The official Worthington product from which it is made is called 'Chic-ketts.' Second, Sam depended heavily on Sumi to give him feedback on the 'meaty' taste of his product. She ate real chicken, while the only meat occasionally eaten by Sam, the Sultan of Soy and illustrious innovator in a long line of meatless meat products, was fish."



Photos show: (1) Sam Yoshimura in 1941, when he graduated from Madison College. (2) Sam and his wife in







- 1963 seated on a couch in Madison, Tennessee.  
 (3) Sam standing in Kobe, Japan, in 1976.  
 (4) Tearing the mixture of baked tofu and wheat gluten into chunks.  
 (5) Sam's Chicken, ready to eat at Andrews University, after chunks have been deep-fried in breaded batter. Address: M.A., Prof. of English, Andrews Univ., Berrien Springs, Michigan 49104.

3593. Esselstyn, Rip. 2009. *The Engine 2 diet: the Texas firefighter's 28-day save-your-life plan that lowers cholesterol and burns away the pounds*. New York, NY: Wellness Central. xiii + 273 p. Foreword by T. Colin Campbell, PhD. Illust. Index. 24 cm.

• **Summary:** A very interesting, readable, and innovative book that advocates a sound, healthy diet that can last a lifetime. "Rip managed to convert a firehouse full of committed firefighters to a plant-based diet. Rip (born in 1963) is the eldest son of Caldwell B. Esselstyn, Jr., M.D., who has become famous for his ground-breaking book *How to Prevent and Reverse Heart Disease*. This book is both similar and different. It is similar in that the basic whole foods, plant-based diets advocated by father and son are 98% the same (and please focus on practicing that 98% and not squabbling about the 2%). It is different in that Rip is from a younger generation, is not a physician but an athlete and firefighter, and is trying to help people who want help in lowering their high cholesterol levels and their weight. He is not primarily trying to help people who have had at least one heart attack, are a death's door, and are (generally) willing to do almost anything to save their lives.

In Chapter 2, "My story," we read that while in school, Rip was an outstanding athlete. He set many high school swimming records (he still holds a national record in the 200 meter medley relay); he was a top player in his high school tennis team and co-captain of the water polo team.

At the University of Texas at Austin, he was a three-time All American swimmer and an Olympic trials qualifier in the 100- and 200-meter backstroke and freestyle events. In 1986 he graduated from the University of Texas and within six months he was competing as a professional triathlete—which required a 1-mile swim, a 24.9 mile bike ride, and a 6.2 mile run. In the Hawaii Ironman Triathlon he competed against six-time Ironman Champion Dave Scott, who was powered by a plant-based diet—Rip lost. So in 1987, because of the influence of his father and of Dave Scott, Rip changed to a healthy, whole foods, plant-based diet. In 1997 he decided to become a fire fighter in Austin, Texas. He continued to compete and won many events and set many records. For example, in May 2008 he set the National Record at the U.S. Masters Swimming Championship in the 200 yard backstroke (1:56:55). Rip is married to Jill Kolasinski, and they have a son, Kole.

Rip's commitment to a healthy plant-based diet has resulted in many people asking him to help them with their diets. So in 2007, he devised the six-week Engine 2 Pilot Study in which 62 people agreed to eat a plant-strong diet; he put them through a gauntlet of tests before and after study to quantify the results—which were spectacular. Then in May 2008 he initiated a similar 4-week (28 day) study in which 15 people participated, 13 Engine 2 firefighters and two civilians. Again careful before and after records were kept. The average participant saw his total cholesterol drop 62 points (from 197 to 135), his average LDL (bad) cholesterol fall 50 points (from 125 to 74), and his weight drop 14 pounds (from 203 to 189). And all this in only 4 weeks! This book is based on the latter plan.

Rip makes much more use of soyfoods in his plant-based diet than does his father. The index contains 16 entries for tofu, 4 for tempeh, 4 for seitan, 2 for milk substitutes ("soy, rice, almond, and oat milk, for example"), 1 each tofu sour cream (p. 239), soy milk, soy yogurt (Silk or WholeSoy).

Soy related recipes include: Migas especiales (with 1 lb firm tofu, p. 154). Breakfast tacos (with "½ tube vegetarian breakfast sausage {we like Gimme Lean})," or use scrambled tofu (p. 155). E2 omelet (with "12 ounces Silken Lite Firm Tofu," p. 156). Lemon cornmeal pancakes (with "2 cups soy milk" and "½ cup soy yogurt, p. 157). Tofu steaks and mushrooms with mashed potatoes and green peas (with "1 pound extra-firm tofu," p. 180).

Linguine and creamy alfredo sauce (with "1 package Silken Lite firm tofu" and "2 cups unsweetened soy milk," p. 195). Lynn's meatloaf (with "10 ounces firm tofu," p. 204). Vegetable stir-fry with brown rice (with "1 pound seitan"



and “two tablespoons low-sodium tamari,” p. 208). Tempeh-mushroom stir-fry and soba noodles (with “1 package tempeh,” and “3 tablespoons low-sodium tamari,” p. 209). Red vegetable curry and brown rice (with “1 pound extra-firm tofu,” p. 210).

Pad Thai (with “1 pound broiled tofu cubes {see p. 210},” p. 211). The great wooden bowl salad (with “1 pound extra-firm tofu,” p. 214-15). Tofu vegetable spread (with “½ pound extra-firm tofu,” p. 238). E2 sour cream (with “1 package Silken Lite firm tofu,” p. 239). Asian marinade (with “3 tablespoons soy sauce, p. 241). Island marinade (with “4 tablespoons soy sauce,” p. 241). Add tofu and allow to marinate refrigerated for 30 minutes to 4 hours (p. 241). Rip’s favorite snacks include “4. Soy yogurt: I’m particularly fond of the Westsoy... cherry” (p. 243). E2 Basics chocolate pudding (with “1 package Silken Lite tofu,” p. 245). Fruit bowl with soy drizzle (with “4-6 ounce container of soy yogurt,” p. 249). Fruit mousse (with “1 package extra-firm Silken Lite tofu,” p. 255). Maple sour cream dream (with “1 vanilla soy yogurt,” p. 256).

Many recipes call for “Bragg Liquid Aminos” which are simply HVP (hydrolyzed vegetable protein) made by a quick and unnatural / artificial process; soybeans, wheat, and/or corn are immersed in hydrochloric acid until, after 1-3 days, the acid has broken down the protein into its constituent amino acids. Fermentation (as of soy sauce) can do the same thing naturally in 4-6 months. HVP is a source of flavor without salt, but that flavor is generally considered to not nearly as good as the flavor of soy sauce.

Rip has an exercise component to his “Engine 2” 28 day plan.

And Rip gives people a choice as they start the 28 day plan; one can be a Fire Cadet or a Firefighter (p. 22). The “Fire Cadet option is for those who prefer a more gradual approach.” In week 1 Cadets must stop eating dairy products and processed / refined foods (such as refined sugar, white flour, etc.). In week 2 Cadets must stop eating meat, poultry, fish and eggs. In week 3 Cadets must do without added or extracted oils—even vegetable oils such as olive oil. In week 4 Cadets and Firefighters eat the total E2 diet, a healthy, whole-foods, plant-based diet. A Firefighter (the plan Rip recommends) requires that a give up all of these unhealthy foods from the start of the program. “Americans consume a staggering 50 percent of their calories from refined and processed foods.”

Cholesterol-lowering drugs (such as statins: Rip, who is not a physician, does not use them).

Salt and sodium: Rip advocates a low-sodium diet.

Support groups after the 4-week program: Optional. People who wish to can create or find one themselves (p. 92).

Meditation and relaxation to reduce stress: Not part of the program.

Sugar and sweets. Avoid refined sugars, high fructose corn syrups, and things such as sodas, candy to which they

are added. Instead choose natural sugars such as those in whole naturally-sweet fruits (p. 114-15, 134). In desserts, Rip often calls for up to 3-4 tablespoons maple syrup or agave nectar, yet a recipe for Brownies (p. 247) calls for “½ cup light brown sugar, packed” and “½ cup raw sugar.” And a recipe for “Oatmeal raisin cookies” (p. 253) calls for even more refined sugar. Rip admits he has a sweet tooth. Some of his desserts violate the basic principles of the Engine 2 diet; they contain large amounts of refined sugars—unlike the recipes (developed by his mother) in his father’s book. Moreover, his mother strongly suggests that desserts be saved for special occasions.

This is a sound, healthy diet and anyone who stays on it for 28 days will see dramatic improvements in their overall health and weight.

The Engine 2 diet is a good, practical diet for the rest of your life. But go easy on the desserts and try to avoid the ones with refined sugar. Address: Austin, Texas.

3594. Foer, Jonathan Safran. 2009. *Eating animals*. New York: Little, Brown and Company. vii + 341 p. Index. 25 cm. [267 endnotes]

• **Summary:** This is an absolutely superb book—the best book—by far—I have ever read on this subject or on the subject of vegetarianism or animal rights. It is based on deep questioning, and on absolute honesty and intelligence, integrity and fairness. I wish everyone would read this book.

The main subject of the book is factory farming. The book is an in-depth exploration of the factory farm, its history, the fundamental way that it has changed the relationship between farmers and their animals, the way it has radically altered the genetics of the farmed animals, the way it promotes pain, suffering, and disease in these animals, factory farms as breeding grounds for bacteria that are resistant to antibiotics, factory farms as a source of widespread pollution, aquaculture and modern fishing as new types of factory farming, etc.

As of 30 Aug. 2014, this book has 2,034 reviews on Google Books. Of these, 931 are 5 stars (top rating) and 763 are 4 stars.

Contents: Storytelling. All or nothing or something else. Words / meaning. Hiding / seeking. Influence / speechlessness. Slices of paradise / pieces of shit. I do. Storytelling. Acknowledgments. Notes.

As a result of the in-depth knowledge acquired during the writing of this book, the author became a vegan; he does not eat animal products.

“For each animal species, animal agriculture is now dominated by the factory farm—99.9 percent of chickens raised for meat, 97 percent of laying hens, 99 percent of turkeys, 95 percent of pigs, and 78 percent of cattle—but there are still some vibrant alternatives” (p. 109).

The alternatives include: Frank Reese’s turkey farm in Lindsborg, Kansas (p. 110+). Paul Willis’s pig farm in

Thornton, Iowa (p. 165+). Niman Ranch for grass-fed in Bolinas, California. (p. 205+). Each does its best to give its animals or birds a good life and a decent death. They embody traditional American values of animal husbandry.

The following page numbers are in the hardcover edition.

Soy is mentioned on 3 pages in this book: "... corn and soy as far as the eye could see" (p. 165).

"So what kind of crime is animal agriculture, which uses 756 million tons of grain and corn per year, much more than enough to adequately feed the 1.4 billion humans who are living in dire poverty? And that 756 million tons doesn't even include the fact that 98% of the 225-million-ton global soy crop is also fed to farmed animals" (p. 207).

"Those figures assume that livestock is raised in intensive confinement facilities and fed grains and soy from fertilized crop fields. Such data is inapplicable to grazing animals kept entirely on pasture, like grass-fed cattle, goats, sheep, and deer (p. 215).

"The leading scientist investigating energy usage in food production has long been David Pimentel of Cornell University. Pimentel is not an advocate of vegetarianism. He even notes that 'all available evidence suggests that humans are omnivores.' He frequently writes of livestock's important role in world food production. For example, in his seminal work *Food, Energy, and Society*, he notes that livestock plays 'an important role... in providing food for humans.' He goes on to elaborate as follows: 'First, the livestock effectively convert forage growing in the marginal habitat into food suitable for humans. Second, the herds serve as stored food resources. Third, the cattle can be traded for grain during years of inadequate rainfall and poor crop yields.'

"Moreover, asserting that animal farming is inherently bad for the environment fails to comprehend national and world food production from a holistic perspective. Plowing and planting land for crops is inherently environmentally damaging. In fact, many ecosystems have evolved with grazing animals as integral components over tens of thousands of years. Grazing animals are the most ecologically sound way to maintain the integrity of those prairies and grasslands.

"As Wendell Berry has eloquently explained in his writings, the most ecologically sound farms raise plants and animals together. They are modeled on natural ecosystems, with their continual and complex interplay of flora and fauna. Many (probably most) organic fruit and vegetable farmers depend on manure from livestock and poultry as fertilizer."

The word "soybean" appears once: "We aren't exactly emptying the oceans; it's more like clear-cutting a forest with thousands of species to create massive fields with one type of soybean. Trawling and longline fishing aren't only ecologically worrisome; they're cruel" (p. 192).

The word "soybeans" also appears once: "Large windows opened onto the gentle rolls of a classic Iowa

landscape of soybeans, corn, and pasture" (p. 167).

The word "tofu" appears twice in this book. "My father, who did just about all the cooking in our house, raised us on exotics. We ate tofu before tofu was tofu. It's not that he liked the taste, or even that the supposed health benefits were touted as they are now..." (p. 62). "Anyone who suggests that there is a perfect symbiosis between the farmers' interest and the animals' is probably trying to sell you something (and it's not made of tofu)" (p. 168).

"Part memoir and part investigative report, *Eating Animals* is a book that, in the words of the *Los Angeles Times*, places Jonathan Safran Foer 'at the table with our greatest philosophers.'"—From the publisher.

Also available as a CD audiobook. Address: Brooklyn, New York.

3595. **Product Name:** Marinated Tempeh [Smoky Maple Bacon].

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 2010 March.

**Ingredients:** Organic soybeans, water, shoyu soy sauce (water, non-GMO soybeans, wheat, salt, culture), molasses, maple syrup, natural smoke flavor, autolyzed yeast extract, salt, potato maltodextrin, gum arabic, organic apple cider vinegar, starter culture (*Rhizopus oligosporus*). Contains: Soy, wheat. Certified organic by Oregon Tilth.

**Wt/Vol., Packaging, Price:** 7 oz. paperboard box.

**How Stored:** Refrigerated or frozen.



**New Product–Documentation:** Labels (boxes) sent by Seth Tibbott of Turtle Island. 2010. Dec. 15.

3596. Turtle Island Foods, Inc. 2010. Tofurky Vegan Pizzas:



A delicious healthier slice of pie. First vegan frozen pizzas with melting cheese and meat alternatives (Leaflet). Hood River, Oregon. 1 p. Front and back.

• **Summary:** See next page. Front: A color photo shows the front panel of each of the three Tofurky vegan cheese boxes: Vegan Cheese Pizza, Italian Sausage & Fire-Roasted Veggie Pizza, and Pepperoni Pizza. A color photo shows one type of pizza, with a wedge sliced out and being lifted up to show the cheese stretching. Front and center is the rectangular “daiya: deliciously dairy free” logo. Key points: (1) Made with delicious non-dairy cheese. (2) Zero cholesterol. (3) Up to 50% less sodium and 67% less fat than dairy and meat pizzas.” Turtle Island Foods logo. “Since 1980. Family owned and independent.” Across the bottom: www.tofurky.com.

Rear: “How do we do it? We’ve combined our best selling Tofurky Italian Sausage and Pepperoni Slices with the revolutionary Daiya dairy free vegan cheese alternative. Daiya shreds, melts and stretches like dairy based cheese. It is not made with casein, the protein found in dairy products or soy, common to many other non-dairy cheese alternatives. It tastes great and forever puts to bed the old joke: ‘Did you hear about the fire in the vegan cheese plant? The cheese still didn’t melt!’”

A table compares the cholesterol, sodium, fat and saturated fat content of 100 grams of 3 meat and dairy pizzas with each of the three Tofurky pizzas. Ingredients for all 3 Tofurky pizzas are given. Address: P.O. Box 176, Hood River, Oregon 97031.

3597. **Product Name:** Tofurky Vegan Pizzas [Vegan Cheese Pizza, Italian Sausage & Fire-Roasted Veggie Pizza, Pepperoni Pizza].

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 2010 April.

**Ingredients:** Pepperoni: Ingredients: Crust: Whole wheat flour, enriched wheat flour (niacin, iron, thiamine, riboflavin, folic acid), potato flour, water, expeller pressed non-GMO canola oil, yeast, organic sugar, salt, malt (malted barley, wheat flour, dextrose). Sauce: Water, tomato paste, garlic, expeller pressed non-GMO canola oil, salt, oregano, basil. Tofurky Pepperoni: Vital wheat gluten, water, organic tofu (filtered water, organic whole soybeans, magnesium chloride, calcium chloride), expeller pressed non-genetically engineered canola oil, organic brown rice, soy sauce (water, non-genetically engineered soybeans, wheat, salt, culture), non-GMO corn starch, annatto, garbanzo bean flour, white bean flour, oat fiber, lemon juice concentrate, salt, natural flavor, yeast extract, liquid smoke, garlic, fennel seed, red pepper flake, black pepper, lycopene (from tomatoes), calcium lactate, purple carrot juice, glycerin. Vegan Cheese: Filtered water, tapioca and/or arrowroot flours, non-GMO

expeller pressed canola and/or non-GMO expeller pressed safflower oil, coconut oil, pea protein, salt, vegan natural flavors, inactive yeast, vegetable glycerin, xanthan gum, vegan lactic acid (derived from sugar), titanium dioxide (a naturally occurring mineral).

**Wt/Vol., Packaging, Price:** 1 pizza. Net weight 13.6 oz (385 gm).

**How Stored:** Frozen.

**New Product–Documentation:** All three Labels sent by Turtle Island Foods, Inc. 2010. May. Seth Tibbott, founder and owner of Turtle Island Foods, Inc., says these 2 pizzas were first sold commercially in April 2010. The box is: 10.25 x 10.25 x 1 inch deep. Front: A color photo of one type of pizza, with a wedge sliced out and being lifted up to show the cheese stretching. “Family owned and independent since 1980.” “1st non-dairy cheese that really melts.” Meatless and delicious. Zero cholesterol. Vegan. Keep frozen.

Rear: “No pizza eater left behind! In 1995, Tofurky brought vegetarians back to the Thanksgiving table by providing a high protein, cholesterol free option to people who had been left out of the celebration. Today we continue that mission by offering delicious, nutritious frozen vegan pizzas in three bold flavors: Vegan Cheese, Pepperoni and Italian Sausage with Fire Roasted Veggies.

This pizza must be baked in an oven; microwave won’t work. Turtle Island Foods is a “Proud sponsor of” the Humane Society of the United States, whose logo is shown.

3598. United Soybean Board (USB). 2010. Consumer attitudes about nutrition: Insights into nutrition, health, and soyfoods. 17th annual national report. Seattle, Washington: USB. 12 p. Oct. 28 cm.

• **Summary:** Methodology: “This year represents the fifth year we have adopted an online self-administered survey as our methodology, a significant change from random telephone interviews. The survey, conducted by an independent research firm [in Seattle, Washington] in February 2010, includes 1,000 random surveys, providing a sample that is consistent with the total U.S. population. The study’s margin of error remains  $\pm 1.9$  to 3.1%, with a confidence interval of 95 percent.”


**Contents:** Introduction. Methodology. About USB. General nutritional attitudes and concerns. Examining the nutritional facts panel. Obesity concerns. Strategies for improving overall health. Soyfoods and health perceptions. Health reasons for seeking soy. Cooking and salad oil impressions. Soy in the media. FDA-approved health claim. Opinions on biotechnology. Spotlight on biotechnology. Trans fat awareness and opinion. Awareness and usage of soy products. Restaurants and soy products. Occasion preferences for consuming soy.

Awareness and usage: “37% percent of Americans consume soyfoods or soy beverages once a month or more, approximately five percentage points higher than during the





# Tofurky®

## VEGAN PIZZAS




**A Deliciously Healthier Slice of Pie**

*First Vegan Frozen Pizzas with Melting Cheese and Meat Alternatives*

- Made with delicious non dairy cheese
- Zero Cholesterol
- Up to 50% less sodium and 67% less fat than dairy and meat pizzas



# www.tofurky.com



period between 2006 and 2008. Conversely, 35% indicate that they never consume soy, which has decreased steadily since 2006 (then at 43%). For the seventh year in a row, consumers reported the most familiarity with soymilk, soybean oil, tofu and soy veggie burgers.

“Soymilk continues to be the most regularly consumed soy product, with nearly one-quarter of Americans reporting that they drink it regularly. For comparison, in 1999, 18% of consumers reported that they had tried soymilk. By 2010, the number of consumers who have tried soymilk has more than doubled to 45% of all consumers.

Edamame holds the number two spot and has surpassed veggie burgers among the top three most consumed soyfoods for the past two years. In fact, it has more than tripled in popularity since 2005 (then at 4% and now at 13%). Plain white tofu follows in third place, on par with 2009 at 9%.”

A table shows the “Top 20 soy products by awareness.” Soymilk 90%. Soybean oil 56%. Plain white tofu 56%. Soy veggie burger 54%. Soynuts 40%. Soy protein bars 37%. Soy infant formula 36%. Soy latte / soymilk in espresso coffee drinks [as at Starbucks] 36%. Edamame 34%. Dried or canned soybeans 33%. Cereal bar / energy bar 32%. Miso 29%. Soy ice cream / cheese 28%. Soy yogurt 27%. Soy hot dogs 26%. Flavored / marinated tofu 24%. Soy supplements 21%. Soy flour 21%. Soy breakfast cereal 18%. Textured soy protein 16%. All others mentioned 14% or less.

Occasion preferences for consuming soy (in descending order of preference): dinner 39%, breakfast 30%, lunch 22%, mid-afternoon snacking 19%, late evening snacking 13%, mid-morning snacking 9%, desserts 5%.

“In 2010, 84% of consumers rate soy products as healthy, down one percentage points from 2009.” A graph (p. 6) shows this increase in awareness (82% in 2006, 78% in 2005, 74% in 2004, 74% in 2003, 74% in 2002, 69% in 2001, 76% in 2000, 71% in 1999, 67% in 1998).

Note: As of Oct. 2010 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

**3599. Product Name:** Tofurky Vegetarian Feast.

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Distributor: P.O. Box 233, Trout Lake, WA 98650. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 2010 October.

**Ingredients:** Roast: Water, vital wheat gluten, organic tofu (filtered water, organic whole soybeans, magnesium chloride, calcium chloride), expeller pressed non-genetically engineered canola oil, natural vegetarian flavors, shoyu soy sauce (water, non-genetically engineered soybeans, wheat, salt, culture), non-genetically engineered corn starch, white bean flour, garbanzo bean flour, lemon juice from concentrate, onion, carrots, celery, salt, calcium lactate from

beets. Contains: Soy and wheat.

**Stuffing:** Organic brown rice, whole wheat bread cubes (whole wheat, filtered water, unbleached wheat flour, organic evaporated cane juice, organic palm oil, sea salt, yeast, natural enzymes, ascorbic acid), onion, celery, expeller pressed non-genetically engineered canola oil, organic wild rice, natural vegetarian seasoning, granulated garlic, herbs and spices. Contains: Wheat.

**“Giblet Gravy:** Water, whole wheat flour, expeller pressed non-genetically engineered canola oil, Tofurky giblets (water, vital wheat gluten, organic tofu [filtered water, organic whole soybeans, magnesium chloride, calcium chloride], expeller pressed non-genetically engineered canola oil, natural vegetarian flavors, shoyu soy sauce [water, non-genetically engineered soybeans, wheat, salt, culture], non-genetically engineered corn starch, white bean flour, garbanzo bean flour, lemon juice from concentrate, onion, carrot, celery, salt, calcium lactate from beets), natural vegetarian flavors, onion, carrot, celery, corn starch, salt, sunflower oil, thyme, rosemary. Contains: Soy and wheat.

**Chocolate Cake:** Filtered water, organic evaporated cane juice, organic wheat flour, organic expeller pressed high oleic safflower oil and/or sunflower oil, organic cocoa powder, organic apple cider vinegar, baking soda, organic vanilla extract, sea salt. Contains: Wheat.

**Tofurky Jurky Wishstix:** Water, vital wheat gluten, organic tofu (filtered water, organic whole soybeans, magnesium chloride, calcium chloride), non-genetically engineered canola oil, natural vegetarian flavors, shoyu soy sauce (water, non-genetically engineered soybeans, wheat, salt, culture), non-genetically engineered corn starch, white bean flour, garbanzo bean flour, organic evaporated cane juice, granulated garlic, lemon juice from concentrate, onion, carrots, celery, salt, calcium lactate from beets. Contains: Soy and wheat.

**Wt/Vol., Packaging, Price:** 3 lb 8 oz (1.59 kg).

**How Stored:** Frozen.

**New Product–Documentation:** Package sent by Seth Tibbott, founder and owner of Turtle Island Foods. 2010. April. Packaged in a colorful paperboard box. 8½ by 6½ by 4 inches. Front: A large color photo shows the Tofurky Feast, sliced and with gravy and “Now with Amy’s Dessert.” White, red, black and green on reddish purple. Serves 6. “Family owned & independent since 1980.” “New 20% larger stuffed tofu roast. Tofurky “giblet” gravy. New organic chocolate cake. Tofurky Jurky Wishstix. Happy Tofurky Day card and coupons. Vegan.”

**Side:** Nutrition facts and ingredients. “Proud supporter of The Humane Society of America” With Humane Society logo. (c) 2010 Turtle Island Foods, Hood River, Oregon 97031 Product of the USA [tofurky.com](http://tofurky.com) [info@tofurky.com](mailto:info@tofurky.com). “America’s #1 turkey alternative since 1995.”

E-mail from Seth Tibbott, founder and owner of Turtle Island Foods. 2014. July 30. “The Tofurky Feast is frozen



**Turtle Island Foods, Inc.**  
Family Owned & Independent Since 1980

# Tofurky

## VEGETARIAN FEAST

**SERVES 6**

- New! 20% Larger Stuffed Tofu Roast
- Tofurky "Giblet" Gravy
- New! Organic Chocolate Cake
- Tofurky Jurky Wishstix
- Happy Tofurky Day Card and Coupons

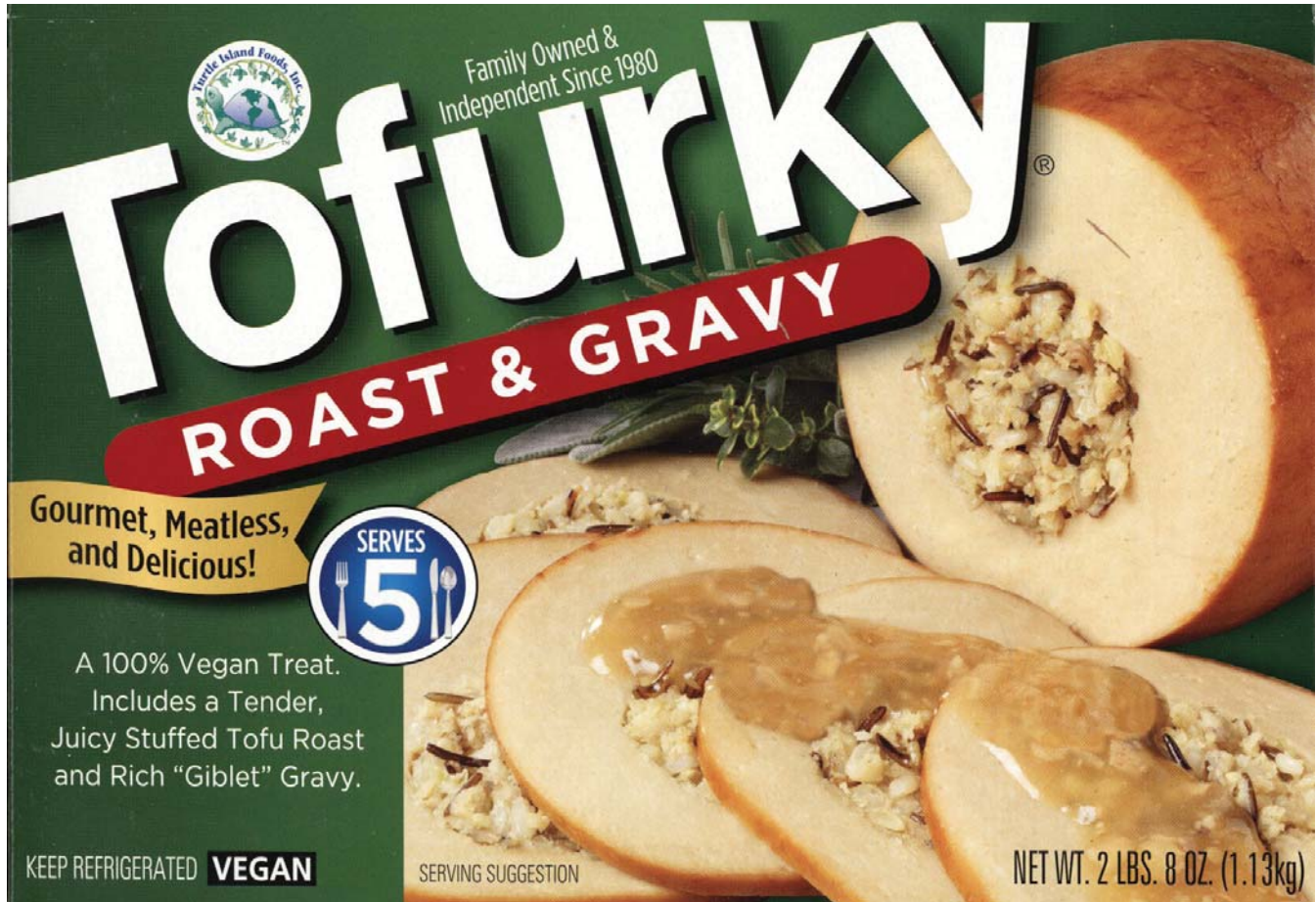
NET WT 3 LBS. 8 OZ. (1.59kg)

**Now With Amy's Dessert!**

**VEGAN** KEEP FROZEN SERVING SUGGESTION







and primarily natural channel; roast and gravy refrigerated. This is a nice separation of channels so Whole Foods does not compete with Safeway.

“The sales of both items are mostly equal but the Roast and Gravy is growing faster and we sell a few more of these at this point.”

**3600. Product Name:** Tofurky Roast & Gravy.

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. Distributor: P.O. Box 233, Trout Lake, WA 98650. Phone: 1-888-TOFURKY (863-8759).

**Date of Introduction:** 2010 October.

**Ingredients:** Roast: Water, vital wheat gluten, organic tofu (filtered water, organic whole soybeans, magnesium chloride, calcium chloride), expeller pressed non-genetically engineered canola oil, natural vegetarian flavors, shoyu soy sauce (water, non-genetically engineered soybeans, wheat, salt, culture), non-genetically engineered corn starch, white bean flour, garbanzo bean flour, lemon juice from concentrate, onion, carrots, celery, salt, calcium lactate from beets. Contains: Soy and wheat.

Stuffing: Organic brown rice, whole wheat bread cubes

(whole wheat, filtered water, unbleached wheat flour, organic evaporated cane juice, organic palm oil, sea salt, yeast, natural enzymes, ascorbic acid), onion, celery, expeller pressed non-genetically engineered canola oil, organic wild rice, natural vegetarian seasoning, granulated garlic, herbs and spices. Contains: Wheat.

“Giblet” Gravy: Water, whole wheat flour, expeller pressed non-genetically engineered canola oil, Tofurky giblets (water, vital wheat gluten, organic tofu [filtered water, organic whole soybeans, magnesium chloride, calcium chloride], expeller pressed non-genetically engineered canola oil, natural vegetarian flavors, shoyu soy sauce [water, non-genetically engineered soybeans, wheat, salt, culture], non-genetically engineered corn starch, white bean flour, garbanzo bean flour, lemon juice from concentrate, onion, carrot, celery, salt, calcium lactate from beets), natural vegetarian flavors, onion, carrot, celery, corn starch, salt, sunflower oil, thyme, rosemary. Contains: Soy and wheat.

**Wt/Vol., Packaging, Price:** 2 lb 8 oz (1.13 kg).

**How Stored:** Refrigerated.

**New Product–Documentation:** This refrigerated product was first sold in 2005, however the box was slightly different from this 2010 version. Package sent by Seth Tibbott, founder and owner of Turtle Island Foods. 2010. April.

Packaged in a colorful paperboard box. 8½ by 6½ by 4 inches. Front: A large color photo shows the Tofurky Roast & Gravy White, red, black and green on a green background. Serves 5. Round Turtle Island logo. “Family owned & independent since 1980.” “Gourmet. meatless and delicious. Serves 5. A 100% vegan treat. Includes a tender, juicy stuffed tofu roast and rich ‘giblet’ gravy. Keep refrigerated. Vegan.”

Side: Nutrition facts and ingredients. “Proud supporter of The Humane Society of America” With Humane Society logo. (c) 2010 Turtle Island Foods, Hood River, Oregon 91031 Product of the USA tofurky.com into@tofurky.com. “America’s #1 turkey alternative since 1995.”

Note: This product is different from the Tofu Vegetarian Feast in several ways: (1) It weighs 1 pound less and serves 5 instead of six. (2) It does not contain the Amy’s chocolate cake or the Tofurky Jurky Wishstix. (3) The retail price is less. (4) It is sold refrigerated.

E-mail from Seth Tibbott, founder and owner of Turtle Island Foods. 2014. July 30. “The green Tofurky Roast and Gravy combo box has always been a refrigerated item. It was first sold to Trader Joes in 2005. It has never been sold in the natural channel (Whole Foods, etc) but is now sold in many mainstream grocery stores coast to coast. The sales of both items are mostly equal but the Roast and Gravy is growing faster and we sell a few more of these at this point.

“The Tofurky Feast is frozen and primarily natural channel; roast and gravy refrigerated. This is a nice separation of channels so Whole Foods does not compete with Safeway.

“We still support Humane Society of the United States (HSUS) but not on the package. Too controversial / polarizing.

“We support a lot of non-profits and hope to do more. Long story.

“Seven of our products are certified non-GMO by the Non-GMO Project. Others hopefully on the way but they are not set up to deal with products like ours. Long story but everything here has always been sourced non-GMO.”

**3601. Product Name:** Italian Tempeh Sausage (Mild, or Spicy).

**Manufacturer’s Name:** Hearty Vegan (The).

**Manufacturer’s Address:** Bastrop, Texas.

**Date of Introduction:** 2010 November.

**New Product–Documentation:** E-mail from Rebecca “Beth” Taylor. 2011. Oct. 9.

“I stopped making tempeh in early 2006 and then started again in July 2010. This time I was in a commercial kitchen attached to the Bastrop Producers Market in Bastrop, Texas, which is 30 miles from Austin. I sold it in their market and still sell it there. In September, 2010, I started selling tempeh to the Wheatsville Food Co-op.

“I started making and selling Italian Tempeh Sausage to those two stores in November, 2010. My daughter joined my

company in December 2010.”

**3602. Product Name:** [Veggie Breakfast Patties].

**Foreign Name:** Galettes végétariennes pour le petit-déjeuner.

**Manufacturer’s Name:** Sol Cuisine.

**Manufacturer’s Address:** Mississauga, Ontario, Canada L4X 2G6.

**Date of Introduction:** 2010.

**Ingredients:** 2013: Filtered water, soy protein concentrate, sunflower oil, torula yeast, yeast extract, modified cellulose, organic evaporated cane juice, spices, sea salt, onion powder, caramel color, vitamins & minerals.

**Wt/Vol., Packaging, Price:** 6 meatless breakfast patties. 228 gm.

**How Stored:** Frozen.

**New Product–Documentation:** Current (2013) label sent by Lorraine Guardino of Sol Cuisine. 2013. March 11. She ads a note that this product was introduced in 2010. “90% less fat than pork sausage.”

**3603. Hackett, Jolinda; Bull, Lorena Novak. 2010. The everything vegan cookbook: 300 recipes for any occasion! Avon, Massachusetts: Adams Media. x + 294 p. Index. 24 x 21 cm.**

• **Summary:** The book begins: “Dear Reader: When I decided to give up eggs and dairy, I asked every vegan I knew for their advice. One sentiment always stood out: ‘Learn to cook.’”

Chapter 11, titled “Tofu” (p. 219-42) contains 26 tofu recipes of great variety and creativity. Chapter 12, “Seitan, TVP, and tempeh” (p. 243-65) contains 23 recipes, including homemade seitan.

Other soy related recipes: Vegan mayonnaise (with “1 12-ounce block silken tofu,” p. 23). Vegan “pigs” in a blanket (with vegan hot dogs, p. 24). Vegan tzatziki (with soy yogurt, p. 30). Chili masala tofu scramble (p. 38). Quick tofu breakfast burrito (p. 42). Strawberry protein smoothie (with silken tofu, p. 43). Granola breakfast parfait (with soy yogurt, p. 46). Baked “sausage” and mushroom frittata (with vegetarian sausage or “beef” crumbles, p. 53). Creamy miso sesame dressing (p. 61). Tempeh dill “chicken” salad (p. 64). Edamame salad (p. 73). Winter seitan stew (p. 88). Saucy Chinese vegetables with seitan or tempeh (p. 105). Barley pilaf with edamame and roasted red peppers (p. 185). Cheesy macaroni and “hamburger” casserole (with veggie burgers, p. 210). TVP taco “meat” (taco filling, p. 250). Homemade baked seitan (p. 251).

Many other recipes call for soy milk or soy cream. Jolinda Hackett has been a vegetarian for nearly 20 years and a “plant-based vegan” for nearly ten. Address: 1. Santa Barbara, California; 2. RD [Registered Dietitian], Riverside, California.



3604. Schmidt, Henry. 2011. Re: History of Henry's Tempeh in Canada. Letter (e-mail) to William Shurtleff at Soyinfo Center, Jan. 12. 2 p.

• **Summary:** Henry Schmidt was born in 1948 in Winnipeg, Manitoba, Canada. His parents were farmers. He attended high school in Gretna, Manitoba, and graduated from the University of Manitoba, with a B.A. in sociology and psychology. In 1975 he left Manitoba and moved to Ontario, to pursue graduate studies in sociology at the University of Waterloo.

"1998–Daughter (Katrina) introduces me to tempeh via the statement of "I have an idea" and "The Book of Tempeh." Research led me to conclude: (1) That tempeh is a good food—good for the eater and good for the planet. (2) Consumption of tempeh is / will be a growing market. (3) There are a limited number of tempeh producers in Canada and there is opportunity for another one.

"Helped daughter, Katrina, establish a tempeh production facility on Saltspring Island (British Columbia), called Saltspring Tempeh. Note: Henry didn't live on Saltspring Island; his daughter did. After helping her to start her business, he returned home to Ontario. Tempeh production ceased on Saltspring in 2004.

2000—The company I was working with/for (senior housing development and management) was sold and I needed to find new employment. Having been in different business ventures with partners I had a desire to start a business all on my own. The tempeh business seemed to fit the bill. So about 8 years ago I moved to Ontario, from British Columbia, Canada, in order to gain access to a larger market, and to bypass the expensive process of transporting tempeh from an island (Saltspring) onto the mainland.

2000 Oct.—I sold my first tempeh to a retail outlet on Scott St. in Kitchener, Ontario, Canada. Started with one variety of tempeh (SoyKasha) and one year later introduced the second, SoyOnly. Using a unique production process we are able to produce tempeh that is mild in flavour, attractive in appearance and fresh to the consumer (i.e., not frozen). For several years I "flogged"—promoted (cold calling) and delivered—the product to health food stores.

2003—Started working with a health food distributor in Toronto area.

2004—Introduced a tempeh burger, discontinued after one year; decided to stick to our knitting and do what we do best—make excellent tempeh—and leave the value-added products for others to do. See next page.

2005—Had a website developed (traded tempeh for its development) website [www.tempeh.ca](http://www.tempeh.ca)

March—Introduced 3 more varieties of tempeh: SoyBasil, SoyCurry and SoyRedPepper.

Starting working with a second health food distributor, expanded coverage to include areas east to the coast and west to the prairies.

2010—Growth has been steady and organic; primary

promotion is word-of-mouth from satisfied consumers and via demos at health food stores and trade shows

Currently our tempeh is sold primarily in health food stores though some main stream grocery stores (Toronto area) also carry our product.

Henry's favorite is SoyKasha Tempeh (the buckwheat gives it a nutty flavor) but the SoyOnly is the best-seller. Address: Henry's Tempeh Inc., 237 Arnold St., Kitchener, ON N2H 6E8. Phone: 519-748-8677.

3605. Tibbott, Seth. 2011. Update on tempeh, Tofurky and Turtle Island (Interview). *SoyaScan Notes*. Jan. 19. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Tempeh sales constituted about 10.7% of Turtle Island's total sales last year; the remaining 89.3% was Tofurky products. "The various types of Tofurky have steadily become our dominant products by far. Yet sales of all our tempeh products increased 39.8% during calendar year 2010. The increase was in two areas: In March 2009 we launched tempeh strips [Marinated Tempeh] in 3 flavors (Lemon Pepper, Coconut Curry, and Sesame Garlic), and packaged each in a nice box. In June 2010 we added a fourth flavor—Smoky Maple Bacon." The 39.8% sales increase figure refers to sales of these tempeh strips (4 SKUs, in a 12-pack to the natural food market and a 6-pack to the mass market) and sales of cake tempeh and tempeh strips to the mass market. Last year, Seth sold 27,000 cases of tempeh strips and 29,000 cases of tempeh cakes (of various types) in the natural foods market. Seth has been selling tempeh in cakes for about 30 years, but in strips for less than 2 years. So the strips (which weigh 7 oz per individual package) have caught on very rapidly and are almost at the level of the cakes (which weigh 8 oz per individual). In short, natural foods customers like flavored, heat-and-serve, 2nd generation tempeh products. But here's the kicker; sales of the strips are growing fastest in the mass market (supermarkets), where Seth sells about 10 times as many cases of strips as he does cakes. And its just getting started. In places like North Carolina and South Carolina they just can't get enough of these 6-pack cases of marinated strips.

Turtle Island was already in mass supermarkets in the southeastern United States, but by mid-2011 the tempeh products were added as line extensions in those accounts—especially in Florida, North Carolina, South Carolina, and Georgia, in that order. The Sesame Garlic and the Smoky Maple flavors are the best sellers in the line.

There are a growing number of voices in America talking about the health and flavor benefits of fermented foods.

Seth's tempeh sales (all cakes) (all types) were \$472,000 in calendar year 2002, rising to \$1.3 million in 2009. So sales of tempeh cakes are way up compared with 10 years ago.

The biggest tempeh maker in the USA by far is Lightlife Foods (in Massachusetts); they make about 10 times as

*Henry's*  *Gourmet*  
**Tempeh**  
 www.tempeh.ca Pasteurized / Pasteurisé

**SoyKasha:** An organic whole bean cultured soyfood made with soybeans & kasha (roasted buckwheat).  
**SoyKasha:** Un produit de soya entièrement biologique, composé de fèves de soya et de sarrasin torréfié.

Ingredients: Organic soybeans, water, organic kasha, rhizopus oligosporus culture.  
 Ingrédients: Fèves de soya biologique, eau, sarrasin biologique torréfié, culture rhizopus oligosporus.

KEEP REFRIGERATED OR FROZEN  
 GARDER RÉFRIGÉRÉ OU CONGELÉ  
 Best Before / Meilleur avant

**Net Wt. 250g**

Product of Canada  
 Produit du Canada

Henry's Tempeh Inc., 237 Arnold St., Kitchener N2H 6E8

*Henry's*  *Gourmet*  
**Tempeh**  
 www.tempeh.ca Pasteurized / Pasteurisé

**SoyOnly:** An organic, whole bean cultured soyfood made with organic soybeans.  
**SoyOnly:** Un produit de soya entièrement biologique, composé de fèves de soya.

Ingredients: Organic soybeans, water, rhizopus oligosporus culture.  
 Ingrédients: Fèves de soya entièrement biologique, eau, culture rhizopus oligosporus.

KEEP REFRIGERATED OR FROZEN  
 GARDER RÉFRIGÉRÉ OU CONGELÉ  
 Best Before / Meilleur avant

**Net Wt. 250g**

Product of Canada  
 Produit du Canada

Henry's Tempeh Inc., 237 Arnold St., Kitchener N2H 6E8

*Henry's*  *Gourmet*  
**Tempeh**  
 www.tempeh.ca Pasteurized / Pasteurisé

**SoyBasil:** An organic, whole bean cultured soyfood made with organic soybeans and basil.  
**SoyBasil:** Un produit de soya biologique, composé de fèves de soya et basilic.

Ingredients: Organic soybeans, water, basil, rhizopus oligosporus culture.  
 Ingrédients: Fèves de soya biologique, eau, basilic, culture rhizopus oligosporus.

KEEP REFRIGERATED OR FROZEN  
 GARDER RÉFRIGÉRÉ OU CONGELÉ  
 Best Before / Meilleur avant

**Net Wt. 250g**

Product of Canada  
 Produit du Canada

Henry's Tempeh Inc., 237 Arnold St., Kitchener N2H 6E8

*Henry's*  *Gourmet*  
**Tempeh**  
 www.tempeh.ca Pasteurized / Pasteurisé

**SoyCurry:** An organic, whole bean cultured soyfood made with organic soybeans and curry powder.  
**SoyCurry:** Un produit de soya entièrement biologique, composé de fèves de soya et poudre de cari.

Ingredients: Organic soybeans, water, curry powder, rhizopus oligosporus culture.  
 Ingrédients: Fèves de soya biologique, eau, poudre de cari, culture rhizopus oligosporus.

KEEP REFRIGERATED OR FROZEN  
 GARDER RÉFRIGÉRÉ OU CONGELÉ  
 Best Before / Meilleur avant

**Net Wt. 250g**

Product of Canada  
 Produit du Canada

Henry's Tempeh Inc., 237 Arnold St., Kitchener N2H 6E8

*Henry's*  *Gourmet*  
**Tempeh**  
 www.tempeh.ca Pasteurized / Pasteurisé

**SoyRedPepper:** An organic, whole bean cultured soyfood made with organic soybeans and crushed red peppers.  
**SoyRedPepper:** Un produit de soya entièrement biologique, composé de fèves de soya et piment de cayenne broyé.

Ingredients: Organic soybeans, water, crushed red peppers, rhizopus oligosporus culture.  
 Ingrédients: Fèves de soya biologique, eau, piment de cayenne broyé, culture rhizopus oligosporus.

KEEP REFRIGERATED OR FROZEN  
 GARDER RÉFRIGÉRÉ OU CONGELÉ  
 Best Before / Meilleur avant

**Net Wt. 250g**

Product of Canada  
 Produit du Canada

Henry's Tempeh Inc., 237 Arnold St., Kitchener N2H 6E8



much tempeh (Fakin' Bacon and cake tempeh) as Turtle Island. No. 2 is Turtle Island, followed by Hain ("Where good brands go to die"—which now makes Westsoy Tempeh, which was originally made by Steve Demos of White Wave and is probably still made at the former White Wave plant in Boulder, Colorado), then (in the natural foods market) Surata Soyfoods (Oregon), Northern Soy / Soy Boy (Rochester, New York), Rhapsody (Vermont), Wildwood Natural Foods (Pulmuone, southern California, made by Turtle Island), Bountiful Bean (Madison, Wisconsin), Central Soyfoods (Lawrence, Kansas), 21st Century Foods (Jamaica Plain, Massachusetts), Sweet Earth (Birmingham, Alabama), M Café, and Hearty Vegan (Texas).

In the SPINS data there is no category for tempeh alone; rather the category is "Tempeh and Seitan." That category was \$6.1 million in 2006, increasing to \$6.5 million in 2009—but those numbers are inaccurate because Whole Foods recently stopped selling its data to SPINS.

How long will Seth continue to be in charge of his business? Good question. His stepson, Jaime Athos, who is extremely bright, has a PhD in neurobiology from the University of Washington (Seattle), is a vegetarian, and has good business sense, is "chomping at the bit" to take over the business from Seth. Seth wants to continue working there, but perhaps in an emeritus position and as chairman of the board. Seth's 60th birthday is coming up on April 20, 2011, so he has to start thinking about succession and what else he wants to do. He is considering starting a foundation.

Yet his basic financial situation is "rags to better rags; it's not rags to riches." Seth does not have a big attraction to money. "It's never been about money for me. In 1980 when I was first starting Turtle Island on my 2,500 bucks, I had never taken a class in business, but there were these free classes from the SBA [Small Business Administration] on how to start and run a business. So I figured, well, it's free and I don't have any money, so I'd better go there and learn about business. So I go the first class and this guy stands up there and his first question to this room-full of entrepreneurs is: 'How many of you people are out there to save the world?' And my hand shot up. I looked around and no one else's hand was up. And I go, 'Oh god. It's a rhetorical question. I just flunked my first business exam.' And then he goes, 'How many of you are out there to make money?' Every hand shot up. The place went wild. I was embarrassed—but... I see myself as the cosmic goof—the least likely person to succeed in business. Anyone with a good work ethic, little luck, a good product—so long as she doesn't take herself too seriously—can succeed in business.

"When I was younger, I was always this humorous guy. But when I started a business making tempeh I suddenly transformed into this serious guy. The conventional wisdom was—you don't want to make this funny; just play it straight. You don't wanna upset the middle class with a joke. And I lost tons of money. It was only when I came out with this

wacky Tofurky product, that people thought was a joke, did I start making money. Humor started creeping into the way Turtle Island presented itself at that time. The subject lent itself naturally to humor. "I could feel I was letting my true self come through in the business."

One important development: Pasteurizing tempeh by using vacuum sealing for longer refrigerated shelf life. This has been taking place since the mid-1990s, but it has been steadily improved. Refrigerated tempeh has a better texture and flavor than frozen, and requires much less energy use.

Also: People are increasingly becoming aware of the many important benefits of fermented foods and fermented soyfoods.

There has been a shakeup at Lightlife Foods. Top management has been asked to leave Turner Falls and move to Conagra Headquarters in Omaha, Nebraska. At least one top manager has quit.

In June 2010 Turtle Island launched a new product which has, so far, been extremely successful—Tofurky Pizza (vegan), in 3 SKUs. The cheese they use is the remarkable new tapioca-based Daiya Vegan Cheese, made by Daiya Foods, a relatively small start-up company in Vancouver, Canada ([www.daiyafoods.com](http://www.daiyafoods.com)) that was founded in mid-2007 by Andre Kroecher and Greg Blake. They have taken the cheese-alternative category by storm. You can find shredded pieces of Daiya at any Whole Foods Market in the non-dairy cheese section.

Seth asks:

"Have you heard the joke about the fire in the vegetarian cheese factory? Everything melted except the cheese!" This non-dairy cheese really melts and stretches, is gooey and tastes great. Amy's owns the natural foods pizza category but Seth's 3 vegan pizzas are moving up fast on the charts. They started to be sold commercially in June 2010.

Sales of the three Tofurky products (Roast & Gravy, Feast, and Roast) reached 353,250 units in calendar year 2010. Sales have increased every year since Turtle Island started making the product in about 1995. The number sold has increased every year as follows (numbers prior to 2002 were rounded off to the nearest thousand): 1995—500. 1996—1,500. 1997—18,000. 1998—45,000. 2000—84,000. 2002—118,000. 2004—152,070. 2006—201,108 (one millionth Tofurky roast sold!). 2008—308,436. 2009—339,996 (two millionth Tofurky roast sold!). 2010—353,250. Total: 2,360,734.

Tofurky Feast (3.5 lbs): First sold in November 1995. Gone through several incarnations of size and product offerings. Current pack holds: two pound Tofurky Stuffed Roast, 14 oz Savory Tofurky Gravy, 11 oz Amy's Vegan Chocolate Cake, one set of Tofurky Jurky Wishstixs, Happy Tofurky Day card, coupons for Tofurky products. Sold Frozen, mainly in Natural Foods stores like Whole Foods, Berkley Bowl, etc.

The Tofurky Roast has always had tofu in it; the first

two years it was all tofu, no wheat gluten. In 1997 wheat gluten was added to give more turkey-like texture and to aid in freeze/thaw process. Tempeh Drumettes were part of the original Tofurky Feast but were replaced with Cranberry Apple Potato Dumplings in 2003, which were in turn replaced with Amy's Vegan Chocolate Cake in 2010.

**Tofurky Roast (26 oz):** First sold in October 2002. Only the Tofurky Stuffed Roast. Sold Frozen, mainly in Natural Foods market.

**Tofurky Roast and Gravy (2.5 lbs):** First sold in October 2005. Includes one 26 oz Tofurky Stuffed Roast and 14 oz of Savory Tofurky Gravy. Sold Refrigerated in Mass Market accounts like Trader Joes, Publix, Safeway, etc. Address: President and Founder, Turtle Island Foods, Inc., P.O. Box 176, Hood River, Oregon 97031. Phone: (503) 386-7766.

3606. Turtle Island Foods, Inc. 2011. The leader of the pack: America's #1 brand of meatless sausages (Leaflet). Hood River, Oregon. 1 p. Front and back.

• **Summary:** See next page. Front: A color photo shows the front panel of Tofurky Kielbasa, Tofurky Beer Brats, and Tofurky Italian Sausage packets. In the lower right is a huge sausage with grill marks between buns atop all the trimmings on a blue plate. On the top bun is a stamp which reads: "Approved: Outdoor Grill." In the lower left front: "KSA Parve. Vegan. Since 1980. Family owned and independent. www.tofurky.com."

Rear: Gives ingredients and nutrition facts for all three products. Non-GMO Project logo. Key points: (1) #1 selling brand of Meatless Sausages in USA Natural and Conventional Markets (according to SPINS/AC Nielsen 52 weeks ending 12/25/2010). (2) #1 selling item in Refrigerated Natural Foods (216 items) (Tofurky Italian Sausage). (3) Big juicy size and taste, Great for outdoor grills! (4) Organic tofu based. (5) Vegan and kosher. (6) The only meatless sausage certified Non-GMO. Address: P.O. Box 176, Hood River, Oregon 97031.

3607. Specter, Michael. 2011. Test-tube burgers: How long will it be before you can eat meat that was made in a lab? *Annals of science. New Yorker*. May 23. p. 32.

• **Summary:** About Willem van Eelen and his quest to grow meat outside of the body. It began to look possible in 1981 when stem cells were discovered in mice. In 1999 van Eelen received U.S. and international patents for the Industrial Production of Meat Using Cell Culture Methods. Now a new discipline is emerging, propelled by an unlikely combination of stem-cell biologists, tissue engineers, animal-rights activists, and environmentalists.

3608. **Product Name:** Tofurky Slices [Pepperoni].  
**Manufacturer's Name:** Turtle Island Foods, Inc.  
**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 2011 June.

**Ingredients:** Vital wheat gluten, water, organic tofu (filtered water, organic whole soybeans, magnesium chloride, calcium chloride), expeller pressed non-genetically engineered canola oil, organic brown rice, soy sauce (water, non-genetically engineered soybeans, wheat, salt, culture), non-GMO corn starch, annatto, garbanzo bean flour, white bean flour, lemon juice concentrate, salt, vegan natural flavor, yeast extract, liquid smoke, garlic, fennel seed, red pepper flakes, black pepper, lycopene from tomatoes, calcium lactate from beets, purple carrot juice, vegetable glycerin. Contains: Wheat and soy.

**Wt/Vol., Packaging, Price:** 4 oz (113 gm) vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Label sent by Seth Tibbott, founder of Turtle Island, 2011. July. 5 by 5.5 inches. Paperboard box. White, green, gold and black on red. Color photo shows a slice of the pizza. Front panel: "Family owned and independent since 1980." "Meatless, Gourmet and Delicious. Vegan. KSA Parve." On the rear panel is a serving suggestions. And: www.Tofurky.com.

Letter (e-mail) from Seth. 2012. Nov. 13. "Pepperoni Deli Slices first shipped June 1, 2011 according to my records."

3609. Turtle Island Foods. 2011. Environmentally friendly Tofurky plant breaks ground in Hood River (News release). Hood River, Oregon. 1 p. July 22.

• **Summary:** "Hood River, Oregon–Turtle Island Foods, home of the famous Tofurky, broke ground today on a new 10 million dollar production facility to help meet the growing demand for the company's fast growing family of meat alternatives. The new plant will be 33,000 square feet in size and built on 1.5 acres of land purchased from the Port of Hood River about 200 yards from the banks of the Columbia River, just north of the town of Hood River.

"The building is being environmentally designed to achieve LEED certification, hopefully LEED Platinum which is the highest level of LEED certification. There are currently only 5 other buildings in the world with LEED Platinum certification. The company is also collaborating with the Portland Audubon Society to implement a 'green roof' to create not only bird habitat but also a pleasing visual appearance to the Port of Hood River Industrial Area. A bocce court and two miniature golf putting holes will make the roof more people friendly in the whimsical spirit of the Tofurky brand. The current production facility at 601 Industrial Avenue will be retained for tempeh production and renovated for future line extensions.

"Turtle Island Foods was founded in 1980 by Seth Tibbott who invested his life savings of \$2500 and started making tempeh, a soy product from Indonesia, at the Hope Coop in Forest Grove, OR. The company moved to Husum, Washington in 1982 and to the Graf building at 601



# The Leader of the Pack

America's # 1 Brand of Meatless Sausages



**VEGAN**



[www.tofurky.com](http://www.tofurky.com)





Industrial Avenue in Hood River in 1992. The company's fortunes changed in November 1995 with the introduction to the market of the first Tofurky Feast which became an overnight success and magnet for the nation's media. Today, the Tofurky brand has grown to the 2nd largest brand of refrigerated and frozen meat alternatives in the USA with a year to date growth rate of 25% in 2011. In addition to the traditional holiday Tofurky Feasts, the Tofurky line now contains category leading deli slices, sausages and pizzas and can be found in over 4,000 retail natural food stores and supermarkets across the US and Canada.

"The new plant construction project is being managed by Jaime Athos, Vice President of Operations at Turtle Island Foods. 'In our case, the decision to attempt to achieve the highest level of LEED certification was a no brainer. It is an authentic expression of both the mission of our company and the personal values of my family.'"

Note: "Leadership in Energy and Environmental Design (LEED) is an internationally recognized green building certification system, providing third-party verification that a building or community was designed and built using strategies intended to improve performance in metrics such as energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.

"Developed by the U.S. Green Building Council (USGBC), and spearheaded by LEED founding chairman Robert K. Watson, LEED is intended to provide building owners and operators a concise framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions.

"Since its inception in 1998, the U.S. Green Building

Council has grown to encompass more than 7,000 projects in the United States and 30 countries covering over 1.501 billion square feet (140 km) of development area" (Source of Note: Wikipedia at Leadership in Energy and Environmental Design, retrieved 2011 Aug. 5). Address: P.O. Box 176, Hood River, Oregon 97031.

3610. Turtle Island Foods. 2011. Project description. Hood River, Oregon. 2 p. July 22. Unpublished typescript.

• **Summary:** Turtle Island Foods is an exemplary food processing facility development. With the combination of the following three powerfully significant achievements, Turtle Island Foods represents the first of its kind in the nation:

**LEED Platinum:** Turtle Island Foods is tracking USGBC's LEED Platinum certification. This is a difficult hurdle to achieve for any commercially built project, much more so for a food processing facility project with large equipment process energy consumption. There are not many LEED Platinum food processing buildings in the world.

**High efficiency mechanical and food processing equipment:** Re-use of waste heating and cooling:

The other green building accomplishments of Turtle Island Foods are as impressive as they are extensive:

**Site selection:**

Repurposed site of former telephone company yard.

Turtle Island Foods is less than ½ mile from downtown Hood River and has pedestrian connections to existing residential neighborhoods, and numerous services.

With these proximities, the project will limit parking to code minimum.

Parking area will include spaces dedicated to highly efficient vehicles, low emission vehicles, and car sharing



programs

There will be extensive parking for bicycles along with showers and changing areas to encourage use.

Landscaping, green roof and open space reduces the building's heat island effect

The green roof feature will feature native species, which will improve the areas natural habitat.

Storm water systems are designed to limit event discharges, and improve water quality.

Site lighting is designed to limited "light pollution" of the nighttime sky.

Water Efficiency

The project achieves 40% water efficiency over code through the use of dual flush toilets, ultra-low flow showerheads and lavatories

The native landscape plan will require no potable water irrigation after the plants are established

Green Roof will mitigate storm water overflows and reduces the heat island effect of development in the city

Energy Efficiency

An 86 KW photovoltaic solar array is mounted on the roof, powering common areas electric and plug loads as well as an electric car charging station that will be available to the public. This will generate over 100,000 kWh of power annually.

Overall building efficiency is 40% more efficient than the Oregon building code

No harmful ozone depleting refrigerants were used

A highly efficient central ammonia based refrigeration system is being used.

Heat recovery from the refrigeration system will be used as heating source where needed.

Off site monitoring will direct renewable power to the facility when available

Material and Resources

Materials with superior durability were used for high traffic areas

Over 45% of all materials were specified and purchased with recycled content AND were regionally sourced within 500 miles of the project

All steel and concrete fabricated within 300 miles of Hood River.

95% of construction and demolition waste will be recycled, greatly eliminating the impacts on local landfills and making those materials available to be used again for some other purpose

Accessible garbage and recycling collection makes recycling easy.

Indoor Environmental Quality

Turtle Island Foods is naturally ventilated through large operable windows in all units and outdoor air delivery from the roof top to the corridors

Toxic materials were either eliminated or greatly reduced through the specification of low emitting paints,

sealants, carpets and finishes

Walk off mats will trap pollutants and other air quality contaminants from entering the building.

Because of the large window, Turtle Island Foods provides for the building occupants a connection between indoor spaces and the outdoor through the introduction of daylight into 75% (minimum) of regularly occupied areas of the building and views of the outdoors for 90% (minimum) of the regularly occupied areas of the building.

Innovation:

In addition to the ground breaking installation of a solar powered EV charging station at a car share facility, Turtle Island Foods innovates in these ways too:

Turtle Island Foods has committed to provide Green Housekeeping practices throughout the common areas. This will reduce the use of toxic cleaning materials, and providing non-toxic cleaning products to all residents when they move in and for the first 6 months of residency.

Tax Incentives: BETC credits

Oregon Department of Energy will provide Business Energy Tax Credits through its Sustainable Building program and also some funds from the Renewable Energy Incentive program.

Project Team

Owner: Turtle Island Foods

Developer: Key Development Corporation

Architect: Surround Architecture, Inc.

Structural Engineers: KPFF Engineers

Civil Engineering: Tenneson Engineering

Mechanical Systems Engineering: MFIA, Inc.

LEED Consultant: MFIA, Inc. + Surround Architecture, Inc.

Energy Modeler: MFIA, Inc. Address: P.O. Box 176, Hood River, Oregon 97031.

3611. *SoyaScan Notes*. 2011. How big is the market for meat alternatives in the United States? (Overview). Oct. 4. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Not all major distributors sell their statistics to aggregators, so these are only relative statistics.

First, in the natural foods channel / market: Sales of refrigerated meat alternatives for the year ending Aug. 2011 were at least \$51.6 million. This was comprised of the following categories:

Refrigerated meat alternatives other 26.8% (up 21.7% over previous year).

Refrigerated meatless deli products 19.8% (up 2.7%).

Refrigerated tempeh 19.3% (up 14.0%).

Refrigerated meatless dogs (like hot dogs) 11.2% (up 4.4%).

Refrigerated meatless ground (like ground beef or pork) 8.23% (down 1.0%).

Refrigerated meatless breakfast alternatives 4.27% (down 7.1%).

Refrigerated meatless burgers 2.11% (down 16.2%).

The category as a whole was up 8.4% in dollar value over the previous year.

Now looking at the mainstream / mass market (including conventional supermarket chains): Sales of refrigerated meat alternatives for the year ending Aug. 2011 were at least \$65.9 million. This was comprised of the following categories:

Refrigerated meat alternatives other 32.9% (up 4.3% over previous year).

Refrigerated meatless deli products 20.8% (up 5.5%).

Refrigerated meatless dogs (like hot dogs) 18.7% (up 0.0%).

Refrigerated meatless ground 12.9% (down 3.9%).

Refrigerated meatless burgers 6.04% (up 4.0%).

Refrigerated tempeh 4.75% (up 14.1%).

Refrigerated meatless breakfast alternatives 3.07% (up 0.7%).

The category as a whole was up 3.0% in dollar value over the previous year. Address: Founder & Director, Soyinfo Center, P.O. Box 234, Lafayette, California 94549.

3612. Iino, Maki. 2011. O-tofuya-san [A tofu maker / shop]. *Kagaku no Tomo*. Nov. 28 p. [Jap]

• **Summary:** This monthly magazine, titled “Friend of Science,” is published for Japanese school children. This delightful November issue, written and illustrated by Maki Iino, follows a mother and her son as they visit the neighborhood tofu shop early in the morning and see the fresh tofu products in the window where the wife is selling them. The tofu maker kindly shows the boy every step in the process of making soymilk, then tofu, and preparing deep-fried tofu pouches (aburagé), cutlets (atsugagé) and tofu burgers (ganmodoki). The text is written entirely in hiragana (no Chinese characters) so young students can read along as they look at the large, charming color illustrations.

A smaller 8-page insert gives additional details. Address: Japan. Phone: 05 62 18 72 78. E-mail: info@soy.fr.

3613. United Soybean Board (USB). 2012. Consumer attitudes about nutrition: Insights into nutrition, health, and soyfoods. 18th annual. 2011 edition. Seattle, Washington: USB. [12] p. March. 28 cm.

• **Summary:** Methodology: “This year represents the sixth year we have adopted an online self-administered survey as our methodology, a significant change from random telephone interviews. The survey, conducted by an independent research firm [in Seattle, Washington] in January 2011, includes 1,000 random surveys, providing a sample that is consistent with the total U.S. population. The study’s margin of error remains  $\pm 1.9$  to 3.1%, with a confidence interval of 95 percent.”

Note about the methodology of this survey from Mark Messina, PhD, who asked one of the survey’s designers. 2012. May 29. “The participants in the consumer survey

represent US demographics. The only difference with this survey compared to previous ones is that rather than interviewing the consumers by phone, once contacted, the consumers are directed to a web site where they fill out the survey.”

Contents: Introduction. Methodology. About USB. Consumers aim to choose healthier foods. Consumers examine the good and bad of nutrition facts. Effective strategies in improving overall health [about choice of amounts and types of fats; does not mention exercise]. Who is to blame for obesity? (Individuals 28%, the fast-food industry 18%). Soyfoods receive healthy rating (In 2011 81% of consumers rated soy products as healthy, with only 5% rating them as unhealthy. A graph shows “Awareness of soy as healthy” from 1998 (67%), to a peak of 85% in 2007 and 2008, falling to 81% in 2011). General nutritional attitudes and concerns. Examining the nutritional facts panel. Obesity concerns. Strategies for improving overall health. Soyfoods and health perceptions. Health reasons for seeking soy. Cooking and salad oil impressions. Soy in the media. FDA-approved health claim. Opinions on biotechnology. Spotlight on biotechnology. Trans fat awareness and opinion. Awareness and usage of soy products. Restaurants and soy products. Occasion preferences for consuming soy.

Awareness and usage: “37% percent of Americans consume soyfoods or soy beverages once a month or more, approximately five percentage points higher than during the period between 2006 and 2008. Conversely, 35% indicate that they never consume soy, which has decreased steadily since 2006 (then at 43%). For the seventh year in a row, consumers reported the most familiarity with soymilk, soybean oil, tofu and soy veggie burgers.

“Soymilk continues to be the most regularly consumed soy product, with nearly one-quarter of Americans reporting that they drink it regularly. For comparison, in 1999, 18% of consumers reported that they had tried soymilk. By 2010, the number of consumers who have tried soymilk has more than doubled to 45% of all consumers.

Edamame holds the number two spot and has surpassed veggie burgers among the top three most consumed soyfoods for the past two years. In fact, it has more than tripled in popularity since 2005 (then at 4% and now at 13%). “Plain white tofu” follows in third place, on par with 2009 at 9%.”

A table shows the “Top 20 soy products by awareness.” Soymilk 90%. Soybean oil 56%. Plain white tofu 56%. Soy veggie burger 54%. Soynuts 40%. Soy protein bars 37%. Soy infant formula 36%. Soy latte / soymilk in espresso coffee drinks [as at Starbucks] 36%. Edamame 34%. Dried or canned soybeans 33%. Cereal bar / energy bar 32%. Miso 29%. Soy ice cream / cheese 28%. Soy yogurt 27%. Soy hot dogs 26%. Flavored / marinated tofu 24%. Soy supplements 21%. Soy flour 21%. Soy breakfast cereal 18%. Textured soy protein 16%. All others mentioned 14% or less.

Occasion preferences for consuming soy (in descending



order of preference): dinner 39%, breakfast 30%, lunch 22%, mid-afternoon snacking 19%, late evening snacking 13%, mid-morning snacking 9%, desserts 5%.

"In 2010, 84% of consumers rate soy products as healthy, down one percentage points from 2009." A graph (p. 6) shows this increase in awareness (82% in 2006, 78% in 2005, 74% in 2004, 74% in 2003, 74% in 2002, 69% in 2001, 76% in 2000, 71% in 1999, 67% in 1998).

Note 1. As of March 2012 this full survey is available gratis in PDF format at [www.soyconnection.com/health\\_nutrition/pdf/](http://www.soyconnection.com/health_nutrition/pdf/).

Note 2. This survey is hard to cite and to use because it has no page numbers. It is hard to read when printed since much of the type is too light / pale. We appreciate the correct spelling (as one word) of the words soyfoods and soymilk.

**3614. Product Name:** Viana Smoked Veggie Frankfurters, Viana Veggie Bratwurst.

**Manufacturer's Name:** Tofutown North America (Importer / Marketer). Made in Germany by Tofutown.com.

**Manufacturer's Address:** P.O. Box 1186, Charlottesville, Virginia 22902. Phone: [www.viana-usa.com](http://www.viana-usa.com).

**Date of Introduction:** 2012 April.

**Ingredients:** Viana Smoked Veggie Frankfurters: Tofu\* (soybeans\*, water, nigari), water, wheat protein\*, sunflower oil\*, tomato paste, spices, sea salt, raw cane sugar, garlic, yeast, locust bean gum, almond flour, celeriac, onion, mustard \* = Certified USDA Organic. Contains almonds, soy and wheat.

**Wt/Vol., Packaging, Price:** 9.7 oz (275 gm).

**How Stored:** Refrigerated.

**New Product–Documentation:** One sample of each (product with Label) with sales sheet and business card sent by Jon Kessler, Sales and Marketing Director, Tofutown North America. 2012. July 30. Front panel of Smoked Veggie Frankfurters: Color photo of product ready to eat in a bun with mustard and all the traditional garnishes / trimmings. USDA Organic. "Kids love it. Listen to your heart. 0% cholesterol. GMO free. Traditional German smokehouse. Gourmet vegan meat alternative. Heat and serve!" Inside each paperboard box is the brown, product vacuum-packed in thick plastic film. Letter (e-mail) from Jon Kessler. 2012. Aug. 10. Gives the date each product was first sold commercially.

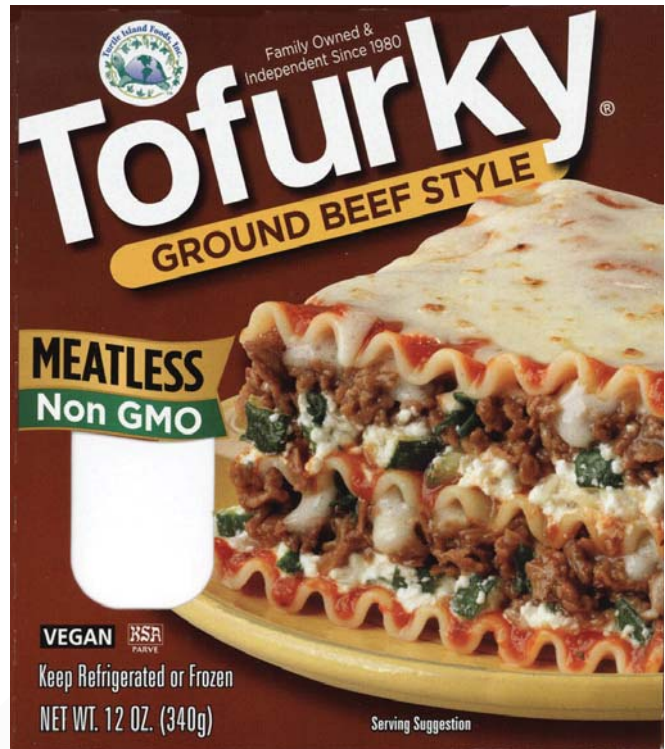
**3615. Product Name:** Tofurky [Ground Beef Style, Chorizo Style].

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 2012 April.

**Ingredients:** Ground Beef Style: Water, organic soy flour, expeller pressed non-GMO canola oil, vinegar, autolyzed yeast extract, natural vegetarian flavor, sea salt, garlic,



onion powder, spices, xanthan gum, gum arabic, non-GMO caramel coloring, dicalcium phosphate. Contains: Wheat and soy.

**Wt/Vol., Packaging, Price:** 12 oz (340 gm) vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Both labels sent by Seth

Tibbott, founder of Turtle Island, 2012. Nov. 19. Seth says these two products were both first shipped in April 2012.

**3616. Product Name:** Tofurky Hot Dogs, Tofurky Jumbo Hot Dogs.

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 2012 April.

**Ingredients:** Jumbo: Water, vital wheat gluten, expeller pressed non-GMO canola oil, pea protein, organic tofu (water, organic soybeans, magnesium chloride, calcium chloride), spices, sea salt, onion powder, organic cane sugar, natural vegetarian flavors, oat fiber, carrageenan, konjac flour, natural smoke flavor, granulated garlic, wheat starch, paprika, and annatto. Contains wheat and soy.

**Wt/Vol., Packaging, Price:** 12 oz (340 gm) vacuum pack.

**How Stored:** Refrigerated.

**New Product–Documentation:** Both labels sent by Seth Tibbott, founder of Turtle Island, 2012. Nov. 19. Seth says these two products were both first shipped in April 2012.

3617. Palmer, Sharon. 2012. *The plant-powered diet: The lifelong eating plan for achieving optimal health, beginning today.* New York, NY: The Experiment. xx + 412 p. Foreword by David L. Katz, MD, MPH. [228 ref]

• **Summary:** A positive attitude toward traditional soyfoods is found throughout this excellent book. The traditional Japanese diet (p. 19-20)—one of the healthiest—leads to an average life expectancy of 80 years for men and 85 years for women. The Japanese diet is characterized by a “Focus on soy foods. Whole soyfoods such as edamame, tofu, and miso are regular features of the diet.”

The section titled “Soy, the superfood” (p. 58-59) describes the basic types of soyfoods and their benefits. The next section is “A word about soy meat alternatives” (p. 60-61) including veggie burgers, soy meat crumbles, and vegetarian hot dogs.

The “Plant-based dairy alternatives guide” (p. 72-76) includes various types of soy milk, soy milk yogurt, and soy ice cream.

The word “soy” appears on 55 pages of this book, “tofu” on 54 pages, “tempeh” on 18 pages, “soy foods” on 17 pages, “seitan” on 15 pages, “edamame” on 10 pages, “soybeans” on 10 pages, “soy milk” on 8 pages, “soy sauce” on 6 pages, “miso” on 6 pages, “soy milk yogurt,” “soy ice cream” and “soybean oil” on 2 pages each, and “soy cheese” and “soy cream cheese” on 1 page each.

Includes “75 original plant-based recipes for every meal—all with nutritional data.” “A 14-day meal plan with action alerts to get you started.” “Essential information on the healthiest plant food—whole grains, vegetables, fruits, nuts, legumes, and even herbs, spices, dark chocolate (rich in polyphenol antioxidants), coffee (contains many beneficial

antioxidants), tea (rich in polyphenol antioxidants, and takes the place of high-calorie, high-sugar drinks), and wine.

Virginia Messina, in her blog *The Vegan RD*, says this: “It’s a book that makes the scientific case for eating fewer animal products and more plant foods while admitting that there is no precise definition for ‘plant-based diet.’ The information in the book is balanced, honest, and practical, and the recipes—which appear to all be vegan—look really nice. In the forward to the book, Dr. David Katz, of the Yale University Prevention Research Center says this about Sharon’s book: ‘So much of modern health advice is about marketing a particular perspective that such a balanced and moderate approach is a truly surprising and welcome departure.’

“I agree, and it’s the thing that made this book stand out for me. Admittedly, I wish the book had included more perspective on making compassionate food choices. When animals are part of the discussion (and I think they should always be part of the discussion) a vegan diet is the one and only best way to eat. When the focus moves away from animals, then diet-related issues become somewhat less clear. So far, no one has proven that a vegan diet is healthier than other plant-based ways of eating, and it’s unlikely that they ever will. So, this isn’t a book I would use to promote veganism—it presents a vegan option, but not a vegan imperative—but, it is one I would use to promote healthy plant-based eating for those who are looking for that type of information.”

About the author: “Sharon received her Bachelor of Sciences Degree with Honors from Loma Linda University, California. She enjoyed a diverse 16-year dietetics career with experiences as a clinical dietitian, wellness dietitian, chief clinical dietitian, food and nutrition services director, and consultant dietitian.” Address: RD (Registered Dietitian), P.O. Box 1052, Duarte, California 91009.

3618. Turtle Island Foods, Inc. 2012. *First annual Tofurky Trot set for Thanksgiving Day* (news release). Hood River, Oregon. 2 p. Nov. 16.

• **Summary:** See next page. “Hood River, OR. Turtle Island Foods, home of the famous Tofurky, announced today that it would sponsor the first annual ‘Tofurky Trot’ at Oaks Bottom Natural Area in Portland Oregon starting at 9 am Thursday November 22, 2012. Participants are asked to bring non perishable vegan food or donate \$20 to an organization serving vegan food in New York City to those residents affected by Hurricane Sandy. Runners will receive a free Tofurky Roast and Tofurky T shirt at the completion of their 3.9 mile run/walk. President and founder, Seth Tibbott plans to run the course wearing a large rendition of the iconic Tofurky Roast packaging.

“This is a great morning to get some exercise and support some great causes. Next year we hope to expand the Tofurky Trot to other US cities across the United States and





## PRESS RELEASE

### FOR IMMEDIATE RELEASE

November 16, 2012

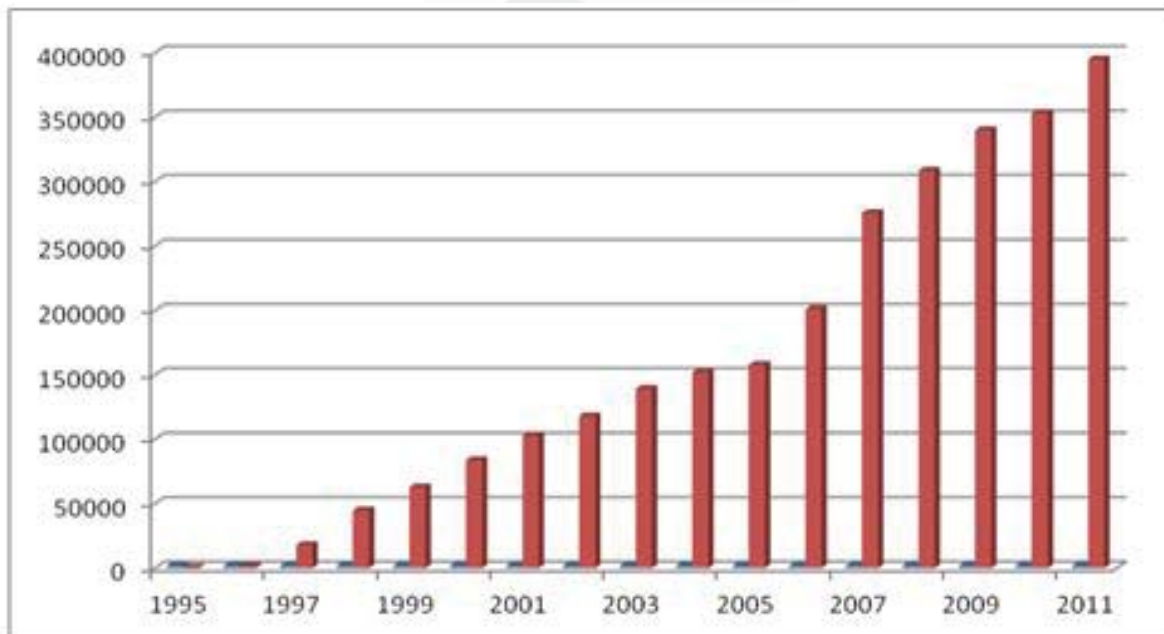
**FOR MORE INFORMATION CONTACT:** Seth Tibbott,  
President and Founder

Turtle Island Foods, POB 176, Hood River, OR 97031

Phone: (541)386-6925 Email: [seth@tofurky.com](mailto:seth@tofurky.com) Web:

[www.tofurky.com](http://www.tofurky.com)

### FIRST ANNUAL TOFURKY TROT SET FOR THANKSGIVING DAY



Canada.’

The Tofurky Trot will start from the Refuge Parking lot just off the Milwaukie exit from SE Mclaughlin Avenue.

“The Tofurky Roast is a savory combination of organic tofu, wheat protein [gluten], plant extracts and spices that give it a taste and texture similar to a boneless breast of turkey stuffed with a wild rice, celery and whole wheat bread crumb stuffing. Tofurky has become an iconic mainstay at hundreds of thousands of holiday celebrations since it’s introduction in Portland, Oregon in 1995. This year, the company sold the 3 millionth Tofurky Roast. And it’s not just vegetarians who are driving up Tofurky Roast sales so swiftly. According the USDA, Americans will consume 12.5% less turkey meat than they did in 2008 and a 2011 Harris Poll commissioned by the Vegetarian Resource Group of Baltimore, Maryland concluded that 17% of Americans now eat 50% of all their meals without meat.” Address: Founder, Turtle Island Foods.

3619. Turtle Island Foods, Inc. 2013. One giant leap for plant based foods: Historic grand opening of the new LEED Platinum Tofurky plant, September 2013 (Invitation). P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031. 3 p. Jan. 28.

• **Summary:** This invitation was sent as an attachment to an e-mail in the form of a 3-page PowerPoint presentation.

On page 2, titled “Our new home,” are five color photos in and around the 33,000 square foot plant. It is the 10th food plant in the world to receive LEED platinum. In the upper right corner is the “U.S. Green Building Council (USGBC) Leed Platinum logo. In the upper left corner, photos of two parking signs show that “Priority parking” is given to (1) Electric and hybrid cars, (2) Carpool vehicles.

Note: LEED stands for “Leadership in Energy and Environmental Design.” The USGBC was established in 1998 (Source: Wikipedia, at LEED).

Page 3, “Save the date,” has a huge color photo of Mount Hood and the Tofurky plant (aerial view, on right half of page). The left half explains: “Grand Opening Weekend. September 6,7,8 2013. Hood River, Oregon. Plant Tours. Golf and Bocce Tournaments. Banquet with speakers. First Annual ‘Tofurky Trot’ 5K fun run. Rafting, Hiking, Wine tasting. General Merriment for whole family.” Address: Hood River, Oregon.

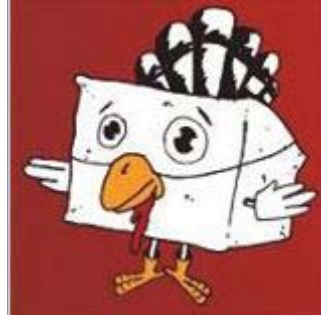
3620. Turtle Island Foods, Inc. 2013. Tofurky baseball cap (Memorabilia). Hood River, Oregon.

• **Summary:** Sent to Soyinfo Center by Turtle Island Foods. 2014. July 28. Made by eConscious (in China) using 100% organic cotton, it has an adjustable strap at the back, is beige in color with “Tofurky” embroidered in artichoke-green in large bold letters across the front.

Talk with Seth Tibbott, founder and owner of Turtle Island Foods. 2014. July 28. This cap first became available

in July 2013. It comes in five colors: Beige, olive, blue, white and brown. Address: P.O. Box 176, 601 Industrial Ave., Hood River, OR 97301. Phone: 1-800-508-8100.

3621. Turtle Island Foods, Inc. 2013. Tofurky (T-shirt). Hood River, Oregon.



• **Summary:** Sent to Soyinfo Center by Turtle Island Foods. 2014. July 28.

Made by anvill.organic (in Nicaragua) using 100% organic cotton, it is dark purple in color. In the center of the chest is a stencil of what looks like a cake of tofu (white) with two large black and white eyes and an

orange beak and a red turkey’s hanging below it. On both sides are short stick arms and white-gloved hands. Across the top are five white vertical feathers. Extending down from the bottom are two short stick legs and orange feet somewhat resembling a turkey’s feet. Below that, in all white lowercase letters, is the word “tofurky.”

Talk with Seth Tibbott, founder and owner of Turtle Island Foods. 2014. July 28. This T-shirt first became available in July 2013. The Tofurky on the front was designed by the winner of a recent contest. It is not a new company logo. Address: P.O. Box 176, 601 Industrial Ave., Hood River, OR 97301. Phone: 1-800-508-8100.

3622. Liptak, Adam. 2013. Supreme Court appears to defend patent on soybean. *New York Times*. Feb. 19.

• **Summary:** “The question in the case, *Bowman v. Monsanto Company*, No. 11-796, was whether patent rights [apply] to seeds and other things that can replicate themselves extend beyond the first generation.” Monsanto had sued Bowman, a farmer age 75, for buying seed from an elevator filled with a mix of seeds (some of which were almost sure to be Roundup Ready) then planted them.

Justice Stephen G. Breyer said that among the things Mr. Bowman could do with the seed he had bought from the grain elevator was to feed it to animals, feed it to his family, or “make tofu turkeys.” However he could not make copies of a patented invention. The U.S. Attorney General’s office (i.e., the U.S. government) filed a brief in support of Monsanto.

Note: This may be the first time that tofu was mentioned during oral arguments at the Supreme Court.

3623. Guardino, Lorraine. 2013. How Soy City Foods (in Toronto, Ontario, Canada) was transformed into Sol Cuisine by Dror Balshine (Interview). *SoyaScan Notes*. Feb. 28. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** During the 1970s Lorraine was part of a



meditation group—and doing other “weird” things; she was not on the scene until 1983, but she is familiar with the early history of Soy City Foods and Sol Cuisine.

In 1980 Soy City Foods started as a tofu company (at 2847 Dundas Street West), in order to supply their very successful restaurant, named The Vegetarian Restaurant, which had opened in 1976 at 542 Yonge Street by Wellesly; that was their first little company. It was one of the first vegetarian restaurants in Toronto; Annapurna was the other. However, the restaurant simply couldn't find a source of good tofu.

The Vegetarian Restaurant was established by Golden Age, Inc., a group of 28-30 like-minded young friends. Each person invested about \$1,000 to get it started. Being young, everyone had a lot of energy. The Vegetarian Restaurant was very profitable—initially—and that money enabled it to start Soy City Foods. It was worker owned—a cooperative. The only original restaurant manager Lorraine knows of and can confirm was Paul Dunlop.

Pat Guardino was hired to build the tofu shop because he was a welder. Pat went down to New Hampshire and apprenticed / studied with Jay and Pat Gibbons, owners and operators of Crystal Springs Tofu Shop (renamed North Country Soyfoods by summer 1980) in Bethlehem, New Hampshire; during the week he was there, he learned the basics of making tofu and tofu equipment.

The goal of Soy City Foods shop was to bring Toronto a “clean protein.” The main owners of the shop ended up being Pat Guardino & Paul Whitehead. However everyone who worked at the Soy City Foods owned it, and all the capital came from these workers.

Also in 1980 a second The Vegetarian Restaurant was opened on Dundonald Street (which is just off of Wellesly Street) along side of Soy City Foods. The owners / workers called the new restaurant the “West End” and the original one the “Downtown.” Both restaurants operated together for about 15 years—from 1980 until about 1995 or 1996, when the Downtown closed, because of dwindling profits and aging staff. When this restaurant had opened at its original downtown location in the mid-1970s there were lots of profits, because the restaurant was very unique. But as the years went on, almost every restaurant in Toronto began to offer good vegetarian food. So the uniqueness dwindled quite a bit as vegetarian food became more widely available. Moreover, leasing and renting rates skyrocketed in the downtown Toronto area. Soy City developed an excellent distribution network and several of their veggie burgers had gone into the larger grocery store chain in Ontario. They were also selling across Canada in foodservice, which ended up being Soy City's largest market. In Canada, in the university market, it was a requirement that each university provide two vegetarian options for breakfast, lunch, and dinner. That became the driver for Soy City's growth at the time. They ended up selling their tofu in bulk

to the university market, and one of the contract catering companies sent their chefs to the west end Vegetarian Restaurant for a week and learned how to cook vegetarian cuisine. Soy City developed two veggie burgers for them and they chose which one they preferred—which was called the Soy City Veggie Burger and which contained both soybeans and okara. That is still sold by Sol Cuisine, but it is now called the Almond Grain Burger. Soy City made an ongoing effort to use okara in foods. “It was very difficult for all of us who worked there to see such a beautiful protein and fiber be thrown away. So our Soysage used a lot of okara, as did a falafel and the veggie burger.”

Why did Soy City Foods want to sell? The worker population was aging and they were outgrowing the very small facility as the demand for tofu and veggie burgers steadily grew. Basically the worker-owners made the decision to sell rather than to invest more money and continue on at low wages and personal sacrifice. By 2002 two-thirds of the company's sales were via foodservice. Yet total sales were just under \$1 million (Canadian).

In 2002 Dror Balshine bought Soy City Foods, He was a young entrepreneur, in his early '30s. He already had a business in Toronto named Second Nature that sold veggie burgers and dry veggie burger mix. He did not have a manufacturing facility; his products were co-packed for him. He was already dedicated to vegetarianism and he used textured soy protein concentrate in his burgers. Lorraine, who was the sales manager of Soy City Foods, already knew Dror who she often met at food shows. She called him and discussed the possibility of his buying the company. He was interested and before long he decided to buy it.

One of the first things Dror did was to change the name to Sol Cuisine. The tofu continued to be sold under the brand / banner of Soy City Foods, and it is only now that the Soy City Foods name is being phased out. This tofu began to be made with organic soybeans in about 1985 and that tradition continued under Sol Cuisine. Shortly after buying Soy City Foods, Dror moved it to Mississauga (5715 Coopers Ave., Unit 1), just west of Toronto. Shortly after this move was completed, Soy City Foods' food manufacturing plant at 2847 Dundas Street West in Toronto, was closed. They made tofu, tempeh, veggie burgers, falafel, etc. at the new, lower-rent and lower-tax location. Later, the company needed a larger facility, so in Feb. 2008 they moved to their present address at 3249 Lenworth Drive, Mississauga (about 10 minutes drive south of 5715 Coopers Ave.). All foods that Sol Cuisine now sells (except the Sol-Dog, a veggie hot dog) are made at the plant on Lenworth Drive. The Sol-Dog is sold only to foodservice. When they moved to Lenworth Drive, they became a HACCP facility and also stopped making tempeh; the cross contamination of the tempeh spores was too strong. Dror is committed to making only vegan foods and to verification by the non-GMO Project (they are very thorough) and to organic when possible. And,

all but one of their products are now gluten-free.

Foods shown on a 2005 leaflet include T-Ribz (now called Organic Barbecued Ribz; made from their own tofu, sliced put in a package with their own sauce on top; sold fresh in Canada and frozen in the USA for about 18 months). Organic T-Nuggets (cubed tofu that was marinated, breaded and baked; never sold as a retail product, no longer made). Organic Sol-Ground (now the Veggie Crumble), 3 vegetarian burgers (they now make a total of 5 soy burgers in the retail market; the main ingredient is verified non-GMO TVP, made by ADM).

What was the Soyateria? It was Soy City's soy deli in Toronto that opened in April 1981. The public could come in and have a pita bread sandwich, or buy bulk tofu. There was a little menu. One popular dish was tofu, coated in Engivita nutritional yeast, then sauteed on the grill with sauteed onions and mushrooms and a sauce. The Soyateria did a lot of experimentation to learn what recipes and products people liked. They made tofu cheesecakes, tofu pumpkin pie, bulk soymilk, soft soy ice cream, etc. Lorraine began working there part time in 1983 (it was a short walk from her home) while raising a family. She left her good-paying job at the Royal Bank to work at the Soyateria! It was a lot of fun. But after 5-6 years it went out of business.

John Escavel, who is still production manager at Sol Cuisine, started working at Soy City Foods in about 1980 or 1981. He has an excellent memory, so he is a good person to talk with about the company's history. Address: Sales Manager, Sol Cuisine, 3249 Lenworth Drive, Mississauga, ONT L4X 2G6 Canada. Phone: 905-502-8500 x 221.

3624. Cloud, Jon. 2013. How Jon got involved with Soy City Foods in Toronto, Ontario, Canada (Interview). *SoyaScan Notes*. March 6. Conducted by William Shurtleff of Soyinfo Center.

• **Summary:** Jon was first introduced to tofu in the 1960s in Southeast Asia. Golden Age Foods—a religious organization and a collective—was the parent company of Soy City Foods, and eventually owned 2 restaurants and a deli. Soy City Foods was started in 1980 as part of the religious group. Pat Guardino, a welder, built the tofu-making equipment. Jon arranged for Pat to be trained in making tofu by Jay and Pat Gibbons, founders and owners of Crystal Hills Tofu Shop in Bethlehem, New Hampshire. Jon had previously learned how to make tofu at that same tofu shop, and at that time he became very interested in okara. Later in 1980, when Jon arrived in Toronto, Canada, Soy City Foods was “having a terrible time financially, as well as from a tofu product standpoint.” Trying to build your own tofu equipment is very difficult and this equipment did not work well. Pat struggled with the shop for about 4 months. The cycle time (to make one batch of tofu) was much too long—2 to 3 hours to cook the soymilk. “It was a fiasco.” The long, low-temperature cooking of the soymilk to deactivate the trypsin inhibitor

caused the proteins to stick to the side of the cooker, which produced a substance very similar to Naugahyde—an American brand of artificial leather. People used to ask Jon how many Naugas it took to make a Naugahyde jacket.

Throughout this time Jon was still in the United States; he knew of these problems because he talked to people at Soy City Foods by phone. In 1972 Jon bought a farm in Vermont; that same year he started a natural food distribution company which he named Cloud Mountain. Jon was farming organically (on about 40 acres as a side job) in Vermont and he had his own health food distribution company. Jon also grew some short-season soybeans. At one point he went to the University of Illinois at Urbana-Champaign and studied agronomy and how farmers grew crops before 1938—when the application of nitrate fertilizers started. Jon did not want to use any chemicals on his land. He was also one of the founders of Community College of Vermont, which became State College of Vermont.

In 1980 Jon's wife decided to join Golden Age in Toronto, so the two decided to move with their daughter to Canada. Jon never returned to his beautiful farm in Vermont. He and his family spent two months in Buffalo, New York, waiting for their application for a visa to reside in Canada was approved. During this time he distributed Soysage (whose main ingredient was okara, made at Crystal Hills in New Hampshire), honeys, apple juice / cider, etc. When Jon and his family arrived in Toronto, he went to Soy City Foods. Things were still not going well. “They were getting killed financially, and people were just standing around waiting for soymilk to boil.” They had a meeting and asked him if he would like to “take over” Soy City Foods. He said that he would, since he could see that someone needed to. He and Pat Guardino are really good friends; “I love him dearly and he has a Mentat (brilliant) mind.” At that time Pat, who was really a welder at heart, bowed out, and let Jon take over. Jon streamlined the tofu-making operation until they had a cycle time of about 23½ minutes. But it was hard work. “You couldn't fire anyone; it was a guaranteed job.”

After things began to run more smoothly, Jon spent more and more of his time in the fields recruiting soybean growers, contracting with them, and training them how to grow soybeans organically—and also how to grow all of the crops (including soybeans, wheat, open-pollinated corn, winter rye, buckwheat, and spelt) in the 7-year rotation he had developed. Crop rotation is essential, he has learned, for organic farming to really work. Everyone wanted Soy City Foods to use organic soybeans. Jon loved this organic work, and it enabled him to apply everything that he had learned in Illinois and Vermont. He organized 32 workshops, developed 80 slides, and 82 fact sheets. Jon also contracted to buy all the various crops these farmers grew. Out of that came Cloud Mountain (of Canada), his company that sold organic crops; he sold that company in 1992 to SunOpta. Jon contributed heavily to the financial construction of Soy City Foods.



At one point the Seed Breeders of Canada asked Jon to join their registration committee, named the Ontario Oil and Protein Seed Crop Committee; he was on it for 8 years. There he met Dr. Harvey Voldeng (a plant breeder at Agriculture Canada, Central Experimental Farm, Ottawa) and Gary Ablett (a soybean breeder at Ridgetown College) who became his mentors and friends.

Jon left Soy City in about 1993, shortly after his divorce in 1992. He took Cloud Mountain with him.

Jon has earned three masters degrees and is now working on a 4th at the University of Guelph. Address: Cloud Holding Inc., 342 Indian Rd. Cres., Toronto, ONT M6P 2H1 Canada. Phone: (905) 939 2962 or (416) 762-0940.

3625. Mintel. 2013. Who eats meat alternatives today? 36% of Americans!

• **Summary:** This bar chart shows: 46% of Americans age 18-24 use meat alternatives.

- 43% of Americans age 25-34.
- 37% of Americans age 35-44.
- 26% of Americans age 45-54.
- 34% of Americans age 55-64.
- 30% of Americans age 65 and older.

3626. **Product Name:** Tofurky Artisan Sausages [Chick'n & Apple, Spinach Pesto, Andouille–Cajun Style].

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 2013 April.

**Ingredients:** Spinach Pesto: Vital wheat gluten, water, organic tofu (water, organic soybeans, magnesium chloride, calcium chloride), expeller pressed non-genetically engineered canola oil, wheat flour, spinach, wheat berries, shoyu soy sauce (water, non-genetically engineered soybeans,, wheat, salt, culture), basil, natural vegetarian flavors, maltodextrin, garlic puree, lactic acid, salt, onion powder, potassium chloride, oat fiber, granulated garlic, paprika, spices. Contains: Soy, wheat.

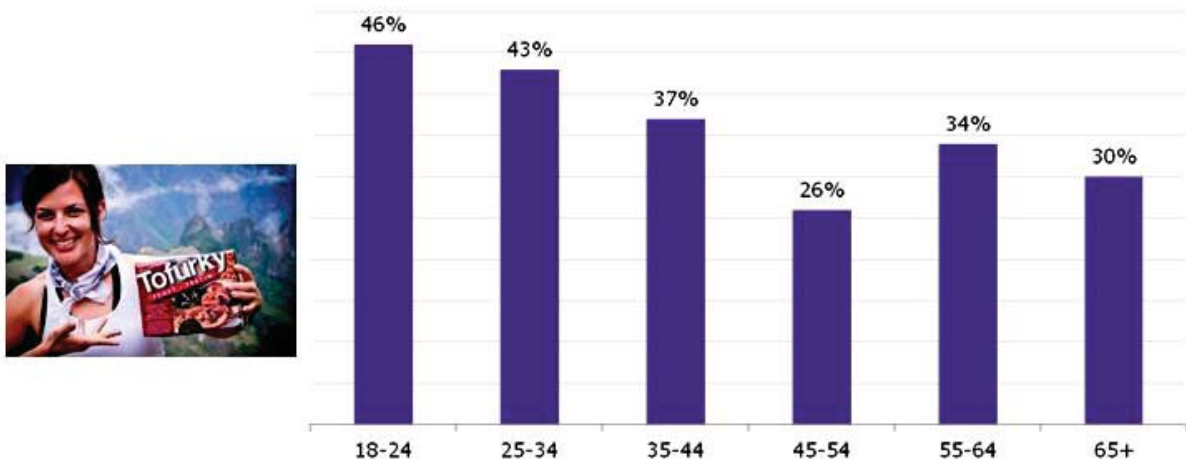
**Wt/Vol., Packaging, Price:** Four meatless sausages, shrink wrapped. Net weight 14 oz (997 gm).

**How Stored:** Refrigerated.

**New Product–Documentation:** All three Label sleeves sent by Turtle Island Foods, Inc. 2014. July 27. A note says these were all first sold commercially in April 2013. Four meatless sausages per pack are sold in a black plastic tray, with the sleeve around the middle, sideways. Each

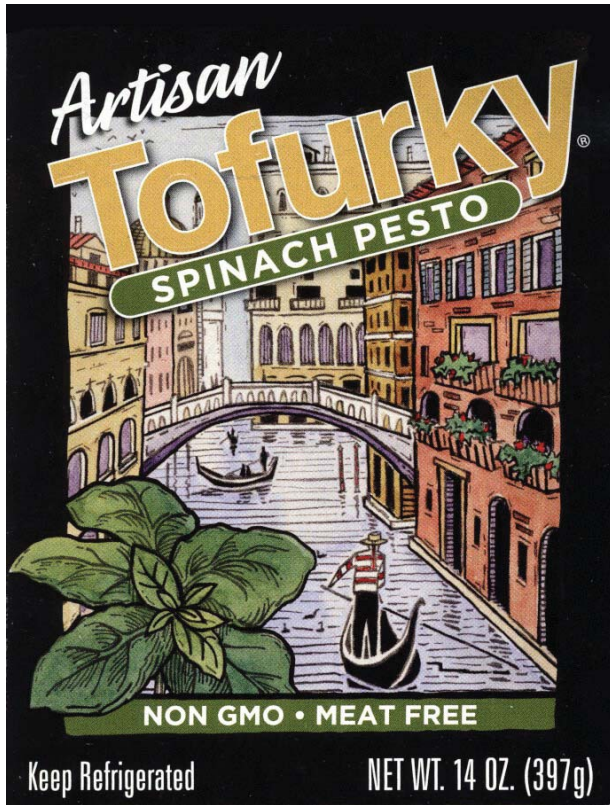
## Who Eats Meat Alternatives Today? 36% of Americans!

Use of meat alternatives, by age, Mintel, March 2013



Base: 2,000 internet users aged 18+

Source: Mintel



**Artisan Tofurky**  
SPINACH PESTO

Proud supporter of  
**THE HUMANE SOCIETY**  
OF THE UNITED STATES

**Nutrition Facts**  
Serving Size 3.5 oz. (100g)  
Servings Per Container 4

Amount Per Serving		Fat Cal 100	
		% Daily Value*	
<b>Calories</b> 260			
<b>Total Fat</b> 12g		<b>18%</b>	
Saturated Fat 1g		<b>5%</b>	
Trans Fat 0g			
<b>Cholesterol</b> 0mg		<b>0%</b>	
<b>Sodium</b> 540mg		<b>23%</b>	
<b>Potassium</b> 1080mg		<b>31%</b>	
<b>Total Carbohydrate</b> 13g		<b>5%</b>	
Dietary Fiber 4g		<b>16%</b>	
Sugars 6g			
<b>Protein</b> 26g			
Vitamin A 0%	Vitamin C 0%		
Calcium 4%	Iron 16%		

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:  
Calories 2,000 2,500

Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

At or near the top of anyone's list of great flavors is authentic Italian pesto. The combination of sweet basil, garlic and Parmesan cheese is enough to make a grown man cry "Mama Mia!" Especially when they realize this tasty version is vegan!

Adding spinach and crushed fennel seeds makes this delightful Italian Sausage a great addition to a variety of sauces and pasta dishes.

**SERVING INSTRUCTIONS:**  
**Stovetop:** (recommended) Chop Sausage into ½" rounds or ovals. Brown in lightly oiled pan. Add your favorite marinara sauce and simmer. Serve over pasta.  
**Microwave:** Place thawed sausage on microwaveable plate and cook on high for 30 seconds. Serve on bun with grilled peppers, onions and marinara sauce.  
**Grill:** Lightly rub each thawed sausage with cooking oil and place on heated grill. Cook until hot, turning occasionally. Do not overcook! Serve on a bun with all the fixings.

Check out [www.Tofurky.com](http://www.Tofurky.com) for great sausage recipes!  
After opening, wrap tightly in plastic bag and refrigerate.

**Ingredients:** Vital wheat gluten, water, organic tofu (water, organic soybeans, magnesium chloride, calcium chloride), expeller pressed non-genetically engineered canola oil, wheat flour, spinach, wheat berries, shoyu soy sauce (water, non-genetically engineered soybeans, wheat, salt, culture), basil, natural vegetarian flavors, maltodextrin, garlic puree, lactic acid, salt, onion powder, potassium chloride, oat fiber, granulated garlic, paprika, spices. **Contains: Soy and wheat.**

The Tofurky Company, Turtle Island Foods, P.O. Box 176, Hood River, OR 97031  
Made in the U.S.A. [www.Tofurky.com](http://www.Tofurky.com) • [info@Tofurky.com](mailto:info@Tofurky.com)

**VEGAN**

paperboard sleeve is 2½ x 4½ x 1¼ inches thick. Front: The word "sausage" does not appear on the sleeve. Instead there is an unrelated color illustration that takes up most of the front panel. Across the bottom: "Non-GMO. Meat free. Keep refrigerated." Rear: Nutrition facts and ingredients. At lower right: Tofurky.com info@Tofurky.com "Proud supporter of The Humane Society of the United States."

3627. Shurtleff, William; Aoyagi, Akiko. comps. 2013. History of tofu and tofu products (965 CE to 2013): Extensively annotated bibliography and sourcebook (Continued—Document part II). Lafayette, California: Soyinfo Center. 4004 p. Subject/geographical index. Printed 20 May 2013. 28 cm. [13302 ref]

• **Summary:** Continued: 1906—Quong Hop & Co. starts making tofu in San Francisco, California. Until Sept. 2010, when it declared bankruptcy, Quong Hop was the oldest existing Chinese-American tofu manufacturer in the USA.

1910—Europe's first commercial soyfoods manufacturer, named Caséo-Sojaïne, is founded by Li Yu-ying, a Chinese citizen, biologist and engineer, at 46-48 Rue Denis Papin, Les Vallées, Colombes (near Asnières), a few miles northwest of Paris. By May 1911 he was making and selling tofu, and by August 1911 he had added smoked tofu, pressed tofu sheets, fermented tofu cheese (in Gruyere, Roquefort, and Camembert flavors), and soymilk.

1911—Ohta Tofu-ten (Ota Tofu Shop) is now making tofu at 266 Davis St., Portland, Oregon. As of 2013 Ota Family Tofu is still making tofu in Portland, Oregon, making it the oldest existing tofu maker in the United States.

1923—The two 2nd oldest existing Japanese-American tofu companies (House Foods & Yamauchi Inc. of Los Angeles and Aala Tofu Co. of Honolulu) are founded in Hawaii. They both began as H. Iwanaga Daufu at 1031 Aala St. in Honolulu. In 1926 the company was renamed Shoshiro Kanehori Tofu, and in 1937 Haruko Uyeda Tofu, still at the same address. In about 1939 the company was purchased by Mr. and Mrs. Shokin Yamauchi, who later renamed it Aala Tofu Co. Their son, Shoan Yamauchi, made tofu at the family company until 1946, when he went to Los Angeles, purchased the Hinode Tofu Co., and began making tofu there in 1947. After becoming Matsuda-Hinode Tofu Co. in 1963, the company was renamed House Foods & Yamauchi Inc. in 1983.

1929 Nov.—T.A. Van Gundy, a Seventh-day Adventist and founder of La Sierra Industries in Arlington, California (near Riverside), becomes the first Westerner to make tofu commercially when he introduces La Sierra Soya Cheese. This tofu was canned and pimiento was added to prevent graying after canning.

1930—Azumaya Tofu Seizo-sho (later renamed Azumaya Co.) starts making tofu, yaki-dofu (grilled tofu), and ganmodoki (fried tofu patties) in San Francisco at 1636 Post St. between Buchanan and Laguna streets. The company is



owned by Mr. Teranishi, who may have started it as early as the early 1920s. In Feb. 1937 it was sold to George and Jack Mizono, and their mother and father (Saichi Mizono).

1932 Dec.—Madison Foods, part of Madison College in Madison, Tennessee, is making Soy Cheese, then by 1939 they had launched Cheze-O-Soy (seasoned tofu), and by 1940 they were making a canned tofu bologna named Yum.

1934—By this year Loma Linda Food Co. (Adventist) in Loma Linda, California, is making Loma Linda Vege-Cheese (canned tofu with pimienta).

1939—Paris Tofu, founded by Joe Gon Fung, starts making tofu at 237 Powell St., Vancouver, BC, Canada. In 1957 the name was changed to Sunrise Market Ltd. and Leslie Joe became the owner.

1942 Sept.—Dr. Harry Miller, a Seventh-day Adventist doctor who had worked for many years in China as a medical missionary, begins making Miller's Soya Cheese (tofu) at Mt. Vernon, Ohio.

1944 Sept.—Butler Food Co. in Cedar Lake, Michigan, introduces Butler's Soynut Cheese. Note that the first five Caucasian-run tofu companies in the Western World were all founded and run by Seventh-day Adventists. Note also that each of these five Seventh-day Adventist tofu products used the word "cheese" in the name and that each was canned.

1957 Aug.—Shizuka Hayashi, head of the Japanese-American Soybean Institute in Tokyo, publishes (in *Soybean Digest*) the earliest English-language statistics on tofu in Japan. "There are approximately 45,000 tofu manufacturers in Japan, of which about 23,000 are members of the Tofu Association. There is one large factory in Osaka, the largest in Japan, which consumes 2 tons of soybeans a day." In 1957 Japan will use somewhere between 160,000 and 308,000 tons of soybeans to make tofu.

1958—The world's first packaged tofu is sold in Los Angeles, California, by Matsuda Hinode Tofu Co. Mr. Shoan Yamauchi, owner, conceived of the idea of putting individual cakes of tofu each in a plastic bag with water, sealing the bag with a heat sealer, placing the bag in a stiff paper deli carton with a wire handle, then folding over the top. The process was labor intensive. This happened at about the same time that a letter from journalist George Yoshinaga had led the city to pass a new regulation requiring tofu to be packaged in individual containers.

1958—Tofu is first sold in a U.S. supermarket, Boys Markets, a supermarket chain which had about 12 stores at the time in Los Angeles. The tofu was sold in individual packages (see above) and made by Matsuda Hinode Tofu Co., whose owner, Mr. Shoan Yamauchi was responsible for this major innovation, and for seeing the mainstream potential of tofu.

1965—The Library of Congress establishes the subject heading "Tofu" as the official name for that food in cataloging books for libraries across America. However, in the mid-1970's disputes arose there about the proper form

of Romanization of that term. The dispute was resolved by the decision to use the common English term "Bean Curd" instead.

1966—Tofu is first packaged in plastic trays/tubs, the type so widely used today. Again, Mr. Shoan Yamauchi conceived of the idea. He went to the Sealright Company in Los Angeles that made Sealright trays and asked them to make a waterproof plastic tray for his tofu. Mr. Yamauchi created three specific early innovations in tray packaging: (1) A very deep tray, holding 26-28 ounces; (2) A method for heat sealing a plastic film to the flange of a tray which had cold water flooding over the flange; (3) High-speed sealing machines to pack and seal the tofu in his plant.

1975 March—Alec Evans, owner of first of the new breed of Caucasian-run tofu shops, starts to make "Tofu" in Corvallis, Oregon. His Welcome Home Bakery and Tofu Shop is the sixth Caucasian-run tofu company in America.

1975 Dec.—*The Book of Tofu*, by Shurtleff and Aoyagi, is published by Autumn Press. This book, which had sold more than 618,000 copies in English-language editions by April 2013, played a major role in introducing tofu to the Western World. Tofu came to the Western world from 1975 on as part of a new wave of interest in vegetarianism.

1976 Jan.—Swan Gardens starts making tofu in St. Ingatius, Montana. Founded by Dick & Jocelyn McIntyre. In 1979 they moved the company to Miami, Florida.

1976 Aug.—Larry Needleman introduces The Learning Tree Tofu Kit (Bodega, California).

1976 Sept.—Farm Food Company starts making tofu as part of their Soy Deli at 820 B. St., San Rafael, California. Robert Dolgin and David Sandler are key figures.

1976 Nov.—Island Spring, Inc. begins making tofu on Vashon Island, Washington state, founded by partners Lukoskie and Sylvia Nogaki.

1977 Jan.—Laughing Grasshopper Tofu Shop starts making tofu in Millers Falls, Massachusetts, founded by Richard Leviton and Kathy Whelan. In Feb. Tom Timmins joined as a partner and by August of that year so did Michael Cohen. In Nov. 1977 Laughing Grasshopper moved to Greenfield, Massachusetts, was renamed New England Soy Dairy, and before long was the largest of the new wave of tofu makers in the United States.

1977 Jan.—The Soy Plant (a worker-owned collective) starts making tofu in Ann Arbor, Michigan. Steve Fiering is a key figure.

1977 March to Oct.—Bean Machine, Inc. (BMI) is established by Larry Needleman with headquarters in northern California. Initially, BMI Orders most of its equipment from Takai Tofu & Soymilk Equipment Co. in Kanazawa, Japan. New tofu companies can order specialized tofu equipment they need from BMI.

1977 May—Flying Cloud Tofu (later renamed The Tofu Shop, then Northern Soy) starts making tofu in Rochester, New York. Greg Weaver, Greg Mello, and Andy Schechter are

key figures.

1977 July—The Tofu Shop starts making tofu in Telluride, Colorado. In 1980 Matthew Schmit moves this tofu shop and soy deli to Arcata, California.

1977 Aug.—Takai Tofu & Soymilk Equipment Co. publishes its first English-language equipment catalog, which helps many American and European tofu shops to get started. Most order their equipment through Bean Machines, Inc.

1977 Sept.—White Wave, founded by Steve Demos, starts making tofu at 1738 Pearl St., Boulder, Colorado.

1977—Morinaga Milk Industry Co., Ltd. in Japan introduces the world's first aseptically packaged tofu in a Tetra Brik carton (see U.S. Patent No. 4,000,326 of 28 Dec. 1976). It is named "Morinaga brand Tofu. Soybean Curd." In 1978 the name was changed to "Morinaga brand Ever-Fresh Silken Tofu." In 1981 the product was first imported into the United States,

1977—Swan Foods Corporation, owned by Robert Brooks and Mary Pung, starts making "Tofu—Organic" at The Soybeanery, 5758½ Bird Rd., Miami, Florida. This is the first tofu in the Western World labeled "Organic." Swan Foods is also the first American company to make a wide variety of soyfoods, and the second to open a soy deli—which had a take-out menu. Continued. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

3628. **Product Name:** Tofurky Pockets [Turk'y Broccoli & Cheddar, BBQ Chick'n, Pepperoni Pizza].

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 2013 July.

**Ingredients:** BBQ Chick'n: Crust—Whole wheat flour, water, enriched wheat flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), organic cane sugar, non-genetically engineered soybean oil, dough conditioner (calcium sulfate, garlic powder), salt, yeast, starch, ascorbic acid, enriched durum flour (durum flour, iron, niacin, thiamine, riboflavin, folic acid).

Filling—Tofurky Chick'n: (water, vital wheat gluten, organic tofu [water, organic soybeans, magnesium chloride, calcium chloride], expeller pressed non-genetically engineered canola oil, natural vegan flavoring, organic cane sugar, oat fiber, non-genetically engineered corn starch, sea salt, sunflower oil, sesame oil, natural smoke flavor, paprika, granulated garlic, calcium lactate from beets, potassium chloride, spices, titanium dioxide [a naturally occurring mineral], gum arabic, citric acid, onion powder), water, tomato paste, distilled white vinegar, organic cane sugar, molasses powder (molasses, identity preserved maltodextrin), onion powder, garlic powder, natural smoke flavor, sea salt, caramel color, spices, rice starch, brown sugar. Contains: Wheat, soy.

**Wt/Vol., Packaging, Price:** 2 pocket sandwiches. Net weight 9 oz (255 gm) vacuum pack.

**How Stored:** Refrigerated.



**New Product—Documentation:** All three labels sent by Turtle Island Foods, Inc. 2014. July 27. A note says these three were first sold commercially in July 2013. Each paperboard box is 6½ x 6½ x 1.5 inches thick. On the front panel of each is a color photo showing the product. In the lower rear corner is the Human Society of the United States logo. Turtle Island is a "Proud supporter of" this society.

3629. Turtle Island Foods, Inc.. 2013. Fill your pockets with meat free goodness: Introducing Tofurky Pockets (Leaflet). Hood River, Oregon. 1 p. Front and back.

• **Summary:** Front: A color photo shows two pockets, each cut open so the inside is visible, on a white dish. To the right is the front panel of the three Tofurky Pockets products. In the lower left front: "Tofurky. www.tofurky.com. Facebook. com/Tofurkyfan@tofurky." In the lower right front: "Non-GMO, 100% vegan." In the rear is given nutrition facts and ingredients for all three products. Key points: (1) Meat and egg free. (2) Ready in minutes. 3. Microwaveable. 4. Made with organic soy. (5) Non-GMO. (6) Cholesterol free. Address: P.O. Box 176, Hood River, Oregon 97031.

3630. **Product Name:** Tofurky Sausage & Veggie Quiche. Tofurky Chick'n Pot Pie

**Manufacturer's Name:** Turtle Island Foods, Inc.

**Manufacturer's Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 2013 July.

**Ingredients:** Quiche: Ingredients: Filling—Water, Tofurky



Italian Sausage (organic tofu [water, organic soybeans, magnesium chloride, calcium chloride], vital wheat gluten, expeller pressed non-genetically engineered canola oil, water, shoyu soy sauce (water, non-genetically engineered soybeans, wheat, salt, culture), sun-dried tomatoes, textured wheat protein, basil, black pepper, spices, granulated garlic, salt, chili pepper), organic tofu (filtered water, organic soybeans, magnesium chloride, calcium chloride), organic soy milk (filtered water, whole organic soybeans, carrageenan, sea salt, natural flavor), zucchini, tomatoes, green bell peppers, poblano chiles, red bell peppers, red onions, non-genetically engineered soy protein, vegan cheese (filtered water, tapioca and/or arrowroot flours, non-genetically engineered expeller pressed canola oil and/or expeller pressed safflower oil, coconut oil, pea protein, salt, vegan natural flavors, inactive yeast, vegetable glycerin, xanthan gum, lactic acid [derived from sugar], titanium dioxide [a naturally occurring mineral]), rice starch, nutritional yeast flakes (inactive dry yeast, niacin [B3], thiamine hydrochloride [B1], riboflavin [B2], pyridoxine hydrochloride [B6], vitamin B12 [from natural fermentation, not from a synthetic process or from an animal source]), vegan natural flavors (contains maltodextrin, yeast extract, lactic acid [derived from sugar], natural flavors, salt), spices, dried spinach, carrageenan, konjac, dextrose, potassium chloride, beta carotene (for color), modified vegetable gum, baking powder (monocalcium phosphate, sodium

bicarbonate, non-genetically engineered corn starch), xanthan gum, sea salt. Crust—Whole grain stone ground soft wheat flour, organic Brazilian palm oil, enriched white flour (wheat flour, niacin, reduced iron, thiamin mononitrate, riboflavin, folio acid), water, sugar, salt. Contains: Soy, Wheat, Tree Nuts (Coconut). The Tofurky Company, Turtle Island Foods, P.O. Box 176, Hood River, OR 97031 Made in the U.S.A.

**Wt/Vol., Packaging, Price:** 1 quiche or pot pie. Net weight 7.5 & 8 oz (213 or 227 gm).

**How Stored:** Frozen.

**New Product—Documentation:** Both Labels sent by Turtle Island Foods, Inc. 2014. July 27. A note says these were both first sold commercially in July 2013. Each paperboard box is 6 x 5 x 1¼ inches thick. Front: A color photo shows the product. At the lower left: “Meat, egg & dairy free. Microwaveable. Vegan. Keep frozen.” Rear: Nutrition facts and ingredients. At lower right: Tofurky.com info@Tofurky.com “Proud supporter of” The Humane Society of the United States.

Note: Most quiches contain meat (bacon, ham, etc.), eggs, milk, cheese, and vegetables.

3631. Sol Cuisine. 2013. Sol Cuisine: Your natural source for healthy, vegetarian foods since 1980 (Portfolio). 3249 Lenworth Drive, Mississauga, Ontario, Canada L4X 2G6. 22 inserts. 30.5 x 22.8 cm. [Eng; Fre]

• **Summary:** This portfolio (sent by Lorraine Guardino of Sol Cuisine) contains 20 inserts describing Sol Cuisine’s current Canadian products, retail and foodservice.

The glossy cover is printed with dark blue, orange and beige on white. On the inside left is one sheet (glossy color, 28 x 21.5 cm, in English and French) for each of the company’s current retail products. On the front left third of each sheet (printed with dark blue ink on an orange background) is a checklist of that product’s most important specifications. For example—for Organic BBQ Tofu Ribs: Vegetarian / vegan. Wheat free. Gluten free. Organic. Trans fat free. Source of iron. Source of calcium. Only 100 calories. 8 grams of protein. A box at the bottom gives company contact information. On the right two thirds (printed with dark blue on white fading into a blue sky above) is the product name written large and a one-sentence description of the product above, with a color photo of the package below. Across the bottom are four certification logos. The artistic design is excellent. On the rear left two-thirds of each sheet are: Preparation instructions. Exact ingredients. Package and



shipping information. Nutrition facts. At the right top is a color photo of the prepared dish. and below that (blue on orange) is a statement about the company and its mission.

The retail inserts are titled: Add protein and profit to your line-up: From a trusted source since 1980 (1 page overview of 9 products; Front in English, back in French). The retail products are: Organic BBQ Tofu Ribs. Almond Grain Burger. Sweet Curry Vegetable Burger. Mushroom Rice Burger. Spicy Black Bean Burger. Organic Veggie Crumbles. Veggie Breakfast Patties. Original Burger. Organic Falafel. Firm Tofu.

On the inside right is one sheet (glossy color, 28 x 21.5 cm, in English and French) for each of the company's current foodservice products. The layout and design of each sheet is similar to the retail sheets. The foodservice inserts are titled: Add protein and profit to your line-up: From a trusted source since 1980 (1 page overview of 8 frozen products, 1 refrigerated product, and 2 dry products; in English only). "All Sol Cuisine products are Vegan / Vegetarian, Trans Fat Free, Kosher and Halal." The weight of each product ranges from 3.6 kg (9 lb; Veggie Dog) to 7 kg (15.4 lb; Firm Tofu). The frozen products are: Almond Grain Veggie Burger. Meatless Burger. Mushroom Rice Burger. Veggie Sol Dog 7 Inch [made with tofu]. Organic Sol Grounds (Organic Veggie Grounds). Veggie Breakfast Patties. Falafel. T-Ribz (Organic BBQ Tofu Strips). The one refrigerated product is Organic Firm Tofu (A best seller since 1980). The two dry products are: Veggie Burger Mix. Texturized Vegetable Protein. Address: Mississauga, Ontario, Canada. Phone: 905-502-8500.

3632. Sol Cuisine. 2013. Sol Cuisine: Your natural source for healthy, vegetarian foods since 1980 (Portfolio). 3249 Lenworth Drive, Mississauga, Ontario, Canada L4X 2G6. 10 inserts. 30.5 x 22.8 cm. [Eng]

• **Summary:** This portfolio (sent by Lorraine Guardino of Sol Cuisine) contains 10 inserts describing Sol Cuisine's current U.S. products, which are sold only retail (none are sold to foodservice).

The glossy cover is printed with dark blue, orange and beige on white. On the inside left are the following two leaflets (glossy color, single sided, 28 x 21.5 cm): (1) Sol Cuisine SKU ranking in the USA: 1. Spicy Black Bean Burger. 2. Mushroom Rice Burger. 3. Veggie Breakfast Patties. 4. Original Burger. 5. Almond Grain Burger. 6. Original Falafel with Sauce. 7. Original BBQ Tofu Ribs. 8. Organic Veggie Crumbles.

(2) Sol bean anatomy. Like the diagram showing where the various cuts on a cow come from, but instead on a green soybean pod, where each "cut" is one of Sol Cuisine's products.

On the inside right is one sheet (glossy color, 28 x 21.5 cm.) for each of the company's current retail products. On the front left third of each sheet (printed with dark blue ink

on an orange background) is a checklist of that product's most important specifications. For example—for Organic BBQ Tofu Ribs: Vegetarian / vegan. Wheat free. Gluten free. Organic. Source of calcium. Only 130 calories. 9 grams of protein. A box at the bottom gives company contact information. On the right two thirds (printed with dark blue on white fading into a blue sky above) is the product name written large and a one-sentence description of the product above, with a color photo of the package below. Across the bottom are five certification logos, including the Non GMO Project. The artistic design is excellent. On the rear left two-thirds of each sheet are: Preparation instructions. Exact ingredients. Package and shipping information. Nutrition facts. At the right top is a color photo of the prepared dish. and below that (blue on orange) is a statement about the company and its mission. The retail inserts are titled: Add protein and profit to your line-up: From a trusted source since 1980 (1 page overview of 8 products). The retail products are: Organic BBQ Tofu Ribs. Almond Grain Burger. Mushroom Rice Burger. Spicy Black Bean Burger. Organic Veggie Crumbles. Veggie Breakfast Patties. Original Burger. Address: Mississauga, Ontario, Canada. Phone: 905-502-8500.

3633. US turkey production vs. refrigerated meat alternative trends. 2013.

• **Summary:** See next page. These graphs were sent by Seth Tibbott, founder and owner of Turtle Island Foods, Inc. The left graph shows that US turkey production rose from 260 million turkeys in 1990 to a peak of 307 million in 1995, then decreased to about 250 million in 2012. Thus, turkey production in the USA is now lower than it was in 1990.

The right graph show that refrigerated meat alternative sales in the USA increased steadily from about \$87.5 million in 2009 to about \$97.5 million in 2013, for a growth of about 11.4% in 4 years

3634. Shurtleff, William; Aoyagi, Akiko. comps. 2014. History of Seventh-day Adventist work with soyfoods, vegetarianism, meat alternatives, wheat gluten, dietary fiber and peanut butter (1863-2013): Extensively annotated bibliography and sourcebook (Continued—Document part II). Lafayette, California: Soyinfo Center. 1344 p. Subject/geographical index. Printed 6 Jan. 2014. 28 cm. [3638 ref]

• **Summary:** Continued:

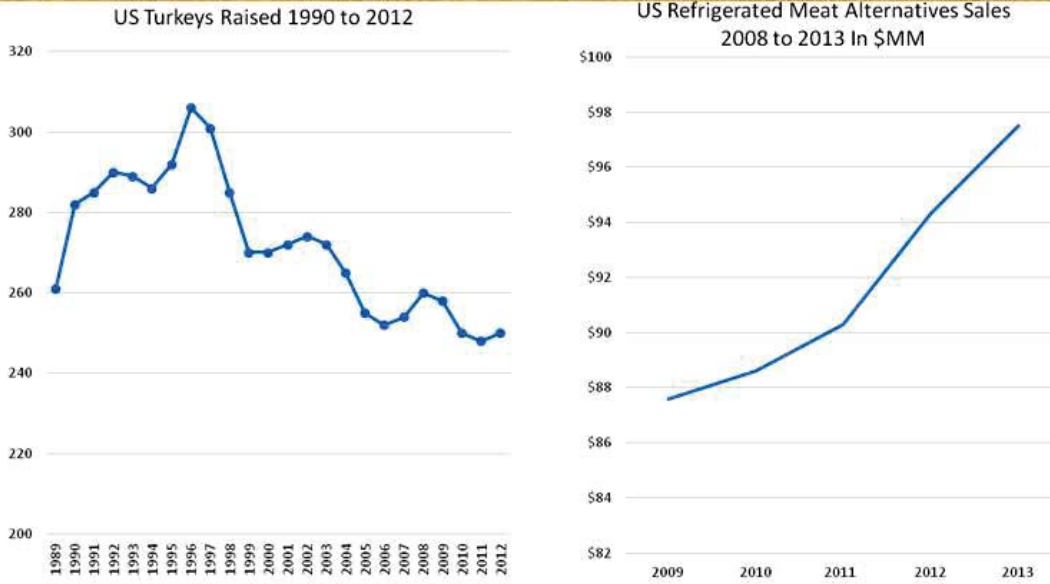
1991 Jan. 1—Granose Foods Ltd. (Newport Pagnell, England) is sold to the Haldane Foods Group and British Arkady Ltd. (Adventist Review, 1991; Fehlberg 1991).

1991 Oct. 1—Kellogg Co. (famous maker of breakfast cereals, Battle Creek, Michigan) buys Worthington Foods (Worthington, Ohio) for \$342 million. With this sale, no more SDA companies making soyfoods or meat alternatives are left in the United States.

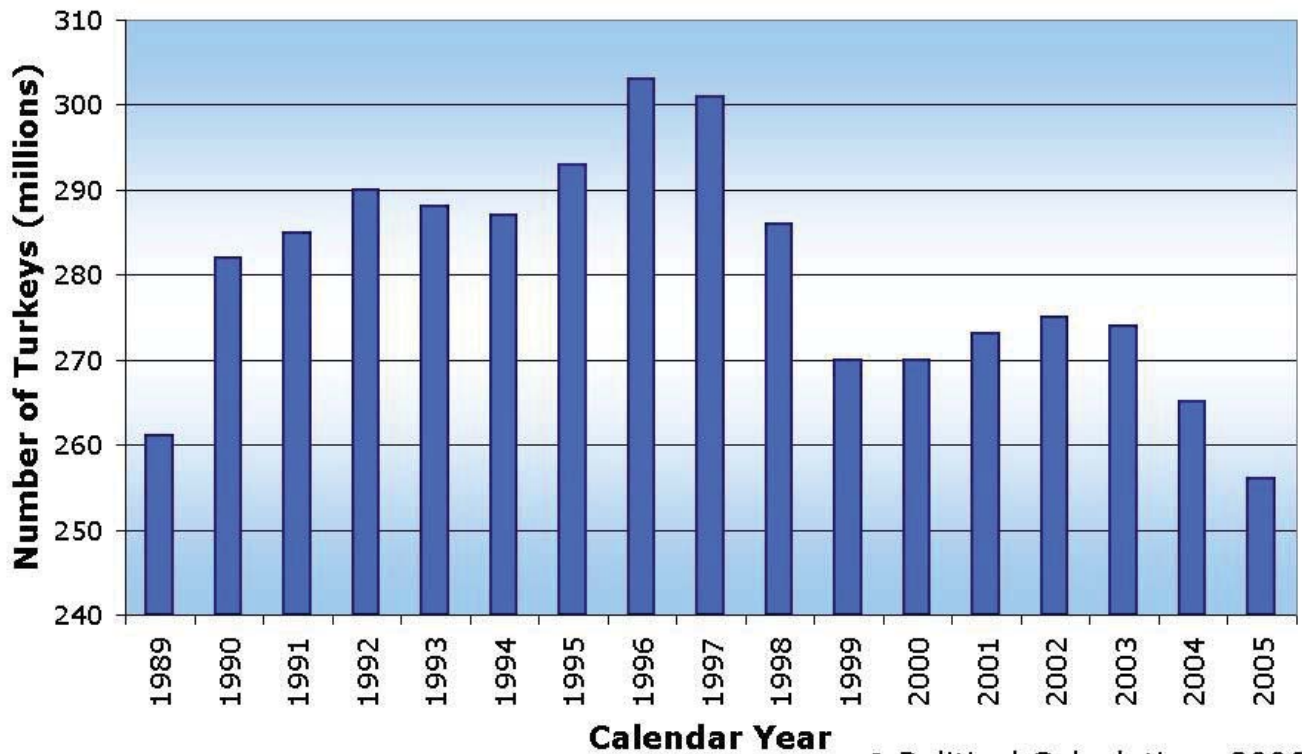
1991—A major breakup and restructuring takes place at



# US Turkey Production vs Refrigerated Meat Alternative Trends



## Volume of U.S. Turkey Production



© Political Calculations 2006

DE-VAU-GE in Germany. They no longer sell under their GranoVita brand (Drosihn 2010).

2014 Jan.—The DE-VAU-GE website states that since June 1976 the company headquarters has been in Lüneburg. There they focus on the production of “crispy breakfast cereals, different kinds of muesli, and fruit bars. In 1998 another plant opened in Tangermünde near Stendal housing the very latest production facilities for breakfast cereals and muesli-bars.” Today DE-VAU-GE has more than 500 employees at the two locations. The products are made for the “private label sector.” Neither soyfoods nor meat alternatives are mentioned.

**Vegetarianism:** The organized vegetarian movement in America traces its origins to two Christian groups in the mid-1800s. The Bible-Christian Church in Philadelphia, under the leadership of Rev. William Metcalfe, started the American Vegetarian Society—America’s first such society—in May 1850. The following November, *The American Vegetarian and Health Journal* began publication, with Metcalfe as editor. Famous early vegetarians such as Sylvester Graham and Dr. William A. Alcott were deeply influenced by Metcalfe and this society. But this society’s influence was short-lived, especially after Metcalfe’s death.

The second group, the Seventh-day Adventist church, became actively involved in vegetarianism in 1863, following a vision received by Ellen G. White in Otsego, Michigan. Over the years the Adventist influence on vegetarianism grew steadily, initially through the influence of Dr. John Harvey Kellogg and the Battle Creek Sanitarium in Michigan, the writings and teachings of Ellen G. White and other Adventists on the benefits of a meatless diet, vegetarian cookbooks and other publications, and commercial vegetarian products—especially meatlike products based on nuts, soya, and/or gluten.

But the greatest impact began in the 1960s when Adventist health professionals began the first real scientific research on the health benefits of a vegetarian diet. The centerpiece of this research was the first two Adventist health studies, initiated at Loma Linda University. These were the first large-scale, long-term epidemiological studies on vegetarians, and they showed convincingly and dramatically that Adventists (roughly half of whom were vegetarians) have much lower rates of heart disease, cancer, diabetes, stroke, and several other major degenerative diseases. Based on these studies, researchers have published some 200 articles in scientific journals. We believe that this vast body of original research constitutes the single most important development in the field of vegetarianism since World War II.

Moreover, in 1987 the Loma Linda University Medical Center and affiliated groups organized the First International Congress on Vegetarian Nutrition. Subsequent meetings took place every five years, with the sixth taking place in 2013.

This pioneering scientific health research and these

congresses have played a leading role in changing the attitudes of health care professionals (physicians, nutritionists, dietitians etc.) toward a vegetarian diet.

In the 1960s, vegetarian diets were generally considered risky. But by the 1990s they were (if balanced) widely considered healthier than the standard American diet.

**Meat Alternatives:** Formerly called “meat substitutes.” By definition, these are meatless, meatlike products. The category of commercial meat alternatives was invented by Dr. John Harvey Kellogg, the world-famous head of the Battle Creek Sanitarium. His first two meat alternatives were Nuttose (1896) and Protose (1899)—both based on ground peanuts.

In the USA, this category was both pioneered (starting in the early 1940s) and developed by Worthington Foods and Loma Linda Foods.

Most of the meat alternatives made by Seventh-day Adventist companies have been vegan—they contain no animal products (such as eggs or dairy products).

**Wheat Gluten:** Seventh-day Adventists—and especially Dr. John Harvey Kellogg—were among the pioneers in introducing wheat gluten and foods based on wheat gluten to America. As early as 1882 the Food Department of the Battle Creek Sanitarium, supervised by Dr. Kellogg, was selling Gluten Wafers, Gluten Food, and Diabetic Food. All were probably used in diabetic diets. In 1907 Dr. Kellogg was issued U.S. Patent 869,371 for a meat substitute whose two main ingredients were gluten and casein (milk protein). And by 1912 the Kellogg Food Co. in Battle Creek, Michigan, was selling at least 7 food products based on wheat gluten, including 3 types of biscuits and a breakfast toast. Protose, launched in 1899, was Dr. Kellogg’s second earliest commercial meatlike product—after Nuttose. Originally made from nuts, at some early unknown date Protose came to include gluten.

Following Dr. Kellogg’s lead, other Adventist companies soon began to launch commercial meatlike products based on gluten. In 1929 La Sierra Soy Gluten was introduced by La Sierra Industries in Arlington, California. In 1932 Vigorost was launched by Madison Foods in Madison, Tennessee.

But the company that has been most successful in introducing gluten-based meatlike products to America is Worthington Foods in Worthington, Ohio. Their first such product was Proast, launched in 1939, followed by Choplets (Oct. 1941). In 1968-70 with Prostage (a meatless sausage) Worthington invented a unique and proprietary process for combining gluten and textured soy proteins to give improved texture, flavor, and nutritional value—leading to a host of new meatlike products by the early 1980s.

By 1992 Seventh-day Adventist food companies had introduced at least 166 commercial food products containing gluten as a major ingredient; of these at least 55 were made by Worthington Foods. Moreover, of Worthington’s 180 products, approximately 90% contained at least some wheat



gluten.

**Dietary Fiber:** Here, too, Dr. John Harvey Kellogg was the pioneer. He was so credited in at least four publications by Denis P. Burkitt and Hugh Trowell—who established the “fiber hypothesis” of disease causation. For example, in 1978 in “The Development of the Concept of Dietary Fiber in Human Nutrition” published in the *American Journal of Clinical Nutrition* (October, Supplement, p. S3-S11) Trowell wrote: “When Dr. John Harvey Kellogg, an American cereal manufacturer, advocated the use of bran in 1923 in *The New Dietetics*, he stimulated much research.”

**Note:** As early as 1909, Dr. Kellogg’s company, Battle Creek Foods in Battle Creek, Michigan, was selling and advertising “Sterilized bran (a gentle laxative).”

**Peanut Butter:** The forerunner of peanut butter (called “Peanut paste”) was invented and patented in the USA in Oct. 1884 by Marcellus Gilmore Edson of Montreal, Quebec, Canada. The patent (U.S. Patent No. 306,727) was titled “Manufacture of peanut-candy.” The term “peanut butter” does not appear in the patent. We call this peanut paste a “forerunner because it was not sold as peanut butter (or as a nut butter or as peanut paste), but rather was used an ingredient—in peanut-candy. We have been unable to find any evidence that the peanut-candy described in this patent was ever manufactured or sold commercially, or that Edson was a Seventh-day Adventist.

1895 Oct. 10—Dr. John Harvey Kellogg, in a letter to Ellen G. White in Australia, writes: “We make very little use of cream or milk in our family, and use no butter whatever for seasoning, but use nuts instead. I have recently succeeded in making some very excellent preparations from nuts which take the place of butter entirely and are sweeter, more palatable, and more digestible. I find this plan is working very successfully both with the patients and with the helpers at the Dormitory.” He is probably referring to peanut butter as we shall soon see.

1895 Nov. 4—Three months later, Dr. Kellogg applies for a U.S. patent (No. 567,901) for a “nut-butter” made from peanuts or almonds.

1896 Nov.—Dr. Kellogg’s peanut butter is now sold commercially—but is not yet named “peanut butter.” Sanitas Nut Food Co., in an ad titled “New Nut Products” in the *Chicago Vegetarian* (p. 8) advertises the following: 3. Nut Butter. “A substitute for ordinary butter, presenting fat in the form of a perfect emulsion; combined with water, forms a delicious cream. Used for shortening of all kinds. A pure product of nuts; can be eaten by those who cannot eat ordinary butter.” **Note:** This may well be peanut butter.

4. Nut Cream. “A delicate, delicious nut preparation, which, properly diluted, furnishes a delicately-flavored cream or milk. It resembles milk in appearance.” **Note:** It is probably made from peanuts and/or almonds.

1897 July 2—The term “peanut butter” first appears in an English-language document. In an article titled “For a

Trust in Peanuts,” the *Chicago Daily Tribune* writes (p. 10): “Economic uses for peanuts: The active brains of American inventors have found new economic uses for the peanut. A peanut butter, first designed for invalids, but now sold with other food products, is made simply by crushing the nuts into a paste and adding water.”

1897—Large-scale production of peanut butter begins in the United States in Kokomo, Indiana—but unrelated to Seventh-day Adventists. It is made by Lane Bros. Health Food Co. at 11 McCann St. See: *Kokomo Daily Tribune*. 1897. “The Latest in Butter: Kokomo has a New Industry Making Butter from Peanuts.” Nov. 16, p. 4, col. 3.

1898—In Australia, Edward Halsey, a baker at Sanitarium Health Food Co. (Seventh-day Adventist) introduces Sanitarium Peanut Butter—Australia’s first. Address: Soyinfo Center, P.O. Box 234, Lafayette, California 94549. Phone: 925-283-2991.

**3635. Product Name:** Tofurky Gluten Free Pesto Supreme Pizza.

**Manufacturer’s Name:** Turtle Island Foods, Inc.

**Manufacturer’s Address:** P.O. Box 176, 601 Industrial Ave., Hood River, OR 97031.

**Date of Introduction:** 2014 January.

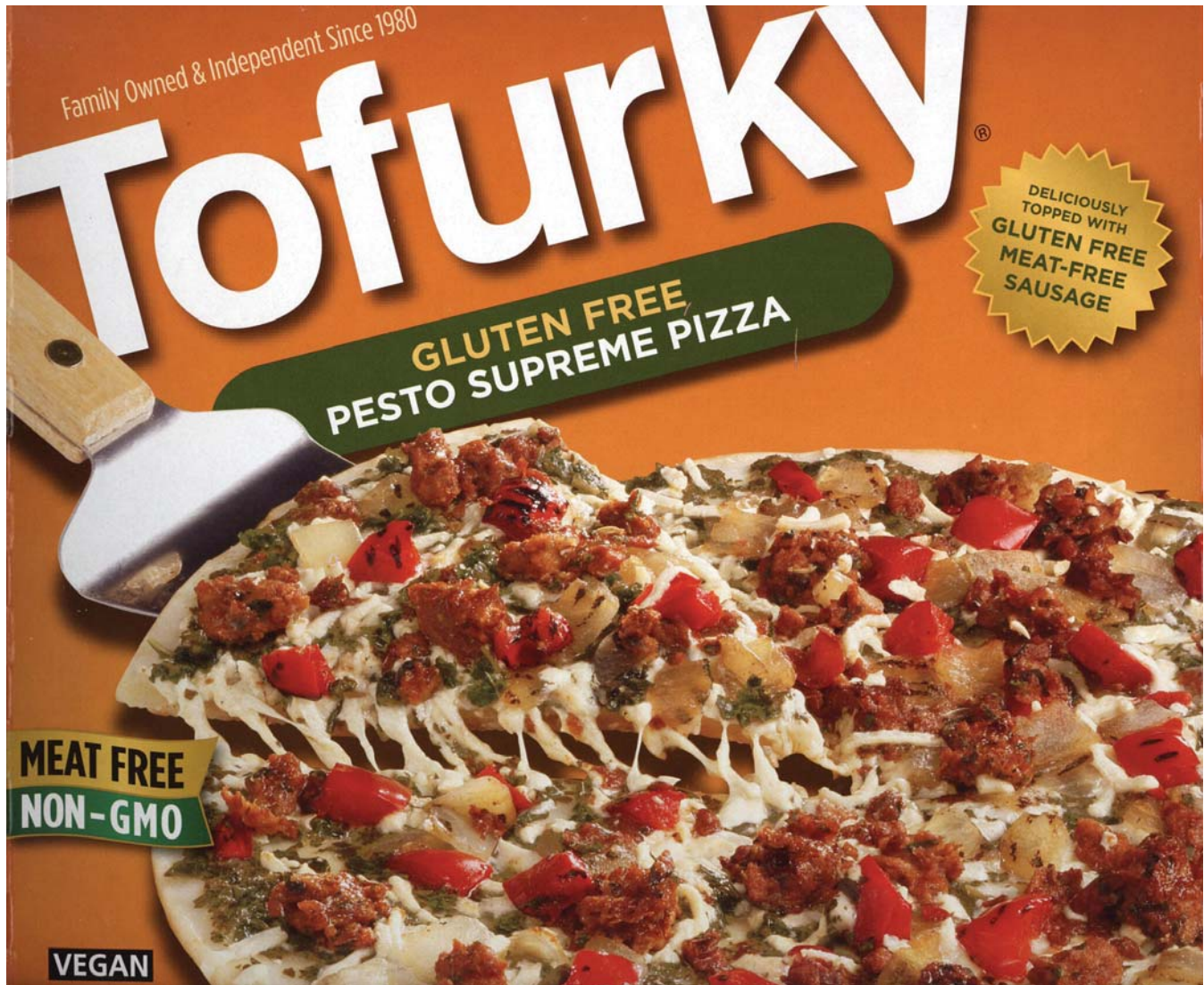
**Ingredients:** Crust: Rice flour, water, sugar, potato flour, olive oil, tapioca flour, fresh yeast, gum (cellulose, guar, xanthan), salt, garlic powder, enzymes. Pesto Sauce: Water, basil, expeller pressed non-GMO canola oil, garlic puree, olive oil, maltodextrin, potassium chloride, yeast extract, xanthan gum, salt, vegan lactic acid, citric acid, pepper, vegan natural flavors. Vegan Cheese: Filtered water, tapioca and/or pea starch, non-GMO expeller pressed canola and/or safflower oil, coconut oil, pea protein, salt, vegan natural flavors, inactive yeast, vegetable glycerin, xanthan gum, vegan lactic acid, yeast extract, titanium dioxide (a naturally occurring mineral). Ground Tofurky Gluten-Free Sausage: Water, organic soy flour, expeller pressed non-GMO canola oil, vinegar, yeast extract, basil, sea salt, potassium chloride, garlic, onion, spices, xanthan gum, vegan natural flavors, gum arabic. Toppings: Red bell peppers and onions.

**Wt/Vol., Packaging, Price:** 1 pizza. Net weight 17.5 oz (496 gm).

**How Stored:** Frozen.

**New Product—Documentation:** Label sent by Turtle Island Foods, Inc. 2014. July 27. A note says this pizza was first sold commercially in Jan. 2014. The box is: 10.25 x 10.25 x 1.25 inches deep. Front: A color photo shows the pizza, with a wedge sliced out and being lifted up to show the cheese stretching. “Family owned and independent since 1980.” “Deliciously topped with gluten free, meat-free sausage.” “Meat free. Non-GMO. Vegan. Keep frozen.”

Rear: “No pizza eater left behind! In 1995, Tofurky brought vegetarians back to the Thanksgiving table by providing a high protein, vegan, cholesterol free option.



Today we continue to innovate by offering the first gluten-free vegan pizza with faux meat and veggie toppings.

“Join us in our goal for: ‘No pizza eater left behind.’”

This pizza must be baked in an oven; microwave won’t work.

In the lower left is a color illustration of the “LEED Platinum Tofurky plant, Hood River, Oregon.” Below it is a color photo of many solar panels on the production plant roof. The text beside them reads: “With the help of a Blue Sky (TM) Community Project grant we were able to install 400 solar panels on our production plant which will produce 119 megawatt hours of electricity a year. This is enough electricity to power 10½ average homes for 12 months.”

3636. Tibbott, Seth. 2014. What ever happened to Lightlife? (Interview). *SoyaScan Notes*. July 28. Conducted by William Shurtleff of Soyfoods Center.

• **Summary:** On 16 Sept. 2013 ConAgra Foods sold the Lightlife brand and its equity to Brynwood Partners, a

private equity firm. Before the sale, ConAgra called Seth and asked him if he was interested in buying Lightlife, which is still larger than Turtle Island, the company Seth founded and owns. He put in a half-hearted bid, then flew out to Massachusetts and toured the plant. He was also able to look at all the company’s numbers.

ConAgra ran Lightlife pretty well for the first ten years after buying the company, then Lightlife began to go downhill. Address: Founder and owner, Turtle Island Foods, Inc.

3637. Tibbott, Seth. 2014. From Birkenstocks to corporate stocks: An abbreviated history of meat alternatives in America (PowerPoint presentation). First presented at the Western New York Inaugural Veg Fest in Buffalo, New York, Aug. 3. 41 frames.

• **Summary:** All photos and photos are in color unless otherwise identified. The frames are as follows: (1) Title of presentation. (2) Credits to Bill Shurtleff, author and founder





of Soyinfo Center, and Lisa Shapiro, founder of All Things Vegan, who provided the title and ongoing support.

(3) “In the beginning there soybeans.” A large outline map of China has the northeast highlighted in red. “First written accounts of soybeans were in 1024 BCE in the Liaoning province of China.” A smaller photo shows two cupped hands holding soybeans.

(4) “First meat replacement: Tofu. Date of birth of Tofu is uncertain, but certainly China. 965 CE ‘Anecdotes Simple and Exotic’ by Tao Ku [in Chinese] is first document to mention tofu...” (5) “Tofu evolution. Exported to Japan by Buddhist monks around 1100 CE.” Photos: (a) A monk in begging attire holding a cake of tofu on a wooden plate. (b) Two pieces of inari-zushi.

(6) “Lung Sausage. It’s what’s for dinner! *Mien-chin* (wheat gluten). Meat alternatives included mock eel, grilled liver, barbequed liver, mock fish and mock lung sausage.”

(7) “We all scream for yuba! Yuba is formed when soymilk is heated at 90°C. A thin skin forms on the surface which is scraped off and dried.” Photos: (a) A modern yuba-making table. (b) A package of Hodo Soy Spicy Yuba Strips. (c) A prepared dish of fresh yuba with green garnishes.

(8) “Tempeh: ‘The Other White Bean.’ Traditional Indonesian soy product. Cooked soybeans are fermented 24 hours at 32°C.” Photos: (a) Cakes of fresh tempeh covered with white mycelium, some cut and wrapped in traditional green banana leaves, all on a round wooden tray. (b) Deep-fried tempeh strips.

(9) “Early Meat Alternatives in Pre Birkenstock America (PBA).” “The Adventist Era.” Black-and-white photos: (a) A woman in about 1900 leading group exercises at Dr. Kellogg’s Battle Creek Sanitarium. (b) An oval portrait photo of Dr. J.H. Kellogg, M.D. Note: Birkenstocks are a type of German-made leather sandals that fit the contour of the wearer’s sole; they became popular in the USA starting in 1967.

(10) “John Harvey Kellogg (1852 to 1943): The Grandfather of U.S. Plant Based Alternatives. JH Kellogg,

a Seventh Day Adventist MD, took over a church Health Center in 1876 in Battle Creek, MI. Renamed it the ‘Battle Creek Sanitarium.’” B&W photos: (a) Dr. Kellogg, dressed in white suit and hat, with two women. (b) A roomful of nurses at The San in Battle Creek.

(11) “‘A Place Where People Learn to Stay Well,’ ‘Kellogg worked tirelessly to make the Sanitarium the largest and most progressive healing center in America. Here he developed the first meat analogs in America.’” B&W photos show 3 of The San’s many famous patients: (a) William Howard Taft. (b) Henry Ford. (c) Thomas Edison.

(12) “Kellogg vs. Doctors of the PBA.” Kellogg’s beliefs: Simple, grain based vegetarian diet. Exercise, fresh air and Sunshine. Good dress and posture. Opposed meat, tobacco, alcohol, caffeine, narcotics and hot spices. Opposed eggs, accepted small amounts of milk. Low protein intake.

Doctors and General Public of Kellogg’s Era Beliefs: Disease was a product of divine judgment or chance. Bacon and eggs was a good breakfast. Heal people by purging with calomel, drug them with arsenic, opiates and mercury. Bleeding bad blood out of people creates health. Bid not believe in germs or diet causing disease. B&W photos: (a) Overhead view of a group at The San in straight lines and columns doing exercises. (b) Doctors around a patient’s bedside in the PBA era.

(13) “Tofurky Interlude. What was the name of the first successful cold breakfast cereal? (Hint, invented in Dansville, New York).

(14) “GranUla! The cereal you have to soak overnight.”

(15) “Food Products Invented by JH Kellogg.” The first meat alternative was called ‘Nuttose’ produced at Battle Creek. Dr. Kellogg’s food company was the first company to produce commercial meat alternatives in the United States. Nuttose [launched in June 1896] and Protose [June 1899] were the first American Meat Alternatives.

(16) “JH Kellogg, a Man **Way** Ahead of his Time. Believed in the efficiency of vegetable based meats as a way to fight world hunger. Believed that taking any animals

life was wrong and ‘accustomed mankind to violence and murder.’ Believed low protein, vegetarian diets created health.” An oval B&W portrait photo shows J.H. Kellogg, M.D.

(17) “Henry Ford (1863-1947): American Industrialist and Soybean Pioneer. ‘If we want the farmer to be our customer, we need to find a way to be his customer.’” Photos: (a) Portrait of Henry Ford on the cover of *Time* magazine (Jan. 14, 1935). (b) Illustration of a black Model T: “If I had asked my customers what they wanted, they would have said a faster horse”—Henry Ford. (c) Henry Ford in his Soy Suit seated with straw hat in hand on a pile of hay.

(18) “Industrialization of Soy Beans: Ford envisioned a society where farmers would prosper by creating cottage industries processing their crops in barns instead of raising animals.” Photos: (a) Salt and pepper shakers made out of Ford soybean gearshift knobs. (b) A man standing in a Ford exhibit in about 1936.

(19) “Chicago World’s Fair of 1934: The Ford exhibit featured: A barn which had a field of soybeans growing around it. A small scale soy extraction plant. A soy kitchen. Deep fried soy nuts given to visitors.” Photos: (a) A small clear glass bowl overflowing with soy nuts. (b) Cover of the booklet titled “The Industrialized American Barn.” (c) A contraption.

(20) “Ford’s Soy Food Legacy: Did massive cutting edge research projects on soy foods and soy materials. Died in 1947 aged 85.” B&W photos: (a) Ford’s soy car, circa 1941. (b) Henry Ford, dressed in coat and hat, swinging an ax (for the press) at the plastic trunk lid of his car. (c) An article titled “The car grown from the soil.”

(21) “Robert Allen Boyer: Ford’s head of the laboratory studying industrial applications. Mr. Boyer had developed a spun soy fiber used as a synthetic wool in WWII In this extraction process it was accidentally discovered that these fibers could be spun as a food source.” Photos: (a) First Worthington food factory circa 1940; built to look like a home in case food company failed. (b) Red and white Worthington (and Loma Linda) logo.

(22) Worthington Foods: First product was Proast, a meatloaf product made with peanuts, wheat gluten and defatted soy grits.” Photos: (a) A can of Worthington Choplets. “Choplets first introduced in 1941, the name suggested by Harding’s 11 year old grandson. (b) Proast meatloaf (on a white dish with mashed potatoes, peas and diced carrots).

(23) “Rapid growth in the 1950s.” Photos: (a) Front panel of cans of 5 different Worthington meat alternatives. (b) A carton of Wham. (c) A chub of Meatless Corned Beef.

(24) “1960s Products: After licensing Boyer’s spun fibers, Worthington had to find a producer who would make a sanitary version of these. Ralston Purina was the first company to make a food grade spun fiber. They also began to incorporate soy protein isolate powder into their

products.” Photos: (a) Carton of Worthington Stripples. (b) Can of Worthington FriChik Original. (c) Cartons of Heritage Health Food Corn Dogs, Meatless Ham Slices, Meatless Turkey Slices, Meatless Chicken Slices, Meatless Corned Beef Slices. Note: Heritage is based in Collegedale, Tennessee.

(25) “Morningstar Farms: In 1977, Worthington developed their Morningstar Farms brand after being acquired by Bayer. This was the first brand of meat alternatives to be sold in mass supermarkets. Worthington Foods and it’s Morningstar Farms brand was purchased by Kellogg’s in 1999.” Photos: (a) Carton of Morningstar Hickory BBQ Riblets. (b) Sausage Patties. (c) Bacon Strips. Continued. Address: Founder and owner, Turtle Island Foods.

3638. Tibbott, Seth. 2014. From Birkenstocks to corporate stocks: An abbreviated history of meat alternatives in America (PowerPoint presentation; Continued—Document part II). First presented at the Western New York Inaugural Veg Fest in Buffalo, New York, Aug. 3. 41 frames.

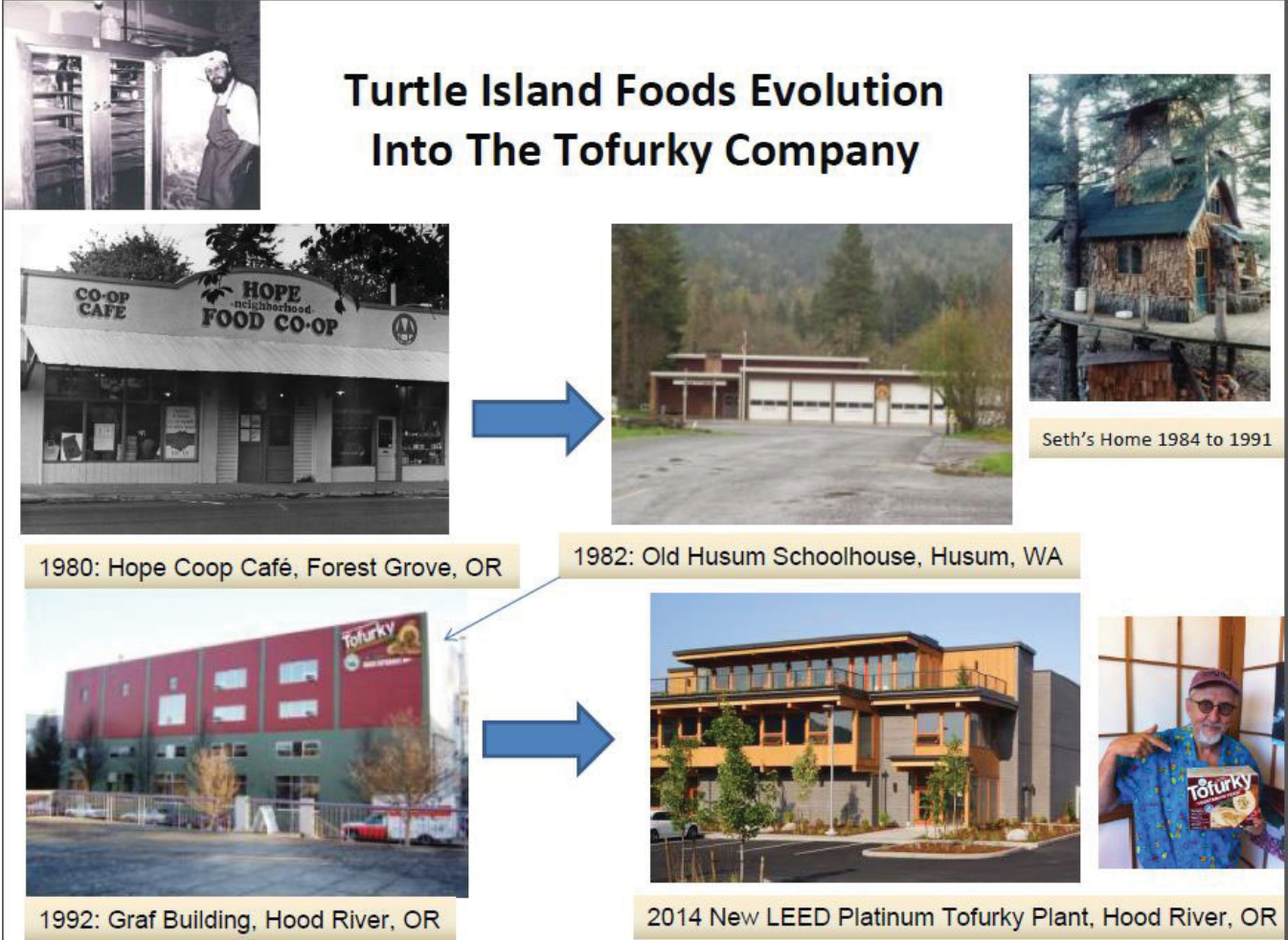
• **Summary:** Continued: (26) “Finally, The Birkenstock Era (BE) begins: Meat Alternative Pioneers of the 1970s and 1980s. Photo: Person walking in a pair of Birkenstock leather sandals—from the knees on down.

(27) “Bill Shurtleff: With wife Akiko Aoyagi, Zen Buddhist visited 300 cities in 1975 sampling and promoting soy foods as an alternative to meat.” Photos: (a) Shurtleff & Aoyagi standing next to the side of their white Dodge van during 1975 tour in Tennessee. (b) Front cover of the following books by Shurtleff & Aoyagi: *The Book of Tofu*. *The Book of Tempeh*. *The Book of Miso*. *Tofu & Soymilk Production*. *Tempeh Production*. *Miso Production*.



(28) “Stephen Gaskin and The Farm: Ex Marine and college professor, founded the largest hippie commune, The Farm in Tennessee in 1971. It had 1750 acres which they farmed. At its height 1500 vegan hippies lived there. They grew and ate a lot of soybeans and did great pioneering efforts on a variety of soy foods.” Photos: (a) Stephen Gaskin seated cross-legged





and looking very happy. (b) Aerial view of much of The Farm in Tennessee.

(29) “Farming Soy Hippie Style.” Photos: (a) A man (naked) with a woman (dressed) next to a horse. (b) Many long-haired Farm members carrying armloads of sorghum to load it onto a wagon. (c) Farm members planting seeds. (d) A Farm member in a field of soybeans, talking with two Guatemalan farmers.

(30) “Meat Alternatives Pioneered at the Farm: For protein, the farm processed soybeans into tofu, tempeh, soy milk and ice bean [soy ice cream]. Photos: (a) The rainbow-colored label from the top of a pint of Farm Foods Ice Bean. (b) Farm tofu shop in San Francisco circa 1972. (c) Ditto, with a Farm member pouring a white plastic bucketful of soy puree into boiling water in a caldron. Photos from The Farm Archives.

(31) “Pioneering Tofu Brands of the 1960’s and 70’s: Though tofu had been made by Asians in this country since the early 1900s, in the BE Caucasians, inspired by Shurtleff and the Farm started opening businesses. BE Tofu Companies:

NoMoo Dairy, Portland, ME  
 Heartsong Tofu, Miami, FL  
 Metta Tofu, Denman Island, BC  
 Island Spring, Vashon, WA  
 Laughing Grasshopper, Millers Falls, MA  
 Surata Soyfoods, Eugene, OR  
 Rochester Tofu, Rochester, NY  
 White Wave, Boulder, CO  
 Nasoya, Leominster, MA.

Photos: (a) Front panel of a carton of Surata Organic Firm Tofu. (b) Michael Cohen and co-worker turning over a large box of tofu at Laughing Grasshopper. (c) Lulu and Yoshi Yoshihara standing in shop of Shin-Mei-Do Miso.

(32) “Pioneering Tempeh Brands: In 1975 Gale Randall started the first commercial tempeh business in the USA in Lincoln, Nebraska. Other early tempeh companies:”

Tempehworks, Greenfield, MA  
 Pacific Tempeh, San Francisco, CA  
 Island Spring, Vashon, WA  
 Soyfoods Unlimited, San Leandro, CA  
 White Wave, Boulder, CO  
 Turtle Island Soy Dairy, Forest Grove, OR.

Photos: (a) Turtle Island Soy Tempeh label. (b) Seth Tibbott, founder and owner of Turtle Island, dehulling soaked soybeans with a Corona Mill set up in the kitchen of the Hope Coop Cafe circa 1981. (c) Seth Tibbott, holding up two bags of his tempeh. (33) “Turtle Island Foods’ Evolution into The Tofurky Company.” Photos: (a) The earliest existing photo of Seth standing in front of his tempeh incubator. (b) 1980: Hope Coop Café, Forest Grove, OR. (c) 1982: Old Husum schoolhouse, Husum, WA. (d) Seth’s home [in a tree house he built] 1984 to 1991. (e) 1992: Graf Building, Hood River, OR. (f) 2014 New LEED Platinum Tofurky Plant,

Hood River, OR. (g) Seth Tibbott holding a box of Tofurky.

(34) “After Birkenstocks Landscape (AB): Most Meat Alternative companies today base their products on soy protein isolate. Quick Guide for Veggie Burgers / Meat Alternatives. No Hexane-extracted Soy ingredients Used.” Amy’s, Asherah’s Gourmet, Field Roast, Helen’s Kitchen, Primm Springs Foods, Soy Deli, Sunshine Burgers, Tofu Shop, Tofurky, Turtle Island Foods, Wildwood.

“Likely Hexane-extracted Soy ingredients Used: Boca, Dr. Praegers, Franklin Farms, Fantastic World Foods, Gardein, Gardenburger, Lightlife, Morningstar, SoyBoy, Spice of Life, StarLite Cuisine, Trader Joe’s, Yves Veggie Cuisine. Photos: (a) Front panel of Tofurky Italian Sausage. (b) Boca Flame Grilled. (c) Amy’s Quarter Pound.

(35) “From Birkenstocks to Corporate Stocks.” A table with two columns shows: (a) Original Meat Alternative Company -> Now Owned By.

Tempehworks (Lightlife) -> Brynwood Partners Via ConAgra.

Nasoya -> Vitasoy.

White Wave -> Dean Foods.

Turtle Island Foods, Inc. -> Turtle Island Foods, Inc.

Boca Burger -> Kraft.

Yves Fine Foods -> Hain Celestial.

Worthington Foods -> The Kellogg Company.

Gardenburger -> The Kellogg Company.

(36) “Who Owns Who?” A complex diagram showing how big food companies have acquired small ones. Many names & words are too small to read.

(37) “Meat Consumption Trends: In 2012, the USDA projects the average American will consume 12.2% less meat and poultry than in 2007. 5% of the US population classifies their diet as “vegetarian”\*. 13% to 17% of the US population now eats vegetarian meals at more than half of their weekly meals\*. \* according to Harris Interactive poll April, 2011 and 2012 poll by the Humane Research Council. Graphs: (a) Total U.S. meat & poultry consumption, per capita, boneless equivalent (1960-2011). (b) U.S. meat & poultry consumption, per capita, boneless, by species: Beef, pork, broilers, turkey (1955-2012). Source: USDA, December 2011.

(37) “Who Eats Meat Alternatives Today? 36% of Americans!” A bar chart shows “Use of meat alternatives, by age, Mintel, March 2013. Photo: Smiling lady holding a box of Tofurky.

(39) “US Turkey Production vs Refrigerated Meat Alternative Trends.” Graphs: (a) US turkeys raised, 1989-2012. Rose from 260 million in 1989 to a peak of about 307 in 1995, falling to 250 in 2012. (b) US refrigerated meat alternative sales, 2008 to 2013 in million dollars. Rose from \$587.5 million in 2009 to \$597.5 million in 2013.

(40) “Modern Meat Alternatives of America.” Photos: (a) A veggie burger between sesame buns with a slice of cheese and lettuce. (b) Gimme Lean (chub pack). (c)



Veggie burger between buns with lettuce and tomatoes. (d) Gardein Mandarin Orange Crispy Chicken. (e) Original Field Roast (3 flavors in clear chub packs). (f) Tofurky Roast. (g) Chicken-Free Strips. (h) Tofurky Deli Slices: Hickory Smoked.

(41) “This Season’s People.

“We are the people.

We are this season’s people.

There are no other people this season.

If we blow it, it’s blown”–Stephen Gaskin

“If not you, who?

If not now, when?”–Hillel

Photos: (a) Stephen Gaskin (1935-214). (b) Alexander Lyon, tempeh pioneer (1939-2014). Address: Founder and owner, Turtle Island Foods.

3639. Tibbott, Seth. 2014. Re: Origin and development of the Tofurky Trot. Letter (e-mail) to William Shurtleff at Soyinfo Center, Aug. 4–in reply to inquiry of Aug. 3 from William Shurtleff. 1 p.

• **Summary:** The idea for a Tofurky Trot was Seth Tibbott’s, who writes: “I wanted to raise money and have some fun with other veg inclined folks on Thanksgiving Day as a counter balance to the Turkey Trots that are held on that day. The first one was held in 2012 in Portland’s Oaks Bottom.

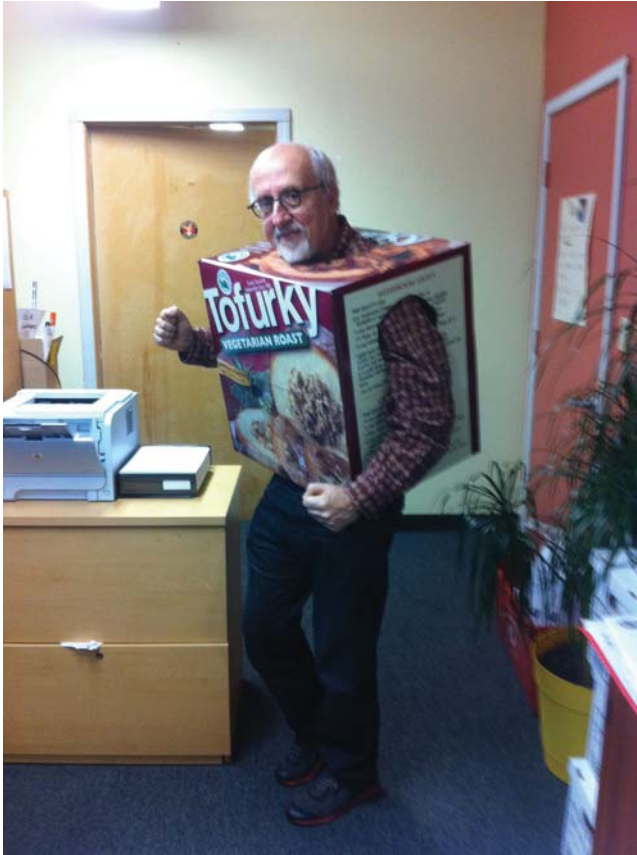
We had about 48 people show up. It was a very loosely structured and planned event. No fees, insurance or permits, just show up and donate some money for Food Not Bombs and the Cinnamon Snail vegan food cart in NYC who was feeding victims of the Sandy Hurricane. I ran the 5 K in the attached Tofurky Box.

“In 2013 we expanded the races from one to two big ones. Both were held on Thanksgiving day. One at Mt. Tabor Park in Portland, Oregon, and one in Pasadena, California, in the Rose Bowl parking lot. These had more advance notice and full permits, insurance, etc. Mt. Tabor had expenses under \$1000 and had 250 people show up. We also had KGW TV station show up to cover the event. Lots of people brought kids, dogs and there were a lot of dressed up folks. We raised over \$4000 which we split between Northwest VEG [nwveg.org], a Portland group that promotes vegetarian diets and Out to Pasture, a small animal sanctuary in Silverton, Oregon.

“The Rose Bowl race had huge overhead of nearly \$4000 just to rent the parking lot. It was very hard to find a park that was open on Thanksgiving and we liked the iconic nature of the Rose Bowl. We got 221 runners and even though we technically lost money we donated \$3,000 to Carolyn Merino Mullin’s ‘National Museum of Animals and Society’ on Melrose Avenue in Los Angeles. She also











had a local radio station cover the event. “These events are nice because they bring focus on the fact that not everyone is eating turkey on Thanksgiving day. It’s a special bonding time. We ran a small ‘dry run’ Tofurky Trot here in Hood River last September as part of our Tofurkyfest celebration but it was very small and mostly for our brokers and other guests. About 30 people ran there and we did not charge any money.”

“Just returned an hour ago from epic trip to Buffalo, New York, for the first Veg Fest in that city and the first Tofurky Trot East of the Mississippi River. We have 358 runners pay \$25 sign up for thee 5k run, our most ever.

“The Buffalo Tofurky Trot money is going to go to two groups: ASHA Farm Sanctuary (AHSA stands for “Acres of Sanctuary and Hope for Animals”) which is a small startup nonprofit in Buffalo and The Farm Sanctuary in Watkins Glen, New York, of which we are corporate sponsors of. It looks like each organization will get around \$3,000 this year. Partnering with the Buffalo Veg Fest was a very positive experience and a win/win. Good branding for us and good publicity for the Veg Fest. Some of the runners would not have come to the Veg Fest had it not been for this. They had about 2500 people come to the Veg Fest. Some Veg Fests are much larger. Toronto Veg Fest brings in upwards of 40,000 people.

“We cover about half of our expenses. Just rental of park, fees, insurance, half of tee shirt printing costs and then take 15% of net to help cover some of our expenses but we have never covered all of them. Me flying out to Buffalo and speaking was not covered. We have a part time marketing person who works here helping to coordinate the races. And we pay the race organizer \$500 honorarium to help compensate for their extra work.”

Note: A Vegfest is an annual–once a year–vegetarian food festival. The Vegetarian Food Festival in Toronto (which started in Sept. 1984) is regarded as the largest vegetarian festival in the world with 40,000 attendees each year and over 100 exhibiting food and product vendors. It is a free public festival held at Harbourfront Centre by the Toronto Vegetarian Association on the lakeshore in Toronto the second weekend of every September. Attendees have the opportunity to attend free lectures from world-renowned vegetarian cookbook authors, animal rights activists, and more. Another famous Vegfest is VegfestUK, which started in Bristol in 2003 under the name Bristol Vegan Fayre. (Source: Wikipedia at Vegfest, Aug. 2014).

Am discussing the possibility of a Tofurky Trot there next year. This is a new revenue stream for Veg Fests and local nonprofit groups so Buffalo was exciting to us on many levels. Next up: Charlottesville, VA in September!

Photos show: (1) 43 people at the First Annual Tofurky Trot in 2012, Portland, Oregon. (2) Seth Tibbott in Tofurky Box, fall 2012. (3) Sign for first annual Tofurky Trot. (4) Sign announcing Tofurky Trot in 2013. (5) Runners in

costume at the Tofurky Trot in the Rose Bowl parking lot (Pasadena, Calif.), Thanksgiving day 2013. (6) Seth Tibbott, the man who put Tofurky on the map, and a dedicated vegan–like Tofurky. Address: Founder, Turtle Island Foods.

3640. Leahy, Bobbi. 2014. Re: Meat Alternatives category. Who created it and when? Letter (e-mail) to William Shurtleff at Soyinfo Center, Aug. 12. 1 p.

• **Summary:** “Bill, The product category Meat Alternatives was created at the inception of SPINS Product Library (mid to late 90’s), later it was split Frozen vs Refrigerated Meat Alternatives.

“To the best of our knowledge, of the 3 syndicated research houses, SPINS was the first to have such a product category. As you can imagine, Meat Alternatives were not widely carried within Conventional supermarkets at that time.

“This information came from our Product Library team. But as far as ‘evidence’ of the statements above, I’m not sure what I can offer. SPINS works off of a syndicated category/ subcategory hierarchy, while both Nielsen and IRI offer both syndicated and custom category definitions. If a client had asked they to create a custom Meat Alternative segment they could have done that based on the few meat alternative items that were moving in the Conventional channel. I doubt very much that they were asked to do that back in the 90’s.

“Bobbi.”

3641. Tibbott, Seth. 2014. Re: Color photos of early Tofurky boxes. Letter (e-mail) to William Shurtleff at Soyinfo Center, Aug. 28–in reply to inquiry from William Shurtleff. 1 p.

• **Summary:** See next page. Here are the old Tofurky Boxes, from left to right: 1997 to 1998 white box, 1999 brown box (on top) with VRG printed on right side, 2000 brown box with Farm Sanctuary on side. Address: Founder, Turtle Island Foods.

3642. Tibbott, Seth. 2014. Re: Overview of Turtle Island history. Letter (e-mail) to William Shurtleff at Soyinfo Center, Sept. 30–in reply to inquiry from William Shurtleff. 1 p.

• **Summary:** Seth has thought about writing his company’s history. “We are basically the antithesis of the new, modern ‘Fast Company’ approach which is sell a bunch of stock to investment bankers, pay yourself 6 figure salaries from the get go, ramp up from 0 to \$20 MM (million) as fast as you can and sell to highest bidder in 3 to 5 years. We are ‘Slow Growth’ money and somewhat of an anachronism in today’s business world. I worked for \$300 per month for about 11 years (except for 1981 when I showed \$27 of gross income on my taxes) but they were very fun, fulfilling years. ‘Losing my shirt but living the dream.’” Address: Founder, Turtle Island Foods.





3643. Mertens, Randall J. College of Agriculture, Food and Natural Resources, Univ. of Missouri; ADM [Archer-Daniels Midland Co] 2014. New ADM and CAFNR laboratory teaches entrepreneur skills beyond the blackboard (news release). Columbia, Missouri. 2 p. Nov. 16.

• **Summary:** “Columbia, Mo.—A cutting-edge industrial laboratory to give agricultural and engineering students a chance to hone advanced team and entrepreneur skills will be opened Oct. 9.

“The College of Agriculture, Food and Natural Resources and College of Engineering, University of Missouri, and Archer Daniels Midland Company (ADM) partnered to create the facility in the Agricultural Engineering Building on Mizzou’s east campus.

“The ADM Center for Agricultural Development was designed to provide students experiential learning in the latest theories of biofuel development, food production and energy processing.

“As the global population continues to grow, the world is looking toward agriculture to create viable, sustainable solutions to some of the world’s most pressing needs—like an abundant food supply and advanced renewable fuels,” said Michael D’Ambrose, ADM senior vice president and chief human resources officer. “To help our industry meet this challenge, ADM is pleased to invest in the University of Missouri and the next generation of agricultural leaders.”

Address: Founder, Turtle Island Foods.

3644. **Product Name:** Tofurky Vegetarian Feast.

**Manufacturer’s Name:** Tofurky Company (The).

**Manufacturer’s Address:** Hood River, OR 97031.

**Date of Introduction:** 2014 October.

**Ingredients:** Roast: Water, vital wheat gluten, organic tofu (filtered water, organic whole soybeans, magnesium chloride, calcium chloride), expeller pressed non-genetically engineered canola oil, natural vegetarian flavors, shoyu soy sauce (water, non-genetically engineered soybeans, wheat, salt, culture), non-genetically engineered corn starch, white bean flour, garbanzo bean flour, lemon juice from concentrate, onion, carrots, celery, salt, calcium lactate from beets. Contains: Soy and wheat.

Stuffing: Organic brown rice, whole wheat bread cubes (whole wheat, filtered water, unbleached wheat flour, organic evaporated cane juice, organic palm oil, sea salt, yeast, natural enzymes, ascorbic acid), onion, celery, expeller pressed non-genetically engineered canola oil, organic wild rice, natural vegetarian seasoning, granulated garlic, herbs and spices. Contains: Wheat.

“Giblet” Gravy: Water, whole wheat flour, expeller pressed non-genetically engineered canola oil, Tofurky giblets (water, vital wheat gluten, organic tofu [filtered water, organic whole soybeans, magnesium chloride, calcium

Family Owned & Independent Since 1980

# Tofurky®

## VEGETARIAN FEAST

SERVES 6

- 2 lb Stuffed Tofu Roast
- Tofurky Savory Gravy
- New Fudge Brownie
- Tofurky Jurky Wishstix
- Tofurky Holiday Coupon Book

NET WT 3 LBS. 8 OZ. (1.59kg)

VEGAN KEEP FROZEN SERVING SUGGESTION

New Fudge Brownies

chloride], expeller pressed non-genetically engineered canola oil, natural vegetarian flavors, shoyu soy sauce [water, non-genetically engineered soybeans, wheat, salt, culture], non-genetically engineered corn starch, white bean flour, garbanzo bean flour, lemon juice from concentrate, onion, carrot, celery, salt, calcium lactate from beets), natural vegetarian flavors, onion, carrot, celery, corn starch, salt, sunflower oil, thyme, rosemary. Contains: Soy and wheat.

**Wt/Vol., Packaging, Price:** 2 lb 8 oz (1.13 kg).

**How Stored:** Refrigerated.

**New Product–Documentation:** This product was first sold in 2005, however the box was quite different from this 2014 version. Package sent by Seth Tibbott, founder and owner of Turtle Island Foods. 2014. Nov. 25.

Seth adds in an e-mail on Dec. 1. “We had two great Tofurky Trots on Thanksgiving morning. The one in Pasadena at the Rose Bowl had 515 runners and the one at Mt. Tabor Park in Portland had 550 runners, both record numbers for Tofurky Trots and more than double what these events totaled last year. Looks like over \$10,000 raised for our non profit partners. Here are photos of the Portland

event.” Seth was present at the Portland event. The two non profit partners splitting the profits from the Portland Tofurky Trot are Northwest Veg of Portland, Oregon, (60%) and Wildwood Sanctuary Farm of Sherwood, Oregon (40%).

“In Los Angeles, Carolyn Merino Mullen, founder of the National Museum for Animals and Society has run that Tofurky Trot for the past two years. Her museum is the sole recipient of money from the Pasadena Tofurky Trot.

“My only regret this year was we did not charge enough. We charged \$25 and I think we could have charged \$30 to \$35 to raise even more money. We will get paid back for about half of our expenses which include insurance, site rental fees, promotion, organization, etc.”

**3645. Product Name:** Trader Joe’s Breaded Turkey-less Stuffed Roast with Gravy. Made in Canada by Gardein.

**Manufacturer’s Name:** Trader Joe’s (Marketer-Distributor).

**Manufacturer’s Address:** Monrovia, California 91016.

**Date of Introduction:** 2014 October.

**Ingredients:** Turkey-less Roast: Water, Soy Protein



Isolate, Vital Wheat Gluten, Expeller Pressed Canola Oil, Yeast Extract, Organic Ancient Grain Flour (KAMUT(R) Khorasan Wheat, Amaranth, Millet, Quinoa), Potato Starch, Modified Cellulose, Corn Starch, Natural Flavors, Sea Salt, Dehydrated Garlic, Organic Cane Sugar, Color Added, Onion Powder, Pea Protein, Carrot Fiber, Beet Root Fiber, Extractives of Paprika and Turmeric.

Stuffing: Water, Onions, Stuffing Crumbs (Wheat Flour, Wheat Gluten, Sugar, Salt, Yeast), Celery, Wild and Brown Rice, Cranberries, Organic Apple Puree, Expeller Pressed Canola Oil, Yeast Extract, Soy Sauce (Water, Wheat, Soybeans, Salt, Alcohol\*, Vinegar), Natural Flavors, Modified Cellulose, Sea Salt, Spices, Garlic Powder, Onion Powder.

Breading: Rice Flour, Wheat Flour, Modified Corn Starch, Wheat Gluten, Sugar, Salt, Spice, Garlic Powder, Onion Powder, Yeast, Baking Powder, Malted Barley Flour, Ascorbic Acid (added as a dough conditioner). Seasoning Rub: Red Bell Pepper Flakes, Spices, Expeller Pressed Canola Oil.

Gravy: Water, Expeller Pressed Canola Oil, Corn Starch, Yeast Extract, Soy Sauce (Water, Wheat, Soybeans, Salt, Alcohol\*, Vinegar), Natural Flavors, Vital Wheat Gluten, Organic Miso Paste (Organic Soybeans, Organic Rice; Koji, Sea Salt, Water, Koji Spores), Soy Protein Isolate, Spices, Garlic Powder, Onion Powder, Soy Lecithin, Extractives of Turmeric.

\*Product contains less than 0.5% alcohol.

**Wt/Vol., Packaging, Price:** 2 lb 8 oz (1134 gm). Retail for \$9.99 (2014/11, Lafayette, Calif.).

**How Stored:** Refrigerated.

**New Product–Documentation:** the earliest meat alternatives containing Fibroprotein or Textured Edi-Pro (spun soy protein fibers), made by Ralston Purina Co., as a basic ingredient. Product purchased at Trader Joe's in Lafayette, California. 2014. Nov. 24. This refrigerated product was first sold in 2014 however earlier versions go back two years. On one side: Heat instructions using: Conventional oven. Stove top/toaster oven. Microwave. Gravy. Holiday Roast (How to prepare and serve). Vegan.

Note: In Nov. 2012 Trader Joe's sent their "Trader Joe's Fearless Flyer" to all residents in Lafayette, California. William Shurtleff received one and noticed that at the top of the back page was an announcement of an "All New Alternative: Turkey-less Stuffed Roast." With Gravy, it retailed for \$9.99. Could this be a competitor to Tofurky?

During his next visit to Trader Joe's Shurtleff asked if he could see the product. When he saw it, he asked a "team member" if it were the same as Tofurky but now sold under the Trader Joe's label? After checking with the front desk, the employee ensured him that it was indeed Tofurky. In fact, it was not. It was made by Gardein in Canada and private labeled for Trader Joe's.

3646. Harris, Jen. 2014. 20 years of Tofurky, from vegan zombies to 'Jeopardy.' *Los Angeles Times*. Nov. 14. Web article.

• **Summary:** This article begins: "If you're a meat eater, you may just think of Tofurky as that slightly rubbery, squishy



protein you tried at your hippie friend's dinner party, or the butt of a few late night comedians' Thanksgiving jokes. But did you know that Tofurky has been around for 20 years?

"With vegan restaurants booming across the country, it's not uncommon these days to see a turkey substitute on the Thanksgiving dinner table. But 20 years ago, more often than not, the dish at the center of the table was a big, meaty roast bird. That's when longtime vegetarian and sometimes vegan Seth Tibbott wanted something more than a collection of side dishes on his vegetarian holiday table."

One big boost was an appearance on "The Today Show." Today Seth and Turtle Island have sold more than 3.5 million Tofurky roasts in at least 25,000 food stores on five continents.

It ends: "Tofurky has been featured in multiple TV spots over the years, including a reference by a vegan zombie on 'The X-Files' in 2000, an appearance on 'Felicity' in 1999 and as the answer to a \$400 question on 'Jeopardy'—which none of the contestants was able to answer." "But my Aunt Rosie got it in her old folks home in Minnesota," said Tibbott. "She's the same aunt who told me 20 years ago that this was the stupidest idea I'd ever had."

3647. Tibbott, Seth. 2014. Re: This month is Tofurky's 20th anniversary; lots of good media coverage. Letter (e-mail) to William Shurtleff at Soyinfo Center, Nov. 20. 1 p.

• **Summary:** "This has been a crazy media year. Reminds me of how it was 10 years ago when we were a young, sexy brand! The LA Times piece just ran online but it got picked up by other outlets. It only appeared online, which is probably more read than the actual newspaper I would venture to guess.

"I also did a Skype interview with ABC news yesterday from my office which should be posted online tomorrow. Again, online is probably better than actual TV footage at this point.

"Also Conan O'Brien is going to do a humorous skit using Tofurky Roasts on his TV show tonight so that should be funny (always good not to take yourself too seriously I say).

"And the Portland NBC News crew is coming out on Tuesday. There have been a bunch of other smaller media requests too from *Glamour* magazine on down." Address: Founder, Turtle Island Foods.

3648. Turtle Island Foods, Inc. 2014. Happy Tofurky Day! (Color postcard). Hood River, Oregon. 1 p. Front and back. Undated. 10 x 16 cm.

• **Summary:** The ten color photos on the front show various animals in farm sanctuaries: (1) Two white goats. (2) A rooster and a turkey. (3) A row of about 8 ducks. (4) A close-up of the face of a pig from the snout. (5) Portrait of a turkey. (6) A white rooster with a red head. (7) Head of a rabbit. (8) Head of a young cow. (9) A girl kneeling next to and

holding a sheep. (10) A yellow cat indoors. Each photo is in a wooden frame.

On the rear. Upper left: "Tofurky: Family owned since 1980." With a tiny Tofurky logo. Across the bottom: Animal photos by world renown photographers Jo-Anne McArthur. For more info and photos check out [www.weanimals.com](http://www.weanimals.com). Address: Hood River, Oregon.

3649. Spots at front of book: History of meat alternatives. 2014.

• **Summary:** (a) Photo of John Harvey Kellogg. (b) Photo of Charles Dabney. (c) Photo of Protose, sold in the UK by The International Health Association, Ltd. (Legge St., Birmingham). (d) Can of Choplets. (e) Worthington Meatless Chicken Style. (f) Worthington Chic-ketts. (g) Sam's Chicken (meatless). (h) Loma Linda Swiss Stake with Gravy. (i) Cedar Lake Vege-Salami—vegan deli slices. (j) Yves Veggie Deli Salami. (k) Nuteena in can. (l) BigFranks. (m) Field Roast meatless sausages. (n) Meatless burger. (o) Collage of meat alternatives sold commercially in 2014. (p) Cans of Worthington Choplets, Vegetable Steaks, Skallops. (q) FriChik original. (r) Another can of FriChik. (e) Cedar Lake Meatless Tofu Links.

3650. *SoyaScan Notes*. 2014. Commercial soyfoods products wish list (Overview). Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** 1. Organic, non-GE soy protein isolates (2002/03). 2. A very low calorie soy beverage for weight loss in hospitals. Must be able to be used as a sole source of nutrition. 3. More smoked tofu in America.

4. Meatless pepperoni, sausage shaped, for use atop a meatless pizza. 5. Natural shoyu brewed in America, ideally as part of a joint venture with a Japanese shoyu company. 6. A vegetarian Worcestershire sauce, with no anchovies (John Troy developed "The Wizard's Worcestershire Sauce" for Joel Dee's Premier Japan line in about 1995; it was vegetarian).

7. A low-calorie, low-fat tofu. Fat and calorie content should be at least 30% lower than that made from whole soybeans. The easiest way to make this product would be to run soymilk made from whole soybeans through a decanting centrifuge (like a cream separator) to remove the desired amount of fat, just like the dairy industry does to make low-fat or non-fat milk. There is a big potential market for such a product since 1% fat milk has now passed low-fat milk (2%) as the best-seller in American supermarkets (11 Sept. 1991). 8. Bland soymilk base (11 July 1997). Presently no company (including International ProSoya Corp. of Canada, Pacific Foods of Oregon, and Ted Nordquist dba TAN Industries, Inc. etc.) offers this product.

9. A soy-based kefir made from authentic kefir grains/cultures plus FOS (fructooligosaccharides), a dietary fiber derived from chicory roots. FOS feeds and increases the



level of “good guy bifidobacteria by up to five times in the gastrointestinal tract, and boosts the body’s absorption of calcium and other minerals by up to 50 percent.” See article in *Ag Innovation News* (April 1999, p. 3, 14).

3651. *SoyaScan Notes*. 2014. The kosher dietary laws, kashruth, and pareve/parve (Overview). Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** Historically there has been a strong interest in soyfoods (especially soy ice creams, yogurts, cheeses, soymilk, and tofu) from Jews who follow the laws of kosher. *Webster’s Dictionary* defines kosher (a Yiddish word derived from the Hebrew *kasher* meaning fit or proper, and first used in 1851) as “1: sanctioned by Jewish law; esp. ritually fit for use (kosher meat). b: selling or serving food ritually fit according to Jewish law (a kosher restaurant). The verb “to kosher” (first used in 1871) means “to make kosher.”

“The kosher laws are derived from the ‘Book of Leviticus’ in the *Torah*, and are expounded upon in the volume of the Talmud (Oral Law) titled *Chulin*. Yet the teaching of kosher is touched upon in all 60 volumes of the Talmud.

“Kashruth, the Hebrew term meaning ‘fitness,’ itself derives from the term ‘kosher.’ Kashruth refers to the Jewish dietary laws; most Orthodox Jews observe kashruth.

“The kosher dietary laws divide all foods into three types: from the flesh (fleshig / fleishig), from milk (milchig), and neither flesh / meat nor milk (parev). From this latter Yiddish term ‘parev’ derive the terms pareve and parve, both pronounced ‘parv,’ and used interchangeably. They are Jewish cookery or dietary terms meaning (1) ‘neutral’ or (2) made without milk or meat or their derivatives. Eggs and seafood are both pareve. A pareve food can be eaten with either milk or meat. Many soy ice creams are labeled ‘kosher and parve’ or ‘kosher parve.’

“The laws of kosher state, among other things, that one cannot consume meat and milk products at the same meal. Hence, orthodox Jews do not consume ice cream after a meal that contains meat.” Perhaps the most widely observed kosher law is not to eat pig/pork. After eating meat, according to Jewish dietary laws, one should wait for 6 hours before consuming dairy (milchig) products. But one can consume dairy products and then have meat products after 30 minutes. The difference is based on the fact that meat takes longer to digest. For this reason, at least in Israel, more emphasis is placed on developing meatlike products than on dairylike, to bypass the 6-hour restriction. Meat substitutes are much more popular in Israel than dairylike products. The government has encouraged development of meatlike products. Yet there seem to be many opportunities for production of dairylike products on kibbutzim or moshavim.

In the USA, major kosher certifiers include: (1) Union of Orthodox Jewish Congregations of America, Kashruth Div., 45 West 36th St., New York, NY 10018. Tel. 212-564-

8330. Rabbi Reese and Rabbi Menach. Members: 3100. Publications: Keeping Posted: Bimonthly, Kosher Directory of Products and Services. Highly respected. O-U mark. (2) Kosher Supervision Services, 354 Fifth St., Hackensack, New Jersey 07601. Tel. 201-342-7400. Chuff K mark. (3) OK Laboratories, P.O. Box 218, Brooklyn, NY 11204. Tel. 718-851-6428. Rabbi Bernard Levy. Circle K mark.

Several important Hebrew or Yiddish words related to kosher: A “heksher” (pronounced HEK-shur) is the kosher mark. “OU is the most highly respected kosher heksher.” A “mashghiach” (pronounced mush-JEE-ak) is the person who inspects a food facility before giving approval.

3652. *SoyaScan Notes*. 2014. The visionary work of Henry Ford and his researchers with soyfoods—then and now: Invented meat alternatives based on spun soy protein fibers (Overview). Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** One day in 1942 at the Ford plant, Robert Boyer, while sampling fibers of his “soybean wool,” realized that these same soy protein fibers, if made tender by omitting the protein denaturation, hardening, and insolubilization, could be used as a basic ingredient in making meatlike textured soy protein foods. He had already developed an analog for the protein fibers that grow on the *outside* of a sheep (wool), why not develop an analog for those on the *inside*, a meatless meat or meat analog? In 1949 Boyer left his job at The Drackett Co.

He devoted all his energy to developing food uses of edible products made from spun soy isolates. His first patent for edible soy fibers was applied for in 1949; It was rewritten and applied for in May 1952 and issued in June 1954 (No. 2,682,466). In 1956 Worthington Foods purchased a license from Boyer and began to develop the world’s first meatlike meatless products based on these soy protein fibers. In Oct. 1962 Ralston Purina Co. began to produce the world’s first food-grade spun soy protein fibers—named Textured Edi Pro—at its plant in Louisville, Kentucky. Worthington Foods purchased these fibers and used them as key ingredients in a new generation of meatlike products. The first of these were on the market by 1963, with names like Worthington Soyameat–Fried Chicken Style, Chicken Style Roll, Prosage (like pork sausage), White-Chik, Soya Meat–Beef Like; The Soyameat–Fried Chicken style was canned whereas the other products were frozen. The flavor and texture were better than any meatlike product ever made in America. Initially these products were sold in health food stores but in late 1965 they started to be sold in supermarkets. In 1966 Worthington started to spin its own soy fibers, and the next year Ralston Purina stopped spinning.

Other companies also licensed the rights to spin soy protein fibers from Robert Boyer. In December 1965 General Mills introduced its Bontrae line of spun soy protein fiber products, starting with Bac-O\*s (imitation bacon bits). By

May 1966 General Mills was making analogs for ground beef, diced ham, and diced poultry—all from spun soy protein fibers. So successful were these products (they also won several prizes) that in June 1969 General Mills broke ground for a multi-million dollar state-of-the-art fiber spinning plant at Cedar Rapids, Iowa. It began making Bontrae products in later 1970. By 1975 Cortaulds in England had launched Kesp, based on spun soy protein.

Today about 15-20% of Worthington's meat alternatives contain spun soy protein fibers. These products have a retail value of about \$8.8 million. Worthington's Morningstar Farms line of meat alternatives, some of which contain spun soy protein fibers, is sold in the frozen foods section of about 95% of all supermarkets and grocery stores in America.

3653. *SoyaScan Notes*. 2014. Chronology of tofu worldwide—1930 to present. Part II. Compiled by William Shurtleff of Soyinfo Center.

• **Summary:** 1930s early—Azumaya Tofu Seizo-sho (later renamed Azumaya Co.) starts making tofu, *yaki-dofu* (grilled tofu), and *ganmodoki* (fried tofu patties) in San Francisco at 1636 Post St. between Buchanan and Laguna streets. The company is owned by Mr. Teranishi, who may have started it as early as the early 1920s. In Feb. 1937 it was sold to George and Jack Mizono, and their mother and father (Saichi Mizono).

1932, Dec.—Madison Foods, part of Madison College in Madison, Tennessee, was making Soy Cheese, then by 1939 they had launched Cheze-O-Soy (seasoned tofu), and by 1940 they were making a canned tofu bologna named Yum.

1934—By this year Loma Linda Food Co. (Adventist) in Loma Linda, California, was making Loma Linda Vege-Cheese (canned tofu with pimiento).

1942 Sept.—Dr. Harry Miller, a Seventh-day Adventist doctor who had worked for many years in China as a medical missionary, begins making Miller's Soy Cheese (tofu) at Mt. Vernon, Ohio.

1944 Sept.—Butler Food Co. in Cedar Lake, Michigan, introduces Butler's Soynut Cheese. Note that the first five Caucasian-run tofu companies in the Western World were all founded and run by Seventh-day Adventists. Note also that each of these five Seventh-day Adventist tofu products used the word "cheese" in the name and that each was canned. 1957 Aug.—Shizuka Hayashi, head of the Japanese-American Soybean Institute in Tokyo, publishes (in *Soybean Digest*) the earliest English-language statistics on tofu in Japan. "There are approximately 45,000 tofu manufacturers in Japan, of which about 23,000 are members of the Tofu Association. There is one large factory in Osaka, the largest in Japan, which consumes 2 tons of soybeans a day." In 1957 Japan will use somewhere between 160,000 and 308,000 tons of soybeans to make tofu.

1958—The world's first packaged tofu is sold in Los Angeles, California, by Matsuda Hinode Tofu Co. Mr. Shoan

Yamauchi, owner, conceived of the idea of putting individual cakes of tofu each in a plastic bag with water, sealing the bag with a heat sealer, placing the bag in a stiff paper deli carton with a wire handle, then folding over the top. The process was labor intensive. This happened at about the same time that a letter from journalist George Yoshinaga had led the city to pass a new regulation requiring tofu to be packaged in individual containers.

1958—Tofu is first sold in a U.S. supermarket—Boy's Market supermarket chain (which had about 12 stores at the time) in Los Angeles. The tofu was sold in individual packages (see above) and made by Matsuda Hinode Tofu Co., whose owner, Mr. Shoan Yamauchi was responsible for this major innovation, and for seeing the mainstream potential of tofu.

1965—The Library of Congress establishes the subject heading "Tofu" as the official name for that food in cataloging books for libraries across America. However, in the mid-1970's disputes arose there about the proper form of romanization of that term. The dispute was resolved by the decision to use the common English term "Bean Curd" instead.

1966—Tofu is first packaged in plastic trays/tubs, the type so widely used today. Again, Mr. Yamauchi conceived of the idea. He went to the Sealright Company in Los Angeles that made Sealright trays and asked them to make a waterproof plastic tray for his tofu. Mr. Yamauchi created three specific early innovations in tray packaging: (1) A very deep tray, holding 26-28 ounces; (2) A method for heat sealing a plastic film to the flange of a tray which had cold water flooding over the flange; (3) High-speed sealing machines to pack and seal the tofu in his plant.

1975 March—Alec Evans, owner of first of the new breed of Caucasian-run tofu shops, starts to make "Tofu" in Corvallis, Oregon. His Welcome Home Bakery and Tofu Shop is the sixth Caucasian-run tofu company in America.

1975 Dec.—*The Book of Tofu*, by Shurtleff and Aoyagi, is published by Autumn Press. This book, which had sold about 550,000 copies by 1997, played a major role in introducing tofu to the Western World.

1977 Aug.—Takai Tofu & Soymilk Equipment Co. publishes its first English-language equipment catalog, which helps many American and European tofu shops to get started.

1977 Sept.—White Wave, owned by Steve Demos, starts making tofu at 1738 Pearl St., in Boulder, Colorado.

1977—Morinaga Milk Industry Co., Ltd. in Japan introduces the world's first aseptically packaged tofu in a Tetra Brik carton. It is named "Morinaga brand Tofu. Soybean Curd." In 1978 the name was changed to "Morinaga brand Ever-Fresh Silken Tofu."

1977—Swan Foods Corporation, owned by Robert Brooks and Mary Pung, starts making "Tofu—Organic" at The Soybeanery, 5758½ Bird Rd., Miami, Florida. This is the first tofu in the Western World labeled "Organic." Swan



Foods is also the first American company to make a wide variety of soyfoods, and the first to open a soy deli—which had a take-out menu.

1978 April—Nasoya Foods, owned by John Paino and Bob Bergwall, starts making Nasoya Organic Tofu (water pack) at Mechanic Street Exit, Leominster, Massachusetts.

1978 Dec.—*The Book of Tofu*, by Shurtleff and Aoyagi, is published by Ballantine Books in a mass-market edition that retails for \$2.95.

1979 July—*Tofu & Soymilk Production*, by Shurtleff and Aoyagi, is published by Soyfoods Center in California. This book is used to start hundreds of tofu manufacturing companies throughout the Western World and in some Third World countries.

1982 April—There are 242 tofu manufacturers in the Western World, including 173 in the United States.

1985 June—The Library of Congress decides to change its subject heading from “Bean curd” back to “Tofu.” This, perhaps more than any other single thing, makes the word tofu “official.”

1983—House Food Industrial Co., Ltd. of Japan purchases 50% ownership in Yamauchi Enterprises (formerly Hinode Tofu Co., owned by Mr. Shoan Yamauchi) in Los Angeles. The company is renamed House Foods & Yamauchi, Inc.

1989 Dec.—Sixty-five books (each more than 48 pages long) on tofu have been published in the Western World since 1970. Each one has the word “tofu” or its equivalent in the title. Forty of these books were published in the United States, 6 in Canada, 5 in Switzerland, 5 in Japan (but written in English for sale primarily outside of Japan), 3 in West Germany, 3 in France (but 2 of these were published simultaneously and primarily in Quebec, Canada), 2 in England, and 1 each in Italy, Sweden, and Brazil.

1990 Aug. 3—Hong Kong Soya Bean Products Co. Ltd. (makers of Vitasoy) acquires Nasoya Foods of Leominster, Massachusetts.

1993 June—Vitasoy purchases Azumaya Inc. (America’s largest tofu manufacturer, and the low-price leader) in California for an estimated \$4-\$5 million.

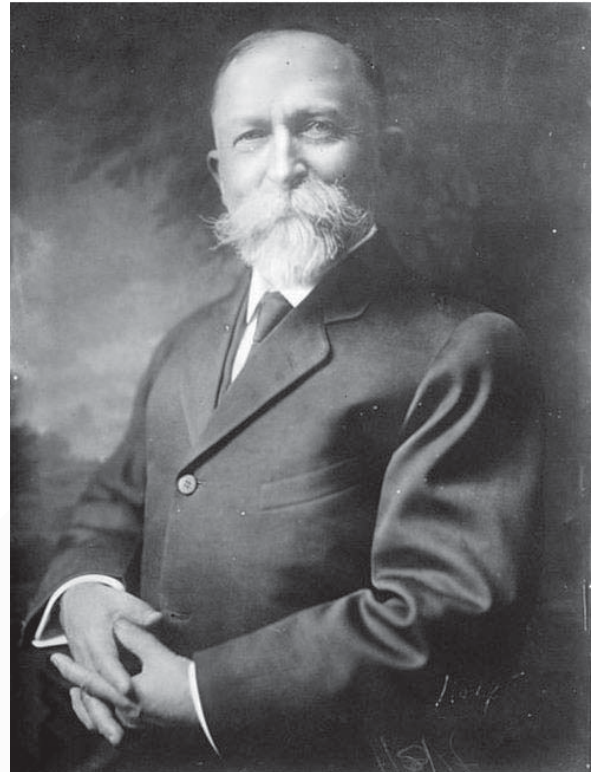
1993—House Foods Corp. of Japan purchases the remaining 50% of House Foods & Yamauchi, Inc. from Mr. Shoan Yamauchi. The new company is renamed House Foods American Corporation.

1997 March 12—House Foods America Corporation holds the opening ceremony for America’s largest tofu factory, in Garden Grove, California; the company closes its tofu plant in central Los Angeles.

An asterisk (\*) at the end of the record means that SOYFOODS CENTER does not own that document. A plus after eng (eng+) means that SOYFOODS CENTER has done a partial or complete translation into English of

that document.

An asterisk in a listing of number of references [23\* ref] means that most of these references are not about soybeans or soyfoods.



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- Kefir, soy. *See* Soymilk, Fermented–Soy Kefir
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- Kellogg, John Harvey (M.D.) (1852-1943), Sanitas Nut Food Co. and Battle Creek Food Co. (Battle Creek, Michigan). Battle Creek Foods Was Acquired by Worthington Foods in 1960. 16, 17, 18, 19, 20, 21, 22, 24, 25, 27, 28, 29, 30, 31, 32, 34, 35, 36, 37, 38, 39, 40, 43, 45, 46, 47, 49, 50, 52, 53, 55, 57, 59, 60, 61, 62, 70, 78, 82, 93, 98, 102, 114, 130, 131, 135, 136, 138, 144, 149, 152, 155, 181, 182, 183, 191, 195, 198, 206, 214, 228, 282, 295, 347, 384, 393, 395, 407, 444, 451, 468, 593, 594, 599, 611, 639, 703, 827, 848, 863, 924, 1163, 1256, 1257, 1258, 1260, 1270, 1320, 1330, 1367, 1640, 1721, 1987, 2045, 2209, 2217, 2226, 2274, 2346, 2413, 2464, 2522, 2681, 2793, 2815, 3033, 3195, 3196, 3294, 3507, 3528, 3554, 3569, 3634, 3649
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- Kin, Yamei. *See* Yamei Kin (1894-1934)
- Kinako. *See* Roasted Whole Soy Flour (Kinako–Dark Roasted with Dry Heat, Full-Fat) and Grits
- Kinema (Whole Soybeans Fermented with *Bacillus subtilis* strains from Eastern Nepal, Darjeeling Hills, Sikkim, and South Bhutan). Occasionally spelled Kenima. Close relatives are from Northeast India are: *Aakhone*, *Akhoni*, *Akhuni* (Nagaland), *Bekang* (Mizoram), *Hawaijar* (Manipur), *Peruyyan* (Arunachal Pradesh), *Tungrymbai*

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- Koji, Red Rice. (Also Called Fermented Red Rice, Ang-Kak / Angkak, Hongzao or Hong Qu / Hongqu in Chinese / Pinyin, Hung Ch'ü in Chinese / Wade-Giles, or Beni-Koji in Japanese). Made with the Mold *Monascus purpureus* Went, and Used as a Natural Red Coloring Agent (as with Fermented Tofu). 1, 3, 808, 1229, 1613, 2474, 2487, 2939, 3345
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Lucas Meyer GmbH (Hamburg, Germany). Founded 1973. Acquired Oct. 2000 by Degussa of Germany. 746, 3193

Lucerne / lucern. *See* Alfalfa or Lucerne

Lukoskie, Luke. *See* Island Spring, Inc. (Vashon, Washington)

Lupins or Lupin (Also spelled Lupine, Lupines, Lupinseed; *Lupinus albus*, *L. angustifolius*, *L. luteus*, *L. mutabilis*). 105, 1069, 1074, 2574, 2747, 2782, 2793, 2879, 3062, 3212, 3400

Lust, Benedict (1872-1945), Louise Stroebel Lust (1868-1925; his wife) and Louis Lust. Pioneers in Naturopathy in the United States (New York City; “Yungborn,” Butler, New Jersey; Tangerine, Florida). 126, 272

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Mainland Express (Spring Park, Minnesota). Div. of Goods, Inc. Named Tofu, Inc. and Eastern Foods, Inc., Minneapolis, Minnesota, from 1978 to March 1989. 1779, 3627

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Manna Natural Foods (Amsterdam, The Netherlands). Named Stichting Natuurvoeding Amsterdam until 1982. Absorbed by Akwarius Almere in 1987. 1420, 2189, 2193, 2387

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Meat Alternatives—Meatless Burgers and Patties. See Also Meat Extenders. 61, 62, 93, 104, 117, 130, 137, 160, 192, 194, 196, 197, 199, 206, 207, 208, 215, 217, 218, 219, 220, 221, 222, 224, 239, 241, 242, 245, 251, 252, 261, 262, 265, 276, 278, 279, 284, 286, 289, 291, 292, 293, 296, 298, 302, 304, 305, 306, 307, 308, 311, 313, 315, 318, 320, 322, 326, 327, 332, 337, 339, 340, 343, 346, 348, 349, 353, 354, 361, 362, 363, 364, 366, 369, 372, 375, 381, 384, 387, 388, 389, 390, 392, 393, 396, 398, 403, 404, 405, 406, 407, 408, 409, 410, 418, 420, 423, 431, 433, 437, 438, 439, 441, 445, 451, 452, 457, 460, 463, 471, 478, 494, 495, 502, 504, 518, 542, 546, 553, 557, 559, 560, 567, 572, 578, 591, 592, 599, 600, 603, 608, 614, 616, 619, 622, 623, 627, 629, 630, 634, 637, 638, 640, 642, 643, 656, 657, 659, 661, 662, 663, 669, 670, 680, 681, 687, 688, 689, 697, 699, 700, 701, 702, 707, 708, 712, 713, 715, 717, 721, 723, 724, 725, 729, 730, 731, 732, 735, 737, 751, 760, 761, 762, 763, 764, 766, 770, 771, 776, 778, 780, 791, 792, 794, 801, 802, 803, 804, 806, 809, 811, 812, 814, 815, 821, 828, 829, 830, 834, 835, 843, 846, 848, 849, 858, 860, 861, 862, 864, 866, 867, 869, 871, 872, 873, 875, 881, 885, 888, 890, 895, 897, 902, 903, 906, 910, 911, 912, 913, 914, 915, 916, 917, 919, 920, 923, 926, 927, 933, 937, 939, 940, 942, 943, 945, 948, 949, 951, 952, 954, 955, 956, 958, 959, 960, 963, 964, 965, 968, 969, 971, 973, 974, 981, 982, 983, 984, 986, 989, 996, 1000, 1003, 1005, 1006, 1007, 1012, 1018, 1021, 1023, 1024, 1025, 1027, 1029, 1030, 1031,

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3462, 3464, 3465, 3466, 3469, 3475, 3476, 3478, 3482, 3483, 3484, 3485, 3487, 3488, 3489, 3491, 3492, 3493, 3496, 3497, 3498, 3504, 3506, 3507, 3509, 3510, 3512, 3514, 3517, 3518, 3519, 3524, 3527, 3531, 3532, 3535, 3539, 3540, 3545, 3546, 3547, 3549, 3550, 3552, 3553, 3555, 3564, 3568, 3570, 3575, 3576, 3580, 3582, 3583, 3585, 3586, 3589, 3598, 3603, 3604, 3607, 3611, 3612, 3613, 3617, 3623, 3631, 3632, 3649, 3653

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- Sterols or Steroid Hormones in Soybeans (Phytosterols—Including Beta-Sitosterol, Campesterol, and Stigmasterol from Which Steroids Such as Progesterone, Hydrocortisone, and Cortisone Can Be Made). 1887
- Stinky tofu. *See* Tofu, Fermented—Stinky Tofu (*Chou Doufu*). Etymology of This Term
- Storage of Seeds, Viability and Life-Span During Storage or Storability, and Drying of Soybeans. 720, 1912, 3288
- Stow Mills, Inc. Including Llama Toucan & Crow (Brattleboro, Vermont), and Lama Trading Co. 864, 2080, 2449, 2575, 3044
- Straw, soybean. *See* Feeds / Forage from Soybean Plants—Straw
- Strayer Family of Iowa—Incl. George Strayer (1910-1981; executive officer of the American Soybean Association 1940-1967), His Father Bert Strayer (1880-1941), and His Nephew Dennis Strayer (born 1938). 324, 366, 1149
- Sufu. *See* Tofu, Fermented
- Sugars, complex, such as raffinose, stachyose, and verbacose. *See* Oligosaccharides
- Sukiyaki—Famous Japanese Recipe and Dish. Its Basic Ingredients Include Tofu (Usually Grilled) and Soy Sauce. 343, 377, 381, 387, 388, 403, 433, 556, 559, 608, 627, 765, 806, 809, 810, 965, 1038, 1228, 1614, 1914, 2220, 3346
- SunOpta, Inc. (Toronto, Ontario, Canada). Formerly SunRich Food Group (Hope, Minnesota). Formerly Minnesota Waxy Corn Growers Export Inc., Minnesota Edamame, Jameson-Williams Co. Acquired by Stake Technology Ltd. (Norval, Ontario, Canada) in July 1999, Stake changes its name to SunOpta on 31 Oct. 2003. 2439, 2786, 3377, 3439, 3444, 3449, 3453, 3544
- SunRich Food Group (Hope, Minnesota). *See* SunOpta, Inc.
- Sunflower Oil / Sunflowerseed Oil / Sunoil. 3144, 3432
- Sunflower Seeds and Sunflowers (*Helianthus annuus*)—Including Sunflowerseed Oil, Cake, and Meal. Once called the Heliotrope, Heliotropion, and Heliotropium. 99, 323, 410, 502, 563, 599, 608, 634, 746, 792, 872, 912, 930, 1066, 1103, 1139, 1174, 1322, 1411, 1462, 1537, 1577, 1639, 1706, 1776, 1816, 1924, 1995, 1996, 2082, 2193, 2238, 2290, 2445, 2495, 2558, 2664, 2665, 2941, 3018, 3022, 3086, 3110, 3144, 3421, 3432, 3576



Sunrise Markets Inc. (Vancouver, BC, Canada). 2613, 3296, 3627

Sunsoy Products Ltd. *See* Victory Soya Mills Ltd.

Sustainable Development and Growth, Including Low-Input Sustainable Agriculture (LISA), Renewable Energy Resources (Solar, Wind), Steady State Economics, and Voluntary Simplicity Worldwide. 3352

Swan Food Corp. (Miami, Florida). Started in 1977 by Robert Brooks and Mary Pung. 942, 952, 969, 973, 974, 1003, 1006, 1301, 1416, 1547, 2556, 3653

Swan Gardens Inc. and Soya Kaas Inc. (St. Ignatius, Montana; Atlanta, Georgia). Founded by Richard and Jocelyn McIntyre. 1300, 1342, 1455, 1473, 1547, 1700, 1885, 1966, 2004, 2113, 2166, 2176, 2546, 2556, 2565, 2815, 2816, 3627

Sweet Black Soybean Paste (Non-Fermented). Also Called Black Bean Paste or Sweet Black Bean Paste. Like Sweet Red / Azuki Bean Paste (*An*), But Made with Black Soybeans. May Be Used As a Filling for Chinese Cakes / Pastries. 2878

Sweet Oil. 161

Swift & Co. (Chicago, Champaign, and Oak Brook, Illinois). 365, 368, 472, 501, 505, 521, 523, 529, 535, 562, 568, 569, 609, 666, 742, 746, 754, 932, 1189, 1331, 1332, 1720, 1721

Sycamore Creek Co. (Mason, Michigan). Before 1993, INARI, Ltd.–International Nutrition and Resources Inc. Purchased by W.G. Thompson & Sons Ltd. of Canada, Jan. 1999. 1729, 3204

Syngenta AG (based in Basel, Switzerland)–Formed in Nov. 2000 by the Merger of Novartis Agribusiness (formed in March 1996 by the Merger of Sandoz AG and Ciba-Geigy; both based in Basel, Switzerland) and Zeneca Agrochemicals. 3013, 3428

Tahini or tahina or tahin. *See* Sesame Butter

Taifun-Produkte (Freiburg, Germany). *See* Life Food GmbH

Taiwan. *See* Asia, East–Taiwan

Tamari, Including Real Tamari (Soy Sauce Which Contains Little or No Wheat) or the Macrobiotic Word Tamari Meaning Traditional Shoyu. 141, 491, 494, 503, 546, 555, 610, 640, 657, 663, 669, 681, 685, 700, 701, 725, 732, 738, 760, 781, 792, 810, 828, 829, 895, 896, 897, 936, 1006, 1028, 1029, 1031, 1035, 1040, 1065, 1066, 1087, 1103, 1120, 1139, 1215, 1228, 1230, 1231, 1238, 1239, 1248, 1322, 1355, 1370, 1388, 1392, 1420, 1440, 1442, 1448, 1462, 1482, 1508, 1513, 1532, 1549, 1639, 1671, 1707, 1742, 1867, 1887, 1917, 1920, 1980, 1994, 1995, 1996, 2109, 2112, 2155, 2177, 2189, 2193, 2411, 2420, 2448, 2455, 2462, 2467, 2468, 2469, 2470, 2574, 2602, 2608, 2858, 2879, 2940, 2984, 3002, 3016, 3036, 3041, 3082, 3338, 3347, 3400, 3504, 3506, 3531, 3578, 3593

Taosí or tao-sí or tausi or tau-sí. *See* Fermented Black Soybeans–from The Philippines

Tariffs, duties, embargoes. *See* Trade Policies (International) Concerning Soybeans, Soy Products, or Soyfoods–Tariffs, Duties, Embargoes, Moratoriums, and Other Trade Barriers or Subsidies

Taste Panel, Taste Test Results, or Sensory / Organoleptic Evaluation of the Quality of Foods and Beverages. 345, 928, 2546, 2809, 2810, 2848, 2931

Taste Problems. *See* Flavor / Taste Problems

Tauco–Indonesian-Style Fermented Soybean Paste. Also Spelled Taucho, Tauceo, Tau Chiow, Taoco, Tao-Tjo, Taotjo, Taocho, Taoetjo. 906, 917, 1069, 1074

Taxonomy. *See* Soybean–Taxonomy

Tempeh (Spelled *Témpé* in Malay-Indonesian). 406, 488, 630, 665, 776, 806, 809, 849, 858, 860, 861, 864, 905, 906, 911, 917, 927, 933, 955, 958, 963, 970, 975, 989, 995, 996, 1032, 1040, 1046, 1049, 1053, 1055, 1056, 1061, 1063, 1068, 1069, 1071, 1074, 1080, 1087, 1102, 1103, 1130, 1139, 1150, 1153, 1162, 1165, 1170, 1173, 1179, 1181, 1195, 1198, 1204, 1220, 1230, 1254, 1284, 1291, 1292, 1300, 1301, 1302, 1307, 1308, 1310, 1317, 1321, 1325, 1326, 1327, 1329, 1334, 1335, 1337, 1345, 1357, 1365, 1366, 1384, 1385, 1392, 1397, 1398, 1408, 1409, 1411, 1416, 1417, 1419, 1420, 1435, 1439, 1440, 1441, 1446, 1464, 1465, 1470, 1495, 1503, 1505, 1507, 1508, 1510, 1518, 1531, 1537, 1539, 1542, 1547, 1548, 1549, 1554, 1567, 1572, 1573, 1582, 1613, 1615, 1619, 1624, 1629, 1634, 1641, 1643, 1645, 1647, 1651, 1652, 1655, 1663, 1671, 1675, 1678, 1686, 1695, 1707, 1709, 1712, 1724, 1729, 1735, 1739, 1740, 1742, 1745, 1746, 1754, 1755, 1757, 1778, 1811, 1823, 1841, 1853, 1862, 1863, 1864, 1869, 1872, 1886, 1887, 1890, 1917, 1918, 1962, 1964, 1965, 1966, 1984, 1991, 1994, 1995, 1996, 1997, 1998, 1999, 2004, 2009, 2013, 2015, 2046, 2047, 2050, 2058, 2059, 2060, 2066, 2072, 2073, 2077, 2090, 2092, 2097, 2104, 2110, 2145, 2155, 2159, 2177, 2188, 2193, 2202, 2206, 2218, 2225, 2234, 2253, 2257, 2287, 2292, 2293, 2294, 2302, 2312, 2318, 2319, 2321, 2347, 2348, 2363, 2409, 2411, 2420, 2443, 2444, 2448, 2449, 2450, 2455, 2465, 2485, 2487, 2488, 2489, 2491, 2496, 2520, 2527, 2540, 2542, 2565, 2572, 2574, 2578, 2589, 2602, 2617, 2621, 2637, 2638, 2675, 2701, 2711, 2718, 2730, 2732, 2743, 2746, 2747, 2756, 2776, 2777, 2783, 2784, 2791, 2799, 2815, 2816, 2817, 2822, 2823, 2825, 2837, 2848, 2852, 2858, 2859, 2874, 2875, 2876, 2879, 2881, 2883, 2888, 2890, 2894, 2900, 2913, 2940, 2946, 2954, 2956, 2958, 2969, 2973, 2977, 2984, 2987, 2993, 2994, 3002, 3009, 3011, 3016, 3018, 3020, 3021, 3022, 3027, 3035, 3036, 3038, 3041, 3044, 3045, 3061, 3065, 3068, 3069, 3073, 3077, 3082, 3083, 3085, 3088, 3091, 3104, 3105, 3111, 3112, 3124, 3132, 3137, 3155, 3164, 3165, 3194, 3197, 3198, 3212, 3213, 3224, 3250, 3258, 3260, 3277, 3278, 3281, 3283, 3300, 3301, 3303, 3325, 3333, 3338, 3340, 3342, 3343, 3344, 3347, 3348, 3352, 3355, 3369, 3384, 3385, 3397, 3400, 3411, 3415, 3418, 3431, 3432, 3440, 3457, 3460, 3469, 3472, 3473, 3475, 3482, 3483, 3484, 3499, 3504, 3507, 3513, 3514, 3531, 3532, 3540, 3544, 3545, 3546, 3550, 3553, 3577, 3578, 3581, 3593, 3595, 3599, 3600, 3601, 3603, 3604, 3605, 3609, 3617, 3619, 3644

Tempeh–Etymology of This Term and Its Cognates / Relatives in Various Languages. 1310

- Tempeh–Rhizopus Molds Are Discussed Without Mentioning Tempeh. 1931
- Tempeh Industry and Market Statistics, Trends, and Analyses–By Geographical Region. 906, 1440, 1542, 2013, 2946, 2993, 3340, 3532
- Tempeh Industry and Market Statistics, Trends, and Analyses–Larger Companies. 1247, 1292, 1321, 1385, 1396, 1397, 1435, 1539, 1636, 1676, 1754, 1862, 1962, 1964, 1980, 1984, 1998, 2009, 2094, 2159, 2292, 2294, 2302, 2321, 2894, 2993, 3532
- Tempeh Production–How to Make Tempeh on a Commercial Scale. 860, 911, 1068, 1302
- Tempeh Starter Culture, Spores, or Inoculum (Called *Ragi Tempe* or *Usar* in Indonesia). 858, 911, 1032, 1068, 1069, 1153, 1162, 1739, 2009
- Tempeh companies (Canada). *See* Noble Bean (Ontario, Canada)
- Tempeh companies (USA). *See* Appropriate Foods, Inc. (Brooklyn, New York), Soyfoods Unlimited, Inc. (San Leandro, California)
- Tempeh companies. *See* Turtle Island Foods, Inc. (Hood River, Oregon. Maker of Tofurky and Tempeh)
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- Tempeh, Homemade–How to Make at Home or on a Laboratory Scale, by Hand. 860, 911, 933, 955, 958, 975, 989, 1068, 1162, 1567, 1655, 1739, 1740, 1742
- Tempeh, Non-Soy Relatives–Onchom (Oncom, Ontjom)–A cake of Peanut Presscake or Okara (Oncom Tahu) Fermented with *Neurospora* (*Monilia sitophila* = *Oidium lupuli*) molds. 905, 906, 1068, 1069, 1074, 1655, 3212
- Tempeh, Non-Soy Relatives–Other Substrates Such as Winged Beans, Lupins, Velvet Beans, Brown Rice, Cassava, etc. 1068, 1069, 1074, 1655, 2409
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- Tempeh, Okara (Okara Tempeh), Incl. Mei Dou Za, Mei-Tou-Cha, Meitauza from China, and Tempe Gembus (from Central and Eastern Java). 193, 860, 905, 1069, 1153, 1300, 1345, 1547, 2188, 2496, 3504
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- Tempehworks. *See* Lightlife Foods, Inc.
- Temperance movement (abstaining from alcohol) and vegetarianism. *See* Vegetarianism and the Temperance Movement Worldwide
- Teranatto or Tera-Natto. *See* Fermented Black Soybeans from Japan–Other Names
- Teriyaki Sauce and Teriyaki (Soy Sauce is the Main Sauce Ingredient). 343, 381, 433, 559, 811, 902, 1053, 1060, 1073, 1078, 1142, 1170, 1236, 1239, 1272, 1284, 1406, 1416, 1583, 1778, 1920, 1958, 1998, 2038, 2059, 2095, 2195, 2221, 2308, 2391, 2400, 2411, 2423, 2428, 2462, 2482, 2487, 2565, 2637, 2638, 2646, 2746, 2747, 2836, 3011, 3041, 3082, 3111, 3132, 3200, 3299, 3335, 3346, 3397, 3408, 3409, 3463, 3482, 3531, 3532, 3545
- Teriyaki Sauce, Homemade Recipe–How to Make at Home or on a Laboratory Scale, by Hand. 343, 1239, 3545
- Terminology for soybeans–Fanciful. *See* Soybean–Terminology and Nomenclature–Fanciful Terms and Names
- Tetra Pak International (Lund, Sweden). 873, 1101, 1342, 1430, 1440, 1472, 1580, 1581, 1587, 1834, 1885, 2010, 2109, 2166, 2188, 2254, 2296, 2311, 2785, 3014, 3204, 3449, 3627, 3653
- Textiles made from spun soy protein fibers. *See* Fibers (Artificial Wool or Textiles Made from Spun Soy Protein Fibers, Including Azlon, Soyilon, and Soy Silk / Soysilk)
- Textured soy flours. *See* Soy Flours, Textured (Including TVP, Textured Vegetable Protein)
- Textured soy protein concentrates. *See* Soy Protein Concentrates, Textured
- Textured soy protein isolates. *See* Soy Protein Isolates, Textured (For Food Use Only). Including Spun Fibers
- Textured soy proteins. *See* Soy Proteins, Textured
- Therapeutic uses / aspects of soybeans, general. *See* Medical / Medicinal–Therapeutic Uses / Aspects, General
- Third World / Developing Nations. 1640
- Thompsons Limited. Before Jan. 2004 named Thompson (W.G.) & Sons Limited, Blenheim, Ontario, Canada. Before 1963 W.G. Thompson. Founded in 1924 by Wesley G. “Tommy” Thompson. 3204
- Thua-nao / Tua Nao (Whole Fermented Soybeans From Thailand). 1440, 1508, 1648



Thyroid function. *See* Goitrogens and Thyroid Function

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Tivall (Tivol), Maker of Meat Alternatives (Ashrat, Israel). 1696, 2124, 2181, 2182, 2222, 2350, 2351, 2352, 2353, 2354, 2355, 2359, 2360, 2361, 2362, 2377, 2410, 2672, 2673, 2781, 2826, 3107, 3108, 3450, 3543, 3547

TKW (Germany). *See* Tofukost-Werk GmbH

Tocopherols. *See* Vitamins E (Tocopherols)

Tofu (Also Called Soybean Curd or Bean Curd until about 1975–1985). *See* also Tofu–Fermented, Soy Ice Creams, Soy Yogurts, and Cheesecake, Which Often Use Tofu as a Major Ingredient. 1, 2, 3, 8, 9, 10, 11, 26, 62, 63, 81, 85, 87, 88, 89, 103, 105, 108, 114, 118, 119, 124, 132, 140, 141, 143, 150, 152, 157, 159, 161, 162, 166, 168, 174, 176, 177, 178, 188, 192, 194, 197, 199, 203, 210, 215, 221, 222, 224, 237, 238, 242, 252, 262, 278, 279, 292, 298, 305, 307, 309, 314, 316, 318, 320, 325, 326, 327, 337, 340, 343, 344, 362, 364, 366, 367, 375, 379, 380, 381, 387, 388, 403, 405, 406, 410, 411, 423, 433, 437, 445, 458, 459, 460, 461, 462, 478, 488, 496, 502, 516, 542, 546, 555, 556, 557, 559, 560, 572, 591, 592, 594, 599, 603, 608, 627, 629, 630, 634, 636, 637, 640, 655, 656, 657, 661, 662, 663, 665, 669, 670, 677, 681, 685, 700, 701, 702, 703, 704, 713, 715, 730, 731, 740, 761, 764, 765, 766, 767, 771, 776, 786, 791, 794, 803, 806, 808, 809, 811, 813, 829, 834, 835, 846, 849, 851, 852, 856, 857, 861, 864, 866, 869, 871, 872, 873, 874, 894, 895, 896, 897, 899, 900, 902, 903, 905, 906, 908, 910, 912, 917, 920, 927, 934, 937, 939, 940, 943, 954, 957, 959, 960, 962, 963, 965, 970, 977, 986, 996, 997, 999, 1000, 1002, 1005, 1006, 1007, 1025, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1037, 1038, 1040, 1044, 1046, 1047, 1048, 1049, 1051, 1053, 1054, 1055, 1056, 1058, 1060, 1061, 1062, 1063, 1064, 1066, 1067, 1068, 1069, 1071, 1072, 1073, 1074, 1076, 1081, 1082, 1083, 1084, 1085, 1087, 1088, 1089, 1090, 1091, 1092, 1093, 1094, 1095, 1097, 1101, 1102, 1103, 1133, 1138, 1139, 1140, 1141, 1142, 1146, 1147, 1148, 1149, 1150, 1151, 1154, 1155, 1157, 1162, 1165, 1169, 1170, 1171, 1172, 1173, 1174, 1179, 1180, 1181, 1182, 1185, 1186, 1188, 1195, 1196, 1198, 1201, 1210, 1211, 1227, 1228, 1229, 1230, 1231, 1232, 1233, 1235, 1236, 1237, 1238, 1239, 1244, 1246, 1248, 1251, 1252, 1253, 1254, 1256, 1257, 1258, 1261, 1262, 1264, 1265, 1268, 1280, 1282, 1288, 1290, 1291, 1301, 1303, 1307, 1308, 1310, 1311, 1312, 1315, 1317, 1319, 1322, 1326, 1327, 1329, 1334, 1335, 1337, 1342, 1343, 1344, 1347, 1348, 1349, 1352, 1362, 1365, 1366, 1367, 1369, 1370, 1383, 1384, 1387, 1392, 1394, 1405, 1406, 1410, 1415, 1416, 1417, 1419, 1420, 1427, 1430, 1433, 1434, 1438, 1439, 1440, 1442, 1446, 1460, 1462, 1466, 1467, 1469, 1470, 1472, 1473, 1475, 1482, 1484, 1486, 1490, 1495, 1497, 1500, 1502, 1503, 1506, 1507, 1508, 1509, 1511, 1512, 1513, 1514, 1515, 1516, 1518, 1519, 1523, 1528, 1530, 1531, 1534, 1537, 1540, 1542, 1546, 1554, 1555, 1557, 1559, 1563, 1567, 1569, 1573, 1576, 1577, 1579, 1580, 1581, 1582, 1583, 1586, 1587, 1588, 1591, 1607, 1609, 1610, 1612, 1613, 1614, 1615, 1617, 1618, 1619, 1620, 1624, 1627, 1635, 1640, 1641, 1642, 1645, 1648, 1651, 1652, 1663, 1665, 1666, 1667, 1668, 1670, 1671, 1675, 1678, 1682, 1707, 1708, 1709, 1710, 1712, 1713, 1714, 1718, 1719, 1729, 1731, 1734, 1736, 1741, 1742, 1745, 1749, 1751, 1752, 1753, 1754,

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Tofu, Grilled, Braised, Broiled, or Roasted (*Yaki-dôfu* in Japanese). A Japanese-Style Commercial Product. 63, 137, 150, 197, 343, 387, 403, 433, 458, 459, 460, 461, 462, 599, 670, 767, 806, 809, 810, 811, 846, 856, 902, 905, 910, 926, 937, 964, 999, 1007, 1025, 1053, 1071, 1073, 1142, 1229, 1239, 1303, 1406, 1434, 1440, 1482, 1501, 1508, 1509, 1514, 1546, 1583, 1614, 1629, 1648, 1663, 1708, 1710, 1714, 1817, 1822, 1910, 1914, 1920, 1935, 2204, 2208, 2220, 2235, 2391, 2407, 2411, 2486, 2487, 2496, 2520, 2913, 2959, 3082, 3109, 3212, 3299, 3303, 3304, 3362, 3438, 3457, 3510, 3536, 3553, 3593, 3627, 3653

Tofu, Grilled, Broiled, Braised, or Roasted—Etymology of This Term and Its Cognates / Relatives in Various Languages. 137, 343, 599, 767, 3082, 3627

Tofu, Homemade—How to Make at Home or on a Laboratory or Community Scale, by Hand. 119, 316, 375, 410, 411, 502, 629, 637, 662, 663, 701, 765, 767, 791, 806, 809, 834, 864, 895, 897, 957, 960, 1053, 1087, 1093, 1185, 1303, 1416, 1506, 1513, 1708, 1742,

2165, 2317, 2718, 3136, 3343, 3627

Tofu, Non-Soy Relatives (Such as Winged Bean Tofu or Peanut Tofu). 2782, 2799, 3627

Tofu, Pressed, Chinese-Style (*Toufukan / Doufugan / Dougan*). 6, 132, 366, 591, 636, 808, 809, 851, 852, 905, 921, 953, 987, 1050, 1073, 1095, 1138, 1432, 1444, 1512, 1557, 1615, 1642, 1648, 1822, 1919, 2213, 2319, 2412, 2455, 2484, 2487, 2504, 2506, 2547, 2966, 3212, 3387, 3426, 3627

Tofu, Silken (Kinugoshi)—Etymology of This Term and Its Cognates / Relatives in Various Languages. 806, 902, 917, 926, 1053, 3553, 3627

Tofu, Silken (Kinugoshi). Made without Separation of Curds and Whey. 670, 713, 806, 808, 809, 811, 846, 902, 905, 910, 917, 926, 960, 964, 1040, 1053, 1073, 1171, 1239, 1303, 1312, 1406, 1430, 1434, 1440, 1508, 1546, 1583, 1615, 1648, 1663, 1668, 1710, 1757, 1779, 1809, 1815, 1822, 1885, 1909, 1912, 1914, 1920, 1935, 1961, 1966, 2010, 2014, 2084, 2163, 2220, 2256, 2317, 2391, 2443, 2448, 2487, 2890, 2913, 2959, 2966, 3034, 3036, 3038, 3061, 3082, 3132, 3212, 3213, 3265, 3299, 3302, 3304, 3335, 3358, 3372, 3387, 3398, 3399, 3472, 3473, 3495, 3510, 3545, 3546, 3553, 3578, 3593, 3603, 3627, 3653

Tofu, Smoked—Etymology of This Term and Its Cognates / Relatives in Various Languages. 806, 1073, 3627

Tofu, Smoked. 6, 88, 89, 118, 119, 132, 141, 162, 169, 210, 408, 423, 438, 560, 627, 806, 1073, 1362, 1406, 1583, 1717, 1776, 1823, 1983, 2008, 2015, 2022, 2093, 2099, 2109, 2130, 2146, 2154, 2155, 2158, 2164, 2166, 2189, 2193, 2194, 2215, 2234, 2247, 2287, 2290, 2292, 2304, 2319, 2364, 2387, 2391, 2412, 2433, 2455, 2457, 2481, 2491, 2504, 2572, 2589, 2875, 2888, 2939, 3034, 3036, 3066, 3069, 3098, 3109, 3127, 3153, 3212, 3225, 3256, 3267, 3269, 3299, 3320, 3460, 3465, 3535, 3545, 3553, 3614, 3627, 3650

Tofu, Spray-dried or Powdered, Used as an Ingredient in Second Generation Commercial Products Such as Ice Creams, Beverages, etc. 2620, 2693, 2843, 3627

Tofu, Spray-dried or Powdered. 1731, 2189, 2433, 2721, 2759, 3627

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Tofukost-Werk TKW GmbH (Wadersloh, Germany). 1948, 1969, 1978, 2275, 2291, 3062, 3627

Tofumanufaktur Christian Nagel GmbH (Hamburg, Germany). Previously Christian Nagel Tofumanufaktur from 1984 to 1 Jan. 1989. 1716, 1726, 1727, 1817, 2234, 2235, 2246, 3062, 3450, 3627

Tofurei Svadesha Naturkost Produkte GmbH (Munich, Germany). Including Byodo Naturkost. 1124, 1266, 1420, 1676, 1821, 1927, 2293, 2294, 2302, 2312, 2319, 3062, 3627

Tofutown.com (formerly Viana Naturkost GmbH) and Bernd Drosihn (Wiesbaum / Vulkaneifel, Germany). 1683, 2008, 2203, 2247, 2248, 2249, 2250, 2251, 2252, 2291, 2302, 2310, 2483, 2491, 2756, 2787, 2794, 2795, 2875, 2880, 2984, 3062, 3450, 3465, 3523

Tofutti Brands, Inc. (Cranford, New Jersey)—Soy Ice Cream Company. Mintz's Buffet Until Jan. 1982. 1101, 1169, 1186, 1308, 1325, 1326, 1335, 1342, 1384, 1423, 1587, 1635, 1665, 1671, 1672, 1685, 1690, 1745, 1753, 1761, 1779, 1780, 1859, 1885, 1966, 2010, 2054, 2065, 2083, 2163, 2322, 2511, 2565, 2815, 2816, 3011, 3156, 3251, 3313, 3343, 3348, 3527

Tomato ketchup. *See* Ketchup, Tomato (Tomato Ketchup, Western-Style)

Tomsun Foods, Inc. (Greenfield, Massachusetts; Port Washington, New York). Named New England Soy Dairy from 1978-1983). 864, 963, 1047, 1048, 1062, 1064, 1095, 1101, 1139, 1146, 1147, 1148, 1149, 1342, 1385, 1392, 1419, 1440, 1464, 1472, 1473, 1531, 1572, 1587, 1672, 1724, 1766, 1779, 1840, 1870, 1885, 1938, 1941, 1995, 2050, 2054, 2072, 2080, 2084, 2163, 2166, 2176, 2205, 2208, 2321, 2449, 2450, 3068, 3580, 3627



- Touchi or tou ch'i. *See* Fermented Black Soybeans
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- Toxins and Toxicity in Foods and Feeds—Aflatoxins (Caused by certain strains of *Aspergillus flavus* and *A. parasiticus* molds). 2188
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- Toxins and Toxicity in Foods and Feeds—Microorganisms, Especially Bacteria (Such as *Escherichia coli*, *Salmonella*, *Clostridium botulinum*), that Cause Food Poisoning. *See also*: Aflatoxins (produced by molds) and Bongkrek Poisoning (produced in coconut by bacteria). 1531, 2219, 2225
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- Trade Policies (International) Concerning Soybeans, Soy Products, or Soyfoods—Tariffs, Duties, Embargoes, Moratoriums, and Other Trade Barriers or Subsidies. 105, 271, 1368
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- Triballat (Noyal-sur-Vilaine, France). Makers of Sojasun; and its Affiliate Bonneterre (Rungis Cedex, France). 1569, 2218, 2296, 2311, 2387, 2520, 3207
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- Cauldron Ltd. (Cedar Grove, North Carolina)
- Trucks or Carts used to transport soybeans. *See* Transportation of Soybeans or Soy Products to Market by Roads or Highways
- Trypsin / Protease / Proteinase Inhibitors. 690, 831, 1234, 1245, 1339, 2526, 3301
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- TVP. *See* Soy Flours, Textured (Including TVP, Textured Vegetable Protein)
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United Natural Foods, Inc. (UNFI, Auburn, Washington state). Formed in 1995. Includes Mountain People's Warehouse (Nevada City, California), Cornucopia Natural Foods (Connecticut) and Stow Mills (Vermont and New Hampshire), Rainbow Natural Foods, Albert's Organics, and Hershey Imports Co. 864, 2080, 2423, 2449, 2575, 3044, 3369, 3507

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Whole Dry Soybeans, Ground to a Paste, Puree, or Slurry, Then Used as an Ingredient in Commercial Food Products. 149, 170, 171, 179, 304, 494

Whole Dry Soybeans, Used as an Ingredient in Commercial Food Products. 1070, 2550

Whole Soy Flakes (Flaked Soybeans), Grits, Granules, or Textured Products, Made from Whole Dry Soybeans (Not Defatted). See Also: Soy Flour: Whole or Full-fat. 701, 1059, 2155, 2404, 3469

WholeSoy & Co. (subsidiary of TAN Industries, Inc.), Modesto WholeSoy Co. (California), and Aros Sojaprodukter (Örundsbro, then Enkoeeping, Sweden; Founded by Ted Nordquist. Started Feb. 1981). 1312, 1342, 1347, 1349, 1394, 1675, 1943, 1944, 2211, 2387, 3044, 3386, 3388, 3450, 3593, 3650

Wholesome and Hearty Foods, Inc. *See* Gardenburger, Inc.

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Wildwood Harvest Foods, Inc. Formed on 24 Aug. 2001 by the merger of Wildwood Natural Foods, Inc. (Santa Cruz and Fairfax, California; started Nov. 1977) and Midwest Harvest, Inc. (Grinnell, Iowa; started Jan. 1999). 997, 1244, 1248, 1249, 1342, 1433, 1470, 1538, 1548, 1552, 1624, 1719, 1806, 1826, 1986, 2038, 2074, 2091, 2092, 2143, 2198, 2204, 2215, 2277, 2407, 2408, 2611, 2612, 2730, 2760, 2776, 2777, 3031, 3063, 3140, 3267, 3450, 3552, 3605, 3627

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Wiley, Harvey Washington (1884-1930). Father of the Pure Food and Drug Act and the Meat Inspection Act (1906) and of the U.S. Food and Drug Administration. 176

Wilson soybean variety. *See* Soybean Varieties USA—Mammoth Yellow

Winged Bean (*Psophocarpus tetragonolobus*) (Also Called Four-Angled Bean, Goa Bean, Goabean, Asparagus Bean, Asparagus Pea, Segidilla, Seguidilla or Seguidillas Bean, Square Podded Pea,

Square Podded Crimson Pea, *Botor tetragonoloba*, *Dolichos*-, or *Lotus tetragonolobus*, Pois Carré, Kecipir or Ketjeper, Calamismis or Kalamismis). 1069, 1074, 2574, 2879, 3212, 3400

Wizard's Cauldron, Ltd. (Cedar Grove, North Carolina). Formerly Linden's Elfworks, then Elf Works, Ltd., then American Natural Foods. Founded by John Troy. 2462

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Yamasa Corporation (Choshi, Japan; and Salem, Oregon). 3506

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Yamei Kin (1894-1934). First Chinese Woman to Take a Medical Degree in the United States. 141

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Yuba (The Film That Forms Atop Soymilk When It Is Heated). In Chinese (Mandarin): Doufu Pi (“Tofu Skin”) or Doufu Yi (“Tofu Robes,” pinyin), Toufu P’i or Toufu I (Wade-Giles). English-Language Chinese Cookbooks and Restaurants: “Bean Curd Skin”. 6, 8, 9, 11, 87, 145, 161, 166, 203, 366, 380, 381, 406, 458, 488,

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Yuba–Dried Yuba Sticks or Rolls, and Sweet Dried Yuba–Chinese-Style. In Chinese (Mandarin): Fuzhu (pinyin; zhu = “bamboo”). Fu Chu (Wade-Giles). In Cantonese Chinese Foo Jook / Fu Jook / Joke or Tiem Jook / Tim Jook / Tiem Joke. Also: Bean Curd Sticks, Bean Curd Bamboo. 591, 808, 851, 899, 900, 970, 1002, 1083, 1138, 1407, 1508, 1509, 1810, 1856, 2412, 2487, 3297, 3387, 3545

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Yves Fine Foods (Founded by Yves Potvin, Feb. 1985, Vancouver, BC, Canada). Renamed Yves Veggie Cuisine in 1992. Acquired by Hain Celestial Group in June 2001. 1725, 1839, 1966, 2039, 2055, 2176, 2335, 2341, 2342, 2512, 2613, 2660, 2698, 2724, 2739, 2745, 2767, 2776, 2810, 2816, 2818, 2825, 2848, 2904, 2915, 2931, 2952, 2953, 3005, 3006, 3044, 3049, 3053, 3054, 3055, 3056, 3057, 3070, 3126, 3135, 3142, 3150, 3152, 3160, 3180, 3184, 3206, 3223, 3248, 3257, 3314, 3319, 3326, 3327, 3335, 3337, 3377, 3393, 3416, 3422, 3474, 3532, 3544, 3554

Zaire. *See* Africa–Congo (formerly Zaire). Officially Democratic Republic of the Congo. Also known as Congo-Kinshasa

Zavitz, Charles Ambrose (1863-1942) of Ontario Agricultural College, Canada. 687

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